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Nature's Sunshine Appoints Eddie Silcock as Executive Vice President & President of North America

New leader brings significant sales experience, leadership and proven success driving accelerated sales growth

LEHI, Utah, March 29, 2019 (GLOBE NEWSWIRE) -- Nature's Sunshine Products, Inc. (NASDAQ: NATR), today announced that Eddie Silcock has been appointed Executive Vice President and President of North America effective April 2, 2019.

Mr. Silcock brings over 20 years of experience to Nature's Sunshine, including world-class sales expertise, strong leadership and a track record of proven success. His experience growing and transforming businesses along with his ability to build high-performance teams make him an ideal candidate as the company re-imagines its business for the future.

"We are fortunate to have a leader of Eddie's caliber join our team to help unleash the potential of our North American business and build our competitive edge," said Terrence Moorehead, President and Chief Executive Officer. "Eddie brings a new level of passion and energy that will help us move faster, be more consumer-driven, and drive results."

Mr. Silcock joins Nature's Sunshine from Perfectly Posh, where he served as Chief Sales Officer and led the successful launch of the company's field transformation and growth strategy. Prior to Perfectly Posh, he served as Executive Vice President, Global Sales at Young Living Essential Oils where he restructured the sales organization and led the team that helped deliver double-digit sales growth. Mr. Silcock started his career at Avon Products Limited, holding several senior sales positions spanning over 22 years. At Avon he quickly gained a reputation as one of their top sales executives by successfully recruiting and training top talent, creating winning teams, and consistently delivering results, leading sales teams in the United States, Canada, and Europe.

"I'm excited to join such a talented team," says Silcock. "As the first company to encapsulate herbs, Nature's Sunshine is an incredible company with a powerful founding story. I look forward to capturing the tremendous potential the company offers."

Mr. Silcock holds a Bachelor of Arts with Honors in Marketing from Stirling University in the United Kingdom.

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 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 four reportable business segments that are divided based on the characteristics of their distributor base, similarities in compensation plans, and the internal organization of NSP's officers and their responsibilities (NSP Americas; NSP Russia, Central and Eastern Europe; Synergy WorldWide; and NSP China). Additional information about the Company can be obtained at its website, www.naturessunshine.com.

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