

## TRU NIAGEN® Recognized as Best Product & Most Popular Brand at Health, Wellness & Beauty Awards 2018 of Watsons Hong Kong

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TRU NIAGEN® (nicotinamide riboside) receives best product award and recognized as top seller in 2018 amongst Watsons Hong Kong members

LOS ANGELES, Oct. 30, 2018 (GLOBE NEWSWIRE) -- ChromaDex Corp. (NASDAQ:CDXC) announced today its TRU NIAGEN® product was recognized as “The Best Scientific Innovative Anti-Aging Health Supplement” at Health, Wellness & Beauty Awards 2018 held by Watsons Hong Kong under A.S. Watson Group on October 25. The breakthrough product was also recognized as a top seller amongst members of Watsons Hong Kong’s loyalty program and received the “MoneyBack Most Popular Brand Award”.

The gala event, held annually at the Grand Hyatt Hong Kong, recognizes top brands and companies in the health, wellness, and beauty categories. Actress Wai Ying Hung, a spokesperson for TRU NIAGEN in Hong Kong, received the award along with ChromaDex executives Will Black, Vice President of Sales and Marketing and Yan Chu, Managing Director, Asia-Pacific.

“We are honored to receive this recognition from our key partners at Watsons and from its loyal customers,” says ChromaDex CEO Rob Fried. “We look forward to the continued success and growth of the TRU NIAGEN brand in Watsons stores.”

“Watsons is delighted to be in partnership with ChromaDex in Hong Kong and the SE Asia region,” says Diane Cheung, Managing Director of Watsons Hong Kong. “TRU NIAGEN has been one of our most successful new products in 2018 and we are excited to have it as part of the Watsons family. It is truly improving the long-term

health and wellness of our consumers.”

In September 2017, **Watsons** launched TRU NIAGEN in the Hong Kong and Macau markets, followed by Singapore in January 2018.

For additional information on the science supporting TRU NIAGEN® visit [www.truniagen.com](http://www.truniagen.com).

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](http://www.chromadex.com) to which ChromaDex regularly posts copies of its press releases as well as additional and financial information about the Company.

About Watsons:

Watsons is Asia’s leading health and beauty retailer, currently operating over 6,800 stores – more than 1,500 of which are pharmacies, in 11 Asian and Eastern European markets, including China (Mainland China, Hong Kong, Macau) and Taiwan, Singapore, Thailand, Malaysia, The Philippines, Indonesia, Turkey, Ukraine and Russia. Watsons operates over 230 stores in Hong Kong and Macau, of which over 50 have in-store pharmacies, making Watsons the No. 1 Pharmacy Network in Hong Kong. Watsons has a professional team of pharmacists, dieticians, Chinese medicine practitioners, health & fitness advisors, beauty consultants, an experienced mother & baby advisor and a nurse.

Watsons continually sets the highest standards in the health, wellness and beauty market, providing personalized

advice and counselling in health, beauty and personal care on top of its market-leading product range, making customers LOOK GOOD, FEEL GREAT every day. Since 2009, Watsons has been the No. 1 Pharmacy/ Drugstore brand in Asia\*. In Europe, Watsons is also the leading Health & Beauty retailer in Ukraine.

\*Campaign Asia-Pacific/Nielsen's "Asia's Top 1,000 Brands" Online Study 2018 of over 8,000 respondents across 14 markets in Asia Pacific region

About A.S. Watson Group:

Established in Hong Kong in 1841, A.S. Watson Group is the world's largest international health and beauty retailer with over 14,500 stores in 24 markets. Each year, over four billion customers and members shop with our 12 retail brands, both in stores and online.

In Hong Kong, we operate more than 600 stores under four retail brands – Watsons, PARKnSHOP, FORTRESS, and Watson's Wine. In addition, we manufacture and distribute high quality drinking water brand Watsons Water, as well as the famous juice drinks Mr. Juicy and Sunkist.

For the fiscal year 2017, A.S. Watson Group recorded revenue of HKD156.2 billion. We have over 140,000 employees worldwide, including 12,900 in Hong Kong.

A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has five core businesses - ports and related services, retail, infrastructure, energy and telecommunications in over 50 countries.

Please visit [www.aswatson.com](http://www.aswatson.com) for more in-depth information about A.S. Watson Group and its brands. You may also stay in touch with us via our digital presence (eCommerce, social media, mobile app & more); more details are at <http://www.aswatson.com/our-customers/digitalasw/>.

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](http://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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