

NATURES SUNSHINE PRODUCTS INC
Form SC 13G/A
February 14, 2014

SECURITIES AND EXCHANGE COMMISSION

Washington, D. C. 20549

SCHEDULE 13G/A

Under the Securities Exchange Act of 1934

(Amendment No. 10)

NATURE'S SUNSHINE PRODUCTS, Inc.

(Name of Issuer)

Common Stock, No Par Value

(Title and Class of Securities)

639027101

(CUSIP Number)

December 31, 2013

(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

CUSIP No. 639027101 Page 2 of 13 Pages

NAMES OF REPORTING
PERSONS
S.S. OR I.R.S.
IDENTIFICATION NOS. OF
ABOVE PERSONS

1

WYNNEFIELD PARTNERS
SMALL CAP VALUE, L.P.

CHECK THE
APPROPRIATE BOX
IF A MEMBER OF A
GROUP

2

(a)
(b) Reporting Person
is affiliated with other
persons

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF
ORGANIZATION

4

Delaware

SOLE
VOTING
POWER

5

503,431 Shares

NUMBER OF
SHARES
BENEFICIALLY
OWNED BY
EACH
REPORTING

6 SHARED
VOTING

POWER

0

SOLE
DISPOSITIVE
POWER

7

503,431 Shares

SHARED
DISPOSITIVE
POWER

8

0

AGGREGATE AMOUNT
BENEFICIALLY OWNED BY
EACH REPORTING PERSON

9

503,431 Shares

CHECK BOX IF THE
AGGREGATE
AMOUNT IN ROW
(9) EXCLUDES
CERTAIN SHARES

10

11

£
PERCENT OF CLASS
REPRESENTED BY
AMOUNT IN ROW (9)

3.1%

TYPE OF REPORTING
PERSON

12

PN

2

CUSIP No. 639027101 Page 3 of 13 Pages

NAMES OF REPORTING
PERSONS
S.S. OR I.R.S.
IDENTIFICATION NOS. OF
ABOVE PERSONS

1

WYNNEFIELD PARTNERS
SMALL CAP VALUE, L.P. I

CHECK THE
APPROPRIATE BOX
IF A MEMBER OF A
GROUP

2

(a)
(b) Reporting Person
is affiliated with other
persons

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF
ORGANIZATION

4

Delaware

SOLE
VOTING
POWER

5

738,430 Shares

NUMBER OF
SHARES
BENEFICIALLY
OWNED BY
EACH
REPORTING

6 SHARED
VOTING

POWER

0

SOLE
DISPOSITIVE
POWER

7

738,430 Shares

SHARED
DISPOSITIVE
POWER

8

0

AGGREGATE AMOUNT
BENEFICIALLY OWNED BY
EACH REPORTING PERSON

9

738,430 Shares

CHECK BOX IF THE
AGGREGATE
AMOUNT IN ROW
(9) EXCLUDES
CERTAIN SHARES

10

£
PERCENT OF CLASS
REPRESENTED BY
AMOUNT IN ROW (9)

11

4.6%

TYPE OF REPORTING
PERSON

12

PN

3

CUSIP No. 639027101 Page 4 of 13 Pages

NAMES OF REPORTING
PERSONS
S.S. OR I.R.S.
IDENTIFICATION NOS. OF
ABOVE PERSONS

1

WYNNEFIELD SMALL CAP
VALUE OFFSHORE FUND,
LTD.

CHECK THE
APPROPRIATE BOX
IF A MEMBER OF A
GROUP

2

(a)
(b) Reporting Person
is affiliated with other
persons

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF
ORGANIZATION

4

Cayman Islands

SOLE
VOTING
POWER

5

321,309 Shares

6

NUMBER OF
SHARES
BENEFICIALLY
OWNED BY
EACH

SHARED
VOTING
POWER

0

SOLE
DISPOSITIVE
POWER

7

321,309 Shares

SHARED
DISPOSITIVE
POWER

8

0

AGGREGATE AMOUNT
BENEFICIALLY OWNED BY
EACH REPORTING PERSON

9

321,309 Shares

CHECK BOX IF THE
AGGREGATE
AMOUNT IN ROW
(9) EXCLUDES
CERTAIN SHARES

10

£
PERCENT OF CLASS
REPRESENTED BY
AMOUNT IN ROW (9)

