

**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): **April 22, 2011**

**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 Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers**

On April 28, 2011 Nature's Sunshine Products, Inc. (the "Company") issued a press release announcing the appointment of Mark Genender to the Board of Directors. Mr. Genender fills the position left vacant after Pauline Hughes Francis's resignation from the Board in October 2010.

On April 22, 2011, Mr. Genender was appointed as a director. We expect Mr. Genender to serve as a Class III director until the next shareholders' meeting at which Class III directors are elected.

Mr. Genender is a Partner in the investment firm Red Mountain Capital Partners LLC, based in Los Angeles. Prior to joining Red Mountain earlier this year, Mr. Genender was a Managing Director in the Retail and Consumer Group at the Carlyle Group. Prior to Carlyle, Mr. Genender co-founded and was a Partner at Star Avenue Capital, a consumer growth equity vehicle which he formed in 2008. From 1996 to 2008, Mr. Genender was a Managing Director at Fenway Partners, LLC both in New York and then in Los Angeles. Previous to Fenway, Mr. Genender held senior sales and marketing positions with Nabisco Holdings Inc. and PepsiCo Inc., and served as a Financial Analyst in the M&A department with Goldman, Sachs & Co. in London and New York. Mr. Genender received his A.B. from Princeton University, and his M.B.A from INSEAD in France.

**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 April 28, 2011

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: April 28, 2011

**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 APPOINTMENTS MARK GENENDER TO ITS BOARD

PROVO, Utah, April 28, 2011 — Nature's Sunshine Products, Inc. (NASDAQ:NATR), a leading natural health and wellness company, today announced the appointment of Mark Genender, an executive with extensive experience in finance, marketing and consumer-oriented businesses, as a member of the Board of Directors, to serve as a Class III director.

Mr. Genender fills the position left vacant after Pauline Hughes Francis's resignation from the Board in October 2010.

"We are excited to welcome Mark Genender to our Board of Directors," said Kristine F. Hughes, Nature's Sunshine Chairman and a founder of the Company. "Mark brings significant, broad financial and operational experience to Nature's Sunshine and the Board that I know will benefit the Company and its shareholders. We look forward to his guidance and strategic thinking as a member of the Board."

Mr. Genender is a Partner in the investment firm Red Mountain Capital Partners LLC, based in Los Angeles. Prior to joining Red Mountain earlier this year, Mr. Genender was a Managing Director in the Retail and Consumer Group at the Carlyle Group. Prior to Carlyle, Mr. Genender co-founded and was a Partner at Star Avenue Capital, a consumer growth equity vehicle which he formed in 2008. From 1996 to 2008, Mr. Genender was a Managing Director at Fenway Partners, LLC both in New York and then in Los Angeles. Previous to Fenway, Mr. Genender held senior sales and marketing positions with Nabisco Holdings Inc. and PepsiCo Inc., and served as a Financial Analyst in the M&A department with Goldman, Sachs & Co. in London and New York. Mr. Genender received his A.B. from Princeton University, and his M.B.A from INSEAD in France.

### About Nature's Sunshine Products

Nature's Sunshine Products (NASDAQ:NATR), a leading natural health and wellness company, markets and distributes nutritional, herbal, weight management, energy, and other complimentary products through a global direct sales force of over 600,000 independent distributors in more than 40 countries. Nature's Sunshine

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manufactures 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 also supports health and wellness for children around the world through its partnership with the Little Heroes Foundation. Additional information about the Company can be obtained at its website, [www.natr.com](http://www.natr.com).

Contact:

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(801) 342-4370

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