

TRU NIAGEN® Daily Serving Strengthened Under FDA's NDI Notification

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ChromaDex increases capsule serving to 150mg TRU NIAGEN® (nicotinamide riboside), following successful New Dietary Ingredient (NDI) notification from FDA

LOS ANGELES, Oct. 24, 2018 (GLOBE NEWSWIRE) -- ChromaDex Corp. (NASDAQ:CDXC) announced today it has strengthened its flagship TRU NIAGEN® (nicotinamide riboside) nutrient to 150mg capsules, two per day. The more potent product will launch on **truniagen.com**, effective today.

"We are pleased to offer Tru Niagen users a 300mg daily serving of our revolutionary ingredient," says Robert Fried, ChromaDex CEO. "This will provide an extra boost in NAD levels, which decline with age and the daily stressors of life."

Niagen was clinically-studied at 300mg to increase NAD in 2016, published in the journal **Nature Communications**. Since then, three additional clinical studies have published on Niagen and 18 additional clinical studies on ChromaDex's patented ingredient are planned or in progress.

Niagen has received two successful New Dietary Ingredient (NDI) notifications, the second reviewed at 300mg, as well as Generally Recognized as Safe (GRAS) notification to the FDA.

Tru Niagen is a breakthrough supplement clinically proven to increase your NAD (nicotinamide adenine dinucleotide) levels which stimulate cellular energy production and support cellular repair. Decreased NAD levels and senescent cells have been associated with many age-related declines in overall health.

For additional information on the science supporting TRU NIAGEN visit **www.truniagen.com**.

About ChromaDex:

ChromaDex Corp. is an integrated, global nutraceutical company devoted to improving the way people age. ChromaDex scientists partner with leading universities and research institutions worldwide to uncover the full potential of NAD and identify and develop novel, science-based ingredients. Its flagship ingredient, **NIAGEN[®]** nicotinamide riboside, sold directly to consumers as **TRU NIAGEN[®]**, is backed with clinical and scientific research, as well as extensive IP protection. **TRU NIAGEN[®]** is helping the world AGE BETTER[®]. ChromaDex maintains a website at www.chromadex.com to which ChromaDex regularly posts copies of its press releases as well as additional and financial information about the Company.

About TRU NIAGEN[®]:

TRU NIAGEN[®] is a branded dietary supplement brought to market by key nicotinamide riboside innovator and patent holder, ChromaDex. NIAGEN[®] nicotinamide riboside (NR), also supplied by ChromaDex, is the sole active ingredient in TRU NIAGEN[®]. Multiple clinical trials demonstrate NIAGEN[®] is proven to boost NAD (nicotinamide adenine dinucleotide) levels, which decline with age. Only NIAGEN[®] has twice been successfully reviewed under FDA's new dietary ingredient ("NDI") notification program, and has also been successfully notified to the FDA as generally recognized as safe ("GRAS").

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. 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 30, 2017, ChromaDex's Quarterly 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. 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 ChromaDex undertakes no obligation to revise or update this release to reflect events or circumstances after the date hereof. ChromaDex provided research materials and a portion of the grant funding as a collaborator for the study.

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