



NEWS RELEASE

ChromaDex and Zesty Paws® Crack the Code on Cellular Health for Dogs With ‘Healthy Aging’ Line

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The global authority on nicotinamide adenine dinucleotide (NAD+) and healthy aging research, ChromaDex, and the #1 selling pet supplement brand in the USA*, Zesty Paws® , debut cellular health supplement featuring ChromaDex’s industry leading healthy aging ingredient, Niagen®

LOS ANGELES--(BUSINESS WIRE)-- **ChromaDex Corp.** (NASDAQ:CDXC), the global authority on nicotinamide adenine dinucleotide (NAD+) and healthy aging research, and **Zesty Paws®**, the #1 Selling Pet Supplement Brand in the USA*, are entering the longevity category, a highly desirable consumer segment, with the debut of **Healthy Aging NAD+ Precursor**, featuring ChromaDex’s industry leading cellular health ingredient, Niagen (patented nicotinamide riboside or NR). This supplement can help promote metabolic health and cellular energy and repair for dogs.

ChromaDex and Zesty Paws® launch Healthy Aging NAD+ Precursor supplement for dogs
(Photo: Business Wire)

NAD+ is an essential coenzyme that plays a vital role in cellular processes including

mitochondrial function, cellular energy production, and DNA repair. Backed by the highest scientific rigor and quality standards, the key ingredient in this supplement is Niagen, which is formulated to help support the regeneration of NAD+ levels in dogs.

“We remain steadfast in our mission to provide the transformative power of our precious Niagen (NR) ingredient to every animal cell on this planet, including to our beloved canine companions,” said ChromaDex CEO, Rob Fried. “As the global authority on NAD+ and healthy aging research, and the creators of the most superior and efficient NAD+ booster, we are proud to partner with Zesty Paws to enhance the healthy aging journey for our pooches.”



Bob Kalil, vice president of product development for Zesty Paws (part of H&H Group), said, “By combining the ideals of science and nature and upholding the brand’s commitment of quality and trusted ingredients included in every formula, we were able to create a groundbreaking product that benefits the healthy aging of dogs inside and out. While this category is in its early stages, our product innovation is a very exciting example of what’s to come for supporting longevity for pets.”

The **Healthy Aging NAD+ Precursor** pack from Zesty Paws, that launched **exclusively with Chewy** this month, includes one bottle of 60 capsules of Niagen (NR) and one jar of the brand’s bacon-flavored Pill Wrap Probiotic Paste.

“Our Healthy Aging line was designed to bring a bit of your dog’s puppyhood back. By replenishing their NAD+ levels, this breakthrough innovation can help promote cell regeneration and support healthy aging, allowing our beloved pets to maintain their vitality and zest for life,” said Yvethe Tyszka, vice president of marketing for Zesty Paws (part of H&H Group).

The Healthy Aging line will expand in early 2024 with additional distribution and the launch of a powdered format.

For additional information on Niagen, visit **Chromadex.com** and for more information about Zesty Paws, please visit **ZestyPaws.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.

About H&H Group, North America

H&H Group is a global health and nutrition company with three growing business segments in North America – Baby, Adult and Pet Nutrition and Care – supporting whole-family health and happiness through premium brands providing nutrition and wellness solutions backed by science to pets and people. The consumer brands include Zesty Paws, the #1 Selling Pet Supplement Brand in the USA*, Solid Gold Pet, America’s first holistic pet nutrition company, as well as children’s nutrition brand, Biostime, and vitamin, supplement, and skincare brand, Swisse.

*Source Euromonitor International Limited; Pet Supplements category as per Passport Ecommerce. All channels included, excluding vets, volume sales in units, more info at <https://zestypaws.com/pages/claim>.

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 to the launch of Niagen in the pet segment. 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. Risks that contribute to the uncertain nature of these forward-looking statements include the impact of the COVID-19 pandemic on our business and the global economy; our history of operating losses and need to obtain additional financing; the growth and profitability of our product sales; our ability to maintain sales, marketing and distribution capabilities; changing consumer perceptions of our products; our reliance on a single or limited number of third-party suppliers; and the risks and uncertainties associated with our business and financial condition. More detailed information about ChromaDex and the risk factors that may affect the realization of forward-looking statements is set forth in ChromaDex's Annual Report on Form 10-K for the fiscal year ended December 31, 2022, 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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