November 15, 2007

Nature's Sunshine Declares Quarterly Cash Dividend

PROVO, Utah--(BUSINESS WIRE)--

Nature's Sunshine Products, Inc. (OTC:NATR), a leading manufacturer and marketer of encapsulated herbs and vitamins, today declared a 5 cents per common share quarterly cash dividend payable December 7, 2007 to shareholders of record on November 28, 2007.

The Company has declared consecutive quarterly cash dividends since 1988 pursuant to its cash dividend policy.

Nature's Sunshine Products manufactures and markets through direct sales encapsulated and tableted herbal products, high quality natural vitamins, and other complementary products. In addition to the United States, the Company has operations in Japan, Mexico, Central America, South Korea, Canada, Dominican Republic, Venezuela, Ecuador, Peru, the United Kingdom and Ireland, Colombia, Brazil, the Russian Federation, Thailand, Israel, Singapore, Australia, Taiwan, Hong Kong, Indonesia and Malaysia, Austria, Germany and the Netherlands. The Company also has exclusive distribution agreements with selected companies in Argentina, Australia, Chile, New Zealand, and Norway.

For more information, contact us at our website at www.natr.com.

Source: Nature's Sunshine Products, Inc.