

Celltrient™ Cellular Energy Products Featuring Tru Niagen® Launch in US

Nestlé Health Science launches Celltrient™ products to help fight key drivers of cell aging featuring ChromaDex's flagship ingredient Tru Niagen®

LOS ANGELES – ChromaDex Corp. (NASDAQ:CDXC) today announced its flagship ingredient, Tru Niagen®, is now available in Nestlé Health Science's new Celltrient™ Cellular Energy, a protein-based flavored drink mix to help renew natural processes that decline as we age. The new product includes a 250mg serving of Tru Niagen® (nicotinamide riboside, or NR) and is one of three products under the new Celltrient brand.

ChromaDex and Nestlé Health Science entered a global commercial license and supply agreement for Tru Niagen within the medical nutrition and consumer health categories in December 2018, and Celltrient Energy is the first product launched from this partnership.

“We are pleased to see the Nestlé Health Science launch of Celltrient Cellular Energy,” says ChromaDex CEO Rob Fried. “Tru Niagen, the only proprietary form of NR, provides healthy aging and energy support at the cellular level by safely and effectively increasing NAD⁺ levels.”

Celltrient Cellular Energy contains ChromaDex's flagship ingredient, Tru Niagen (nicotinamide riboside), which has been shown to substantially boost NAD⁺ levels in two weeks. While traditional micro and macronutrients may satisfy one's basic dietary needs and are readily available through food, those nutrients may not suffice to combat the age-related decline in NAD⁺ (nicotinamide adenine dinucleotide) levels. The formulation also provides sources of Vitamin C and additional B vitamins (B12, B5, B6, Riboflavin, Thiamin & Biotin) to support energy metabolism.

Supporting cellular defense and repair by boosting NAD⁺ levels is important for healthy aging. NAD⁺ levels decline with age as well as physiological stressors including stress on the immune system, intense physical exercise, alcohol consumption, and lack of healthy sleep cycles. Tru Niagen increases NAD⁺ levels safely and efficaciously, as demonstrated in multiple published human trials.

“We are proud to be in partnership with the pioneers at ChromaDex who are unveiling the full potential of NAD⁺ through their research,” says Nestlé Health Science CEO Greg Behar.

For additional information about Celltrient, please visit www.celltrient.com.

For additional information about Tru Niagen, please visit www.truniagen.com.

About ChromaDex:

ChromaDex Corp. is a science-based integrated nutraceutical company devoted to improving the way people age. ChromaDex scientists partner with leading universities and research institutions worldwide to discover, develop and create solutions to deliver the full potential of NAD and its impact on human health. 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.

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 31, 2019 as amended, 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.

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