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Natural Health Trends Corp. Hosts Beijing Conference to Formally Launch Fall Chinese Marketing Program

DALLAS, TX -- (MARKET WIRE) -- 10/04/07 -- Natural Health Trends Corp. (NASDAQ: BHIP), an international direct selling company, today announced the successful completion of a conference held in Beijing that was hosted by its Chinese subsidiary, NHT Global (China) Commodities Co. The Beijing conference was attended by an estimated 50 guests of government officials, trade organizations and media representatives from news agency, television, press and on-line media.

During the conference, the Company announced the launch of its Chinese e-commerce retail platform that is based on a buyers' club concept. Club members will enjoy increasing volume discount as they accumulate credit for ongoing purchases, which the Company believes will encourage repeat purchases of its products for personal consumption in the Chinese market. The Company has also developed a line of natural products that are produced by its factory based in Zhuhai, China. The changes to the Company's Chinese business model represent a proactive and constructive step taken by the Company that it believes are in compliance with applicable Chinese rules and regulations.

The conference also served as an opportunity for the Company to re-emphasize its continuing commitment to obtain a direct selling license in China. The Company believes a direct selling license would open an important sales channel in China in addition to its buyers' club e-commerce retail platform, and it plans to submit a new application for a direct selling license in order to provide certain new information.

Mr. Curtis Broome, President of NHT Global, a subsidiary of the Company, said: "The conference provided a great forum for us to build brand equity for NHT Global in China. The event also kicked off our marketing calendar for the balance of the year. Over the summer months since June, we deliberately kept the Company's marketing programs at a lower profile. We have an exciting marketing calendar between now and the end of the year, anchored by a public relations campaign in China and strong promotional programs in many markets. Our membership leaders are engaged to go back to work. On a world-wide basis, we have events planned in Europe, China and Hong Kong. We believe that our members will respond positively to our renewed marketing programs."

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 brand. Additional information can be found on the Company's website, and management encourages interested parties to register for updated corporate information via email on the Company's home page, www.naturalhealthtrends.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 risks and uncertainties detailed under the caption "Risk Factors" in our Amendment No. 2 to Registration Statement on Form S-3 filed on August 24, 2007 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.

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