

EX 99.1



January 2012

# Investor Presentation



---

## Safe Harbor

This presentation and other written or oral statements made from time to time by representatives of ChromaDex contain “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements reflect the current view about future events. Statements that are not historical in nature, such as our fiscal year 2011 revenue forecast, and which may be identified by the use of words like “expects,” “assumes,” “projects,” “anticipates,” “estimates,” “we believe,” “could be,” “future” or the negative of these terms and other words of similar meaning, are forward-looking statements. Such statements include, but are not limited to, statements contained in this presentation relating to our expected sales, cash flows and financial performance, business, business strategy, expansion, growth, products and services we may offer in the future and the timing of their development, sales and marketing strategy and capital outlook. Forward-looking statements are based on management’s current expectations and assumptions regarding our business, the economy and other future conditions and are subject to inherent risks, uncertainties and changes of circumstances that are difficult to predict and may cause actual results to differ materially from those contemplated or expressed. We caution you therefore against relying on any of these forward-looking statements. These risks and uncertainties include those risk factors discussed in Part I, “Item 1A. Risk Factors” of our Annual Report on Form 10-K for the fiscal year ended January 1, 2011 (the “2010 Annual Report”). Any forward-looking statements are qualified in their entirety by reference to the factors discussed in the 2010 Annual Report. Should one or more of these risks or uncertainties materialize, or should the underlying assumptions prove incorrect, actual results may differ significantly from those anticipated, believed, estimated, expected, intended or planned.

Important factors that could cause actual results to differ materially from those in the forward looking statements include: a continued decline in general economic conditions nationally and internationally; decreased demand for our products and services; market acceptance of our products; the ability to protect our intellectual property rights; impact of any litigation or infringement actions brought against us; competition from other providers and products; risks in product development; inability to raise capital to fund continuing operations; changes in government regulation, the ability to complete customer transactions and capital raising transactions.

Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We cannot guarantee future results, levels of activity, performance or achievements. Except as required by applicable law, including the securities laws of the United States, we do not intend to update any of the forward-looking statements to conform these statements to actual results.

---

## Health Claims

Statements made in this presentation have not been evaluated by the Food and Drug Administration. ChromaDex products are not intended to treat, cure, prevent or mitigate any disease. The statements in this presentation are for investor relations and educational purposes only and not intended for consumers or vendors.



# Disclaimers (continued)

---

## Forecasts

All forecasts are provided by management in this presentation and are based on information available to us at this time and management expects that internal projections and expectations may change over time. In addition, the forecasts are entirely on management's best estimate of our future financial performance given our current contracts, current backlog of opportunities and conversations with new and existing customers about our products.

---

# ChromaDex® At a Glance

- ◆ Founded 1999
- ◆ Headquarters: Irvine, CA
- ◆ Analytical Laboratory: Boulder, CO
- ◆ Employees: Approximately 70
- ◆ Publicly-listed in 2008
- ◆ Symbol (Exchange): CDXC (OTCBB)



Irvine, CA



Boulder, CO

- 
- ◆ Total Shares Outstanding- 74.9M (or 101.5M including warrants and options)
  - ◆ 12-month trading range: \$0.53 – \$2.03
  - ◆ 12-month trailing Revenue \$8.33M as of Q3 2011, 18% growth over previous year



# ChromaDex® Management Team



## Jeffrey Himmel CEO

- Chairman & CEO, The Himmel Group
- Key brands:
  - Ovaltine, '92 –'07 (licensed from Novartis, sold to Nestle)
  - Gold Bond Medicated Powder, '90-'96 (sold to Chattem)
- Previous roles:
  - Managing Director, Rothschild, Inc.
  - Vice Chairman & EVP, Jeffrey Martin, Inc.

