Nature's Sunshine’s 45th-anniversary celebration took place on Tuesday, April 11, 2017 at our corporate offices in Lehi, Utah. Many key government officials and members of the media attended this event. This news summary is provided for your information. Please see the actual media sources for complete coverage. Material may be copyrighted.

Utah politicians turn up to supplement corporate birthday in tradition of mutual support

by Rod Decker and Larry D. Curtis, KUTV | Tuesday, April 11th 2017

U.S. Senator Orrin Hatch, Utah Governor Gary Herbert, Utah Attorney General Sean Reyes and other dignitaries were on hand as Nature’s Sunshine celebrated 45 years in business. Hatch spoke of his historic legislative battle for the rights of consumers to choose natural supplements during the 1990s. Loren Israelsen, president of United Natural Products Alliance, called Utah the “geo-political capitol [sic] of the world for dietary supplements.”

U.S. Representative Mia Love, U.S. Senator Orrin Hatch and Governor Gary Herbert were among the notable attendees of Nature’s Sunshine Products’ 45th-anniversary celebration. Founders Gene, Kristine and Pauline Hughes were highly celebrated by Hatch and Herbert for their innovation in both encapsulation and multi-level marketing. This article shares the story of how Nature’s Sunshine began. “Many have come after us, but we were the trailblazers,” said CEO Gregory Probert.

Hatch, Herbert & Co. salute Nature’s Sunshine as ray of multilevel marketing success

By MIKE GORRELL | The Salt Lake Tribune  
First Published Apr 11 2017 05:51PM  ·  Last Updated Apr 12 2017 10:51 am

The Salt Lake Tribune applauds the Hughes family for their innovation and the company for its success over four and a half decades. It also touches on our core principles and spotlights the Hughes Center for Research and Innovation, with its 11 clinical studies and 12 patent submissions. “Great companies do great things,” said Greg Probert. UNPA president Loren Israelsen praised Nature’s Sunshine for being “synonymous with quality and professionalism” and quoted him as saying that we were one of eight founding companies “that formed the alliance ‘to do battle with the FDA...no prisoners taken’.”

Nature’s Sunshine’s Facebook page streamed the April 11 event live, with messages from CEO Greg Probert, Utah Governor Gary Herbert, U.S. Senator Orrin Hatch and Utah Attorney General Sean Reyes. Watch the complete experience in this 30-minute video.

https://www.facebook.com/naturessunshine/
Globe Newswire shared our official press release dated April 10, 2017. It provides a brief overview of the founding of Nature’s Sunshine and our early commitment to quality. “For us, quality is not just a word,” says company co-founder, Gene Hughes. “It’s the most important ingredient in our products and in our success. Quality is how we express care and respect for our partners and customers around the world.” This release also spotlights the Hughes Center for Research and Innovation and our focus on metabolic health. It also touches on our core values and recaps our joint venture with China.

Angela Soper’s in-depth article provides an overview of the company’s current position, remembers its humble and historic beginning, and emphasizes our renewed focus on cutting-edge science and metabolic health. She mentions the importance of the microbiome and shares supporting comments by Dr. Matt Tripp, Nature’s Sunshine’s Chief Scientific Officer. Soper also discusses the Nature’s Sunshine and Synergy brands, our international markets and even our partnership with the Sunshine Heroes Foundation. She closes with a nostalgic homage to the fact that our distributors and employees are both known for their longevity with the company, a true measure of loyalty.

http://directsellingnews.com/index.php/view/natures_sunshine_serious_about_health_for_45_years#.WPTsLfnythF
Nutraingredients discusses the dietary supplement industry in Utah with statistics that support Utah's dominance in the field. It also shares appearances by notable community and civic leaders and touts Nature's Sunshine's unusual longevity, with strong quotes about the importance of the Dietary Supplement Health and Education Act (DSHEA) from Senator Orrin Hatch. This lengthy article goes in-depth on Nature's Sunshine's manufacturing, R&D, clinical trials and our venture into China.

Hatch Says He’s Healthy Enough For Re-Election, Praises Trump’s First 100 Days

By JULIA RITCHEN • APR 11, 2017

KUER, a public radio station licensed to the University of Utah, interviewed U.S. Senator Orrin Hatch about the current political climate in Washington, D.C., asking about President Trump’s effectiveness especially with regard to health care and tax reform. Hatch also responded to questions about his health, his political future and his personal use of supplements.

http://kuer.org/post/hatch-says-he-s-healthy-enough-re-election-praises-trump-s-first-100-days#stream/0