

NIAGEN[®]

What is NIAGEN[®]?

A nature-identical, first and only commercially-available nicotinamide riboside (NR) with five patents issued and more pending.

- NR is a compound found naturally in milk.
- NR is naturally-occurring vitamin B3 metabolite.
- NR has been shown to boost nicotinamide adenine dinucleotide (NAD⁺) levels higher than Niacin².
- NR uses a more efficient pathway to deliver NAD⁺ for use by the human body as compared to Niacin.
- NR does not cause the undesirable flushing associated with Niacin¹.

What is NAD⁺?

NR is an effective precursor to NAD⁺.

- NAD⁺ is an essential metabolite in all human cells.
- NAD⁺ plays a key role in cellular metabolism and energy production.
- NAD⁺ is vital for mitochondrial health.
- NAD⁺ is a rate-limiting co-substrate for sirtuins (AKA longevity genes)³. Sirtuins are enzymes known to play a key role in physiological responses to diet and exercise.
- NAD⁺ levels decrease during aging.

NIAGEN[®] promotes Mitochondrial Health*

NR maintains and enhances mitochondrial health by boosting NAD⁺ levels and inducing creation of new mitochondria².

- Mitochondria are specialized organelles in the cell where cellular respiration and energy production occur.
- Mitochondria convert macronutrients (glucose (blood sugar), fatty acids and amino acids) into energy the cell can use.
- Mitochondrial health decreases with age.

Where can NIAGEN[®] Deliver Results?

Performance*

- Improved endurance due to enhanced mitochondrial function, more than 30% in one study^{3*}
- More robust respiratory exchange ratio (RER) between feeding and fasting periods^{2*}

Metabolism*

- Shown to lower high-fat-diet-induced weight gain by enhancing energy metabolism not by reduced food intake or affecting activity levels^{2*}.
- Promotes healthy cellular metabolism*

Neuroprotection*

- Shown to increase NAD⁺ in the cerebral cortex^{3*}
- Maintains neuronal cell health^{1*}
- Supports cellular health in the brain, improves cognitive function, and protects against axonal degeneration associated with aging.^{2,3*}



Healthy Aging*

- Promotes healthy mitochondrial function, which is an important component of human aging*
- Supplementation of an NAD+ precursor for one week in aged mice reversed their mitochondrial dysfunction and returned mitochondrial health and key biochemical markers of muscle health to levels similar to a young mouse^{2,3*}
- Increase sirtuin activation, improving mitochondrial activity to prevent cellular damage due to free radicals^{3*}

Cardiovascular Health*

- Promotes beneficial effects on blood lipids by maintaining healthy cholesterol levels already within normal range^{2*}

ChromaDex is an innovative natural products company that discovers, acquires, develops and commercializes proprietary-based ingredient technologies through its unique business model which utilizes its wholly-owned synergistic business units, including ingredient technologies, natural product fine chemicals (known as “phytochemicals”), chemistry and analytical testing services and product regulatory and safety consulting (as Spherix Consulting). The Company provides seamless science-based solutions to the dietary supplement, food & beverage, animal health, cosmetic and pharmaceutical industries. Our ingredient technologies unit includes products backed with extensive scientific research and intellectual property. The ingredient portfolio includes pTeroPure® pterostilbene; ProC3G®, a natural black rice containing cyanidin-3-glucoside; PUREENERGY®, a caffeine-pTeroPure® co-crystal and NIAGEN®, its recently launched branded nicotinamide riboside, a novel next-generation B-vitamin.

Branded Ingredients

pTeroPure®

NIAGEN®

PUREENERGY®

ProC3G®
Cyanidin-3-glucoside

Other Available Ingredients

Curcumin

Resveratrol

Astragaloside IV

Cycloastragenol

Mushrooms and Cordyceps

Microalgae

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

¹Demonstrated in an *in-vitro* study. ²Demonstrated in animal *in-vitro* studies. ³Demonstrated in an *in-vivo* mouse study.



analytics



consulting



ingredients



standards