

## **ChromaDex Named to the Inc. 2024 Best in Business List in the Health Products Category**

LOS ANGELES – ChromaDex Corp. (NASDAQ:CDXC) proudly announces its inclusion on the Inc. 2024 Best in Business list in the Health Products category. *Inc.*'s annual Best in Business Awards celebrate the exceptional achievements and contributions of companies that have made an impact on their industries and society at large.

This recognition underscores ChromaDex's industry-leading NAD+ research and its expanding portfolio of healthy aging products featuring Niagen® (patented nicotinamide riboside or NR), the most efficient and high-quality NAD+ precursor. Such products include the direct-to-consumer dietary supplement, Tru Niagen®, and the newly unveiled pharmaceutical-grade Niagen IV.

"Our mission is to help people around the world to age better, and this honor reflects the progress we're making toward achieving that goal," said ChromaDex CEO and Founder of Tru Niagen, Rob Fried.

The Inc. Best in Business list recognizes companies that, through exceptional execution, have achieved significant milestones and core business wins. Best in Business can be found online at [inc.com/best-in-business](https://inc.com/best-in-business) and will be in the upcoming winter print edition of *Inc.* magazine.

"For over 40 years *Inc.* has been committed to recognizing America's most dynamic businesses and honoring the great work they do. These businesses have had a profound impact on their industries, solving important problems, and shaping the future of business in ways that will have lasting effects," says *Inc.* editor-in-chief Mike Hofman.

For additional information on ChromaDex and the science behind Niagen, please visit [www.chromadex.com](https://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 product development. 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, composed 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<sup>®</sup> is the active ingredient in ChromaDex's consumer products, sold as the brand Tru Niagen<sup>®</sup>, 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 supplies pharmaceutical-grade Niagen<sup>®</sup> to U.S. FDA-registered 503B outsourcing facilities, which compound and distribute intravenous and injectable Niagen<sup>®</sup> for clinics. These pharmaceutical-grade Niagen<sup>®</sup> products, known as Niagen IV and Niagen injections, are available exclusively at clinics with a prescription ([www.niagenplus.com](http://www.niagenplus.com)).

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

*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).*

## **About Inc.**

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