SECURITIES AND EXCHANGE COMMISSION Washington, D. C. 20549

SCHEDULE 13G/A

Under the Securities Exchange Act of 1934

(Amendment No. 10)

NATURE'S SUNSHINE PRODUCTS, INC. (Name of Issuer)

Common Stock, No Par Value (Title and Class of Securities)

<u>639027101</u>

(CUSIP Number)

December 31, 2013 (Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this schedule is filed:

⊠ Rule 13d-1(b) $\Box \quad \text{Rule 13d-1(c)} \\ \Box \quad \text{Rule 13d-1(c)} \\ \Box \quad \text{Rule 13d-1(d)}$

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| CUSIP No. 639 | (SIP No. 639027101 | | | Page 3 of 13 Pages | | | |
| 1 | | DENTIFICATI | RSONS ON NOS. OF ABOVE PERSONS MALL CAP VALUE, L.P. I | | | | |
| 2 | (a) 🗆 | | BOX IF A MEMBER OF A GROUP | | | | |
| 3 | SEC USE ONLY | | | | | | |
| 4 | CITIZENSHIP | OR PLACE OF | ORGANIZATION | | | | |
| | Delaware | | | | | | |
| | | | SOLE VOTING POWER 738,430 Shares | | | | |
| | BER OF | 6 | SHARED VOTING POWER | | | | |
| BENE | ARES FICIALLY VED BY | | 0 | | | | |
| E. | ACH DRTING | 7 | SOLE DISPOSITIVE POWER | | | | |
| PE | RSON | | 738,430 Shares | | | | |
| | | 8 | SHARED DISPOSITIVE POWER | | | | |
| | | | 0 | | | | |
| 9 | AGGREGATE | AMOUNT BEI | VEFICIALLY OWNED BY EACH REPORTING PERSON | | | | |
| | 738,430 Shares | | | | | | |
| 10 | CHECK BOX I | F THE AGGRE | GATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | | | | |
| | £ | | | | | | |
| 11 | PERCENT OF | CLASS REPRE | SENTED BY AMOUNT IN ROW (9) | | | | |
| | 4.6% | | | | | | |
| 12 | TYPE OF REPO | ORTING PERS | ON | | | | |
| | PN | PN | | | | | |

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|--------------|--------------------|--|---|----------------------|--|--|--|
| 0.057 | | | | 1 460 4 01 15 1 4603 | | | |
| 1 | | | RSONS ION NOS. OF ABOVE PERSONS | | | | |
| | WYNNEFIELD | SMALL CAP | VALUE OFFSHORE FUND, LTD. | | | | |
| 2 | (a) 🗆 | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) □ (b) ⊠ Reporting Person is affiliated with other persons | | | | | |
| 3 | SEC USE ONL | SEC USE ONLY | | | | | |
| 4 | CITIZENSHIP | OR PLACE OF | FORGANIZATION | | | | |
| | Cayman Islands | | | | | | |
| | | 5 | SOLE VOTING POWER | | | | |
| | | | 321,309 Shares | | | | |
| | BER OF ARES | 6 | SHARED VOTING POWER | | | | |
| BENE | FICIALLY VED BY | | 0 | | | | |
| | ACH DRTING | 7 | SOLE DISPOSITIVE POWER | | | | |
| PE | RSON | | 321,309 Shares | | | | |
| | | 8 | SHARED DISPOSITIVE POWER | | | | |
| | | | 0 | | | | |
| 9 | AGGREGATE | AMOUNT BE | NEFICIALLY OWNED BY EACH REPORTING PERSON | | | | |
| | 321,309 Shares | | | | | | |
| 10 | CHECK BOX I | F THE AGGRI | EGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | | | | |
| 11 | PERCENT OF | CLASS REPRI | ESENTED BY AMOUNT IN ROW (9) | | | | |
| | 2.0% | | | | | | |
| 12 | TYPE OF REPO | ORTING PERS | ON | | | | |
| | со | со | | | | | |