11

2.0%

TYPE OF REPORTING
PERSON

12

CO

4

CUSIP No. 639027101 Page 5 of 13 Pages

NAMES OF REPORTING
PERSONS
S.S. OR I.R.S.
IDENTIFICATION NOS.
OF ABOVE PERSONS

1

WYNNEFIELD CAPITAL,
INC. PROFIT SHARING
PLAN

CHECK
THE
APPROPRIATE
BOX IF A
MEMBER
OF A
GROUP

2

(a)
(b)
Reporting
Person is
affiliated
with other
persons

SEC USE ONLY

3

CITIZENSHIP OR PLACE
OF ORGANIZATION

4

Delaware

NUMBER OF SHARES BENEFICIALLY OWNED BY	5	SOLE VOTING POWER
---	---	-------------------------

EACH
REPORTING
PERSON
WITH

44,911 Shares

SHARED
VOTING
POWER

6

0

SOLE
DISPOSITIVE
POWER

7

44,911 Shares

8

SHARED
DISPOSITIVE
POWER

0

AGGREGATE AMOUNT
BENEFICIALLY OWNED
BY EACH REPORTING
PERSON

9

44,911 Shares

10

CHECK
BOX IF
THE
AGGREGATE
AMOUNT
IN ROW (9)
EXCLUDES
CERTAIN
SHARES

£
PERCENT OF CLASS
REPRESENTED BY
AMOUNT IN ROW (9)

11

0.3%

TYPE OF REPORTING
PERSON

12

EP

5

CUSIP No. 639027101 Page 6 of 13 Pages

NAMES OF REPORTING
PERSONS
S.S. OR I.R.S.
IDENTIFICATION NOS. OF
ABOVE PERSONS

1

WYNNEFIELD CAPITAL
MANAGEMENT, LLC

CHECK THE
APPROPRIATE BOX
IF A MEMBER OF A
GROUP

2

(a)
(b) Reporting Person
is affiliated with other
persons

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF
ORGANIZATION

4

New York

SOLE
VOTING
POWER

5

1,241,861
Shares (1)

6

NUMBER OF
SHARES
BENEFICIALLY
OWNED BY
EACH

SHARED
VOTING
POWER

0

SOLE
DISPOSITIVE
POWER

7

1,241,861
Shares (1)

SHARED
DISPOSITIVE
POWER

8

0

AGGREGATE AMOUNT
BENEFICIALLY OWNED BY
EACH REPORTING PERSON

9

1,241,861 Shares (1)

CHECK BOX IF THE
AGGREGATE
AMOUNT IN ROW
(9) EXCLUDES
CERTAIN SHARES

10

11
£
PERCENT OF CLASS
REPRESENTED BY
AMOUNT IN ROW (9)

7.7% (1)

TYPE OF REPORTING
PERSON

12

OO

(1) Wynnefield Capital Management, LLC holds an indirect beneficial interest in these shares which are directly beneficially owned by Wynnefield Partners Small Cap Value, L.P. and Wynnefield Partners Small Cap Value, L.P. I.

6

CUSIP No. 639027101 Page 7 of 13 Pages

NAMES OF REPORTING
PERSONS
S.S. OR I.R.S.
IDENTIFICATION NOS. OF
ABOVE PERSONS

1

WYNNEFIELD CAPITAL,
INC.

CHECK THE
APPROPRIATE BOX
IF A MEMBER OF A
GROUP

2

(a)
(b) Reporting Person
is affiliated with other
persons

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF
ORGANIZATION

4

Cayman Islands

SOLE
VOTING
POWER

5

321,309 Shares
(1)

6

NUMBER OF
SHARES
BENEFICIALLY
OWNED BY
EACH

SHARED
VOTING
POWER

0

SOLE
DISPOSITIVE
POWER

7

321,309 Shares
(1)

SHARED
DISPOSITIVE
POWER

8

0

AGGREGATE AMOUNT
BENEFICIALLY OWNED BY
EACH REPORTING PERSON

9

321,309 Shares (1)

CHECK BOX IF THE
AGGREGATE
AMOUNT IN ROW
(9) EXCLUDES
CERTAIN SHARES

10

£
PERCENT OF CLASS
REPRESENTED BY
AMOUNT IN ROW (9)

11

2.0% (1)

TYPE OF REPORTING
PERSON

12

CO

(1) Wynnefield Capital, Inc. holds an indirect beneficial interest in these shares which are directly beneficially owned by Wynnefield Small Cap Value Offshore Fund, Ltd.

