

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C.

SECURITIES EXCHANGE ACT OF 1934
Release No. 56059 / July 12, 2007

Administrative Proceeding File No. 3-12684

In the Matter of Nature's Sunshine Products, Inc.

The United States Securities and Exchange Commission announced the issuance of an Order Instituting Proceedings and Notice of Hearing Pursuant to Section 12(j) of the Securities Exchange Act of 1934 against Nature's Sunshine Products, Inc. (Nature's Sunshine) to determine whether the registration of each class of its securities should be revoked or suspended for a period not exceeding twelve months based on its failure to file required periodic reports.

The Division of Enforcement (Division) alleges that Nature's Sunshine has failed to comply with Section 13(a) of the Exchange Act and Rules 13a-1 and 13a-13 thereunder by: (1) failing to file an Annual Report on Form 10-K since March 16, 2005, when it filed its Annual Report on Form 10-K for the year ended December 31, 2004; and (2) failing to file a Quarterly Report on Form 10-Q containing financial statements which had been reviewed by a registered independent public accountant for any period subsequent to its quarter ended June 30, 2005.

A hearing will be scheduled before an Administrative Law Judge to determine whether the allegations of the Division contained in the Order are true, to provide Nature's Sunshine an opportunity to respond to these allegations, and to determine whether Nature's Sunshine's registration should be suspended for a period not exceeding twelve months, or revoked, pursuant to Section 12(j) of the Exchange Act. As directed by the Commission, the administrative law judge shall issue an initial decision in this matter not later than 120 days from the date of service of the Order Instituting Proceedings.