

Schedule 14A

Schedule 14A Information

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934

Filed by the Registrant

Filed by a party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to § 240.14a-12

NATURAL HEALTH TRENDS CORP.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required
 - Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
 - (1) Title of each class of securities to which transaction applies:
 - (2) Aggregate number of securities to which transaction applies:
 - (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
 - (4) Proposed maximum aggregate value of transaction:
 - (5) Total fee paid:
 - Fee paid previously with preliminary materials.
 - Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
 - (1) Amount Previously Paid:
 - (2) Form, Schedule or Registration Statement No.:
 - (3) Filing Party:
 - (4) Date Filed:
-

***** Exercise Your *Right* to Vote *****
**Important Notice Regarding the Availability of Proxy Materials for the
Annual Meeting of Stockholders to Be Held on May 10, 2018.**

NATURAL HEALTH TRENDS CORP.

Meeting Information

Meeting Type: Annual Meeting
For holders as of: March 12, 2018
Date: May 10, 2018 **Time:** 9:00 a.m., HKT
Location: Hong Kong Gold Coast Hotel
1 Castle Peak Road
Gold Coast, Hong Kong

NATURAL HEALTH TRENDS CORP
609 DEEP VALLEY DRIVE, SUITE 395
ROLLING HILLS ESTATES, CA 90274
ATTN: TIMOTHY S. DAVIDSON

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

E42296-P99682

Voting Items

The Board of Directors recommends you vote FOR proposals 1, 2 and 3.

1. Election of Directors

Nominees:

- 01) George K. Broady
- 02) Yiu T. Chan
- 03) Kin Y. Chung
- 04) Randall A. Mason
- 05) Chris T. Sharrg

2. To approve, by non-binding vote, the compensation of the Company's named executive officers.

3. To ratify the appointment of Marcum LLP as the Company's independent registered public accounting firm for the year ending December 31, 2018.

NOTE: Such other business as may properly come before the meeting or any adjournment thereof.

