

# Healthy Directions has Launched NRG Advantage™ Featuring NIAGEN®-the World's First and Only Commercially Available Form of Nicotinamide Riboside (NR)

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**The New Dietary Supplement Protects Against Oxidative Stress and Promotes Healthy Aging**  
IRVINE, Calif., June 2, 2015 (GLOBE NEWSWIRE) -- ChromaDex Corp. (OTCQX:CDXC), creators of innovative proprietary-based solutions that impact dietary supplement, food and beverage, cosmetic, and pharmaceutical products is pleased to announce that Healthy Directions, a direct-to-consumer nutritional supplement retailer and wholly-owned subsidiary of Helen of Troy Limited (Nasdaq:HELE) is launching a new dietary supplement product—NRG Advantage™. The unique formula features ChromaDex's patented ingredient NIAGEN®, the world's first and only commercially available form of nicotinamide riboside (NR). Whether it's protecting against oxidative stress or promoting healthy aging, NRG Advantage™ with NIAGEN® could be the key to living a full, healthy life.

Dr. David Williams, chiropractor, renowned alternative medicine researcher, and doctor for Healthy Directions, stated: "The best way to decrease the effects of human aging is to increase mitochondrial function. And I am totally convinced that adding new NRG Advantage™ to your daily regimen is a safe way to boost mitochondrial health."

Promoting healthy mitochondrial function is just the start of NRG Advantage™, it also increases NAD+, supports a healthy cellular metabolism, cellular brain health, and muscle endurance.

Maintenance of sufficient levels of NAD+ is key to cellular energy metabolism and mitochondrial function. In the first human clinical study for ChromaDex's NIAGEN® nicotinamide riboside (NR), results demonstrated that a single dose garnered statistically significant increases in the co-enzyme nicotinamide adenine dinucleotide (NAD+). Furthermore, scientists concluded that the stimulation of mitochondrial function with NR may promote healthy

aging.

Frank Jaksch Jr., founder and CEO of ChromaDex, commented, "We believe the confirmation that a single dose of NR increases NAD+ in humans is a landmark result and a significant bridge between the numerous animal studies previously conducted that have demonstrated not only an increase in NAD+, but also a broad range of therapeutic benefits."

About Healthy Directions:

Healthy Directions is a leading publisher and direct-to-consumer retailer of doctor-formulated nutritional supplements and skincare products, dedicated to helping people lead healthier, happier lives. They provide expert guidance and advanced nutritional supplements from America's most knowledgeable and highly respected integrative and alternative health doctors. To learn more about NRG Advantage™ and Healthy Directions, please visit [www.healthydirections.com](http://www.healthydirections.com).

About Helen of Troy Limited:

Helen of Troy Limited is a leading global consumer products company offering creative solutions for its customers through a strong portfolio of well-recognized and widely-trusted brands, including: Housewares: OXO®, Good Grips®, Soft Works®, OXO tot® and OXO Steel®; Healthcare/Home Environment: Vicks®, Braun®, Honeywell®, PUR®, Febreze®, Stinger®, Duracraft® and SoftHeat®; and PersonalCare: Revlon®, Vidal Sassoon®, Dr. Scholl's®, TONI&GUY®, Sure®, Pert®, Infusium23®, Brut®, Ammens®, Hot Tools®, Bed Head®, Karina®, Sea Breeze® and Gold 'N Hot®. The Nutritional Supplements segment was formed with the recent acquisition of Healthy Directions, a U.S. market leader in premium doctor-branded vitamins, minerals and supplements, as well as other products sold directly to consumers. The Honeywell® trademark is used under license from Honeywell International Inc. The Vicks®, Braun®, Febreze® and Vidal Sassoon® trademarks are used under license from The Procter & Gamble Company. The Revlon® trademark is used under license from Revlon Consumer Products Corporation. The Bed Head® trademark is used under license from Unilever PLC. The Dr. Scholl's® trademark is used under license from MSD Consumer Care, Inc.

About ChromaDex:

ChromaDex combines state-of-the-art analytical testing, scientifically-proven ingredients, and authoritative source consulting with unsurpassed reference standards to improve health and enhance life for all. Besides NIAGEN®, their other brand creations include PUREENERGY®—outperforms ordinary caffeine by nearly 30%; pTeroPure®—the only form of pterostilbene with GRAS status; and ProC3G®—a natural black rice extract containing cyanidin-3-glucoside. To learn about NIAGEN® or ChromaDex, please visit [www.ChromaDex.com](http://www.ChromaDex.com).

## 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. 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. Actual results may differ materially from those set forth in this release due to the risks and uncertainties inherent in ChromaDex's business. 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 28, 2013, ChromaDex's Quarter 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. 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.

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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