

Niagen Bioscience Announces the Debut of Tru Niagen® and Niagen IV at Equinox Hotel New York

2025-07-14

Both Tru Niagen, featured as the newest in-room offering for hotel guests, and Niagen IV, available at NutriDrip's location at The Spa by Equinox Hotel New York, support cellular energy production and DNA repair for optimal recovery

LOS ANGELES--(BUSINESS WIRE)-- **Niagen Bioscience, Inc.** (NASDAQ: NAGE) (formerly ChromaDex Corp.), the global authority on NAD+ (nicotinamide adenine dinucleotide) with a focus on the science of healthy aging, today announced the inaugural hotel debut of **Tru Niagen®** as an in-room amenity at the **Equinox Hotel New York**, and **Niagen IV**, now available at the hotel's spa through **NutriDrip**.

Tru Niagen, now available in all Equinox Hotel suites

Rob Fried, CEO of Niagen

Bioscience, remarked, "Our

partnership with Equinox Hotel and NutriDrip underscores our commitment to growing consumer access, driving brand strength, and capturing new market opportunities for our flagship Niagen products."

Equinox Hotels, a luxury hospitality brand built on the evolution of Equinox, has been thoroughly conceptualized and brought to life to translate a high-performance lifestyle into a seamless guest experience through cutting-edge and science-backed fitness, recovery, and nutrition services. Hotel guests can now experience the transformative cellular health benefits of **Tru Niagen**, the number one healthy-aging NAD+ supplement in the United States[†], with bottles available as the newest in-room offering. Additionally, the groundbreaking pharmaceutical-grade product, **Niagen IV**, is available at The Spa by Equinox Hotel New York through **NutriDrip**.

Angela Portella, Director of Spa at Equinox Hotel, commented, "At Equinox Hotels, we provide our community with the highest quality, science-backed products and services. Tru Niagen, recognized as the gold-standard NAD+-

boosting supplement, and NutriDrip, the best in the IV therapy business, reflect our mission.”

Tru Niagen and Niagen IV are powered by Niagen Bioscience’s clinically proven flagship ingredient, Niagen® (patented nicotinamide riboside or NR), the most efficient, well-researched, and high-quality NAD+ booster available. NAD+ is a vital coenzyme found in every cell of the human body that supports cellular energy production and DNA repair to support recovery.

Asa Kitfield, Managing Partner at Clean Market & NutriDrip, remarked, “We are thrilled to offer Niagen IV at our premium Equinox Hotel New York location. This cutting-edge infusion represents a profound advancement for elevating NAD+ intravenously. It’s a game-changer for muscle health and recovery.”

About Tru Niagen and Niagen IV

Tru Niagen is backed by the highest scientific and quality standards, including a Nobel Prize winner, 35+ human clinical studies, 400+ published scientific studies, and has been accepted by the world’s most rigorous regulatory bodies. All Tru Niagen products are third-party certified, with Tru Niagen Pro 1,000mg and Tru Niagen Stick Packs **NSF Certified for Sport**, ensuring their safety, quality, and integrity for elite athletes and fitness enthusiasts alike.

Niagen IV represents a significant advancement in intravenous NAD+-boosting therapy. NAD+ IV has gained popularity amongst doctors, fitness experts, celebrities, and athletes because of the substantial benefits, but the experience can be unpleasant. In a head-to-head comparison with NAD+ IV, Niagen IV offered superior tolerability, a 75% shorter infusion time, and resulted in a statistically significant 20% increase in whole blood NAD+ levels three hours post-infusion (**MedRxiv**).

For additional information on the science supporting Niagen, visit www.niagenbioscience.com. Learn more about Equinox Hotel New York at www.equinox-hotels.com and NutriDrip at www.nutridrip.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).

About Equinox Hotels

Equinox Hotels is a rapidly expanding, global luxury hospitality brand and management company built off the evolution of Equinox. With a design-forward perspective and 360-approach to luxury lifestyle, our portfolio spans urban, resort, and destination locations globally set in architecturally stunning spaces built for high-performance living. Only Equinox Hotels can seamlessly integrate a hotel experience with an existing community of engaged, loyal members who activate the Clubs daily. Equinox Branded Residences offer lifestyle, status, and the notion of health associated with the Equinox brand and global membership. Equinox Hotels has a robust global pipeline that is defining a new category of luxury.

For more information on Equinox Hotels please visit:

www.equinox-hotels.com

About NutriDrip

As a leader in functional wellness, NutriDrip provides IV Nutrient Therapy for therapeutic and rejuvenating benefits with a full menu of signature Wellness and Recovery IV Drips. Traditional oral supplementation is hard for your

body to absorb and results are slow, while IV Nutrient Therapy provides 100% bioavailability for fast-acting results. NutriDrip's signature IV Drips, which are administered by nurse practitioners and registered nurses, utilize fluids, electrolytes, vitamins and minerals to help you feel & function better. Knowing that we all have different health and nutritional needs, NutriDrip takes a personalized approach to wellness with a best-in-class medical team that will help select and customize the right IV Drip protocol for you.

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 infringement or non-infringement of intellectual property rights. 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 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. 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 Media Relations & Partnerships

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

Equinox Hotels Media Contact:

Caroline McKay

Caroline@bycaro.co

Source: Niagen Bioscience, Inc