

# **ChromaDex Celebrates 25 Years of Innovation and Pioneering NAD+ Research for Healthy Aging Solutions**

*Commemorating a quarter of a century with an exclusive 25% off lifelong subscription on Tru Niagen®*

LOS ANGELES – ChromaDex Corp. (NASDAQ:CDXC), the global authority on nicotinamide adenine dinucleotide (NAD+) research with a focus on healthy aging, proudly announces its 25th anniversary. For a quarter of a century, ChromaDex has been at the forefront of analytical chemistry and scientific innovation, dedicated to unlocking the full potential of NAD+ to promote healthy aging and enhance the quality of life for people around the world.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20240909499862/en/>

To celebrate this milestone, ChromaDex is offering an exclusive 25% off a lifelong subscription to Tru Niagen®, the number one NAD+ supplement for healthy aging in the United States (additional details below).

## **A Legacy of Innovation and Leadership**

Founded in 1999, ChromaDex's journey began in the analytical testing space and supplying reference standard materials to researchers and other companies. ChromaDex then transitioned its business to developing and selling proprietary ingredients in the food and dietary supplement space.

In 2004, Dr. Charles Brenner discovered the breakthrough that illuminated the process by which nicotinamide riboside (NR) increases cellular NAD+ levels. ChromaDex licensed the patents behind Dr. Brenner's research in 2012, making this revolutionary science accessible worldwide. A year later, the company launched Niagen®, the world's first patented form of NR and the most efficient, high-quality NAD+ precursor available.

Niagen has since become both the cornerstone for independent preclinical and clinical NAD+ research and the hero ingredient in the company's dietary supplement line, available to consumers under the brand Tru Niagen. Today, Tru Niagen is the number one NAD+ supplement for healthy aging in the U.S., with over 8 million bottles sold.

Just this year, ChromaDex marked yet another milestone as it unveiled the first-of-its-kind pharmaceutical grade Niagen (patented nicotinamide riboside chloride or NRCl), branded Niagen+™. Available as Niagen IV and injections exclusively at clinics with a prescription,

Niagen IV represents a significant advancement in intravenous therapy.

Rob Fried, CEO of ChromaDex and Founder of Tru Niagen, commented, “Frank Jaksch founded ChromaDex as a reference standards business, a legacy that proudly endures today, reminding us that performing at the highest scientific and professional standard is in our DNA. We believe ChromaDex remains the gold standard in quality, efficacy, safety, and ethical business practices.”

### **The Gold Standard in Scientific Excellence and Quality**

Over the past 25 years, ChromaDex has established itself as the gold standard in scientific rigor and quality. With more than 275 research agreements globally, 175+ peer-reviewed publications, and over 30 human clinical studies featuring Niagen, the ChromaDex External Research Program (CERP™) has been instrumental in advancing the scientific understanding of NAD+ and its role in age-related health conditions.

CERP, which celebrated its 10th anniversary just last year, has been a driving force behind this success, fostering collaborations with over 200 institutions, including the Mayo Clinic, the National Institute on Aging, and Harvard University. This program has generated over \$100 million in third-party research for age and non-age-related conditions, such as inflammation, Ataxia Telangiectasia, Parkinson’s disease, Alzheimer’s disease, and heart disease.

The company’s robust patent portfolio now includes over 90 patents related to NAD+ precursors, including NR, NRH, NAR, and NMNH.

### **Dedicated to Healthy Aging for All**

A never-before-seen 25% discount on lifelong subscriptions to Tru Niagen is being offered to commemorate this celebration, along with a 25% discount on one-time purchases until September 12, 2024 at [truniagen.com](https://truniagen.com). This special promotion reflects ChromaDex’s commitment to making the benefits of NAD+ supplementation accessible to as many people as possible.

For additional information on ChromaDex, visit [www.chromadex.com](https://www.chromadex.com).

Based on the top-selling dietary supplement brands by revenue per the largest US ecommerce marketplace [identified through a search dated March 1, 2023 – Feb. 29, 2024 using “NAD precursors”

### **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 sales and marketing activity, and ongoing

research and development efforts. 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. Risks that contribute to the uncertain nature of these forward-looking statements include the impact of the COVID-19 pandemic on our business and the global economy; our history of operating losses and need to obtain additional financing; the growth and profitability of our product sales; our ability to maintain sales, marketing and distribution capabilities; changing consumer perceptions of our products; our reliance on a single or limited number of third-party suppliers; and the risks and uncertainties associated with our business and financial condition. 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, 2023, 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.

### **About ChromaDex:**

ChromaDex Corp. (NASDAQ:CDXC) is the global authority on nicotinamide adenine dinucleotide (NAD+), with a focus on the science of healthy aging. The ChromaDex team, comprised of world-renowned scientists, works with independent investigators from esteemed universities and research institutions around the globe to uncover the full potential of NAD+. A vital coenzyme found in every cell of the human body, NAD+ declines with age and exposure to other everyday stressors. NAD+ depletion is a contributor to age-related changes in health and vitality.

Setting the benchmark as the gold standard in scientific rigor, safety, quality, and transparency, ChromaDex is the innovator behind its clinically proven flagship ingredient, Niagen (patented nicotinamide riboside, or NR), the most efficient and superior-quality NAD+ booster available.

Niagen is the active ingredient in ChromaDex’s consumer products, sold as the brand Tru Niagen®, the number one healthy-aging NAD+ supplement in the United States. Clinically proven to increase NAD+ levels, Tru Niagen is helping people around the world transform the way they age (available at [www.truniagen.com](http://www.truniagen.com)).

ChromaDex's robust patent portfolio protects NR and other NAD+ precursors. ChromaDex maintains a website at [www.chromadex.com](http://www.chromadex.com), to which ChromaDex regularly publishes copies of its press releases, news, and financial information.

*Based on the top-selling dietary supplement brands by revenue per the largest U.S. e-commerce marketplace (as of 3/1/2023-2/29/2024).*

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