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NEWS RELEASE

Niagen Bioscience Makes Skincare a Permanent Tru Niagen® Category, Launching Dermatologist-Tested Niagen NanoCloud™ as a Core Tru Niagen® Product

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Following a customer-favorite limited release, Niagen NanoCloud™ debuts the Tru Niagen® Skincare category with a first-of-its-kind waterless, precision-dosed sachet technology that keeps Niagen's benefits protected until activation

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 debut of **Tru Niagen® Skincare**, a permanent new category in the core Tru Niagen line, led by the **Niagen® Skincare Innovation Lab**. The inaugural product in this new category is **Niagen NanoCloud™**, the first dermatologist-tested topical product powered by Niagen® (patented nicotinamide riboside, or NR, a unique form of vitamin B3), the same ingredient in Tru Niagen® supplements, now in topical form. Delivered in a waterless, precision-dosed sachet that stays sealed until it activates in less than 10 seconds with any water-based serum or moisturizer. NanoCloud is designed to help skin look more youthful, visibly improve skin texture, and help skin look and feel more moisturized[1], fitting seamlessly into existing skincare routines without replacing any favorite skincare products. It is available at **www.truniagen.com** in new packaging.

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Rob Fried, Chief Executive Officer of Niagen Bioscience, said, "Skincare extends Niagen into a large new market, and NanoCloud is the entry point. Customer response to the first limited release gave us the confidence to make NanoCloud a core offering. That is the disciplined approach we intend to take as we build this new category."

Fortune Business Insights valued the global skincare category at US$122.11 billion in 2025 and projects it to grow to US$227.13 billion by 2034. Within that broader opportunity, the global anti-aging cosmetics market was estimated at US$63.71 billion in 2026 and is projected to reach US$106.98 billion by 2035, according to **Precedence Research**, while **Grand View Research** projects the U.S. NAD+ products market will grow at a CAGR of 12.2% from 2025 to 2033, with topical products projected to be the fastest-growing segment, underscoring growing demand for science-backed solutions at the intersection of skincare, healthy aging, and longevity.

From Limited Release to Permanent Category

NanoCloud is the debut product from the **Niagen Skincare Innovation Lab**, the Company's dedicated program solving a core challenge in NAD+ skincare: water-based NAD+ and precursor products on the market degrade rapidly, long before they ever reach the skin, because the molecules are unstable in water. Niagen Bioscience built NanoCloud with waterless technology to address this challenge. Introduced in March 2026 as a limited release to evaluate customer feedback before a broader launch, NanoCloud was shaped by the community that used it first. Customer demand supported the Company's decision to launch Niagen NanoCloud as a core Tru Niagen offering and establish Tru Niagen Skincare as a permanent product category. Highlights include:

- Reviews: NanoCloud holds a 4.8-star average rating. 97% of reviews are four stars or higher.
- Existing Customers: 49% of purchasers already take Tru Niagen and added NanoCloud to that routine. The top cross-sell product was Tru Niagen Pro 1,000mg.
- Customer Survey: Based on a post-purchase customer survey, 88% of customers agreed NanoCloud was easy to add to their routine, 85% agreed the format was innovative, and 76% said it felt different from other skincare. Additionally, 78% said they were interested in long-term use.
- Perception Study: In a 6-week perception study with twice-daily use, 73% of participants agreed their skin appeared smoother after six weeks, and 70% agreed it looked more youthful in as few as four weeks. Nearly 76% said they wanted to keep using NanoCloud. [1]

A New Kind of NAD+ Skincare

Water is typically the base ingredient in moisturizers and serums. However, NAD+ and its precursors are unstable in water and in the presence of acidic ingredients such as vitamin C and alpha hydroxy acids (AHAs), and the pH swings common in traditional skincare can accelerate that breakdown. In a water-based formula, NAD+ and precursors like NMN degrade into niacinamide before it reaches the skin.

NanoCloud avoids the problem by keeping Niagen stable. Each sachet is sealed and holds Niagen in a patented nanofiber system made of pullulan and hyaluronic acid. To use one, put a sachet in a dry palm, add a dime-sized amount of water-based serum or moisturizer, and wait 10 seconds. The fibers dissolve completely into a smooth,

thin gel with a freshly activated, precision-dosed amount of Niagen every time. For best results, apply twice a day after cleansing. NanoCloud fits seamlessly into existing skincare routines and can be used alongside oral Tru Niagen.

