

Form 144 Filer Information

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 144

Form 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001236872

Filer CCC XXXXXXXX

Is this a LIVE or TEST Filing? ☒ LIVE ☐ TEST

Submission Contact Information

Name

Phone

E-Mail Address

144: Issuer Information

Name of Issuer NATURES SUNSHINE PRODUCTS INC

SEC File Number 001-34483

Address of Issuer 2901 WEST BLUEGRASS BLVD.
SUITE 100
LEHI
UTAH
84043

Phone (801) 341-7900

Name of Person for Whose Account the Securities are To Be Sold MOSS RICHARD D

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Director

144: Securities Information

Title of the Class of Securities To Be Sold Common

Name and Address of the Broker Wells Fargo Clearing Services
One North Jefferson Avenue
St. Louis
MO
63103

Number of Shares or Other Units To Be Sold 250

Aggregate Market Value 3531.25

Number of Shares or Other Units Outstanding 18350801

Approximate Date of Sale 05/14/2025

Name the Securities Exchange NASDAQ

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or

any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

| | |
|-----------------------------------|----------------------------------------------|
| Title of the Class | Common |
| Date you Acquired | 05/09/2024 |
| Nature of Acquisition Transaction | Restricted Share Grants and Compensation |
| Name of Person from Whom Acquired | Issuer |
| Is this a Gift? | <input type="checkbox"/> Date Donor Acquired |
| Amount of Securities Acquired | 250 |
| Date of Payment | 05/09/2024 |
| Nature of Payment | N/A |

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

| | |
|----------------------------|----------------------------------------------------------------------------------------------|
| Name and Address of Seller | Richard D Moss Revocable Trust 2901 Bluegrass Boulevard, Suite 100 Lehi UT 84043 |
| Title of Securities Sold | Nature's Sunshine Products, Inc. |
| Date of Sale | 05/09/2025 |
| Amount of Securities Sold | 10000 |
| Gross Proceeds | 137426.61 |

144: Securities Sold During The Past 3 Months

| | |
|----------------------------|----------------------------------------------------------------------------------------------|
| Name and Address of Seller | Richard D Moss Revocable Trust 2901 Bluegrass Boulevard, Suite 100 Lehi UT 84043 |
| Title of Securities Sold | Nature's Sunshine Products, Inc. |
| Date of Sale | 05/12/2025 |
| Amount of Securities Sold | 5000 |
| Gross Proceeds | 72658.80 |

144: Remarks and Signature

| | |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Remarks | The shares were acquired between 5/9/2023 to 5/2/2025 via restricted share grants and compensation The shares were sold from the Richard D Moss Revocable Trust. |
| Date of Notice | 05/14/2025 |

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

Richard D Moss

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)