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|-------------------|--------------------------|----------------------------|---|--------------------|--|--|
| 1 | | EPORTING PE IDENTIFICAT | ERSONS TION NOS. OF ABOVE PERSONS | | | |
| | WYNNEFIEL | D CAPITAL, II | NC. PROFIT SHARING PLAN | | | |
| 2 | (a) 🗆 | | E BOX IF A MEMBER OF A GROUP | | | |
| | | | | | | |
| 3 | SEC USE ON | LY | | | | |
| 4 | CITIZENSHI | P OR PLACE O | FORGANIZATION | | | |
| | Delaware | | | | | |
| | | 5 | SOLE VOTING POWER | | | |
| | | | 44,911 Shares | | | |
| | BER OF | 6 | SHARED VOTING POWER | | | |
| BENEF | ARES ICIALLY ED BY | | 0 | | | |
| EA | ACH RTING | 7 | SOLE DISPOSITIVE POWER | | | |
| PEF | SON ITH | | 44,911 Shares | | | |
| •• | | 8 | SHARED DISPOSITIVE POWER | | | |
| | | | 0 | | | |
| 9 | AGGREGATE | E AMOUNT BE | ENEFICIALLY OWNED BY EACH REPORTING PERSON | | | |
| | 44,911 Shares | | | | | |
| 10 | CHECK BOX | IF THE AGGR | EGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | | | |
| | £ | £ | | | | |
| 11 | PERCENT OF | CLASS REPR | ESENTED BY AMOUNT IN ROW (9) | | | |
| | 0.3% | | | | | |
| 12 | TYPE OF REF | PORTING PER | SON | | | |
| | EP | | | | | |

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| SIP No. 63902' | 7101 | | | Page 6 of 13 Pages |
|-----------------------------------|------------------------------|-------------|---|--------------------|
| 1 | | IDENTIFICAT | ERSONS TON NOS. OF ABOVE PERSONS ANAGEMENT, LLC | |
| 2 | (a) 🗆 | | E BOX IF A MEMBER OF A GROUP | |
| 3 | SEC USE ONL | Y | | |
| 4 | CITIZENSHIP New York | OR PLACE O | FORGANIZATION | |
| | | 5 | SOLE VOTING POWER 1,241,861 Shares (1) | |
| NUMBE SHAR BENEFIC OWNEI | RES CIALLY | 6 | SHARED VOTING POWER 0 | |
| EAC REPOR PERS WIT | CH TING ON | 7 | SOLE DISPOSITIVE POWER 1,241,861 Shares (1) | |
| | | 8 | SHARED DISPOSITIVE POWER 0 | |
| 9 | AGGREGATE 1,241,861 Share | | ENEFICIALLY OWNED BY EACH REPORTING PERSON | |
| 10 | CHECK BOX I | F THE AGGR | EGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | |
| 11 | PERCENT OF (7.7% (1) | CLASS REPR | ESENTED BY AMOUNT IN ROW (9) | |
| 12 | TYPE OF REPO | ORTING PERS | SON | |

(1) Wynnefield Capital Management, LLC holds an indirect beneficial interest in these shares which are directly beneficially owned by Wynnefield Partners Small Cap Value, L.P. and Wynnefield Partners Small Cap Value, L.P. I.

| CUSIP No. 6390 | 27101 | | | Page 7 of 13 Pages |
|----------------------------|--|-------------|---|--------------------|
| 1 | NAMES OF RE S.S. OR I.R.S. I WYNNEFIELD | DENTIFICAT | ON NOS. OF ABOVE PERSONS | |
| 2 | (a) 🗆 | | BOX IF A MEMBER OF A GROUP iated with other persons | |
| 3 | SEC USE ONL | Y | | |
| 4 | CITIZENSHIP Cayman Islands | | ORGANIZATION | |
| SHA BENEFI OWN EA | NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | | SOLE VOTING POWER 321,309 Shares (1) SHARED VOTING POWER 0 SOLE DISPOSITIVE POWER | |
| PER | | | 321,309 Shares (1) SHARED DISPOSITIVE POWER 0 | |
| 9 | AGGREGATE 321,309 Shares | | NEFICIALLY OWNED BY EACH REPORTING PERSON | |
| 10 | CHECK BOX I | F THE AGGRI | GATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | |
| 11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 2.0% (1) | | | |
| 12 | TYPE OF REPORTING PERSON CO | | ON | |

(1) Wynnefield Capital, Inc. holds an indirect beneficial interest in these shares which are directly beneficially owned by Wynnefield Small Cap Value Offshore Fund, Ltd.

