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Nature’s Sunshine Announces Partnership with Health and Fitness Expert Peter Nielsen

Nationally recognized wellness coach and digestive health advocate to help advance the company’s commitment to gut and digestive health

LEHI, Utah, Nov. 16, 2026 (GLOBE NEWSWIRE) -- Nature’s Sunshine Products, Inc. (NASDAQ: NATR), a global leader in manufacturing and marketing high-quality herbal and nutritional supplements, today announced a partnership with Peter Nielsen, a nationally recognized television personality and health and fitness coach. The collaboration combines Nielsen’s wellness expertise and passion for digestive health with Nature’s Sunshine’s commitment to helping people live healthier, brighter lives.

Diagnosed with Crohn’s disease at age 15, Nielsen transformed his health challenges into a lifelong mission to inspire others through nutrition, exercise and healthy living. His journey led to more than 50 bodybuilding titles, including Mr. America and Mr. International Universe, and a successful career as an author, motivational speaker and creator and host of the nationally syndicated *Peter’s Principles*. His message of resilience and practical wellness reaches audiences worldwide through television, podcasts and social media.

“Peter’s story demonstrates the power of taking charge of your health,” said Ken Romanzi, Chief Executive Officer of Nature’s Sunshine. “His experience, authenticity and passion make him an ideal partner as we expand our leadership in gut health and help more people discover the power of nature to live on the bright side.”

Digestive wellness has been central to Nature’s Sunshine since 1972, when founder Gene Hughes explored capsicum to address his own digestive discomfort, inspiring the first encapsulated herbal supplements. Today, the company offers an extensive portfolio of products supporting digestive comfort, microbiome balance and gut health.

Through the partnership, Nielsen will educate and inspire consumers while consulting with Nature’s Sunshine on future product innovations focused on gut and digestive health.

“Living with Crohn’s disease taught me that better health begins with the choices we make every day,” said Nielsen. “Nature’s Sunshine shares my belief in the power of nutrition, education and proactive wellness. I’m excited to help more people take control of their health, feel their best and live brighter lives.”

About Nature’s Sunshine

Nature’s Sunshine Products (Nasdaq: NATR), a leading natural health and wellness

company, markets and distributes nutritional and personal care products 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. Additional information about the company can be obtained at its website, www.naturessunshine.com.

About Peter Nielsen

Peter Nielsen is a health and wellness advocate, author and motivational speaker with a lifelong passion for gut and digestive health shaped by his personal experience with Crohn's disease. Through his global media platform, reaching audiences in more than 110 countries, he shares practical guidance on digestive wellness, nutrition, fitness and healthy living. His holistic approach emphasizes the connection between gut health and overall well-being, empowering people to make informed choices and build healthier, more fulfilling lives.

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