

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287
Estimated average burden
hours per response... 0.5 Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

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

(Print or Type Responses)

1. Name and Address of Reporting Person* HUFF CRAIG D	2. Issuer Name and Ticker or Trading Symbol NATURES SUNSHINE PRODUCTS INC [natr]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) ____ Director ____ 10% Owner <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below)
(Last) (First) (Middle) C/O NATURE'S SUNSHINE PRODUCTS, INC., 75 EAST 1700 SOUTH	3. Date of Earliest Transaction (Month/Day/Year) 05/25/2004	EVP and CFO
(Street) PROVO, UT 84606	4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person ____ Form filed by More than 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 Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	05/25/2004		G ⁽²⁾		1,000	D	\$ 0	0	D ⁽¹⁾	
Common Stock	11/02/2004		M		32,000	A	\$ 7.75	32,000	D	
Common Stock	11/02/2004		S		4,300	D	\$ 15	27,700	D	
Common Stock	11/02/2004		S		600	D	\$ 15.01	27,100	D	
Common Stock	11/02/2004		S		900	D	\$ 15.02	26,200	D	
Common Stock	11/02/2004		S		100	D	\$ 15.03	26,100	D	
Common Stock	11/02/2004		S		100	D	\$ 15.04	26,000	D	
Common Stock	11/02/2004		S		600	D	\$ 15.08	25,400	D	
Common Stock	11/02/2004		S		900	D	\$ 15.09	24,500	D	
Common Stock	11/02/2004		S		14,400	D	\$ 15.10	10,100	D	
Common Stock	11/02/2004		S		300	D	\$ 15.12	9,800	D	
Common Stock	11/02/2004		S		100	D	\$ 15.13	9,700	D	
Common Stock	11/02/2004		S		6,100	D	\$ 15.14	3,600	D	
Common Stock	11/02/2004		S		500	D	\$ 15.15	3,100	D	
Common Stock	11/02/2004		S		100	D	\$ 15.16	3,000	D	
Common Stock	11/02/2004		S		2,000	D	\$ 15.17	1,000	D	
Common Stock	11/02/2004		S		300	D	\$ 15.18	700	D	
Common Stock	11/02/2004		S		100	D	\$ 15.19	600	D	
Common Stock	11/02/2004		S		600	D	\$ 15.20	0	D	
Common Stock	11/03/2004		M		18,000	A	\$ 7.75	18,000	D	
Common Stock	11/03/2004		S		6,300	D	\$ 15.18	11,700	D	
Common Stock	11/03/2004		S		300	D	\$ 15.19	11,400	D	
Common Stock	11/03/2004		S		7,500	D	\$ 15.20	3,900	D	
Common Stock	11/03/2004		S		200	D	\$ 15.21	3,700	D	
Common Stock	11/03/2004		S		500	D	\$ 15.23	3,200	D	
Common Stock	11/03/2004		S		100	D	\$ 15.24	3,100	D	
Common Stock	11/03/2004		S		3,100	D	\$ 15.25	0	D	

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)				6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Option - Right to buy	\$ 7.75	11/02/2004		M			32,000	10/19/2002	10/19/2005	Common Stock	32,000	\$ 0	34,100	D	
Option - Right to Buy	\$ 7.75	11/03/2004		M			18,000	10/19/2002	10/19/2005	Common Stock	18,000	\$ 0	16,100	D	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HUFF CRAIG D C/O NATURE'S SUNSHINE PRODUCTS, INC. 75 EAST 1700 SOUTH PROVO, UT 84606			EVP and CFO	

Signatures

/s/ Craig D. Huff	11/04/2004
<small>Signature of Reporting Person</small>	<small>Date</small>

Explanation of Responses:

- * 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).
- (1) The reporting person is also the indirect beneficial owner of 10,763 shares held in the reporting person's 401(k) plan account.
- (2) Voluntary report.

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

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