

**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): **October 15, 2010**

**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**  
(I.R.S. Employer Identification No.)

**75 East 1700 South, Provo, Utah**  
(Address of Principal Executive Offices)

**84606**  
(Zip Code)

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

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Cautionary Statement Regarding Forward-Looking Statements**

*In addition to historical information, this report contains forward-looking statements. Nature's Sunshine may, from time to time, make written or oral forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements encompass Nature's Sunshine's beliefs, expectations, hopes, or intentions regarding future events. Words such as "expects," "intends," "believes," "anticipates," "should," "likely," and similar expressions identify forward-looking statements. All forward-looking statements included in this report are made as of the date hereof and are based on information available to the Company as of such date. Nature's Sunshine assumes no obligation to update any forward-looking statement. Actual results will vary, and may vary materially, from those anticipated, estimated, projected or expected for a number of reasons, including, among others: further reviews of the Company's financial statements by the Company and its Audit Committee; modification of the Company's accounting practices; the outcome of the various inquiries, requests for documents and proceedings by government agencies; 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 previous filings with the SEC.*

**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers**

On October 14, 2010, Nature's Sunshine Products, Inc. (the "Company") issued a press release announcing that Greg Halliday had decided to step down from his position as Executive Vice President — U.S. Sales effective immediately, as well as the appointment of Efrain Villalobos, Divisional Vice President — U.S. Sales, as Executive Vice President — U.S. Sales. In addition, Craig Dalley, Divisional Vice President, was promoted to Vice President — U.S. Sales.

Efrain Villalobos has served since March 2009 as Divisional Vice President — Spanish U.S. Sales with primary responsibility over the Company's domestic Spanish speaking sales and sales in the Dominican Republic. Craig Dalley most recently served as Divisional Vice President — U.S. Sales.

On October 15, 2010, the Company issued a press release announcing the resignation of Pauline Hughes Francis from its Board of Directors. Ms. Hughes Francis provided notice of her resignation to the Board of Directors on October 11, 2010, effective immediately. Ms. Hughes Francis was a founder in 1972 of Hughes Development Corporation, a predecessor of the Company, and was originally appointed to the Board in 1988. She has served on a number of Board committees and was most recently elected as a Class III Director during the 2009 Annual Meeting. Prior to her resignation, Ms. Hughes Francis served as Chair of the Nominations Committee.

**Item 9.01 Financial Statements and Exhibits**

(d) The following documents are filed as exhibits to this report:

Item No.	Exhibit
99.1	Press Release issued by Nature's Sunshine Products, Inc., dated October 14, 2010
99.2	Press Release issued by Nature's Sunshine Products, Inc., dated October 15, 2010

**SIGNATURE**

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: October 15, 2010

**NATURE'S SUNSHINE PRODUCTS, INC.**

By: /s/ Stephen M. Bunker  
Stephen M. Bunker  
Vice President, Chief Financial Officer, and  
Treasurer



# NATURE'S SUNSHINE

FOR IMMEDIATE RELEASE

## NATURE'S SUNSHINE PRODUCTS REPORTS CHANGE IN EXECUTIVE OFFICERS

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**Efrain Villalobos appointed as Executive Vice President — U.S. Sales;  
Craig Dalley promoted to Vice President**

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### **Greg Halliday steps down as President — U.S. Sales**

PROVO, UTAH, October 14, 2010 — Nature's Sunshine Products, Inc. (NASDAQ:NATR), a leading manufacturer and marketer of encapsulated herbs and vitamins, today announced that Greg Halliday, President — U.S. Sales, has decided to step down effective immediately. Efrain Villalobos, Divisional Vice President — U.S. Sales, has been appointed to Executive Vice President — U.S. Sales and will head the division. In addition, Craig Dalley, Divisional Vice President, was promoted to Vice President — U.S. Sales.

"I am proud of all that we've accomplished at Nature's Sunshine," said Greg Halliday. "My time here has been incredibly rewarding and I have very much enjoyed my 19 years with the Company. I will definitely miss working with the great employees and distributors of Nature's Sunshine Products, but they are in good hands with Efrain."

"Greg has been a key member of the senior executive team and an important part of our presence in the U.S.," said Michael Dean, Chief Executive Officer. "I want to thank him for his service to the Company. We all wish him well in his future endeavors."

