

May 6, 2011



Nature's Sunshine Products Reports First Quarter Financial Results

PROVO, Utah, May 6, 2011 (GLOBE NEWSWIRE) -- Nature's Sunshine Products, Inc. (Nasdaq:NATR), a leading natural health and wellness company, today reported consolidated financial results for the first quarter ended March 31, 2011.

For the First Quarter of 2011:

Net sales were \$92.8 million, compared with \$86.8 million in the same quarter a year ago. Operating income from continuing operations was \$7.6 million, compared with \$0.6 million in the same quarter a year ago. EBITDA, defined here as net income before taxes, depreciation and amortization, other income and other expenses, was \$10.1 million, compared with \$2.1 million in the same quarter a year ago. Net income from continuing operations was \$6.6 million, compared with net income of \$0.6 million in the same quarter a year ago. Basic and diluted net income per share from continuing operations was \$0.43, compared with \$0.04 in the same quarter a year ago. As of March 31, 2011, shareholders' equity was \$75.6 million, compared to \$68.4 million as of March 31, 2010. As of March 31, 2011, active Managers worldwide were 30,300, an increase of 7.1 percent from 28,300 as of March 31, 2010.

Additional Financial Information:

Certain events affected the comparability of 2011 versus 2010 quarterly results, as outlined below. For a more detailed comparison of 2011 versus 2010 results, refer to Management's Discussion and Analysis of Financial Condition and Results of Operations included in the Company's Quarterly Report on Form 10-Q for the three months ended March 31, 2011.

Other income in the prior year quarter benefited from a \$3.7 million foreign exchange gain. The effective income tax rate was 16.0% compared with a tax benefit of 37.0% in the same quarter a year ago.

NSP United States Segment Results for the First Quarter:

Net sales were \$35.6 million, compared with \$36.7 million in the same quarter a year ago. Operating income was \$3.8 million, compared with \$0.5 million in the same quarter a year ago.

NSP International Segment Results for the First Quarter:

Net sales were \$36.5 million, compared with \$36.2 million in the same quarter a year ago. Operating income was \$2.1 million, compared with \$0.8 million in the same quarter a year ago.

Synergy Worldwide Results for the First Quarter:

Net sales were \$20.7 million, compared with \$13.9 million in the same quarter a year ago.

Operating income was \$1.8 million, compared with an operating loss of \$0.7 million in the same quarter a year ago.

Non-GAAP Financial Measures

The Company has included information concerning EBITDA because management utilizes this information in the evaluation of its operations and believes that this measure is a useful indicator of the Company's ability to fund its business. EBITDA has not been prepared in accordance with generally accepted accounting principles (GAAP). This non-GAAP financial measure should not be considered as an alternative to, or more meaningful than, net income as an indicator of the Company's operating performance. Further, this non-GAAP financial measure, as presented by the Company, may not be comparable to similarly titled measures reported by other companies. The Company has included a reconciliation of EBITDA to reported earnings under GAAP in the attached financial tables.

About Nature's Sunshine Products

Nature's Sunshine Products (Nasdaq:NATR), a leading natural health and wellness company, markets and distributes nutritional, herbal, weight management, energy, and other complementary products through a global direct sales force of over 600,000 independent distributors in more than 40 countries. Nature's Sunshine manufactures 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 also supports health and wellness for children around the world through its partnership with the Little Heroes Foundation. Additional information about the Company can be obtained at its website, www.natr.com.

Cautionary Statement Regarding Forward-Looking Statements

In addition to historical information, this release contains forward-looking statements. Nature's Sunshine may, from time to time, make written or oral forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements encompass Nature's Sunshine's beliefs, expectations, hopes, or intentions regarding future events. Words such as "expects," "intends," "believes," "anticipates," "should," "likely," and similar expressions identify forward-looking statements. All forward-looking statements included in this release are made as of the date hereof and are based on information available to the Company as of such date. Nature's Sunshine assumes no obligation to update any forward-looking statement. Actual results will vary, and may vary materially, from those anticipated, estimated, projected or expected for a number of reasons, including, among others: further reviews of the Company's financial statements by the Company and its Audit Committee; modification of the Company's accounting practices; foreign business risks; industry cyclicity; fluctuations in customer demand and order pattern; changes in pricing and general economic conditions; as well as other risks detailed in the Company's previous filings with the SEC.

2011 December 31,
2010

Accounts receivable, net of allowance for d

Common stock, no par value; 50,000 shares authorized, 15,533 issued and outstand

March 31,

Net sales revenue (net of the rebate portion of volume incentives of \$11,582 and

Selling, ge

Income before provision (b)
Provision (b)
Net income fr
Loss from

Basic and diluted net

Net income fr
Loss from

Net income fr
Loss from

Weighted average basic c
Weighted average diluted c

NATURE'S SUNSHINE PRODUCTS, INC. AND SUBSIDIARIES
RECONCILIATION OF NET INCOME (LOSS) to EBITDA
(Amounts in thousands)
(Unaudited)

March 31,	Three Months Ended	
	2011	2010
Net income	\$ 6,622	\$ 4,153
EBITDA adjustments:		
Loss from discontinued operations	—	618
Depreciation and amortization	1,054	1,118
Share-based compensation expense	88	69
Other income, net*	(265)	(2,901)
Taxes	1,264	(1,300)
EBITDA	\$ 8,763	\$ 1,757

* Other income, net is primarily comprised of foreign exchange gains (losses), interest income, and interest expense.

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Source: Nature's Sunshine Products, Inc.