

May 8, 2017



Nature's Sunshine Celebrates Being the Only Recipient of the Healthiest Company in America Award for 10 Consecutive Years

LEHI, Utah, May 08, 2017 (GLOBE NEWSWIRE) -- As part of its 45th anniversary celebration, Nature's Sunshine Products (NASDAQ:NATR) ("NSP"), a leading natural health and wellness company engaged in the manufacture and direct selling of nutritional and personal care products, was named one of the Healthiest Companies in America by Interactive Health of Chicago, IL for a 10th consecutive year. Out of the more than 3,000 companies across the United States evaluated by Interactive Health, only 156 earned this recognition in 2016, and Nature's Sunshine is the only company to have received this award each year it has been given—for 10 straight years.



A global leader in nutritional products, Nature's Sunshine is focused on helping people, including its employees, live healthier lives. The company espouses a "culture of health" that encompasses a variety of activities throughout the year, including a 12-week Fitness Challenge; an annual 5K Fun Run/Walk; a Veggie Challenge; a Walktober walking program; gym membership reimbursements; an annual health fair; complimentary company products

and more. Employees are encouraged to select the programs and activities they want to participate in and are rewarded for doing so.

“This is the 10th year we’re honoring the Healthiest Companies in America and it continues to inspire us how successful the winning companies are in building and sustaining employee engagement and inspiring positive health outcomes,” said Interactive Health President and CEO Cathy Kenworthy.

“We are thrilled to be recognized for a 10th consecutive year by Interactive Health,” said Gregory L. Probert, Chairman and Chief Executive Officer of Nature’s Sunshine Products. “As a health company, this award validates our efforts to share wellness with the world, starting with the men and women with whom we work. It is a testament to the commitment and character of our workforce, the quality of our premium products and our mission to transform lives throughout the world.”

Thanks to the various activities in the company-sponsored wellness program, each year Nature’s Sunshine employees have seen measurable health benefits in key areas, including lower blood pressure, lower LDL cholesterol and triglycerides as well as improved blood glucose levels.

Christine Frazier, Manager of Insurance Benefits and Wellness at NSP, added, “Nature’s Sunshine is truly a remarkable company when it comes to wellness, and the executive support for our wellness program has been key to our success. Their continued support has contributed to an improved daily habit of health for all of our employees.”

“Nature’s Sunshine is serious about real health and wellness for the long-term,” concluded Probert, “and for 10 years running, we’ve walked the talk and set the example. We wouldn’t want it any other way.”

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 550,000 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 four 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; NSP Russia, Central and Eastern Europe; Synergy WorldWide; and China and New Markets). The Company also supports health and wellness for children around the world through its partnership with the Sunshine Heroes Foundation. Additional information about the Company can be obtained at its website, www.naturessunshine.com.

About Interactive Health

[Interactive Health](http://www.interactivehealthinc.com) (www.interactivehealthinc.com), the country’s leading provider of health management solutions, creates innovative wellness programs designed to increase overall company health and actively engage employees to make lasting behavior changes. For every company’s perspective on health management, early stage or mature, Interactive Health has a highly flexible program to meet its needs. By offering health evaluations that

detect risk proactively, Interactive Health has the capability to immediately intervene and engage at-risk participants with a personalized course of action. Using ActiveEngine™, a proprietary algorithmic-based clinical intelligence engine, a unique achievable goal is assigned to each participant based on individual results and health improvements are measured. Interactive Health has a 25-year track record of creating the Healthiest Companies in America.

Contact:

Scott Van Winkle

Managing Director

ICR

(617) 956-6736

scott.vanwinkle@icrinc.com

Source: Nature's Sunshine Products, Inc.