

November 14, 2007



Natural Health Trends Corp. Announces Third Quarter and Nine Months 2007 Results

DALLAS, TX -- (MARKET WIRE) -- 11/14/07 -- Natural Health Trends Corp. (NASDAQ: BHIP) today announced its financial results for the quarter ended September 30, 2007.

Sales in the third quarter of 2007 were \$16.8 million, compared to \$29.9 million and \$25.2 million for the third quarter a year ago and the second quarter of 2007, respectively. Changes in the Hong Kong-based sales accounted for most of the decrease year-on-year and quarter-over-quarter.

As of September 30, 2007, the Company had 67,000 active distributors, compared to 103,000 and 75,000 active distributors at the end of the third quarter of 2006 and at the end of the second quarter of 2007, respectively. The Company considers a distributor "active" if they have placed at least one product order during the preceding year.

For the third quarter of 2007, the Company incurred a net loss of \$3.5 million, compared to a net loss of \$2.5 million a year ago in the comparable quarter, and a net loss of \$1.5 million in the prior quarter. Loss applicable to common stockholders for the third quarter of 2007 was \$0.43 per share, compared to a loss of \$0.30 per share a year ago in the comparable quarter, and a loss of \$0.37 per share in the prior quarter.

As of September 30, 2007, the Company's cash and cash equivalents totaled \$6.2 million, including \$1.1 million in China that may not be freely transferable to other countries because the Company's Chinese subsidiary is subject to a business license capitalization requirement.

Chris Sharng, the Company's President, said, "The sales decrease was attributable to several factors. First of all, our Chinese members, in coordination with the Company, self-imposed a quiet period during July and August, which then continued into September, as Chinese regulatory authorities were said to have begun a period of more aggressive enforcement against illegitimate sales operations. Our members did not want to be inadvertently confused for or associated with companies operating illegitimately. Therefore, we had minimal marketing activities during the third quarter. In addition, we had to manage

certain changes that we initiated just prior to and during the third quarter. These changes included a commission enhancement program that allows new distributors to receive commissions more quickly, while providing overall margin improvement to the Company. We also began an aggressive restructuring that continued through November to reduce operating costs."

Mr. Sharrng continued, "As a result of all these factors occurring simultaneously, sales initially decreased and currently are leveling out as we enter in the fourth quarter. We are working with our leaders in Greater China to develop an active marketing calendar in the fourth quarter, with a grand opening of the Chinese e-commerce business in the works. Our Greater Chinese leaders are fully committed to the business, and we are optimistic about the future of this key market. In addition, the October 27th European grand opening event was a great success and generated good momentum in that market. Also, we are continuing the significant restructuring of our world-wide organization, targeting to reduce our total headcount by about 30% from 233 employees to approximately 160 employees by year end, expecting an estimated annualized personnel cost savings of roughly \$4.0 million. Furthermore, the full anticipated benefits from our commission plan enhancement are expected to be attained in the first quarter of 2008."

The Company plans to host a conference call in the next few days and will issue a separate notice for the call.

About Natural Health Trends Corp.

Natural Health Trends Corp. is an international direct-selling and e-commerce company operating through its subsidiaries in 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 and our Quarterly Report on Form 10-Q filed on November 14, 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.

NATURAL HEALTH TRENDS CORP.

CONSOLIDATED BALANCE SHEETS
(In Thousands, Except Share Data)

December 31, 2006	September 30, 2007
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	(Unaudited)

ASSETS

Current assets:

Cash and cash equivalents	\$ 11,936	\$ 6,199
Restricted cash	455	395
Certificates of deposit	1,277	-
Accounts receivable	462	522
Inventories, net	5,857	5,048
Other current assets	2,639	1,606
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Total current assets	22,626	13,770
Property and equipment, net	2,944	1,973
Goodwill	14,145	14,145
Intangible assets, net	3,400	2,800
Restricted cash	4,142	4,911
Deferred tax assets	208	213
Other assets	1,120	952
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Total assets	\$ 48,585	\$ 38,764
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LIABILITIES AND STOCKHOLDERS' EQUITY

Current liabilities:

Accounts payable	\$ 3,424	\$ 3,389
Income taxes payable	281	458
Accrued distributor commissions	3,852	2,121
Other accrued expenses	5,255	4,806
Deferred revenue	5,641	4,272
Other current liabilities	3,135	3,115
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Total current liabilities	21,588	18,161
Commitments and contingencies		
Minority interest	22	31
Stockholders' equity:		
Preferred stock, \$0.001 par value, 5,000,000 shares authorized; 1,761,900 shares designated Series A convertible preferred stock, 1,431,075 shares issued and outstanding at September 30, 2007, aggregate liquidation value of \$2,503 at September 30, 2007	-	1,280
Common stock, \$0.001 par value, 50,000,000 shares authorized, 8,199,933 and 8,802,674 shares issued and outstanding at December 31, 2006 and September 30, 2007	8	9
Additional paid-in capital	70,042	73,656
Accumulated deficit	(44,128)	(55,696)
Accumulated other comprehensive income:		
Foreign currency translation adjustment	1,053	1,323
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Total stockholders' equity	26,975	20,572
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Total liabilities and stockholders' equity	\$ 48,585	\$ 38,764
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NATURAL HEALTH TRENDS CORP.

CONSOLIDATED STATEMENTS OF OPERATIONS (UNAUDITED)
(In Thousands, Except Per Share Data)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2006	2007	2006	2007
Net sales	\$ 29,945	\$ 16,828	\$ 105,740	\$ 63,524
Cost of sales	6,646	4,892	23,419	16,559
Gross profit	23,299	11,936	82,321	46,965
% of net sales	77.8%	70.9%	77.8%	73.9%
Operating expenses:				
Distributor commissions	15,456	7,267	54,902	30,187
% of net sales	51.6%	43.2%	51.9%	47.5%
Selling, general and administrative expenses	10,630	8,343	34,368	27,172
Recovery of KGC receivable	(338)	(146)	(652)	(565)
Total operating expenses	25,748	15,464	88,618	56,794
Loss from operations	(2,449)	(3,528)	(6,297)	(9,829)
Other income, net	309	135	696	302
Loss before income taxes and minority interest	(2,140)	(3,393)	(5,601)	(9,527)
Income tax provision	(344)	(97)	(788)	(460)
Minority interest	9	(6)	(35)	(7)
Net loss	(2,475)	(3,496)	(6,424)	(9,994)
Beneficial conversion feature on preferred stock	-	-	-	(1,574)
Preferred stock dividends	-	(37)	-	(70)
Net loss attributable to common stockholders	\$ (2,475)	\$ (3,533)	\$ (6,424)	\$ (11,638)
Loss per share - basic and diluted	\$ (0.30)	\$ (0.43)	\$ (0.80)	\$ (1.41)
Weighted-average number of shares outstanding	8,200	8,278	8,039	8,254

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