
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report
(Date of earliest event reported)
November 24, 2003

Commission File Number
0-8707



NATURE'S SUNSHINE PRODUCTS, INC.

(Exact name of Registrant as specified in its charter)

Utah
(State or other jurisdiction of
incorporation or organization)

87-0327982
(IRS Employer
Identification No.)

75 East 1700 South
Provo, Utah 84606
(Address of principal executive offices and zip code)

(801) 342-4300
(Registrant's telephone number)

Item 5. Other Events

On November 24, 2003 the Registrant issued a press release announcing the appointment of Douglas Faggioli as President and Chief Executive Officer of the Registrant. A copy of the press release is attached as Exhibit 99.1 and is incorporated herein by this reference.

Item 7. Financial Statements and Exhibits

(c) The following exhibits are being furnished herewith:

99.1 Text of press release issued by Nature's Sunshine Products, Inc. dated November 24, 2003.

2

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: November 24, 2003

NATURE'S SUNSHINE PRODUCTS, INC.
By: /s/ CRAIG D. HUFF

Name: Craig D. Huff
Title: Chief Financial Officer and Secretary

3

**NATURE'S SUNSHINE PRODUCTS NAMES
DOUGLAS FAGGIOLI PRESIDENT AND CEO**

PROVO, UTAH, November 24, 2003 – Nature's Sunshine Products, Inc. (NASDAQ:NATR), a leading manufacturer and marketer of encapsulated herbs and vitamins, which it distributes throughout the U.S. and 27 other countries, today announced the appointment of Douglas Faggioli as President and Chief Executive Officer. Mr. Faggioli is also a Director of the Company.

A 20-year veteran of Nature's Sunshine, Mr. Faggioli, 49, previously was Chief Operating Officer and an Executive Vice President. He has also served as the Company's Chief Financial Officer.

"Doug's promotion is well deserved," said Kristine F. Hughes, Chairman and a founder of Nature's Sunshine. "In the many years Doug has been with Nature's Sunshine he has been involved in virtually every facet of the Company's activities, and knows the Company extremely well. His commitment to the Company, the excellent advice and counsel he has consistently provided, and his performance and capabilities make him an ideal choice to lead Nature's Sunshine. We know he will do an outstanding job."

"I am very appreciative of the confidence that the Board of Directors has placed in me," said Mr. Faggioli. "Nature's Sunshine is a great company with outstanding, quality products, dedicated employees and a world class field organization. It rightfully occupies a place as a leading producer and marketer of natural herbal products and vitamins. Nature's Sunshine is a financially solid company with strong cash flow, and among our immediate objectives will be improving top line growth, increasing profitability and enhancing shareholder value. I am confident that we can achieve these goals."

Mr. Faggioli replaces Daniel P. Howells, who recently resigned from the Company.

About Nature's Sunshine Products

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 U.S., the Company has operations in South Korea, Brazil, Mexico, Venezuela, Japan, Thailand, Taiwan, Canada, Colombia, the United Kingdom, Peru, Central America, Ecuador, Israel, Dominican Republic and Singapore. The Company also has exclusive distribution agreements with selected companies in Argentina, Australia, Chile, New Zealand, Norway and the Russian Federation.

Statements in this press release concerning the Company's business outlook or future economic performance, anticipated profitability, revenues, expenses or other financial items, and product line growth, together with other statements that are not historical facts, are "forward-looking statements" as that term is defined under Federal Securities Laws. "Forward-looking statements" are subject to risks, uncertainties and other factors, which could cause actual results to differ materially from those set forth in such statements. Such risks, uncertainties and factors include, but are not limited to, foreign business risks, industry cyclicality, fluctuations in customer

demand and order pattern, changes in pricing and general economic conditions, as well as other risks detailed in the Company's filings with the Securities and Exchange Commission.

Contact:

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