7

CUSIP No. 639027101 Page 8 of 13 Pages

NAMES OF REPORTING
PERSONS
S.S. OR I.R.S.
IDENTIFICATION NOS. OF
ABOVE PERSONS

1

NELSON OBUS

CHECK THE
APPROPRIATE BOX
IF A MEMBER OF A
GROUP

2

(a) ..
(b) x Reporting Person
is affiliated with other
persons

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF
ORGANIZATION

4

Delaware

SOLE
VOTING
POWER

5

1,608,081
Shares (1)

NUMBER OF
SHARES
BENEFICIALLY
OWNED BY
EACH
REPORTING
PERSON

6 SHARED
VOTING

POWER

0

SOLE
DISPOSITIVE
POWER

7

1,608,081
Shares (1)

SHARED
DISPOSITIVE
POWER

8

0

AGGREGATE AMOUNT
BENEFICIALLY OWNED BY
EACH REPORTING PERSON

9

1,608,081 Shares (1)

CHECK BOX IF THE
AGGREGATE
AMOUNT IN ROW
(9) EXCLUDES
CERTAIN SHARES

10

£
PERCENT OF CLASS
REPRESENTED BY
AMOUNT IN ROW (9)

11

9.9 % (1)

TYPE OF REPORTING
PERSON

12

IN

(1) Mr. Obus may be deemed to hold an indirect beneficial interest in these shares, which are directly beneficially owned by Wynnefield Partners Small Cap Value, L.P., Wynnefield Partners Small Cap Value, L.P. I, Wynnefield Small Cap Value Offshore Fund, and Wynnefield Capital, Inc. Profit Sharing Plan because he is a co-managing member of Wynnefield Capital Management, LLC, a principal executive officer of Wynnefield Capital, Inc. (the investment manager of Wynnefield Small Cap Value Offshore Fund), and the portfolio manager of Wynnefield Capital, Inc. Profit Sharing Plan. The filing of this Statement and any future amendment by Mr. Obus, and the inclusion of information herein and therein with respect to Mr. Obus, shall not be considered an admission that he, for the purpose of Section 16(b) of the Exchange Act, is the beneficial owner of any shares in which he does not have a pecuniary interest. Mr. Obus disclaims any beneficial ownership of the shares of Common Stock covered by this Statement.

8

CUSIP No. 639027101 Page 9 of 13 Pages

NAMES OF REPORTING
PERSONS
S.S. OR I.R.S.
IDENTIFICATION NOS. OF
ABOVE PERSONS

1

JoSHUA Landes

CHECK THE
APPROPRIATE BOX
IF A MEMBER OF A
GROUP

2

(a) ..
(b) x Reporting Person
is affiliated with other
persons

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF
ORGANIZATION

4

Delaware

SOLE
VOTING
POWER

5

1,563,170
Shares (1)

6 SHARED
VOTING

NUMBER OF
SHARES
BENEFICIALLY
OWNED BY
EACH
REPORTING

POWER

0

SOLE
DISPOSITIVE
POWER

7

1,563,170
Shares (1)

SHARED
DISPOSITIVE
POWER

8

0

AGGREGATE AMOUNT
BENEFICIALLY OWNED BY
EACH REPORTING PERSON

9

1,563,170 Shares (1)

CHECK BOX IF THE
AGGREGATE
AMOUNT IN ROW
(9) EXCLUDES
CERTAIN SHARES

10

11

£
PERCENT OF CLASS
REPRESENTED BY
AMOUNT IN ROW (9)

9.6% (1)

TYPE OF REPORTING
PERSON

12

IN

(1) Mr. Landes may be deemed to hold an indirect beneficial interest in these shares, which are directly beneficially owned by Wynnefield Partners Small Cap Value, L.P., Wynnefield Partners Small Cap Value, L.P. I and Wynnefield Small Cap Value Offshore Fund because he is a co-managing member of Wynnefield Capital Management, LLC and a principal executive officer of Wynnefield Capital, Inc. The filing of this Statement and any future amendment by Mr. Landes, and the inclusion of information herein and therein with respect to Mr. Landes, shall not be considered an admission that he, for the purpose of Section 16(b) of the Exchange Act, is the beneficial owner of any shares in which he does not have a pecuniary interest. Mr. Landes disclaims any beneficial ownership of the shares of Common Stock covered by this Statement.

9

CUSIP No. 639027101 Page 10 of 13 Pages

Name of Issuer:

Item 1(a).

