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Natural Health Trends Launches Cluster X2

Company Introduces Newest Addition to Its Health and Wellness Product Line

DALLAS, TX -- (MARKET WIRE) -- 04/17/07 -- Natural Health Trends Corp. (NASDAQ: BHIP) has launched its newest health and wellness product, Cluster X2, under the Company's re-defined global mission, "Committed to the Wellness of the World."

As an extension to the Company's already successful Cluster Concentrate(TM) / Cluster Plus(TM) product, Cluster X2 contains an increased Cluster Base, as well as natural pomegranate and cranberry extract. These two extracts have been shown to improve overall health, increase levels of bioactive compounds in the blood and boost antioxidant levels. With this improved formulation, Cluster X2 can also now be used in low mineral water, as well as in distilled water, providing more options for consumption.

Cluster X2 is designed to help the body by improving cellular hydration. Studies show that Clustered Water moves freely through the cell walls enhancing the body's ability to more efficiently transport nutrients, remove waste and maintain proper cellular communication.

The product was officially launched in Korea during the 2007 NHT Korea Leadership Seminar, held in March 2007. With more than 1,000 Independent Distributors in attendance, the product was overwhelmingly received and sales of the Cluster X2 product are very encouraging. Cluster X2 is currently available only in Korea; however distribution is expected to expand to the United States and Taiwan later in 2007.

"With a month of sales under our belts, we are very pleased with the product's incredible numbers, and how the market has embraced it," said Joe Wood, President of NHT Korea. "The field is very excited about the new and improved Cluster product and the potential that it can have on their health, as well as the positive impact it can have on their businesses. During the past three years, Korea has amassed a large, loyal base of independent distributors and consumers for the Cluster Plus product. With the new Cluster X2, we anticipate an even broader base of loyal customers given the improved formulation and the expanded consumption options."

"As an organization, we're always evaluating products and product improvements that will impact our members' businesses and lives," said Curtis Broome, President of NHT Global Worldwide. "We strive to offer the highest quality, most premium products focused in the skin care, lifestyle and health and wellness industries."

Cluster X2 is sold exclusively through NHT Global's network of independent distributors. For more information visit www.nhtglobal.com.

About Natural Health Trends Corp.

Natural Health Trends Corp. is an international direct-selling and e-commerce company operating through its subsidiaries in 15 countries throughout Asia, North America, Europe and Latin America. The Company markets premium quality personal care products under the NHT Global (formerly Lexxus International) brand. Additional information can be found on the Company's Website, and management encourages interested parties to register for updated corporate information via e-mail on the Company's homepage, www.naturalhealthtrendsCorp.com.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995 -- Forward-looking statements in this release do not constitute guarantees of future performance. Such forward-looking statements are subject to risks and uncertainties that could cause our actual results to differ materially from those anticipated. Such risks and uncertainties include the terms of the proposed private placement financing and whether or not it will be completed, as well as other risks and uncertainties detailed in our Annual Report on Form 10-K for the fiscal year ended December 31, 2006 filed with the Securities and Exchange Commission. We assume no obligation to update any forward-looking information contained in this press release or with respect to the announcements described herein.

Contact:
Chris Sharnig
President
Natural Health Trends Corp.
(972) 241-4080