



NATURE'S SUNSHINE®

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE PRODUCTS ANNOUNCES UPDATED FOURTH QUARTER AND FULL YEAR 2013 EARNINGS PRESS RELEASE TIMING

LEHI, UTAH, March 14, 2014 – Nature's Sunshine Products, Inc. (NASDAQ:NATR), a leading natural health and wellness company engaged in the manufacture and direct selling of nutritional and personal care products, today announced that it will report fourth quarter and full year 2013 financial results for the period ended December 31, 2013 on Monday, March 17, 2014 at 4:00 p.m. Eastern Time. The earnings press release had previously been scheduled for the same date at 9:00 a.m. Eastern Time.

No changes have been made to the time of conference call, scheduled on Monday, March 17, 2014 at 4:30 p.m. Eastern Time. The call will be broadcast live over the internet hosted on the Investing section of the Company's website at www.naturessunshine.com.

Nature's Sunshine Products' Fourth Quarter and Full Year 2013 Conference Call Details

Date:	Monday, March 17, 2014
Time:	1:30 p.m. Pacific Time 2:30 p.m. Mountain Time 4:30 p.m. Eastern Time
Dial-In:	1-877-407-0789 (domestic) 1-201-689-8562 (international)
Conference ID:	13575478
Webcast:	Investing section of the Company's website at www.naturessunshine.com

For those unable to participate during the live broadcast, a replay of the call will also be available beginning that same day at 7:30 p.m. Eastern Time until 11:59 p.m. Eastern Time on Monday, March 31, 2014 by dialing 1-877-870-5176 (domestic) or 1-858-384-5517 (international) and

entering the replay pin number: 13575478. The webcast will remain on the Investing section of Nature's Sunshine Products' website at: www.naturessunshine.com for 90 days.

About Nature's Sunshine Products

Nature's Sunshine Products (NASDAQ:NATR), a leading natural health and wellness company, markets and distributes nutritional and personal care products through a global direct sales force of over 340,000 active independent Managers, Distributors and customers in more than 40 countries. Nature's Sunshine manufactures most of its products through its own state-of-the-art facilities to ensure its products continue to set the standard for the highest quality, safety and efficacy on the market today. The Company has three reportable business segments that are divided based on the characteristics of their Distributor base, similarities in compensation plans, as well as the internal organization of NSP's officers and their responsibilities (NSP Americas, Asia Pacific and Europe; NSP Russia, Central and Eastern Europe; and Synergy WorldWide). The Company also supports health and wellness for children around the world through its partnership with the Little Heroes Foundation. Additional information about the Company can be obtained at its website, www.naturessunshine.com.

Cautionary Statement Regarding Forward-Looking Statements

In addition to historical information, this release contains certain forward-looking statements, including statements regarding Distributors and Managers and payment of dividends. Nature's Sunshine Products may, from time to time, make written or oral forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, Nature's Sunshine Products' beliefs, expectations, hopes, or intentions regarding future events. Words such as "expects," "intends," "believes," "anticipates," "should," "likely," and similar expressions identify forward-looking statements. All forward-looking statements included in this release are made as of the date hereof and are based on information available to the Company as of such date. Nature's Sunshine Products assumes no obligation to update any forward-looking statement. Actual results will vary, and may vary materially, from those anticipated, estimated, projected or expected for a number of reasons, including, among others: further reviews of the Company's financial statements by the Company and its Audit Committee; modification of the Company's accounting practices; foreign business risks; industry cyclicalities; fluctuations in customer demand and order pattern; changes in pricing and general economic conditions; as well as other risks detailed in the Company's previous filings with the SEC.

Contact:

Stephen M. Bunker
Chief Financial Officer
Nature's Sunshine Products, Inc.
2500 West Executive Parkway, Suite 100
Lehi, Utah 84043
(801) 341-7303

or Addo Communications
(310) 829-5400