- B.S. Economics, The Wharton School of Economics & Finance, University of Pennsylvania
- M.S. Taxation, Bentley College
- Certified Public Accountant

## Bill Spengler President

- Previous roles:
  - EVP & CFO, MGI Pharma
  - EVP & CFO, Guilford Pharma
  - President, Osteo-Implant Technology
  - EVP & CFO, Smith & Wesson
  - VP, Black & Decker
  - 14 years at Bristol-Myers Squibb
- Director, Endo Pharmaceuticals

- MBA, New York University, Stern School of Business
- B.A. Economics, Yale University

## Frank Jaksch CSO

- Founded ChromaDex in 1999
- Int'l Subsidiaries Manager at Phenomenex
- Expertise in analytical chemistry, product development in natural products industry

- B.S. Chemistry, Valparaiso
- Member, NSF Joint Committee for Dietary Supplements, American Chemistry Society, American Herbal Products Association

## Tom Varvaro CFO

- Previously CFO of Fast Heat
- Experience in Information Technology, Business Process Development, Accounting, Intellectual Property, Contract and Employment Law

- B.S. Accounting, University of Illinois
- Certified Public Accountant

## Ann Deren-Lewis VP Marketing

- Previously VP at Merz
- Leadership roles at Neutrogena, Genentech, Amgen, GlaxoSmithKline
- Responsible for marketing, sales, product development, and PR for:
  - BluScience
  - Skin Care
  - Other proprietary products

- MBA, Duke University, Fuqua School of Business
- B.S. Accounting, Univ. of North Carolina, Wilmington



# ChromaDex is at an Inflection Point as it Launches **Blū Science™** and Commercializes its Pipeline of Proprietary Products

*Founded*  
1999

*Publicly-listed*  
2008

2011

2012

**Blū Science**

**Proprietary Products**

**Legacy Business**



# ChromaDex's Legacy Business is a Premier Partner with the Natural Products Industry

## Natural product fine chemicals



- Used for QA & R&D
- 3000+ Plant-based fine chemicals
- 800+ Botanicals
- Comprehensive collection of these in form of natural product libraries

## Analytical & chemistry-based services



- Testing for identity, potency, safety
- Manufacturing R&D
- QA / QC & regulatory consulting

### Nutraceuticals



### Food & Beverage



### Cosmeceuticals

ESTÉE LAUDER

### Pharmaceuticals



### Government, Univ, Research Institutions





## The Legacy Business is Positioned For Growth

- ↑ Increased **consumer demand** – natural products industry expected to reach \$243B by 2015<sup>1</sup>
- ↑ Increased **R&D by global blue-chip players** – e.g. Pepsi Global Nutrition Group, Nestle Health Sciences
- ↑ Increased **regulatory scrutiny** – FDA implementation of GMPs and increased auditing activity