Innovative Ingredient Technology

- Niagen (patented nicotinamide riboside, or NR): a patented, unique form of vitamin B3 and the foundation of Tru Niagen's NAD+ science. Niagen helps maintain healthy-looking skin. Now available in topical form for the first time.
- Sodium hyaluronate: a low-molecular-weight hyaluronic acid that delivers moisture.
- Pullulan: a natural polysaccharide made by fermentation that forms a breathable film to help smooth skin texture.
- Squalane: a plant-derived emollient similar to the skin's natural lipids that keeps skin soft without a greasy feel.
- Tocopherol (vitamin E): an antioxidant that helps protect skin from environmental stressors.

Dermatologist-Tested and Clinically Backed

“As a dermatologist, I’m always interested in innovations that translate scientific research into meaningful advances in skincare. I’ve followed the science behind Niagen for years, and it’s exciting to see it applied topically,” said Tiffany Libby, MD, double board-certified dermatologist and Mohs surgeon at Brown Health Medical Group in Rhode Island, and Niagen Bioscience advisor. “What stands out about NanoCloud is its thoughtful formulation and ease of use. Each precisely dosed sachet stays sealed until use and dissolves in seconds with a few drops of my hydrating serum. It’s a simple, seamless addition to my skincare routine.”

Preliminary results from a preprint supported by Niagen Bioscience and published to Preprints.org on March 20, 2026 (not yet peer-reviewed), report that single-use topical Niagen was well tolerated and, on its own, improved skin moisture and smoothness in human clinical testing (**doi:10.20944/preprints202603.1657.v1**).

NanoCloud is dermatologist-tested and free of fragrance, parabens, and phthalates.

Availability

NanoCloud is now available at **www.truniagen.com** for $59 per 30-sachet unit, with a 2-pack at $99 and a subscription option. Healthcare practitioners, med spas, and aesthetic practices can recommend NanoCloud to their clients on Fullscript and can learn more at **pro.truniagen.com**.

[1]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 authority in healthy aging and NAD+ (nicotinamide adenine dinucleotide) science. 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 tested 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**), 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. NAD Pharmaceuticals Corp., the Company's wholly owned subsidiary focused on developing therapies for accelerated aging and rare genetic diseases, is conducting research on NB4168, a small differentiated molecule.

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 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, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Statements that are not descriptions of historical facts are forward-looking statements. They may often, but not always, be identified by

words such as “expects,” “anticipates,” “intends,” “estimates,” “plans,” “potential,” “possible,” “probable,” “believes,” “seeks,” “may,” “will,” “should,” “could,” “predicts,” “projects,” “continue,” “would,” “designed to,” or the negative of such terms or other similar expressions. Forward-looking statements in this release include, but are not limited to, statements regarding the Company’s entry into the skincare market; the establishment of Tru Niagen Skincare as a permanent product category; the expected market acceptance, demand, sales and growth of Niagen NanoCloud and future products from the Niagen Skincare Innovation Lab; the potential for NanoCloud to drive purchases of other Tru Niagen products; the expected benefits, performance and stability of NanoCloud and its sachet and nanofiber technology; and the size and projected growth of the global skincare, anti-aging cosmetics and topical NAD+ markets, and the Company’s ability to address those markets.

Forward-looking statements are based on current expectations and assumptions. They 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 Company’s limited experience in the skincare category; whether results from the limited release, consumer perception study and customer survey indicate broader market acceptance or sustained demand; intense competition in the skincare and anti-aging markets, including from companies with greater resources and established brands; the accuracy of third-party market research and projections; whether further research, including peer review of preliminary study results, supports the potential benefits of topical Niagen; our reliance on a single or limited number of third-party suppliers and manufacturers, including for NanoCloud’s sachet and nanofiber components; the Company’s ability to maintain and enforce its existing intellectual property, obtain new patents and avoid infringing the intellectual property of others; changing consumer perceptions of our products; inflationary and adverse economic conditions, and economic and market instability, including as a result of tariffs or trade conflicts; our history of operating losses, and the growth and profitability of our product sales; our ability to maintain and grow sales, marketing and distribution capabilities; mislabeling or other misleading marketing practices by competitors; 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 of this release. All forward-looking statements are qualified in their entirety by this cautionary statement. Niagen Bioscience undertakes no obligation to revise or update this release to reflect events or circumstances after the date of this release.

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