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HUGHES KI Form 4	RISTINE F											
Form 4 September 13, 2010 FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).								OMB APPROVAL OMB 3235-0287 Number: January 31, Expires: 2005 Estimated average burden hours per response 0.5				
(Print or Type R	esponses)											
1. Name and Address of Reporting Person <u>*</u> HUGHES EUGENE L			2. Issuer Name and Ticker or Trading Symbol NATURES SUNSHINE PRODUCTS INC [NATR]					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last) 75 EAST 17	. ,	(Month/Da				-		X Director Officer (give below)		Owner er (specify		
PROVO, UT	(Street)			dment, Dat h/Day/Year)	e Original			6. Individual or Jo Applicable Line) Form filed by P _X_ Form filed by P Person	One Reporting Per	rson		
(City)	(State) (Zip)	Table	I - Non-De	erivative S	Securi	ties Acc	uired, Disposed of	f, or Beneficial	ly Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Executio any		3. Transactio Code (Instr. 8)	n(A) or Di (D) (Instr. 3, -	spose 4 and (A) or	d of 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)			
Common Stock	09/09/2010			Code V S	Amount 5,000	(D) D	Price \$ 8.62	1,049,664	Ι	By Trusts		
Common Stock								16,335	D			
Common Stock								92,073	Ι	by 401(K)		
Common Stock								61,330	Ι	by Spouse		

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

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Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02) required to respond unless the form displays a currently valid OMB control number.

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)	4. Transact Code (Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3,	3	ate	7. Tit Amou Under Secur (Instr	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
			Code V	4, and 5)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address									
	Director	10% Owner	Officer	Other					
HUGHES EUGENE L 75 EAST 1700 SOUTH PROVO, UT 84606	Х								
HUGHES KRISTINE F 75 EAST 1700 SOUTH PROVO UTAH, UT 84606	Х								
Signatures									
/s/ Stephen M. Bunker as attorn Hughes	09/13/2010								
<u>**</u> Signature of Rep	Date								
/s/ Stephen M. Bunker as attorn Hughes	09/13/2010								

**Signature of Reporting Person

Date

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)

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Represents shares allocated to Mr. Hughes' 401(k) plan account, which is indirectly beneficially owned by Eugene L. Hughes and his spouse, Kristine F. Hughes.

(2) Represents shares which are directly beneficially owned by Kristine F. Hughes and indirectly beneficially owned by Mrs. Hughes' spouse, Eugene L. Hughes.

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.