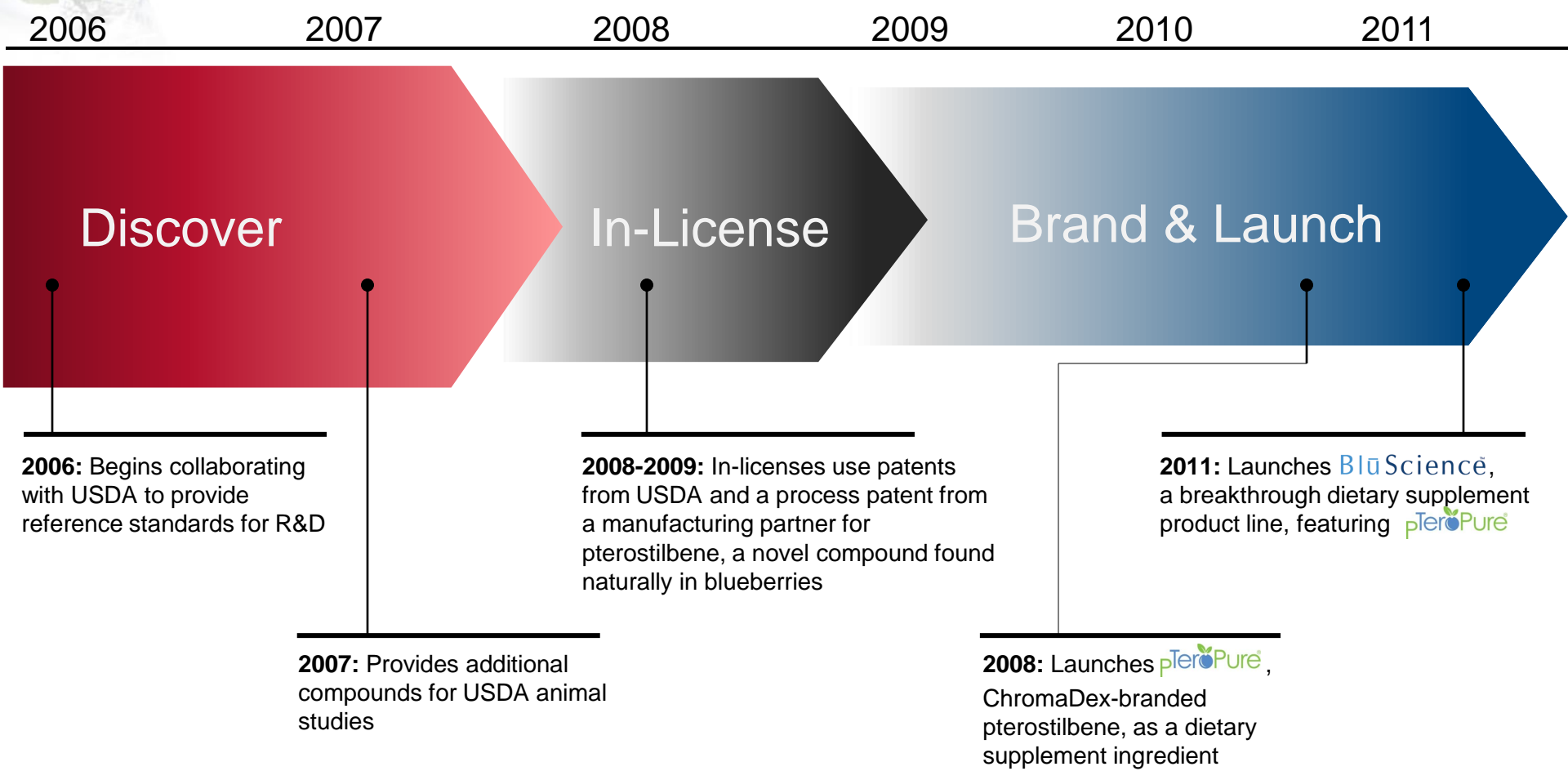
The Legacy activities provide early identification of novel, **proprietary compounds** with health benefits

<sup>1</sup> Global Industry Analysts





# The Legacy Business Fuels a Pipeline of Proprietary Products – the pTeroPure® example





# The Launch of ChromaDex's First Proprietary Product is Underway



The first proprietary compound, sold as an ingredient



ChromaDex's first branded consumer offering, featuring pTeroPure



- ◆ Pterostilbene is a **phytoalexin** (plant defense system) found naturally in blueberries
- ◆ A polyphenol with **high bioavailability** and a long half-life in the body as compared to Resveratrol
- ◆ A proven compound offering safety and health benefits to consumers

**In-licensed patents pending:**

- ◆ Cholesterol (*University of Mississippi*)
- ◆ Oxidative stress / neuroprotection for cognitive function (*University of Mississippi*)
- ◆ Anxiolytic activity (*University of Mississippi*)
- ◆ Manufacturing process (*exclusive partner Aptuit Laurus, FDA and TGA audited*)

**ChromaDex patents pending:**

- ◆ Non-melanoma skin cancer (*jointly with U.C. Irvine*)
- ◆ Cholesterol in combination with statins

