

Niagen Bioscience Launches Tru Niagen® Beauty — The First NAD+ Skincare Supplement in the U.S. Featuring Niagen® (Patented Nicotinamide Riboside)

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This science-backed blend of Niagen and clinically studied actives is designed to support healthy skin, hair, and nails

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 **Tru Niagen® Beauty**, the first-ever beauty supplement in the US featuring Niagen (patented nicotinamide riboside or NR) — the most efficient, effective, and high quality NAD+ booster available. Tru Niagen Beauty expands Niagen Bioscience’s leadership in NAD+ skincare science with a cellular-first formula designed to support skin elasticity and the appearance of hair, skin, and nails.

Meet Tru Niagen Beauty – the first NAD+ skincare supplement in the U.S. Featuring Niagen (Patented Nicotinamide Riboside)

“Niagen has changed how the world thinks about cellular health,” said Rob Fried, CEO of

Niagen Bioscience. “Our customers do not want trends; they want proof. Tru Niagen Beauty builds on years of trust in Tru Niagen, delivering a daily, stackable product to care for skin, hair, and nails at the cellular level.”

One capsule of Tru Niagen Beauty delivers 100 mg of Niagen, combining NAD+ support with a precision blend of clinically studied ingredients known to nourish beauty from within:

- Astaxanthin (4mg) — supports smooth, hydrated skin and provides antioxidant support.
- Hyaluronic Acid (120mg) — helps support skin hydration and elasticity as you age.
- Grape Seed Extract (100mg) — offers antioxidant support to help maintain an even skin tone.

- Biotin (5mg) — supports healthy hair, skin, and nails.
- Vitamin E (30mg) — helps protect against oxidative stress to support the skin's natural resilience.

Tru Niagen Beauty works together with daily Tru Niagen 300mg or Tru Niagen Pro 1,000mg serving to support cellular vitality for whole-body benefits, inside and out.

“Healthy, resilient skin starts below the surface,” said Tiffany Libby, MD, Double Board-Certified Dermatologist, Mohs Surgeon at Brown Dermatology in Rhode Island, and Niagen Bioscience advisor. “Tru Niagen Beauty represents a new chapter in NAD+ skincare science—supporting the cellular foundation for healthy, radiant skin.”

Global Market Insights reported that the US astaxanthin market alone “is projected to increase from USD 1.1 billion in 2025 to USD 2.15 billion in 2034, driven by increasing consumer demand for natural antioxidants and health supplements.” Meanwhile, according to **Fortune Business Insights**, the global nutricosmetics market overall “is projected to grow from 7.78 billion USD in 2025 to 13.08 billion USD by 2032, exhibiting a CAGR of 7.71% during the forecast period.”

Tru Niagen Beauty reflects Niagen Bioscience’s mission to translate cutting-edge cellular research into accessible, evidence-based innovations that enhance healthspan. Learn more about the connection between NAD+ augmentation, skin health, and healthy aging at **AboutNAD**.

Tru Niagen Beauty is now available to consumers at www.truniagen.com for \$62 (one-time purchase) or \$49.60 with a subscription and in two curated bundles stacked with **Tru Niagen 300 mg** and **Tru Niagen Pro 1,000 mg** for full-body cellular health support. Additionally, on February 2, 2026, Tru Niagen Beauty will be launching on the Tru Niagen healthcare practitioner channel at www.pro.truniagen.com.

For more information about the scientific research, clinical validation, and quality standards behind Niagen, 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 Exchange Act of 1934, as amended, including, without limitation, statements related to the potential health benefits of Niagen® (nicotinamide riboside) and other ingredients supplementation, statements related to the skincare market. 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, assumptions, and scientific understanding, and are subject to numerous risks and uncertainties that could cause actual results, performance, or achievements to differ materially from those described or implied. These risks and uncertainties include, but are not limited to: the inherent variability of scientific research and clinical outcomes; the possibility that future studies may not confirm the results described herein; the ability to obtain and maintain necessary regulatory approvals; the scientific, regulatory, and commercial challenges inherent in dietary supplements and healthy-aging research; market acceptance of the Company's products and educational initiatives; the outcome of ongoing or future clinical studies;

the protection and enforcement of intellectual property; competition; and other factors described in Niagen Bioscience's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and 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.

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