



NEWS RELEASE

ChromaDex Debuts Clinical Strength Tru Niagen® Pro 1,000mg Featuring Niagen® (Patented Nicotinamide Riboside), One of the Most Efficient Nicotinamide Adenine Dinucleotide (NAD+) Boosters Available, to Consumers Nationwide

11/1/2023

Tru Niagen® Pro 1,000mg is recommended by physicians and used by pro-athletes as it is clinically proven to boost NAD+ levels by up to 150% in as little as three weeks

LOS ANGELES--(BUSINESS WIRE)-- **ChromaDex Corp.** (NASDAQ:CDXC), a global authority on Nicotinamide Adenine Dinucleotide (NAD+) research and healthy aging, launches its clinical strength **Tru Niagen® Pro 1,000mg**, featuring 1,000mg of Niagen® (patented Nicotinamide Riboside or NR), one of the most efficient and superior quality NAD+ precursors on the market, to consumers nationwide. With 1,000mg of Niagen used in over 50% of published clinical studies, this serving is redefining research for NAD+ related health outcomes.

Clinical strength Tru Niagen Pro 1,000mg, proven to elevate NAD+ levels up to 150% in as little as three weeks (Photo: Business Wire)

The most potent serving size of Niagen available for more pronounced healthy aging

benefits, Tru Niagen Pro 1,000mg is recommended by physicians and used by pro-athletes as it is clinically proven to elevate NAD+ levels up to 150% in as little as three weeks. Tru Niagen Pro 1,000mg is Certified for Sport® by **NSF International**, which is the only third-party certification program recognized by the United States Anti-Doping Agency (USADA), Major League Baseball (MLB), and the National Hockey League (NHL).

“On behalf of the ChromaDex family, we are proud to bring the clinical-strength benefits of our profound NAD+



boosting Tru Niagen to individuals across the nation,” comments Rob Fried, CEO of ChromaDex. “As a pioneer of NAD+ research, our team works with esteemed investigators across the globe to uncover the full potential of NAD+. When using 1,000mg or more of Tru Niagen, researchers have discovered pronounced benefits in numerous age-related conditions.”

Dr. Andrew Shao, Senior Vice President of Global Regulatory & Scientific Affairs, comments, “Research indicates that NAD+ decreases with age and, more specifically, that NAD+ levels are depressed in organs facing metabolic stress and age-related functional decline. 1,000mg is the most well-researched daily Niagen serving in published human studies, the results of which consistently demonstrate that elevated NAD+ levels correspond to a range of healthy aging benefits, including lowering age-related inflammation.”

As ChromaDex holds scientific rigor and quality to the highest standards, Tru Niagen is backed by two Nobel Prize winners, 25+ human clinical studies, 300 published scientific studies, has been accepted by the world’s most rigorous regulatory bodies and undergoes extensive quality testing for potency, safety and purity. Additionally, published clinical studies indicate that Niagen is safe to take up to 2,000mg per day.

Tru Niagen Pro 1,000mg was unveiled to a select group of Key Opinion Leaders (KOLs), physicians, influencers and celebrities at the Tru Niagen Wellness Retreat in Malibu last week. Guests learned about the health-altering power of Tru Niagen and NAD+ from a panel of leading experts including **Dr. Aimee**, OBGYN and Founder of The Egg Whisperer, **Dr. Darshan Shah**, Founder of Next Health, **Dr. Abe Malkin**, Founder of Drip Hydration, **Brooke Burke**, Founder of Brooke Burke Body and Tru Niagen partner, **Jennifer Cohen**, Host of Habits & Hustle Podcast and Tru Niagen partner, **Todd Anderson**, Human Performance Coach and Owner of Dream Recovery, and **Mona Rosene**, MS, RD, Global Director of Scientific Affairs at ChromaDex & Tru Niagen.

Tru Niagen Pro 1,000mg retails for \$109.99 as a one-time purchase or \$98.99 with a subscription at www.truniagen.com and will be available for \$109.99 at 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 to NR being the most efficient and superior NAD+ precursor on the market and whether the 1,000mg of Niagen will redefine research for NAD+ related health outcomes. 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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