Efrain Villalobos joined Nature's Sunshine Products in 1991 as a Field Sales Trainer. He has served since March 2009 as Divisional Vice President — Spanish U.S. Sales with primary responsibility over the Company's domestic Spanish speaking sales and sales in the Dominican Republic. Craig Dalley started at Nature's Sunshine Products in 1993 as a Field Sales Trainer. He later became Executive Director — U.S. Sales and most recently served as Divisional Vice President — U.S. Sales.

Mr. Dean commented, "Together, Efrain and Craig have 36 years of experience working with our U.S. Sales group. They have great relationships with our distributors and a solid understanding of what it takes to succeed in our industry. They will be a formidable team and

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they are well suited to lead our U.S. business forward and contribute to the Company's growth. I look forward to working with both of these talented executives."

### **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 United States, the Company has operations in Japan, Mexico, Central America, South Korea, Canada, the Dominican Republic, Venezuela, Ecuador, Peru, the United Kingdom, Columbia, Brazil, Thailand, Israel, Singapore, Malaysia, Indonesia, the Philippines, Australia, Hong Kong, Taiwan, Russia, Ukraine, Latvia, Lithuania, Kazakhstan, Mongolia, Belarus, China, Poland, Germany, Austria, Norway, Sweden, the Czech Republic and the Netherlands. The Company also has exclusive distribution agreements with selected companies in Argentina, Australia, Chile, New Zealand, and Norway. Additional information can be obtained at the Company's website, [www.natr.com](http://www.natr.com).

### **Cautionary Statement Regarding Forward-Looking Statements**

In addition to historical information, this release contains forward-looking statements. Nature's Sunshine may, from time to time, make written or oral forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements encompass Nature's Sunshine's beliefs, expectations, hopes, or intentions regarding future events. Words such as "expects," "intends," "believes," "anticipates," "should," "likely," and similar expressions identify forward-looking statements. All forward-looking statements included in this release are made as of the date hereof and are based on information available to the Company as of such date. Nature's Sunshine assumes no obligation to update any forward-looking statement. Actual results will vary, and may vary materially, from those anticipated, estimated, projected or expected for a number of reasons, including, among others: further reviews of the Company's financial statements by the Company and its Audit Committee; modification of the Company's accounting practices; 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 previous filings with the SEC.

Contact:

Stephen M. Bunker  
Chief Financial Officer  
Nature's Sunshine Products, Inc.  
Provo, Utah 84605-9005  
(801) 342-4370

Steven S. Anreder  
Anreder & Co.  
286 Madison Avenue, Suite 907  
New York, NY 10017  
(212) 532-3232

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# NATURE'S SUNSHINE

FOR IMMEDIATE RELEASE

## NATURE'S SUNSHINE PRODUCTS ANNOUNCES BOARD CHANGE

PROVO, Utah, October 15, 2010 — Nature's Sunshine Products, Inc. (NASDAQ:NATR), a leading manufacturer and marketer of nutritional supplements and complementary products, today announced the resignation of Pauline Hughes Francis from its Board of Directors. Ms. Hughes Francis noted that she was resigning at this time in order to serve a full-time, voluntary mission for her church.

Ms. Hughes Francis was a founder in 1972 of Hughes Development Corporation, a predecessor of the Company, and was originally appointed to the Board in 1988. She has served on a number of Board committees and was most recently elected as a Class III Director during the 2009 Annual Meeting. Prior to her resignation, Ms. Hughes Francis served as Chair of the Nominations Committee.

"We are sad to see Pauline step down from the Board, but we fully respect her decision given her commitment to her church," said Kristine F. Hughes, Nature's Sunshine Chairman and a founder of the Company. "Pauline has been a part of Nature's Sunshine Products since its beginning and a highly contributive member of the Board of Directors for over 20 years. We express our deep appreciation to Pauline for her years of service to the Company and her many contributions over the past 38 years. Although we will miss her participation as a director, we look forward to our continuing association with Pauline as a founder."

### 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 United States, the Company has operations in Japan, Mexico, Central America, South Korea, Canada, the Dominican Republic, Venezuela, Ecuador, Peru, the United Kingdom, Columbia, Brazil, Thailand, Israel, Singapore, Malaysia, Indonesia, the Philippines, Australia, Hong Kong, Taiwan, Russia, Ukraine, Latvia, Lithuania, Kazakhstan, Mongolia, Belarus, China, Poland, Germany, Austria, Norway, Sweden, the Czech Republic, the Netherlands, and Vietnam. The Company also has exclusive distribution agreements with selected companies in Argentina, Australia, Chile, New Zealand, and Norway. Additional information can be obtained at the Company's website, [www.natr.com](http://www.natr.com).

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Chief Financial Officer  
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