March 20, 2014

Dr. Luis N. Pacheco Joins Nature's Sunshine Products' Medical and Scientific Advisory Board

LEHI, Utah, March 20, 2014 (GLOBE NEWSWIRE) -- Nature's Sunshine Products, Inc. (Nasdaq:NATR), a leading natural health and wellness company engaged in the manufacture and direct sale of premium-quality nutritional and personal care products, today announced the start of an advisory relationship between the Company and Dr. Luis N. Pacheco. Dr. Pacheco is an Emmy Award winning family physician and is one of the most widely recognized doctors in the United States. As part of the relationship, Dr. Pacheco will serve on NSP's Medical and Scientific Advisory Board, educate and train NSP distributors, assist with product development and speak at various company events.

"The addition of Dr. Pacheco to the Nature's Sunshine family will help foster excellence and innovation," said Gregory L. Probert, Nature's Sunshine Products' Chairman and CEO. "His practical knowledge and hands-on experience providing natural-health-based medical care will prove an invaluable resource for our distributors. We're excited about this partnership and look forward to the expertise that he brings to our company."

Dr. Matt Tripp, Chief Scientific Officer at NSP, added, "Dr. Pacheco has long been involved in educating people about the burgeoning chronic health epidemic associated with the westernized diet. His holistic approach—using nutrition to help mitigate chronic illness—is perfectly aligned with Nature's Sunshine's mission, and will be a strong complement to our mutual goal of health transformation."

Dr. Pacheco is board certified in Family Medicine and treats patients in Southern California. He has received a CAQ in Sports Medicine and is a Fellow of the American Academy of Family Physicians. He has been widely recognized for his accomplishments in the medical field and the community. Pacheco was selected as Outstanding Teacher at the University of Southern California's School of Medicine. He also received Congressional recognition for his work with the American Youth Soccer Association (AYSO). He has had further accolades from The American Diabetes Association.

Dr. Pacheco serves as Clinical Associate Professor at the Keck School of Medicine in the Department of Pediatrics at USC. He completed his residency in Family Medicine at USC and was elected Chief Resident his senior year. Pacheco earned his doctorate degree from Central University in Puerto Rico and performed his clinical clerkships at Harvard, Tufts and Boston Universities. He received his bachelor's degree in Biology from Columbia University.

"I'm honored to be a part of Nature's Sunshine Products' Worldwide Medical and Scientific Advisory Board," Pacheco said. "This company's incredible history of providing superior quality natural wellness products stands as a testament to the commitment and dedication of its founders, employees and distributors alike. I look forward to playing a valuable role in

adding to this fantastic legacy and in helping improve the lives of millions of people across the globe."

About Nature's Sunshine Products

Nature's Sunshine Products (Nasdaq:NATR), a leading natural health and wellness company, markets and distributes nutritional and personal care products through a global direct sales force of over 340,000 active independent Managers, Distributors and customers in more than 40 countries. Nature's Sunshine manufactures most of 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 has three reportable business segments that are divided based on the characteristics of their Distributor base, similarities in compensation plans, as well as the internal organization of NSP's officers and their responsibilities (NSP Americas, Asia Pacific and Europe; NSP Russia, Central and Eastern Europe; and Synergy WorldWide). 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.naturessunshine.com .

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