

The promoting mechanism of TRU NIAGEN™ to be featured at the American Academy of Anti-Aging Medicine World Congress

2017-12-04

A4M Senior Vice-President Joseph Maroon will give away signed copies of his book, “Square One, A Simple Guide to a Balanced Life” at the TRU NIAGEN™ booth

IRVINE, Calif., Dec. 04, 2017 (GLOBE NEWSWIRE) -- ChromaDex Corp. (NASDAQ:CDXC), a science-based, fully integrated nutraceutical company devoted to extending human healthspan, announced today it will feature its proprietary, anti-aging nutrient TRU NIAGEN™ at the American Academy of Anti-Aging Medicine (A4M) 25th Annual World Congress meeting, booth #8086 this December 14-16 in Las Vegas, NV.

Amy Sindler, PhD, a new member of the ChromaDex scientific affairs team and nicotinamide adenine dinucleotide (NAD) expert will be on site to talk to attendees about the exciting mechanism of action that has ignited excitement among the scientific community globally. Stop by to discuss the human clinical evidence supporting its efficacy.

Research indicates that anti-aging benefits of TRU NIAGEN™ include:

- Increasing metabolism and energy production in every cell*
- Promotion of healthy mitochondrial function, which is an important component of human aging*
- Increased sirtuin activation, improving mitochondrial activity to help defend against cellular damage due to free radicals*

The booth will also host a book signing with renowned neurosurgeon Joseph Maroon. Those who stop by may receive one of the 250 free signed copies of Maroon’s book, “Square One, A Simple Guide to a Balanced Life.” In this inspiring book based on his deeply personal journey and documented science, Maroon guides readers into improving their quality of life by rebalancing four areas: good health, a sense of spirituality, meaningful work and

strong relationships.

At 77, this veteran of more than 70 triathlons and nine Ironman triathlons is a living testament to all he's learned. Part of his daily regimen is to take a next-generation form of vitamin B3 called TRU NIAGEN™, which helps to activate the body's healthy aging mechanisms. "The cells in our body can contain anywhere from a few to thousands of mitochondria, which produce our energy (ATP). If you don't have enough ATP, your cells don't function properly. And if enough cells don't function, you don't function. To stay healthy, your cells need NAD+. TRU NIAGEN™ is a highly effective NAD+ booster," comments Maroon, who says he feels 20 years younger than his chronological age.

Visitors to the booth will also have the chance to receive a free full-size bottle of TRU NIAGEN™ as they take part in a fun photo opportunity to share with the world why they are working to help people Age Better. Attendees should plan to come early as quantities are limited.

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

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any diseases.

About ChromaDex:

ChromaDex leverages its complementary business units to discover, acquire, develop and commercialize patented and proprietary health and wellness consumer products and ingredient technologies that promote healthy aging. In addition to our consumer product and ingredient technologies units, we also have business units focused on natural product fine chemicals (known as "phytochemicals"), and product regulatory and safety consulting. As a result of our relationships with leading universities and research institutions, we are able to discover and license early stage, IP-backed ingredient technologies. We then utilize our in-house chemistry, regulatory and safety consulting business units to develop commercially viable ingredients. Our consumer product and ingredient portfolio are backed with clinical and scientific research, as well as extensive IP protection. Our portfolio of patented ingredient technologies includes **NIAGEN®** nicotinamide riboside; **pTeroPure®** pterostilbene; **PUREENERGY®**, a caffeine-pTeroPure® co-crystal; **IMMULINA™**, a spirulina extract; and **AnthOrigin®**, anthocyanins derived from a domestically-produced, water-extracted purple corn husk. To learn more about ChromaDex, please visit www.ChromaDex.com.

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, including statements related to the significance of the research and the anti-aging benefits of TRU NIAGEN™. 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. Actual results may differ materially from those set forth in this release due to the risks and uncertainties inherent in ChromaDex's business. 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 31, 2016, ChromaDex's Quarter 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. 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 Investor Relations Contact:

Andrew Johnson, Director of Investor Relations

949-419-0288

andrewj@chromadex.com

ChromaDex Public Relations Contact:

Breah Ostendorf, Director of Marketing

949-537-4103

breaho@chromadex.com

ChromaDex Corporation