FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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# Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the

### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

|                                      | ense conditions of Rule<br>e Instruction 10. |                  |  |          |  |  |  |
|--------------------------------------|--|------------------|--|----------|--|--|--|
| 1. Name and Add  Yates Brya:  (Last) | dress of Reporting Persont J                 | on *<br>(Middle) | 2. Issuer Name and Ticker or Trading Symbol     NATURES SUNSHINE PRODUCTS INC [     NATR ]      3. Date of Earliest Transaction (Month/Day/Year) |          | tionship of Reporting Pers<br>all applicable)<br>Director<br>Officer (give title<br>below)             | son(s) to Issuer  10% Owner  Other (specify below) |  |
| , ,                                  | BLUEGRASS BLVI                               | ` ,              | 03/10/2025   |          | EVP & President, Europe  |  |  |
| STE 100                              |  |                  | 4. If Amendment, Date of Original Filed (Month/Day/Year)   | 6. Indiv | dividual or Joint/Group Filing (Check Applicable Line) $\mathbf{X}$ Form filed by One Reporting Person |  |  |
| (Street) LEHI                        | UT   | 84043            |  |          | Form filed by More tha   | n One Reporting Person                             |  |
| (City)                               | (State)                                      | (Zip)            |  |          |  |  |  |

## Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | Transaction Code (Instr. |   | 4. Securities Acquired (A) or<br>Disposed Of (D) (Instr. 3, 4 and 5) |   |         | Securities<br>Beneficially Owned<br>Following Reported | 6. Ownership<br>Form: Direct (D)<br>or Indirect (I)<br>(Instr. 4) | Beneficial<br>Ownership |  |
|---------------------------------|--|---|--------------------------|---|--|---|---------|--|---|-------------------------|--|
|                                 |  |   | Code                     | v | Amount (A) or (D)  |   | Price   | Transaction(s)<br>(Instr. 3 and 4)                     |   | (Instr. 4)              |  |
| Common Shares                   | 03/10/2025                                 |   | A                        |   | 12,810(1)  | A | \$14.74 | 110,109  | D   |                         |  |
| Common Shares                   | 03/11/2025                                 |   | F                        |   | 1,201(2)   | D | \$14.5  | 108,908  | D   |                         |  |

## Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security (Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | Conversion<br>or Exercise<br>Price of<br>Derivative | <br>3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | Transaction<br>Code (Instr.<br>8) |     | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D) (Instr. 3, 4<br>and 5) |                     | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |       | 7. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 3 and 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported | Ownership<br>Form:<br>Direct (D) | Beneficial<br>Ownership<br>(Instr. 4) |  |
|--|---|---|---|-----------------------------------|-----|--|---------------------|--|-------|--|--|---|--|----------------------------------|---------------------------------------|--|
|  |   |   | Code  | v                                 | (A) | (D)  | Date<br>Exercisable | Expiration<br>Date   | Title | Amount<br>or<br>Number<br>of Shares  |  | Transaction(s)<br>(Instr. 4)                        |  |                                  |                                       |  |

#### Explanation of Responses:

- 1. These shares are in the form of restricted stock units (RSUs). Each RSU represents the right to receive one share of NATR common stock. These RSUs vest in three equal annual installments from the initial grant date through May 10, 2028.
- 2. Represents shares of NATR common stock withheld to pay taxes upon vesting of restricted stock units granted to the reporting person on March 11, 2024. The number of shares withheld was determined on March 11, 2025, based on the closing price of NATR common stock on that date.

#### Remarks:

/s/ Nathan G. Brower as attorneyin-fact for Bryant J. Yates

03/12/2025

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- $^{\star}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.