



NEWS RELEASE

# ChromaDex's NIAGEN® (Patented Nicotinamide Riboside, NR), the Most Efficient and High-Quality NAD+ Precursor, Featured in New Solgar® Cellular Nutrition Cellular Energy Supplement

4/30/2024

New ingredient collaboration debuts Solgar's first NAD + boosting supplement and reinforces NIAGEN as the gold standard in the NAD + supplement category

LOS ANGELES--(BUSINESS WIRE)-- **ChromaDex Corp.** (NASDAQ:CDXC), the global authority on nicotinamide adenine dinucleotide (NAD+) and healthy aging research, announces an ingredient partnership with Solgar®, a Nestlé Health Science brand. Solgar's inaugural NAD+ supplement, Solgar Cellular Nutrition **Cellular Energy**, features ChromaDex's patented nicotinamide riboside (NR) ingredient, NIAGEN® to support NAD+ levels for cellular health. This product marks a significant milestone in the health and wellness industry by combining ChromaDex's industry-leading NAD+ research with Solgar's longstanding reputation for scientifically backed supplements.

"NIAGEN NR is a testament to our dedication to the highest scientific rigor and quality standards. This ingredient partnership with Nestlé Health Science and Solgar is a powerful alliance to advance healthy aging for all," said Rob Fried, CEO of ChromaDex and Founder of Tru Niagen.

NAD+ is an essential coenzyme that plays a vital role in cellular functions, including mitochondrial function, cellular energy production, and DNA repair. NIAGEN NR, the most efficient NAD+ precursor, is backed by two Nobel Prize winners, 30+ human clinical studies, 300 published scientific studies, has been accepted by the world's most rigorous regulatory bodies, and 300mg of NIAGEN NR is clinically shown to increase NAD+ by over 50% in two weeks.



Solgar Cellular Energy features 300mg of NIAGEN NR to support cell energy, repair, and vitality. Solgar Cellular Energy helps renew the body's natural ability to transform nutrients into energy – the energy cells need each day. In addition to NIAGEN NR, the product features a blend of six B vitamins (B1, B2, B6, B12, Biotin, and Pantothenic Acid) and vitamin C for immune, heart, and nerve health, delivering a holistic approach to healthy aging.

ChromaDex's Mona Rosene, MS, RD, Director of Scientific Affairs, was recently interviewed by Solgar Cellular Nutrition to discuss the science behind NAD+ and NIAGEN NR, which can be read on the **Solgar website**.

Solgar's Cellular Energy supplement featuring NIAGEN NR is available as part of a suite of Cellular Nutrition products. To read more about the science supporting NIAGEN NR visit **www.chromadex.com** and for more information on the Solgar Cellular Nutrition Cellular Energy product featuring NIAGEN NR, please visit **www.solgar.com/cellular-nutrition**.

## 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).

## 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 Solgar Cellular Nutrition Cellular Energy Supplement marking a significant milestone in the health and wellness industry. 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](http://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.

Source: ChromaDex Corporation

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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Source: ChromaDex Corporation