

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

Date of report (Date of earliest event reported):

October 12, 2012

Natural Health Trends Corp.

(Exact Name of Registrant as Specified in Its Charter)

Delaware

(State or Other Jurisdiction of Incorporation)

0-26272

(Commission File Number)

59-2705336

(IRS Employer Identification No.)

4514 Cole Avenue, Suite 1400, Dallas, Texas

(Address of Principal Executive Offices)

75205

(Zip Code)

(972) 241-4080

(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 12, 2012, Natural Health Trends Corp. issued a press release announcing its estimated revenues for the quarter ended September 30, 2012. The press release is attached hereto as exhibit 99.1.

Item 9.01. Financial Statements and Exhibits

Press Release of Natural Health Trends Corp. dated October 12, 2012.

(a) Financial statements:

None

(b) Pro forma financial information:

None

(c) Shell company transactions:

None

(d) Exhibits

99.1 Press Release of Natural Health Trends Corp. dated October 12, 2012

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 12, 2012

NATURAL HEALTH TRENDS CORP.

By: /s/ Gary C. Wallace

Gary C. Wallace
General Counsel

NATURAL HEALTH TRENDS ANNOUNCES THIRD QUARTER REVENUE ESTIMATE

DALLAS, TX, October 12, 2012 -- Natural Health Trends Corp. (OTCQB: NHTC) announced today that its estimated revenue for the quarter ended September 30, 2012 was \$9.3 million. The Company also estimates that its deferred revenue, consisting of unshipped product and unamortized enrollment fees, at September 30, 2012 was \$800,000, compared to \$1.6 million at June 30, 2012. In the third quarter of 2011, revenue was \$10.6 million, with deferred revenue of \$1.5 million at September 30, 2011 and \$2.7 million at June 30, 2011.

For the nine months ended September 30, 2012, estimated revenue is \$29.4 million, a 28% increase over the comparable period in the prior year. The various promotions and events that the Company conducted for its 10th Anniversary celebration that occurred during the third quarter of 2011 deferred revenue into the third quarter last year. A year-to-date comparison with the comparable period a year ago through September evens out such an effect.

These results are preliminary and have not been reviewed by the Company's independent accountants. Significant updates and revisions may be required before the release of our third quarter results in November.

About Natural Health Trends Corp.

Natural Health Trends Corp. 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, www.naturalhealthtrends.com.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995 -- Forward-looking statements in this release do not constitute guarantees of future performance. Such forward-looking statements are subject to risks and uncertainties that could cause our actual results to differ materially from those anticipated. Such risks and uncertainties include the risks and uncertainties detailed under the caption "Risk Factors" in our Annual Report on Form 10-K filed on March 27, 2012, with the Securities and Exchange Commission. We assume no obligation to update any forward-looking information contained in this press release or with respect to the announcements described herein.

Contact:

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SOURCE: Natural Health Trends Corp.