



NEWS RELEASE

# ChromaDex's Patented Nicotinamide Riboside (NR) Ingredient, Niagen®, Featured as the Hero Ingredient in Longevity.Technology's Inaugural Longevity Supplement

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The gold standard in NAD+ supplementation, Niagen® is a key ingredient for supporting cellular health and promoting healthy aging in Longevity.Technology's new supplement

LOS ANGELES--(BUSINESS WIRE)-- **ChromaDex Corp.** (NASDAQ: CDXC), the global authority on nicotinamide adenine dinucleotide (NAD+) with a focus on the science of healthy aging, announces that its flagship patented nicotinamide riboside (NR) ingredient, Niagen®, is the hero ingredient in Longevity.Technology's inaugural supplement called **Longevity.Technology® LONGEVITY**. Designed to support a healthier, longer life, the supplement includes Niagen, the gold standard ingredient for enhancing NAD+ levels and optimizing cellular health.

Longevity.Technology, a leading media and research organization in the longevity field, launched its consumer division to deliver rigorously validated supplements that address the biological aspects of aging.

Longevity.Technology LONGEVITY is the first supplement from this division and integrates a science-backed ingredient stack designed to support mitochondrial health and encourage cellular resilience. With its origins in reference standards, ChromaDex has grown to the forefront of the NAD+ field, making the company an ideal partner for Longevity.Technology.

"Niagen NR is by far the most efficient, safe, and legal precursor among all NAD+ boosters," said Rob Fried, CEO of ChromaDex and founder of Tru Niagen®. "By choosing Niagen as a hero ingredient in this first supplement, Longevity.Technology is helping to make science-based solutions for healthy aging accessible to a broader



audience. We are thrilled to support their mission with our commitment to quality and clinical evidence.”

Backed by the highest scientific and quality standards, Niagen is the most efficient, high-quality NAD+ precursor available. Niagen has over 30 peer-reviewed human clinical studies demonstrating the benefits of elevating NAD+ in key health areas such as cellular, brain, heart, and muscle health. ChromaDex’s robust intellectual property (IP) portfolio of 90+ owned and licensed patents protects Niagen and other NAD+ precursors. Niagen is a food-grade ingredient available through business partnerships, such as with Longevity.Technology, and the active ingredient in ChromaDex’s consumer supplement brand, Tru Niagen, the number one healthy-aging NAD+ supplement in the United States\*.

“After years of reviewing the science behind longevity, we saw the need for products that are grounded in human evidence,” said Dev Heaton, head of Longevity.Technology’s Consumer Division. “Our partnership with ChromaDex ensures that Longevity.Technology LONGEVITY is formulated with the highest standards of scientific validation, giving our customers the confidence that they’re using a supplement proven to support their healthspan.”

Longevity.Technology’s LONGEVITY supplement will be manufactured by ProTab Laboratories, a USA-based partner that adheres to the highest manufacturing standards, including cGMP compliance, ensuring product quality and customer consistency.

For more information on Niagen visit [www.chromadex.com](http://www.chromadex.com) and to learn more about Longevity.Technology’s LONGEVITY supplement, please visit [www.longevity.technology.com/store](http://www.longevity.technology.com/store).

\* 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 business partners. 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.

## 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, composed 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® 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](http://www.truniagen.com)). ChromaDex supplies pharmaceutical-grade Niagen® to U.S. FDA-registered 503B outsourcing facilities, which compound and distribute intravenous and injectable Niagen® for clinics. These pharmaceutical-grade Niagen® products, known as Niagen IV and Niagen injections, are available exclusively at clinics with a prescription ([www.niagenplus.com](http://www.niagenplus.com)).

ChromaDex's robust patent portfolio protects NR and other NAD+ precursors. ChromaDex maintains a website at [www.chromadex.com](http://www.chromadex.com), where copies of press releases, news, and financial information are regularly published.

† 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 Longevity.Technology:

Founded in 2019, Longevity.Technology began as a media platform covering science, business and investment activity in the emerging field of longevity. After rapidly becoming one of the sector's leading news services, the company was able to leverage its domain authority to expand its reach into market research, education and ecommerce. [www.longevity.technology](http://www.longevity.technology)

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