Other patent filings under development



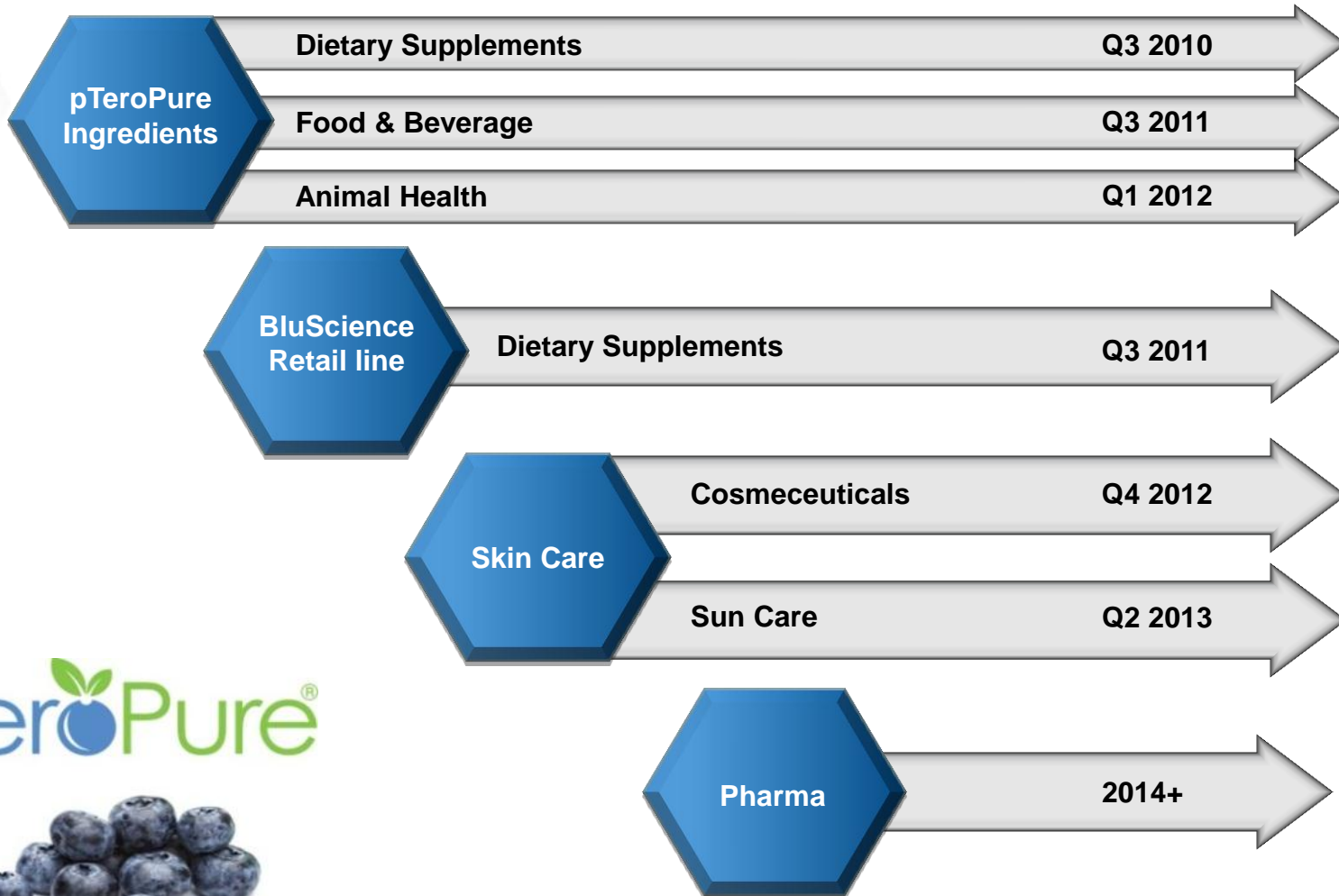
# pTeroPure<sup>®</sup> Highlights

- ◆ Awarded *Frost & Sullivan's* 2010 “**Most Promising Health Ingredient of the Year**”
  
- ◆ **Clinical trial is underway** at the University of Mississippi
  - Double-blind, randomized, placebo-controlled, IRB-reviewed
  - Endpoints: cholesterol levels, triglycerides & blood pressure; oxidative stress markers, safety
  - 80 patients, 4 arms. Eight-week duration of treatment
  - Anticipate trial data to be released in Q2 2012
  
- ◆ **Self-affirmed GRAS<sup>1</sup>** and launched in the Food & Beverage market
  
- ◆ Pursuing **qualified health claim status** with the FDA for cholesterol and heart-health; such claims would further strengthen market position

<sup>1</sup> GRAS = Generally Recognized As Safe; requirement for inclusion in food & beverage products

