



NEWS RELEASE

ChromaDex Launches Tru Niagen® Immune, Further Expanding Innovative Product Portfolio

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Tru Niagen® Immune is the first-ever immune health supplement with a targeted NAD+ boost for the optimal maintenance and function of aging cells

LOS ANGELES--(BUSINESS WIRE)-- ChromaDex Corp. (NASDAQ:CDXC) today announced the company's latest product innovation with the U.S. launch of **Tru Niagen® Immune**, a first-of-its-kind combination of ChromaDex's proprietary NAD-boosting ingredient Niagen® (patented nicotinamide riboside or NR), high-quality and proven immune-boosting nutrients (vitamins C, D, and zinc) for the optimal maintenance of aging cells, and Theracurmin® (a superior form of curcumin). NAD+ is important to the healthy function of immune cells and is depleted by up to 80% when the body is under immune stress. Born from consumer insights, this new innovation was created to fulfill a customer need for an immune product. Tru Niagen Immune is now available online in the United States.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20220406005154/en/>

ChromaDex Launches New Product Innovation: Tru Niagen® Immune (Photo: Business Wire)

“Our community asked for a holistic daily immune

supplement, and we listened to what they had to say. Tru Niagen Immune features an all-in-one formula with best-in-class and scientifically supported ingredients that work together,” said Rob Fried, CEO of ChromaDex. “Our team of scientists were meticulous and strategic in creating this formula to ensure high bioavailability and efficacy of the ingredients. We are thrilled to give our community what they want with this new launch.”

Although the initial recommended daily serving of Niagen is 300mg, the majority of clinical studies conducted

through the ChromaDex External Research Program (CERP™) use 1,000mg or more of Niagen. Research has shown that taking higher doses of Niagen further increases NAD+ levels, which may benefit overall cellular health and immune cell health. Tru Niagen Immune is intended to be a companion to Tru Niagen, and it is recommended that both products be taken together for additional NAD+ support.

“Research shows the Standard American Diet falls short of the recommended intake of fruit, vegetables, lean protein, and whole grains, which provide key immune-supporting nutrients such as vitamins C, D and zinc,” said Mona Rosene, MS, RD, and ChromaDex Director of Scientific Affairs. “Instead, we often consume foods high in saturated fat, salt and added sugar. This was a key factor in how we approached the formulation of Tru Niagen Immune. We wanted to develop a product that provides these important nutrients; therefore, we combined the proven immune-boosting nutrients vitamins C, D, and zinc with our proprietary Niagen ingredient, which increases vital cellular NAD+ levels, and a highly absorbable form of curcumin.”

Tru Niagen Immune features high-quality ingredient sources with supreme efficacy. Combining the cellular defense and repair power of Niagen with proven immune-boosting nutrients, Tru Niagen Immune offers a best-in-class formulation:

- 150mg of Niagen® (nicotinamide riboside or NR) to further boost NAD+
- 2,000IU (250% daily value) of VegD3® a proprietary form of plant-based vitamin D3 derived from algae, as opposed to animal-sourced lanolin
- 20mg (182% daily value) of zinc in two forms, gluconate and citrate, for better absorption
- 180mg (200% daily value) of vitamin C produced via fermentation, as opposed to synthetically sourced
- 30mg Theracurmin®, a superior form of curcumin that is 27x more absorbable than regular curcumin

“I have been taking individual immune supplements for years and was thrilled to hear that the Tru Niagen team created a holistic, high-quality supplement that both increases NAD+ levels and supports immune health,” said Brooke Burke, fitness expert, entrepreneur, and Tru Niagen ambassador. “Tru Niagen and Tru Niagen Immune are life-changing and I believe that if you’re going to take any supplement, this routine should be number one.”

Tru Niagen Immune is available in a 30-count bottle for \$37.50 on www.truniagen.com and www.amazon.com.

For additional information on the science supporting Niagen visit www.chromadex.com.

About ChromaDex:

ChromaDex Corp. is a global bioscience company dedicated to healthy aging. The ChromaDex team, which includes world-renowned scientists, is pioneering research on nicotinamide adenine dinucleotide (NAD+), levels of which decline with age. ChromaDex is the innovator behind NAD+ precursor nicotinamide riboside (NR), commercialized

as the flagship ingredient Niagen®. Nicotinamide riboside and other NAD+ precursors are protected by ChromaDex's patent portfolio. ChromaDex maintains a website at www.chromadex.com to which ChromaDex regularly posts copies of its press releases as well as additional and financial information about the Company.

Forward-Looking Statements:

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities and Exchange Act of 1934, as amended, including statements related whether Tru Niagen Immune will fulfill a customer need for an immune product. Statements that are not a description of historical facts constitute forward-looking statements and may often, but not always, be identified by the use of such words as "expects," "anticipates," "intends," "estimates," "plans," "potential," "possible," "probable," "believes," "seeks," "may," "will," "should," "could" or the negative of such terms or other similar expressions. Other risks that contribute to the uncertain nature of the forward-looking statements include: unfavorable publicity or changing consumer perceptions of our products; our inability to commercialize further products; reliance on a single or limited number of third-party suppliers for raw materials to produce our products; and the risks and uncertainties associated with our business and financial condition in general, described in ChromaDex's Annual Report on Form 10-K for the fiscal year ended December 31, 2021, ChromaDex's Quarterly Reports on Form 10-Q and other filings submitted by ChromaDex to the SEC, copies of which may be obtained from the SEC's website at www.sec.gov. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof, and actual results may differ materially from those suggested by these forward-looking statements. All forward-looking statements are qualified in their entirety by this cautionary statement and ChromaDex undertakes no obligation to revise or update this release to reflect events or circumstances after the date hereof.

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