| CUSIP No. 63902 | USIP No. 639027101 | | | Page 8 of 13 Pages |
|-------------------------------|--|-------------|---|--------------------|
| 1 | NAMES OF RE S.S. OR I.R.S. I NELSON OBUS | DENTIFICATI | RSONS ION NOS. OF ABOVE PERSONS | |
| 2 | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) □ (b) ⊠ Reporting Person is affiliated with other persons | | | |
| 3 | SEC USE ONLY | Y | | |
| 4 | CITIZENSHIP OR PLACE OF ORGANIZATION Delaware | | | |
| | | | SOLE VOTING POWER 1,608,081 Shares (1) | |
| NUMB SHA BENEFI OWNE | RES CIALLY ED BY | 6 | SHARED VOTING POWER 0 | |
| EAG REPOR PERS WI | RTING | 7 | SOLE DISPOSITIVE POWER 1,608,081 Shares (1) | |
| | | 8 | SHARED DISPOSITIVE POWER | |
| 9 | AGGREGATE . 1,608,081 Share | | NEFICIALLY OWNED BY EACH REPORTING PERSON | |
| 10 | CHECK BOX IF THE AGGREGAT | | EGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | |
| 11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 9.9 % (1) | | | |
| 12 | TYPE OF REPORTING PERSON | | ON | |

(1) Mr. Obus may be deemed to hold an indirect beneficial interest in these shares, which are directly beneficially owned by Wynnefield Partners Small Cap Value, L.P., Wynnefield Partners Small Cap Value, L.P. I, Wynnefield Small Cap Value Offshore Fund, and Wynnefield Capital, Inc. Profit Sharing Plan because he is a co-managing member of Wynnefield Capital Management, LLC, a principal executive officer of Wynnefield Capital, Inc. (the investment manager of Wynnefield Small Cap Value Offshore Fund), and the portfolio manager of Wynnefield Capital, Inc. Profit Sharing Plan. The filing of this Statement and any future amendment by Mr. Obus, and the inclusion of information herein and therein with respect to Mr. Obus, shall not be considered an admission that he, for the purpose of Section 16(b) of the Exchange Act, is the beneficial owner of any shares in which he does not have a pecuniary interest. Mr. Obus disclaims any beneficial ownership of the shares of Common Stock covered by this Statement.

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|----------------------------------|---|-------------|---|--------------------|
| 1 | NAMES OF RE S.S. OR I.R.S. I JOSHUA LANI | DENTIFICAT | RSONS ION NOS. OF ABOVE PERSONS | |
| 2 | (a) 🗆 | | BOX IF A MEMBER OF A GROUP | |
| 3 | SEC USE ONL | Y | | |
| 4 | CITIZENSHIP Delaware | OR PLACE OF | FORGANIZATION | |
| | | 5 | SOLE VOTING POWER 1,563,170 Shares (1) | |
| NUMBI SHAI BENEFIC OWNE | RES CIALLY | 6 | SHARED VOTING POWER 0 | |
| EAC REPOR PERS WIT | CH TING ON | 7 | SOLE DISPOSITIVE POWER 1,563,170 Shares (1) | |
| W1 | | 8 | SHARED DISPOSITIVE POWER 0 | |
| 9 | AGGREGATE 1,563,170 Share | | NEFICIALLY OWNED BY EACH REPORTING PERSON | |
| 10 | CHECK BOX I | F THE AGGRI | EGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | |
| 11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 9.6% (1) | | | |
| 12 | 12 TYPE OF REPORTING PERSON | | ON | |
| | IN | | | |

(1) Mr. Landes may be deemed to hold an indirect beneficial interest in these shares, which are directly beneficially owned by Wynnefield Partners Small Cap Value, L.P., Wynnefield Partners Small Cap Value, L.P. I and Wynnefield Small Cap Value Offshore Fund because he is a co-managing member of Wynnefield Capital Management, LLC and a principal executive officer of Wynnefield Capital, Inc. The filing of this Statement and any future amendment by Mr. Landes, and the inclusion of information herein and therein with respect to Mr. Landes, shall not be considered an admission that he, for the purpose of Section 16(b) of the Exchange Act, is the beneficial owner of any shares in which he does not have a pecuniary interest. Mr. Landes disclaims any beneficial ownership of the shares of Common Stock covered by this Statement.