Nature's Sunshine Products, Inc.

Address of Issuer's Principal Executive Offices:

Item 1(b).

75 East 1700 South, Provo, UT 84606

Item 2(a). Name of Person Filing:

Wynnefield Partners Small Cap Value, L.P. ("Partners")

Wynnefield Partners Small Cap Value, L.P. I ("Partners I")

Wynnefield Small Cap Value Offshore Fund, Ltd. ("Fund")

Wynnefield Capital, Inc. Profit Sharing Plan (the "Plan")

Wynnefield Capital Management, LLC ("WCM")

Wynnefield Capital, Inc. ("WCI")

Nelson Obus

Joshua Landes

Address of Principal Business Office or, if None, Residence:

Item 2(b).

450 Seventh Avenue, Suite 509, New York, New York 10123

Citizenship:

Partners and Partners I are Delaware limited partnerships.

Fund and WCI are Cayman Islands companies.

Item 2(c).

WCM is a New York limited liability company.

The Plan is a Delaware corporation.

Mr. Obus and Mr. Landes are United States citizens.

CUSIP No. 639027101 Page 11 of 13 Pages

Title of Class of Securities:

Item 2(d).

Common Stock, No Par Value Per Share.

CUSIP Number:

Item 2(e).

639027101

Item 3. If this statement is filed pursuant to Rule 13d-1(b), or 13d-2(b) or (c), check whether the person filing is a:

- (a) Broker or Dealer registered under Section 15 of the Act.
- (b) Bank as defined in Section 3(a)(6) of the Act.
- (c) Insurance Company as defined in Section 3(a)(19) of the Act.
- (d) Investment Company registered under Section 8 of the Investment Company Act.
- (e) Investment Adviser registered in accordance with Rule 13d-1(b)(1)(ii)(E).
- (f) Employee Benefit Plan or Endowment Fund in accordance with Rule 13d-1(b)(1)(ii)(F).
- (g) Parent Holding Company or control person in accordance with Rule 13d-1(b)(1)(ii)(G).
- (h) A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act.
- (i) A church plan that is excluded from the definition of an investment company under Section 3(c) (14) of the Investment Company Act of 1940.
- (j) Group, in accordance with Rule 13d-1(b)(1)(ii)(J).

If this Statement is filed pursuant to Rule 13d-1(c), check this box .

CUSIP No. 639027101 Page 12 of 13 Pages

Ownership.

- (a) Amount beneficially owned: 1,608,081 Shares
- (b) Percent of Class: 9.9% of Common Stock
- (c) Number of Shares as to which the person has:

Item

- 4.** (i) Sole power to vote or to direct the vote: 1,608,081 Shares
- (ii) Shared power to vote or to direct the vote: 0 Shares
- (iii) Sole power to dispose or to direct the disposition of: 1,608,081 Shares
- (iv) Shared Power to dispose or to direct the disposition of: 0 Shares

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following. ``

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Not Applicable.

Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.

Item
7.

Not Applicable.

Identification and Classification of Members of the Group.

Item
8.

See Item 2(a)-(c).

Notice of Dissolution of Group.

Item
9.

Not Applicable.

Certifications.

Item

10. By signing below, I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

CUSIP No. 639027101 Page 13 of 13 Pages

SIGNATURE

Date: February 14, 2014 WYNNEFIELD PARTNERS SMALL CAP VALUE, L.P.

By: Wynnefield Capital Management, LLC, General Partner

By: /s/ Nelson Obus

Nelson Obus, Managing Member

WYNNEFIELD PARTNERS SMALL CAP VALUE, L.P. I

By: Wynnefield Capital Management, LLC, General Partner

By: /s/ Nelson Obus

Nelson Obus, Managing Member

WYNNEFIELD SMALL CAP VALUE OFFSHORE FUND, LTD.

By: Wynnefield Capital, Inc.

By: /s/ Nelson Obus

Nelson Obus, President

WYNNEFIELD CAPITAL, INC. PROFIT SHARING PLAN

By: /s/ Nelson Obus

Nelson Obus, Portfolio Manager

WYNNEFIELD CAPITAL MANAGEMENT, LLC

By: /s/ Nelson Obus

Nelson Obus, Co-Managing Member

WYNNEFIELD CAPITAL, INC.

By: /s/ Nelson Obus

Nelson Obus, President

/s/ Nelson Obus

Nelson Obus, Individually

/s/ Joshua Landes

Joshua Landes, Individually