FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to	n
Section 16. Form 4 or Form 5	_
obligations may continue. See	
Instruction 1(b).	
111301 000011 1(D).	

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL OMB Number: 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 of Reporting Person* SACKS RODNEY C						suer Name and Tick NSEN NATU		(Ch	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner							
	NSEN NAT	TURAL CORP	(Middle)				n/Day/Year)	-	X Officer (give title below) Other (specify below) Chairman and CEO							
(Street)	A C.	A	92882		4. If <i>i</i>	Amendment, Date o	of Origir	nal File	ed (Month/D	ay/Year)	Line	e) X Form fi	iled by C	ne Repo	orting Pers	on
(City)	(S	tate)	(Zip)											1010 11111	TOTIC TROP	orang
		Tal	ole I - N	on-Deriv	ative	Securities Ac	quire	d, Di	sposed (of, or Be	neficiall	y Owned				
1. Title of S	Security (Ins	tr. 3)		Date		2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)		5)		I (A) or : 3, 4 and	5. Amount of Securities Beneficially Owned Following Reported		Form: D (D) or Ir	Direct Indirect E	ndirect Beneficial Ownership
							Code	v	Amount	(A) or (D)	Price	Transaction (Instr. 3 and	n(s) d 4)			
Common	Stock			01/06/2	2006		S ⁽⁸⁾		2,227	D	\$86	0		1	I	Holdings
Common	Stock			01/06/2	2006		S ⁽⁸⁾		600	D	\$86.1	0]	. I	Holdings
Common	Stock			01/06/	2006		S ⁽⁸⁾		569	D	\$86.07	0]	. I	Holdings
Common	Stock			01/06/	2006		S ⁽⁸⁾		12	D	\$86.05	0]	. I	Holdings
Common	Stock			01/06/2	2006		S ⁽⁸⁾		500	D	\$86.04	0		1	I	Holdings
Common	City) (State) (Zip) Table I Title of Security (Instr. 3) Common Stock			01/06/2	2006		S ⁽⁸⁾		200	D	\$86.01	395,89)2 ⁽⁷⁾	I	B) I	Holdings
Common	Stock											2,783,	334	1	I I I	Brandon Limited Partnership
Common	Stock											80,00	00			
Common	Stock											326,7	30]	I I I	Brandon Limited Patnership
Common	Stock											1,420,0	00 ⁽⁷⁾	1	I	Holdings
	Date of Caristest Transaction (Monthly)grynean) Date of Original Fliet (Monthly)grynean Date of Original Fliet (Monthly)grynean) Date of Original															
1. Title of Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative	Date	Executio if any	ned n Date,	4. Fransact Code (In	5. Number of E E Securities Acquired (A) or Disposed of (D) (Instr. 3, 4	6. Date E Expiration	xercis	able and	7. Title and of Securition Underlying Derivative	I Amount es J Security	Derivative Security	derivative Securities Beneficially Owned Following Reported Transaction(s)		Ownershi Form: Direct (D) or Indirect	p of Indirect Beneficial Ownership t (Instr. 4)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	Duts, Calls Ware			rrant (D) mber vative rities rired r osed)		Date and ate	ible sec with the sec of Shares 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	v	(A)	(D)	Date Exercisable	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)	07/12/2012	Common Stock	300,000	160,000	D	
Employee Stock Option (right to buy)	\$2.1						(4)	05/28/2013	Common Stock	300,000	300,000	D	
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	150,000	D	

Explanation of Responses:

- 1. The reporting person is one of the general partners of each Brandon Limited Partnership No.1, Brandon Limited Patnership 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. These shares were previously reported as directly beneficially owned by the reporting person and Hilton Schlosberg but were contributed to HRS Holdings, L.P. on August 22, 2005 and Hilrod Holdings, L.P. on September 23, 2005.
- 8. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by HRS Holdings, L.P. on December 29, 2005.

<u>Rodney C. Sacks</u> <u>01/10/2006</u>

** 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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