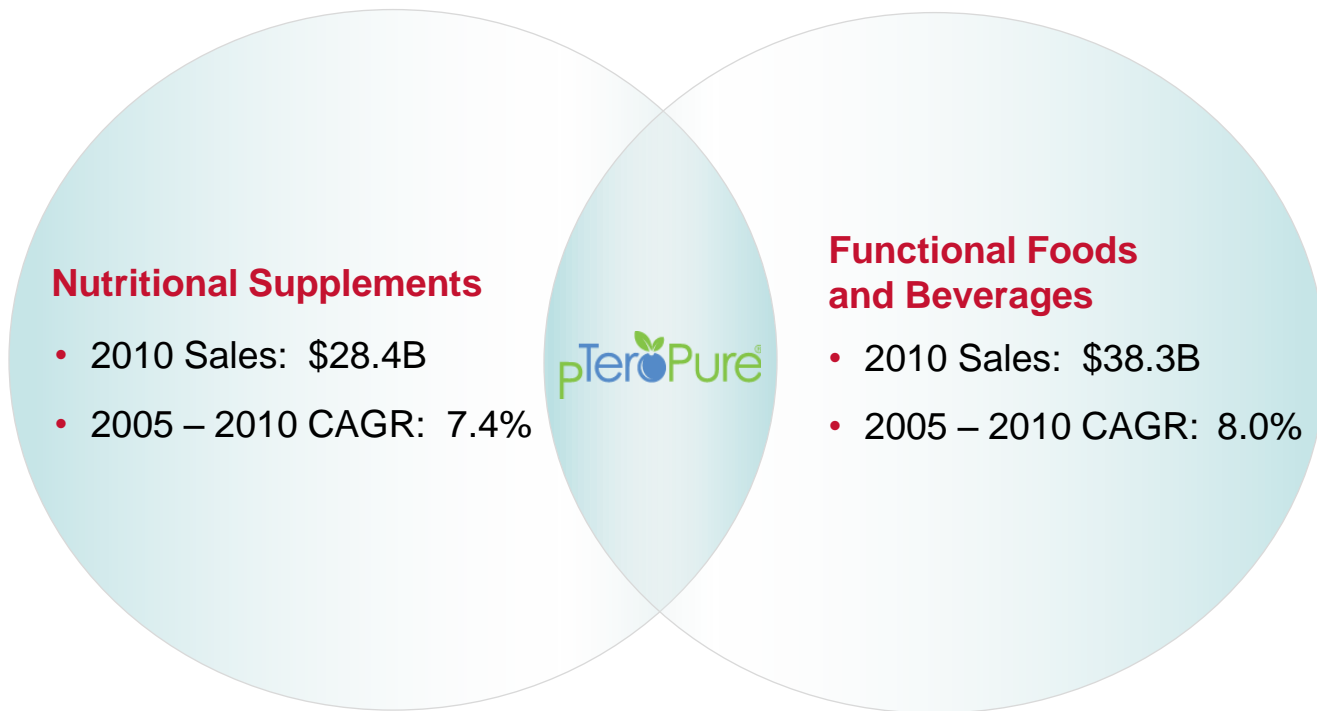


# pTeroPure® has potential in billion-dollar markets





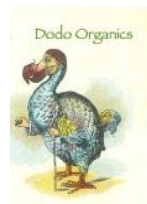
# pTeroPure® Serves Two Large and Growing Markets | 14



**Incorporated into product lines of 15+ early adopters in the supplements market**



**Incorporated into a line of organic foods**



- Organic Blueberry Granola bar
- Organic Date bar



*Revenue from pTeroPure sales as an ingredient to third parties expected to grow from less than \$1M in 2011 to approaching target of **\$20M per year** in 3-5 years.*

**Key drivers:**

- PR efforts on pTeroPure health benefits, tied to clinical studies
- BlūScience advertising campaign sparking pTeroPure adoption
- Leveraging growing awareness of blueberry health benefits

Distribution into food segment planned to be strengthened through partnership with a large company, providing additional revenue upside

# ChromaDex's Branded Supplement Line, Blū Science™, is Rolling out Nationally

## Current offerings

## New SKU in Q1 2012



- Capsules and oral-dissolving melts
- 5 SKUs – anti-aging, heart-health, weight management, focus & energy melt, cognitive function
- Currently in 1600-1800 GNC stores & at GNC.com; launch underway at Walgreens, Drugstore.com, and through the pharmacy distributor, McKesson
- Social media, on-line, and print and media campaign underway



