

# Pioneers In The Cellular Health + Nutraceutical Categories

## Our Scientific Advisory Board

### Roger Kornberg, PhD

Professor of Structural Biology, Stanford University  
Nobel Prize Winner, Chemistry

### Sir John Walker FRS, FMedSci

Emeritus Director and Professor MRC  
Mitochondrial Biology Unit, Cambridge  
Nobel Prize Winner, Chemistry

### Rudolph Tanzi, PhD

Kennedy Professor of Neurology, Harvard University  
Leading Alzheimer's Researcher  
TIME 100 Most Influential 2015

### Charles Brenner, PhD

Alfred E Mann Family Foundation Chair, City of Hope  
Department of Diabetes & Cancer Metabolism

### Bruce German, PhD

Chairman of Food, Nutrition, & Health  
University of California, Davis  
Leader in Food, Nutrition, & Wellness Innovation

### Brunie H. Felding, PhD

Associate Professor of Molecular Medicine  
Scripps Research Institute, Renowned Breast Cancer  
Researcher focused on NAD<sup>+</sup> supplementation

## NIAGEN® is Backed with a Body of Clinical and Scientific Research

**225+**

**Research Collaborations**  
Independently researched by teams at Cambridge University, Northwestern University, Duke University, New York University, University of California, and many more around the world.

**100+**

**Published Peer-Reviewed Preclinical Studies**  
On the science behind NR and its NAD<sup>+</sup>-boosting properties

**30+**

**Additional Clinical Trials Registered**

**20+**

**Owned and Licensed Patents**

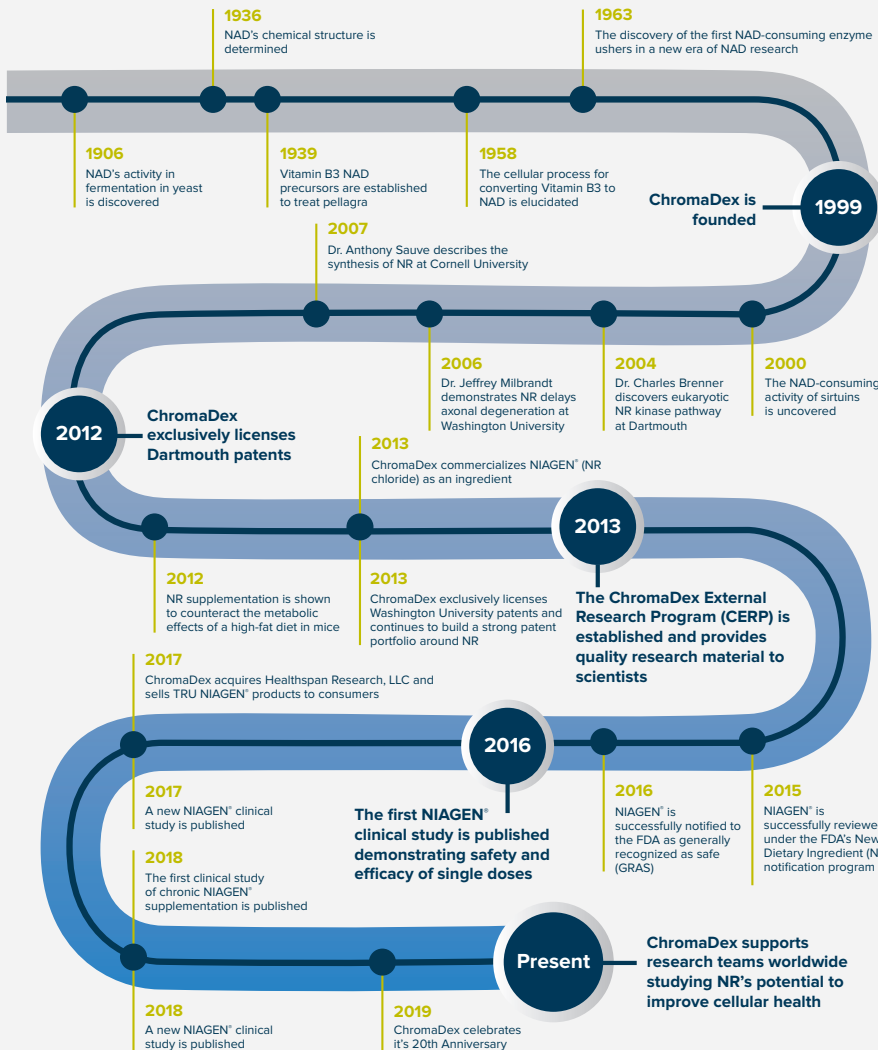
**11**

**Published Human Clinical Trials**

**3**

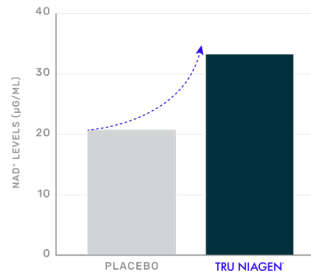
**FDA Safety Notifications**

## Your Partner In Scientific Discovery



## NIAGEN® Holds Enormous Category Promise

- NAD<sup>+</sup> is a co-enzyme that the body's cells utilize whenever we eat, drink, sleep, and breathe.
- NAD<sup>+</sup> levels decrease by as much as half from a person's 40s to their 60s, leading scientists to link it to the aging process.
- Nicotinamide riboside (NR, marketed as NIAGEN®), a unique form of vitamin B3, safely increases NAD<sup>+</sup> levels.



**TRU NIAGEN® increases NAD<sup>+</sup> by 40–50% after 8 weeks\***

\* On average at 300mg / day for 8 weeks

## The \$250B Emerging Anti-Aging Category is Experiencing Rapid Growth

Global growth of the anti-aging category<sup>1</sup> compared to the global growth of the legal marijuana market.<sup>2</sup>

2-Yr Fwd CAGR: 5.8%

**\$331**  
BILLION

Anti-aging market by the year 2021

**\$146**  
BILLION

Legal marijuana market by the year 2025

<sup>1</sup> orbisresearch.com/reports/index/anti-aging-market-by-demographics-by-products-by-services-by-devices-and-by-region-global-industry-analysis-size-share-growth-trends-and-forecasts-2016-2021 • <sup>2</sup> grandviewresearch.com/press-release/global-legal-marijuana-market • <sup>3</sup> nih.gov/news-events/news-releases/worlds-older-population-grows-dramatically