
**United States
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): **July 28, 2004**

Nature's Sunshine Products, Inc.

(Exact name of registrant as specified in its charter)

Utah
(State or other jurisdiction of
incorporation)

0-8707
(Commission File Number)

87-0327982
(IRS Employer Identification
Number)

75 East 1700 South
Provo, Utah 84606
(Address of principal executive offices) (Zip Code)

(801) 342-4300
(Registrant's telephone number, including area code)

Item 5. Other Events.

On July 28, 2004, Nature's Sunshine Products, Inc. issued a press release announcing a quarterly cash dividend of five cents per share of common stock payable on August 19, 2004 to shareholders of record on August 9, 2004. A copy of the press release is attached as Exhibit 99.1 and is incorporated herein by reference.

Item 7. Financial Statements and Exhibits.

(c) The following exhibit is being filed herewith:

99.1 Press release issued by Nature's Sunshine Products, Inc. dated July 28, 2004.

2

SIGNATURE

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

July 28, 2004

By: NATURE'S SUNSHINE PRODUCTS, INC.

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

3

EXHIBIT INDEX

<u>Number</u>	<u>Exhibit</u>
99.1	Text of press release issued by Nature's Sunshine Products, Inc. dated July 28, 2004.

NATURE'S SUNSHINE DECLARES QUARTERLY CASH DIVIDEND

PROVO, UTAH, July 28, 2004 — Nature's Sunshine Products, Inc. (Nasdaq:NATR), a leading manufacturer and marketer of encapsulated herbs and vitamins, today declared a 5 cents per common share quarterly cash dividend payable August 19, 2004 to shareholders of record on August 9, 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.

Contact:

Craig D. Huff
Chief Financial Officer
75 East 1700 South
P.O. Box 19005
Provo, UT 84605
(801) 342-4370

Steven S. Anreder
Anreder & Company
10 East 40th Street
Suite 1308
New York, NY 10016
(212) 532-3232

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