

# SECURITIES & EXCHANGE COMMISSION EDGAR FILING

## NATURAL HEALTH TRENDS CORP

**Form: 8-K**

**Date Filed: 2017-07-14**

Corporate Issuer CIK: 912061

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

July 14, 2017  
Date of Report (Date of earliest event reported)

**NATURAL HEALTH TRENDS CORP.**

(Exact name of registrant as specified in its charter)

Delaware  
(State or other jurisdiction of incorporation)

001-36849  
(Commission File Number)

59-2705336  
(IRS Employer Identification No.)

609 Deep Valley Drive, Suite 395, Rolling Hills Estates, California 90274  
(Address of principal executive offices, including zip code)

(310) 541-0888  
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

- Emerging growth company
  - If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.
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**Item 2.02 Results of Operations and Financial Condition.**

On July 14, 2017, Natural Health Trends Corp. issued a press release announcing its preliminary financial results for the quarter ended June 30, 2017. The press release is attached hereto as exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

99.1 Press Release of Natural Health Trends Corp. dated July 14, 2017

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: July 14, 2017

NATURAL HEALTH TRENDS CORP.

By: /s/ Timothy S. Davidson  
Timothy S. Davidson  
Senior Vice President and Chief Financial Officer

**Natural Health Trends Announces Second Quarter 2017  
Preliminary Financial Results**

LOS ANGELES – July 14, 2017 – Natural Health Trends Corp. (NASDAQ: NHTC), a leading direct-selling and e-commerce company that markets premium quality personal care, wellness, and “quality of life” products under the NHT Global brand, today announced preliminary financial results for the quarter ended June 30, 2017.

The Company estimates total revenue for the second quarter to be \$51.5 million, compared to \$80.4 million in the second quarter of 2016. The Company further estimates that its deferred revenue at June 30, 2017 was \$4.0 million, compared to \$4.3 million at March 31, 2017. At June 30, 2016, deferred revenue was \$8.8 million, compared to \$6.5 million at March 31, 2016.

Earnings per diluted share for the second quarter are estimated to be in the range of \$0.85 to \$0.90, compared to \$1.07 per diluted share in the second quarter of 2016.

“Our preliminary revenue estimate for the second quarter of 2017 remained under pressure as our leaders continued to progress through the slowdown we have been experiencing in our Asian markets since the third quarter of 2016,” commented Chris Sharng, President of Natural Health Trends Corp. “In order to reinvigorate momentum in Asia, we have enhanced our incentive programs, launched new promotions and prepared for our summer event in Kuala Lumpur. Further, the second quarter of 2016 presented a difficult year-over-year comparison as a significant product price increase was phased in starting from June last year, pulling demand forward into the quarter a year ago, which led to record product orders. Partially offsetting the sales decline during the second quarter of 2017 was strength in Europe, and the market opening in Peru as well as a positive response to our recent product introductions. Importantly, we have been able to successfully retain all of our top ranked leaders through these challenging times and morale remains strong.”

The Company expects to issue its complete second quarter 2017 financial results in early August. The estimates for the Company’s financial results are preliminary and have not yet been reviewed by the Company’s independent accountants. Significant updates and revisions may be required before the release of the Company’s second quarter 2017 financial results. In addition, the Company’s financial results will include other factors necessary to calculate additional financial metrics, including gross profit and net income.

**About Natural Health Trends Corp.**

Natural Health Trends Corp. (NASDAQ: NHTC) is an international direct-selling and e-commerce company operating through its subsidiaries throughout Asia, North America, and Europe. The Company markets premium quality personal care products under the NHT Global brand. Additional information can be found on the company's website at [www.naturalhealthtrends.com](http://www.naturalhealthtrends.com).

**Forward-Looking Statements**

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995 -- Forward-looking statements in this press release do not constitute guarantees of future performance. Such forward-looking statements are subject to risks and uncertainties that could cause the Company's actual results to differ materially from those anticipated. Such risks and uncertainties include the risks and uncertainties detailed under the caption "Risk Factors" in Natural Health Trends Corp.'s Annual Report on Form 10-K filed on March 10, 2017 with the Securities and Exchange Commission. The Company assumes no obligation to update any forward-looking information contained in this press release or with respect to the announcements described herein.

**CONTACTS:****Company Contact:**

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