



NEWS RELEASE

ChromaDex Announces Nationwide Launch of Tru Niagen® at The Vitamin Shoppe®

4/25/2024

Tru Niagen is now available at 700 retail locations of The Vitamin Shoppe and Super Supplements™ and online at vitaminshoppe.com

LOS ANGELES--(BUSINESS WIRE)-- **ChromaDex Corp.** (NASDAQ:CDXC), the global authority on nicotinamide adenine dinucleotide (NAD+) and healthy aging research, announces that its flagship consumer supplement, Tru Niagen®, is now available at The Vitamin Shoppe retail locations nationwide and online at www.vitaminshoppe.com. This retail expansion adds Tru Niagen to the shelves of 700 locations of The Vitamin Shoppe and Super Supplements, enhancing consumer access to the number one healthy-aging NAD+ supplement in the United States†.

Tru Niagen, the number one healthy-aging NAD+ supplement in the United States, launches at The Vitamin Shoppe (Photo: Business Wire)

“This expands the distribution of Tru Niagen to an important specialty retailer,” said Rob

Fried, CEO of ChromaDex and Founder of Tru Niagen. “The introduction of Tru Niagen into The Vitamin Shoppe’s network of stores underscores our commitment to making our gold standard products accessible to a broader target audience.”

Tru Niagen features NIAGEN® (patented nicotinamide riboside or NR), the most efficient and superior NAD+ precursor that supports cellular health, recovery, and vitality. Tru Niagen embodies the highest scientific and quality standards and is backed by two Nobel Prize winners, 30+ human clinical studies, 300+ published scientific studies, and has been accepted by the world’s most rigorous regulatory bodies.

Muriel Gonzalez, President of The Vitamin Shoppe, commented: “From cellular health to cognitive function and



mobility support, innovative products that support longevity and healthspan are in growing demand at The Vitamin Shoppe and Super Supplements. We're excited to introduce Tru Niagen's advanced cellular health formulas to our customers, who are seeking science-backed solutions to help them achieve their lifelong wellness goals."

Tru Niagen 300mg 30-count and 90-count bottles are now available in the longevity aisle of The Vitamin Shoppe and Super Supplements retail stores and at www.vitaminshoppe.com/truniagen.

For more information about the science behind Tru Niagen, please visit www.truniagen.com.

About ChromaDex:

ChromaDex Corp. (NASDAQ:CDXC) is the global authority on nicotinamide adenine dinucleotide (NAD+), with a focus on the science of healthy aging. The ChromaDex team, comprised of world-renowned scientists, works with independent investigators from esteemed universities and research institutions around the globe to uncover the full potential of NAD+. A vital coenzyme found in every cell of the human body, NAD+ declines with age and exposure to other everyday stressors. NAD+ depletion is a contributor to age-related changes in health and vitality. Setting the benchmark as the gold standard in scientific rigor, safety, quality, and transparency, ChromaDex is the innovator behind its clinically proven flagship ingredient, NIAGEN® (patented nicotinamide riboside, or NR), the most efficient and superior-quality NAD+ booster available.

NIAGEN NR is the active ingredient in ChromaDex's consumer products, sold as the brand Tru Niagen®, the number one healthy-aging NAD+ supplement in the United States†. Clinically proven to increase NAD+ levels, Tru Niagen is helping people around the world transform the way they age (available at www.truniagen.com). ChromaDex's robust patent portfolio protects NR and other NAD+ precursors. ChromaDex maintains a website at www.chromadex.com, to which ChromaDex regularly publishes copies of its press releases, news, and financial information.

† Based on the top-selling dietary supplement brands by revenue per the largest U.S. e-commerce marketplace (as of 3/1/2023-2/29/2024).

About The Vitamin Shoppe®:

Lifelong Wellness Starts Here™. The Vitamin Shoppe®, a subsidiary of Franchise Group, Inc., is a global, omnichannel specialty retailer and wellness lifestyle Company with the mission of providing customers with the most trusted products, guidance, and services to support them on their journeys of lifelong wellness. Based in Secaucus, New Jersey, the Company offers a comprehensive assortment of nutritional solutions, including vitamins, minerals, sports nutrition, specialty supplements, herbs, homeopathic remedies, and green living products. In

addition to carrying products from approximately 700 national brands, The Vitamin Shoppe offers products from its proprietary brands within its owned and wholesale channels, including: The Vitamin Shoppe®, Vthrive The Vitamin Shoppe®, BodyTech®, BodyTech® Elite, fitfactor™, fitfactor KETO™, plnt®, ProBioCare®, True Athlete®, and TrueYou™. In the U.S., the Company conducts business through approximately 700 company-operated and franchise retail stores under The Vitamin Shoppe and Super Supplements™ banners, and via its website, www.vitaminshoppe.com. Globally, The Vitamin Shoppe serves customers in select Asia, South America, and Central America markets through local omnichannel partners.

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 retail expansion positioning Tru Niagen on the shelves of 700 The Vitamin Shoppe locations and whether the partnership enhances consumer access to Tru Niagen. 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, 2023, 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.

ChromaDex Media Contact:

Kendall Knysch, Senior Director of Media Relations & Partnerships

310-388-6706 ext. 689

kendall.knysch@chromadex.com

ChromaDex Investor Relations Contact:

Ben Shamsian

Lytham Partners

646-829-9701

shamsian@lythampartners.com

Source: ChromaDex Corporation