

ChromaDex Receives Positive Opinion on Nicotinamide Riboside as a Novel Food from the World-Leading European Food Safety Authority (EFSA)

ChromaDex Achieves Milestone for Nicotinamide Riboside in EU Regulatory Process, Advances to European Commission for Review

LOS ANGELES, Aug. 07, 2019 — ChromaDex Corp. (NASDAQ:CDXC) today announced that the European Food Safety Authority (EFSA) has issued a positive opinion on Nicotinamide Riboside (NR) as a novel food ingredient for use in a food supplement at a daily serving of 300mg for the healthy adult population, a critical step in the EU regulatory approval process.

“Safety is paramount for ChromaDex and this positive opinion from EFSA underscores our depth of science, and is the latest in a consistently positive series of reviews of NR by authoritative bodies,” said ChromaDex CEO Rob Fried. “We are diligently working to complete the regulatory process to bring NR to the health-conscious people of the EU.”

With the European dietary supplements market expected to reach \$52.9 billion by 2025 according to Grand View Research Inc., ChromaDex plans to launch its flagship consumer NR product, Tru Niagen®, in the EU once the regulatory process is completed.

Cells can use NR, commercially known as Niagen®, to create nicotinamide adenine dinucleotide (NAD), which is an essential molecule found in every living cell. NAD plays an essential role in cellular energy production and supporting cellular repair. Decreased NAD levels are associated with many age-related declines in overall health. NIAGEN® is the only commercially available NR which has twice been successfully reviewed under U.S. Food & Drug Association’s (FDA) new dietary ingredient (NDI) notification requirement and has also been successfully notified to the FDA as generally recognized as safe (GRAS).

To date, ChromaDex has invested millions of dollars in safety and human clinical trials on its patent-protected NR (commercially known as Niagen) and has entered research agreements with more than 170 leading research institutions, including Dartmouth, the National Institutes of Health, University of Iowa, and the Scripps Research Institute.

For additional information on the science supporting Niagen visit www.chromadex.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 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 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, including statements related to whether the European Commission will add NR to the list of authorized substances for food supplements and the launch of Tru Niagen in the EU. 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, 2018, 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. ChromaDex provided research materials and a portion of the grant funding as a collaborator for the study.

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