

# Niagen Bioscience Launches Niagen® Skincare Innovation Lab and Debuts Dermatologist-Tested Niagen NanoCloud™, From Tru Niagen Powered by Patented Niagen®

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Launch expands Niagen® into the growing skincare category through a limited-release model designed to generate consumer insights and inform future innovation

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 announced the launch of **Niagen® Skincare Innovation Lab**, a new product innovation platform designed to translate the Company's leadership in NAD+ science into category-defining skincare. Debuting under the platform is **Niagen NanoCloud™**, a limited-release, dermatologist-tested topical skincare product powered by Niagen Bioscience's flagship ingredient, Niagen® (patented nicotinamide riboside, or NR), created to generate consumer insights and help shape future topical innovation within the Company's core Tru Niagen® portfolio.

Niagen Bioscience Launches Niagen® Skincare Innovation Labs and Debuts Niagen NanoCloud™, the First Topical Product Powered by Patented Niagen®

Rob Fried, Chief Executive Officer of Niagen Bioscience, commented, "Niagen Skincare Innovation Lab is a strategic step into exploring how Niagen can extend into new consumer

categories. With Niagen NanoCloud, we are introducing our first topical prototype in a format designed to protect potency, generate consumer insight, and help inform future product development."

Niagen NanoCloud is the inaugural release from the Niagen Skincare Innovation Lab. The Innovation Lab was designed to address a core challenge in NAD+ skincare: water-based NAD+ and precursor products on the market

can degrade rapidly, long before they ever reach the skin, because the molecules are unstable in water. Niagen Bioscience intends to continue evolving Niagen Skincare Innovation Labs to address unmet needs in skincare formulation and product development. The Niagen NanoCloud sachet's sealed, waterless format helps keep Niagen intact until the moment of use, ensuring optimal efficacy. When mixed with a serum or moisturizer, the sachet dissolves to deliver a freshly activated, precision-dosed treatment that visibly improves texture, hydration, and radiance.

The Niagen NanoCloud sachets are formulated with a curated blend of ingredients designed to support healthy-looking, hydrated skin. At the core is Niagen, the most efficient, effective, well-researched, patented, and high-quality NAD+ boosters available. Additional key ingredients include hyaluronic acid (sodium hyaluronate) for hydration, pullulan to help smooth texture and support a more refined appearance, squalane to nourish and soften without greasiness, and vitamin E to provide antioxidant support and help maintain the skin barrier.

A consumer perception study found that with consistent use, skin appears smoother, more hydrated, and more youthful-looking, with visible results starting in as few as 2 weeks.<sup>1</sup>

The launch marks Niagen Bioscience's entry into the global skincare category, which **Fortune Business Insights** valued at \$122.11 billion USD in 2025 and projected to grow to \$227.13 billion USD by 2034. Within that broader opportunity, the global anti-aging cosmetics market was estimated at \$60.11 billion USD in 2025 and is projected to reach \$106.98 billion USD by 2035, according to **Precedence Research**, while the global topical NAD+ product market "is expected to grow at a CAGR of 16.4% from 2025 to 2030" (**Grand View Research**), underscoring growing demand for science-backed solutions at the intersection of skincare, wellness, and healthy aging.

The limited-release Niagen NanoCloud is now available on **truniagen.com** for \$59, with each unit containing 30 individual sachets.

For additional information on Niagen, visit **www.niagenbioscience.com**.

<sup>1</sup>Based on a 6-week consumer perception study of 37 female participants aged 35+ who applied the product twice daily. Combined agree/strongly agree responses on a 5-point Likert scale. Individual results may vary.

## About Niagen Bioscience:

**Niagen Bioscience, Inc.** (NASDAQ: NAGE) 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, and high-quality 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](http://www.truniagen.com)), and Niagen™ Plus, featuring pharmaceutical-grade intravenous (IV) and injectable Niagen products ([www.niagenplus.com](http://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](http://www.niagenbioscience.com), where copies of press releases, news, and financial information are regularly published.

† Based on revenue per largest U.S. e-commerce marketplace (Jan. 2025 – Dec. 2025)

## Forward Looking Statements:

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, and Section 21E of the Securities Exchange Act of 1934. 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," "predicts," "projects," "continue," "would" 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, inflationary conditions and adverse economic conditions; our history of operating losses; the growth and profitability of our product sales; our ability to maintain and grow sales, marketing and distribution capabilities; changing consumer perceptions of our products; our reliance on a single or limited number of third-party suppliers; risks of conducting business in China; including unanticipated developments in

and risks related to the Company's ability to secure adequate quantities of pharmaceutical-grade Niagen in a timely manner; the Company's ability to obtain appropriate contracts and arrangements with U.S. FDA-registered 503B outsourcing facilities required to compound and distribute pharmaceutical-grade Niagen to clinics; the Company's ability to remain on the U.S. FDA Bulk Drug Substances Nominated for Use in Compounding Under Section 503B of the Federal Food, Drug, and Cosmetic Act Category 1 list; the Company's ability to maintain and enforce the Company's existing intellectual property and obtain new patents; whether the potential benefits of NRC can be further supported; further research and development and the results of clinical trials possibly being unsuccessful or insufficient to meet applicable regulatory standards or warrant continued development; the ability to enroll sufficient numbers of subjects in clinical trials; determinations made by the FDA and other governmental authorities, including with respect to products seeking to compete in our market; mislabeling or other misleading marketing practices by competitors; economic and market instability, including as a result of tariffs or trade conflicts; and the risks and uncertainties associated with our business and financial condition in general, described in our filings with the Securities and Exchange Commission (SEC), including, without limitation, our most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q as filed with the SEC.

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.

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