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| Item 1(a). | Name of Issuer: |
|------------|--|
| | Nature's Sunshine Products, Inc. |
| Item 1(b). | Address of Issuer's Principal Executive Offices: |
| | 75 East 1700 South, Provo, UT 84606 |
| Item 2(a). | Name of Person Filing: |
| | Wynnefield Partners Small Cap Value, L.P. ("Partners") |
| | |
| | |
| | Wynnefield Capital, Inc. Profit Sharing Plan (the "Plan") |
| | Wynnefield Capital Management, LLC ("WCM") |
| | Wynnefield Capital, Inc. ("WCI") |
| | Nelson Obus |
| | Joshua Landes |
| Item 2(b). | Address of Principal Business Office or, if None, Residence: |
| | 450 Seventh Avenue, Suite 509, New York, New York 10123 |
| Item 2(c). | Citizenship: |
| | Partners and Partners I are Delaware limited partnerships. |
| | Fund and WCI are Cayman Islands companies. |
| | WCM is a New York limited liability company. |
| | The Plan is a Delaware corporation. |
| | Mr. Obus and Mr. Landes are United States citizens. |

| CUSIP No. | 639027101 |
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| Item 2(d). | Tit | le of Class of Securities: |
|------------|-------|--|
| | Со | mmon Stock, No Par Value Per Share. |
| Item 2(e). | CU | JSIP Number: |
| | 639 | 9027101 |
| Item 3. | Ift | his statement is filed pursuant to Rule 13d-1(b), or 13d-2(b) or (c), check whether the person filing is a: |
| | (a) £ | Broker or Dealer registered under Section 15 of the Act. |
| | (b) £ | Bank as defined in Section 3(a)(6) of the Act. |
| | (c) £ | Insurance Company as defined in Section 3(a)(19) of the Act. |
| | (d) £ | Investment Company registered under Section 8 of the Investment Company Act. |
| | (e) R | Investment Adviser registered in accordance with Rule 13d-1(b)(1)(ii)(E). |
| | (f) £ | Employee Benefit Plan or Endowment Fund in accordance with Rule 13d-1(b)(1)(ii)(F). |
| | (g) £ | Parent Holding Company or control person in accordance with Rule 13d-1(b)(1)(ii)(G). |
| | (h) £ | A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act. |
| | (i) £ | A church plan that is excluded from the definition of an investment company under Section 3(c) (14) of the Investment Company Act of 1940. |
| | (j) £ | Group, in accordance with Rule 13d-1(b)(1)(ii)(J). |
| | | If this Statement is filed pursuant to Rule 13d-1(c), check this box \Box . |

CUSIP No. 639027101

| Item 4. | Ownership. |
|----------|--|
| | (a) Amount beneficially owned: 1,608,081 Shares |
| | (b) Percent of Class: 9.9% of Common Stock |
| | (c) Number of Shares as to which the person has: |
| | (i) Sole power to vote or to direct the vote: 1,608,081 Shares |
| | (ii) Shared power to vote or to direct the vote: 0 Shares |
| | (iii) Sole power to dispose or to direct the disposition of: 1,608,081 Shares |
| | (iv) Shared Power to dispose or to direct the disposition of: 0 Shares |
| Item 5. | Ownership of Five Percent or Less of a Class. |
| | If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following. \Box . |
| Item 6 | Ownership of More than Five Percent on Behalf of Another Person. |
| | Not Applicable. |
| Item 7. | Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company. |
| | Not Applicable. |
| Item 8. | Identification and Classification of Members of the Group. |
| | See Item 2(a)-(c). |
| Item 9. | Notice of Dissolution of Group. |
| | Not Applicable. |
| Item 10. | Certifications. |
| | By signing below, I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect. |
| | |

Date: February 14, 2014

SIGNATURE

WYNNEFIELD PARTNERS SMALL CAP VALUE, L.P.

By: Wynnefield Capital Management, LLC, General Partner

By: <u>/s/ Nelson Obus</u> Nelson Obus, Managing Member

WYNNEFIELD PARTNERS SMALL CAP VALUE, L.P. I

By: Wynnefield Capital Management, LLC, General Partner

By: <u>/s/ Nelson Obus</u> Nelson Obus, Managing Member

WYNNEFIELD SMALL CAP VALUE OFFSHORE FUND, LTD.

By: Wynnefield Capital, Inc.

By: <u>/s/ Nelson Obus</u> Nelson Obus, President

WYNNEFIELD CAPITAL, INC. PROFIT SHARING PLAN

By: <u>/s/ Nelson Obus</u> Nelson Obus, Portfolio Manager

WYNNEFIELD CAPITAL MANAGEMENT, LLC

By: <u>/s/ Nelson Obus</u> Nelson Obus, Co-Managing Member

WYNNEFIELD CAPITAL, INC.

By: <u>/s/ Nelson Obus</u> Nelson Obus, President <u>/s/ Nelson Obus</u> Nelson Obus, Individually

<u>/s/ Joshua Landes</u> Joshua Landes, Individually