

AboutNAD® Debuts as the Leading Online Resource for Scientific Advancements in NAD+

2025-09-16

A premier resource for NAD+ science—highlighting nicotinamide riboside (NR)—the newly evolved site features peer-reviewed studies, educational content, and a categorized research library.

LOS ANGELES--(BUSINESS WIRE)-- **Niagen Bioscience, Inc.** (NASDAQ: NAGE), the global authority on NAD+ (nicotinamide adenine dinucleotide) with a focus on the science of healthy aging, today unveils the newly evolved **AboutNAD®**, a centralized educational resource and published research database detailing scientific advancements in NAD+ biology and its role in human health. Guided by the mission of empowering health through scientific education, the new and improved site distills peer-reviewed findings on NAD+ with a focus on the most efficient and well-tested NAD+ precursor, nicotinamide riboside (NR).

“The NAD+ field is advancing rapidly. The challenge is distinguishing scientific fact from hype,” said Rob Fried, CEO of Niagen Bioscience. “AboutNAD.com endeavors to assemble peer-reviewed research and scientific educational information for the health-conscious public, healthcare professionals, and scientists who are interested in the actual published research.”

AboutNAD highlights:

- Categorized research database for faster filtering and discovery
- Streamlined navigation for quick access to summaries, explainers, and references
- Advanced searchfunction to pinpoint research in key health areas
- Expert perspectives from researchers, scientists, and healthcare practitioners at the forefront of NAD+ research
- Deep dive articles on NAD+ pathways and published studies

- Scientific newsletter for real-time updates as new evidence emerges

Articles on AboutNAD adhere to the site's three editorial pillars: evidence-based (grounded in peer-reviewed research and ongoing clinical trials), accessible (offering digestible insights without compromising rigor), and community-oriented (a growing resource for individuals passionate about living healthier, longer lives).

Visit www.aboutnad.com to learn more and subscribe to the latest NAD+ research and clinical insights from a dedicated team of experts. For additional information on Niagen Bioscience, visit www.niagenbioscience.com.

About Niagen Bioscience:

Niagen Bioscience, Inc. (NASDAQ: NAGE), formerly ChromaDex Corp., is the global leader in NAD+ (nicotinamide adenine dinucleotide) science and healthy-aging research. As a trusted pioneer of NAD+ discoveries, Niagen Bioscience™ is dedicated to advancing healthspan through precision science and innovative NAD+-boosting solutions.

The Niagen Bioscience 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 everyday lifestyle stressors. NAD+ depletion is a key contributor to age-related changes in health and vitality.

Distinguished by state-of-the-art laboratories, rigorous scientific and quality protocols, and collaborations with leading research institutions worldwide, Niagen Bioscience sets the gold standard for research, quality, and innovation. There's a better way to age.

At the heart of its clinically proven product portfolio is Niagen® (patented nicotinamide riboside, or NR), the most efficient, well-researched, high-quality, and legal NAD+ booster available. Niagen powers the Company's consumer supplement, Tru Niagen®, the number one NAD+ boosting oral supplement in the United States† (available at www.truniagen.com), and Niagen Plus™, featuring pharmaceutical-grade intravenous (IV) and injectable Niagen products (www.niagenplus.com). Pharmaceutical-grade Niagen IV and injections are compounded and distributed by U.S. FDA-registered 503B outsourcing facilities and are available exclusively at clinics with a prescription.

Niagen Bioscience's robust patent portfolio protects NR and other NAD+ precursors. Niagen Bioscience maintains a website at www.niagenbioscience.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 1/1/2024 - 12/31/2024).

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 without limitation, statements regarding the potential benefits of NAD+ science, the role of nicotinamide riboside (NR) in supporting healthy aging, the expected impact of the AboutNAD platform, and the Company's future research, innovation, and growth opportunities. 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. Forward-looking statements are based on current expectations and assumptions and are subject to risks and uncertainties that could cause actual results to differ materially from those described. These risks and uncertainties include, but are not limited to, the scientific, regulatory, and commercial challenges inherent in dietary supplements and healthy-aging research; the acceptance of the Company's products and educational initiatives; the outcome of ongoing or future clinical studies; protection of intellectual property; competition; and other risks described in Niagen Bioscience's filings with the Securities and Exchange Commission, including the most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. 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 Niagen Bioscience undertakes no obligation to revise or update this release to reflect events or circumstances after the date hereof.

Niagen Bioscience Media Contact:

Kendall Knysch, Senior Director of Public Relations & Communications

310.405.5227

kendall.knysch@niagenbio.com

Niagen Bioscience Investor Relations Contact:

ICR, LLC

Reed Anderson

(646) 277-1260

Stephanie Carrington

(646) 277-1282

niagenir@icrinc.com

Source: Niagen Bioscience, Inc