

TRU NIAGEN® Expands North American Footprint with Product Launch in Canada

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TRU NIAGEN® receives Natural Product Number from Health Canada and is approved for sale in the country to consumers and healthcare practitioners

LOS ANGELES, Dec. 17, 2018 (GLOBE NEWSWIRE) -- ChromaDex Corp. (NASDAQ:CDXC) announced today it has officially launched TRU NIAGEN® in Canada, having received regulatory approval for sale by Health Canada. Directly from the innovators behind NIAGEN® (nicotinamide riboside), the product is now available at www.truniagen.ca and to healthcare practitioners at Fullscript Canada.

"I have been following the research behind NAD and cellular health for years," says Bryce Wylde, functional medicine clinician and one of Canada's leading alternative health experts. "I take TRU NIAGEN myself and recommend it to my patients who want to live healthier—for longer."

"As we build TRU NIAGEN into a global brand, we are pleased to extend our footprint to Canada," says ChromaDex CEO Rob Fried. "We look forward to bringing TRU NIAGEN to the health-conscious people of Canada and other countries around the world."

Fran Towey, Natural Partners Fullscript CEO commented, "Cellular health is a critical component to overall health—we are pleased to make TRU NIAGEN available to our network of healthcare practitioners in Canada."

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.ca.

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").

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.

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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