### Schedule 14A

#### **Schedule 14A Information**

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

Filed by the Registrant  $\square$ 

Filed by a party other than the Registrant  $\Box$ 

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):

 $\square$  No fee required

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- 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

 I Castle Peak Road
 Gold Coast, Hong Kong

NATURAL HEALTH TRENDS CORP. 609 DEEP VALLEY DRVE, 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.

Proxy Materials Available to VIE	EW or RECEIVE:
I. Notice & Proxy Statement	2. Annual Report on Form 10-K
How to View Online: Have the information that is printed following page) and visit: www.prov	in the box marked by the arrow $\rightarrow$ XXXX XXXX XXXX XXXX (located on the system).
requesting a copy. Please choose one 1) BY INTERNET: 2) BY TELEPHON	PAPER or E-MAIL Copy: mail copy of these documents, you must request one. There is NO charge for e of the following methods to make your request: www.proxyvote.com IE: I-800-579-1639 sendmaterial@proxyvote.com
* * *	lease send a blank e-mail with the information that is printed in the box marked

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**Vote In Person:** Many stockholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

Voting Items Γ

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. Sharng

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

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