# Blū Science™ is Experiencing Rapid Uptake with Mass Merchants

Targeted Retailers	# of U.S. Locations	Status
	8100	<i>Launched</i>
	1700 (corporate stores)	<i>Launched</i>
	Online retailer	<i>Launched</i>
	5000	
	7000	
	5000	
	4800	
	3600	
	420	
<b>Total outlets</b>	<b>&gt;30,000</b>	

**Goal is distribution at over 30,000 retail locations by year-end 2012**

All forecasts are provided by management in this presentation for illustrative purposes only and are based on information available to us at this time. Management expects that internal forecasts and expectations may change over time.



# Why BlūScience™ is Creating a Buzz Among National Retailers

## Extensive Science

- Potent anti-oxidant pTeroPure® pterostilbene
- Other ingredients selected for widely-accepted health and anti-oxidant benefits, most with clinical studies of their own
- Dosing at efficacious levels
- Clinical trials being conducted

## Distinct Design

- Crisp, clean, “OTC-feel” packaging featuring the blueberry
- Stands out on shelves among traditional supplements

## Comprehensive Marketing

- Partnership with global advertising, media & PR leaders to drive awareness of BlūScience & pTeroPure, centered on the health benefits of pterostilbene



*The combination of all three results in a highly-differentiated dietary supplement offering*





