

**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

October 13, 2016

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))
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Item 2.02 Results of Operations and Financial Condition.

On October 13, 2016, Natural Health Trends Corp. issued a press release announcing its estimated revenues for the quarter ended September 30, 2016. 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 October 13, 2016

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: October 13, 2016

NATURAL HEALTH TRENDS CORP.

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

**Natural Health Trends Announces Third Quarter 2016 Reporting Date and
Preliminary Revenue Estimate**

LOS ANGELES – October 13, 2016 – 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 the Company will report its financial results for the third quarter ended September 30, 2016 on Tuesday, October 25, 2016 at 9:00 a.m. Eastern Time. Chris Sharng, Natural Health Trends’ President, and Scott Davidson, Senior Vice President and Chief Financial Officer, will host a conference call to discuss the third quarter 2016 financial results on the same day at 11:30 a.m. Eastern Time. The details for the conference call can be found below.

The Company estimates total revenue for the quarter ended September 30, 2016 to be \$70.7 million, which represents a decrease of 12% compared to \$80.8 million in the third quarter of 2015. For the nine months ended September 30, 2016, the Company estimates total revenue to be \$225.4 million, which represents an increase of 18% compared to \$191.2 million in the first nine months of 2015. The Company further estimates that its deferred revenue at September 30, 2016 was \$4.2 million, compared to \$8.8 million at June 30, 2016. At September 30, 2015, deferred revenue was \$4.5 million, compared to \$8.2 million at June 30, 2015.

“The special measures the Chinese government implemented to prepare for the G20 Summit in Hangzhou, one of our top markets, such as temporarily relocating city residents, emptying entire districts, blocking urban traffic and shutting down businesses in July, August and early September adversely impacted our local members’ abilities to organize any activity in that metropolitan area,” commented Chris Sharng, President of Natural Health Trends Corp. “Another negative effect on our revenue came from the yuan’s 6% depreciation against the Hong Kong dollar, effectively increasing the product pricing in the currency of our Chinese members.”

The revenue estimate is preliminary and has not yet been reviewed by the Company’s independent accountants. Significant updates and revisions may be required before the release of the Company’s third quarter 2016 financial results. In addition, the Company’s quarterly financial results will include other factors necessary to calculate additional financial metrics, including gross profit and net income.

Third Quarter 2016 Financial Results Conference Call

Date: Tuesday, October 25, 2016
Time: 11:30 a.m. Eastern Time / 8:30 a.m. Pacific Time
Dial-in: 1-877-407-0789 (Domestic)
1-201-689-8562 (International)
Conference ID: 13646039
Webcast: <http://public.viavid.com/index.php?id=121213>
Replay: For those unable to participate during the live broadcast, a replay of the call will also be available from 2:30 p.m. Eastern Time on October 25, 2016 through 11:59 p.m. Eastern Time on November 8, 2016 by dialing 1-844-512-2921 (domestic) and 1-412-317-6671 (international) and referencing the replay pin number: 13646039.

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.

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 4, 2016 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:

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