
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)
March 1, 2004

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 March 1, 2004 the Registrant issued a press release announcing a quarterly cash dividend of 5 cents per share payable on March 22, 2004 to shareholders of record on March 11, 1004. 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 March 1, 2004.

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: March 1, 2004

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

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

3

NATURE'S SUNSHINE ANNOUNCES INCREASE IN QUARTERLY CASH DIVIDEND AND DECLARES QUARTERLY CASH DIVIDEND

PROVO, UTAH, March 1, 2004 — Nature's Sunshine Products, Inc. (Nasdaq:NATR), a leading manufacturer and marketer of encapsulated herbs and vitamins, announced today an increase in the quarterly cash dividend to 5 cents per common share, from 3 1/3 cents paid previously. The new higher dividend is payable March 22, 2004, to shareholders of record on March 11, 2004.

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, Thailand, Israel, Singapore and Taiwan. The Company also has exclusive distribution agreements with selected companies in Argentina, Australia, Chile, New Zealand, Norway, and the Russian Federation.

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