FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

OMB Number: 3235-0287
Estimated average burden hours per response: 0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address SACKS RO		erson [*]			suer Name and Tick NSEN NATU				NS]		(Che	elationship of Reporeck all applicable) Compared Director	10	% Owner	
(Last) C/O HANSEN 1010 RAILRO	(First) NATURAL CO AD ST			ate of Earliest Trans	action (Month	n/Day/Year)		3	below)	Officer (give title below) Chairman and CEO				
(Street) CORONA CA 92882					Amendment, Date o	of Origin	al File	ed (Month/Day	6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person						
(City)	(State)	(Zip)													
Table I - N 1. Title of Security (Instr. 3)			2. Transaction Date (Month/Day/	on	Execution Date,		ction Instr.	4. Securities	Acquired (D) (Instr	Acquired (A) or (D) (Instr. 3, 4 ar		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
						Code	V	Amount	(A) or (D)	Price		Transaction(s) (Instr. 3 and 4)		D 11D0	
Common Stock			01/09/20	006		S ⁽⁷⁾		510	D	\$89.	.81	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		200	D	\$89.	.82	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		700	D	\$89.	.83	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		400	D	\$89.	.85	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		100	D	\$89.	.87	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		46	D	\$90.	.39	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		200	D	\$90).4	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		65	D	\$90.	.41	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		200	D	\$90.	.43	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		600	D	\$90.	.46	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		1,965	D	\$90.	.48	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		1,250	D	\$90).5	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		100	D	\$90.	.51	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		200	D	\$90.	.52	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		500	D	\$90.	.53	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		54	D	\$90.	.54	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		100	D	\$90.	.55	0	I	By HRS Holdings ⁽¹⁾	
Common Stock			01/09/20	006		S ⁽⁷⁾		835	D	\$90.	.57	0	I	By HRS Holdings ⁽¹⁾	

1. Title of Security (Instr. 3)			2. Trans Date (Month/I	2A Ex r) if a	2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transa Code (ction	4. Securit		s Acquired (A) or of (D) (Instr. 3, 4 and		of y llowing	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature Indirect Beneficia Ownershi	rect eficial		
						ionin i	Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)		(1) (111511.4)		(Instr. 4)			
Common	Common Stock							S ⁽⁷⁾		500	D	\$90.59	0	-	I		By HRS Holding		
Common Stock				01/09/2006					S ⁽⁷⁾		500	D	\$90.63	0		I		By HRS Holding	
Common Stock				01/09/2006					S ⁽⁷⁾		100	D	\$90.64	0		I		By HRS Holding	
Common Stock				01/09/2006				S ⁽⁷⁾		200	D	\$90.66	0		I		By HRS Holding		
Common	Stock			01/09/2006				S ⁽⁷⁾		100	D	\$90.67	0		I		By HRS Holding		
Common	Stock			01/09/2006				S ⁽⁷⁾		450	D	\$90.7	0		I		By HRS Holding		
Common	Stock			01/09/2006				S ⁽⁷⁾		235	D	\$90.71	0		I		By HRS Holding		
Common Stock			01/09/2006				S ⁽⁷⁾		650	D	\$90.75	348,461		I		By HRS Holding			
Common Stock													2,783,	334	I		By Brandon Limited Partners No. 2 ⁽¹⁾	d ship	
Common Stock													80,000		D	D			
Common Stock														326,730		I I F		By Brandon Limited Partnership No. 1 ⁽¹⁾	
Common Stock													1,420,000		I H		By Hilr Holding LP ⁽¹⁾		
		-	Table II										neficially	Owned		<u> </u>			
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date Execution (Month/Day/Year) (Month/		ned 4.		action	5. Nu of Deriv Secu Acqu (A) o Disp of (D	vative vities vired r osed)	6. Date E Expiratio (Month/D	xerci:	sable and e	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		Derivative Security (Instr. 5) Benefi Owned Follow Repor		ities Form: cicially Direct or Indi ving (I) (Ins ted action(s)		hip of In Bene D) Own ect (Inst	Nature ndirect eficial nership tr. 4)
					Code	v	(A)	(D)	Date Exercisa		Expiration Date	Title	Amount or Number of Shares						
Employee Stock Option (right to buy)	\$2.125								(2)		02/02/2009	Common Stock	200,000		200),000	D		
Employee Stock Option (right to buy)	\$1.785								(3)	(3) 07/12/2		Common Stock	300,000	160,0		,000 D			
Employee Stock Option (right to buy)	\$2.1								(4)		05/28/2013	Common Stock	300,000		300	00,000			
Employee Stock Option (right to buy)	\$26.25								(5)		03/23/2015	Common Stock	300,000		300,000		D		
Employee Stock Option (right to buy)	\$67.48								(6)		11/11/2015	Common Stock	150,000	150		0,000 D			

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

Explanation of Responses:

- 1. The reporting person is one of the general partners of each Brandon Limited Partnership No. 1, Brandon Limited Partnership No. 2, HRS Holdings, L.P. and Hilrod Holdings, L.P.
- 2. Immediately.
- 3. The options are currently vested with respect to 80,000 shares. The remaining options vest on July 12, 2006.
- 4. The options are currently vested with respect to 180,000 shares The remaining options vest in two equal installments on January 1, 2007 and 2008.
- $5. \ The \ options \ vest \ in \ five \ equal \ installments \ on \ March \ 23, \ 2006, \ 2007, \ 2008, \ 2009 \ and \ 2010.$
- 6. The options vest in five equal installments on November 11, 2006, 2007, 2008, 2009 and 2010.
- 7. The sales reported in this Form 4 were effected pursuant ot a Rule 10b5-1 trading plan adopted by HRS Holdings, L.P. on December 29, 2005.

Rodney C. Sacks

01/11/2006

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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