# Blū Science<sup>™</sup> has Aligned Key Partners to Support the Launch into Mass Market

## Awareness



2010 Agency of the Year

## Education

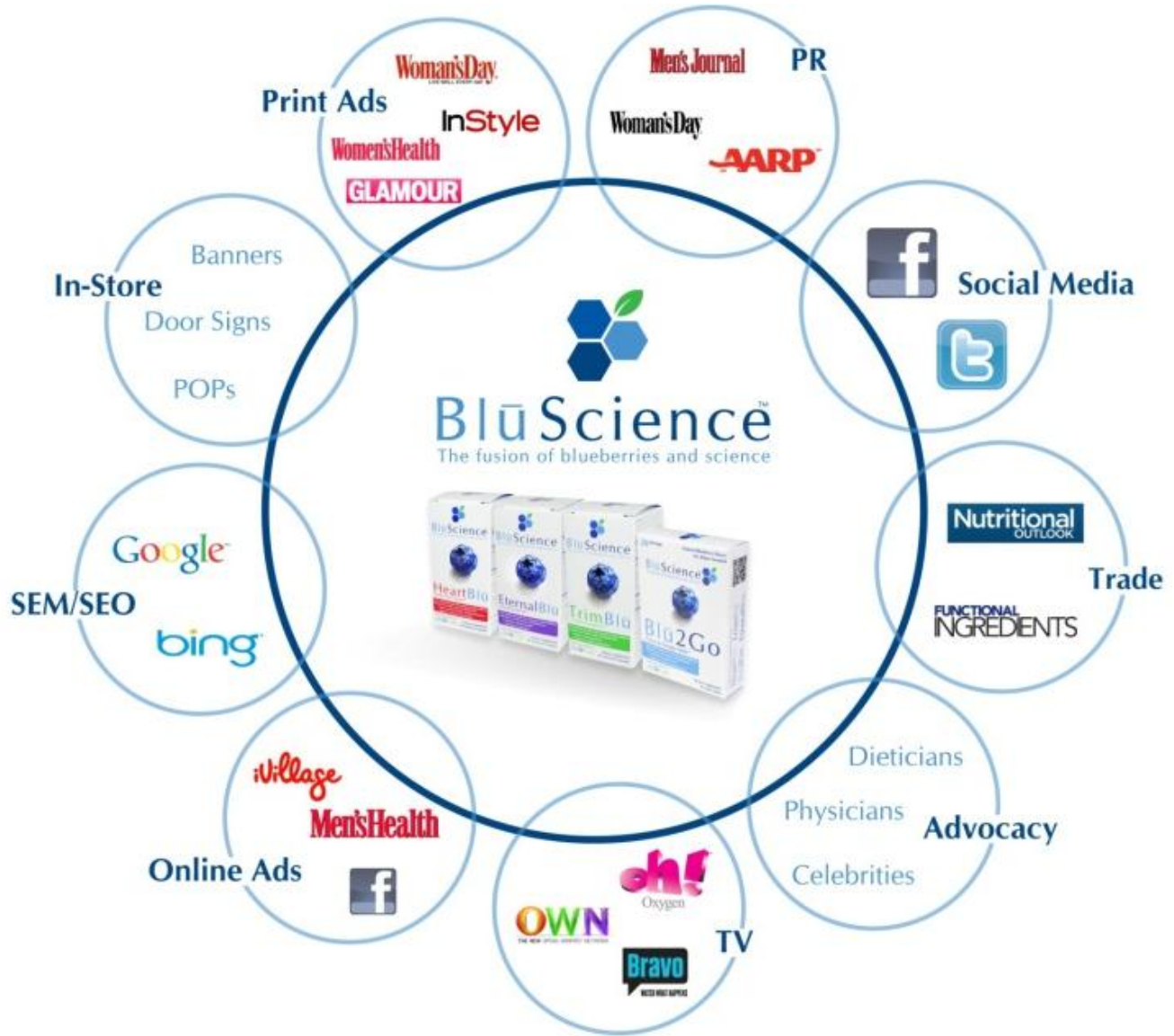


Holmes Report Healthcare Agency of the Decade





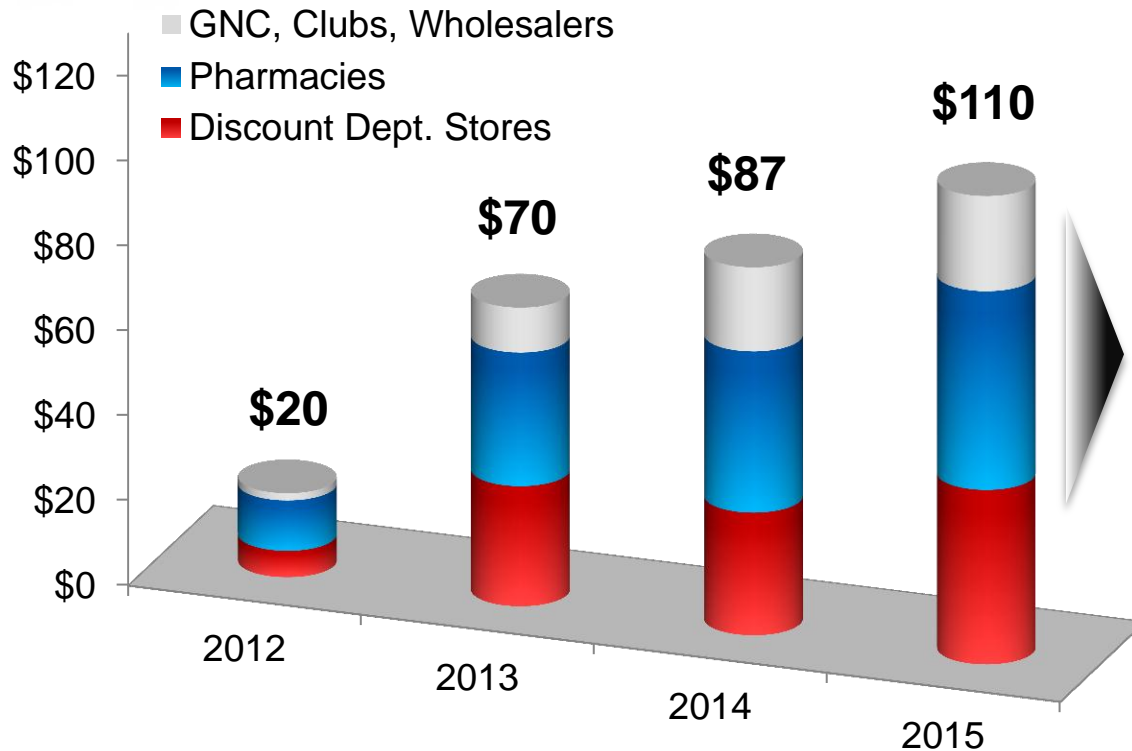
# Detailed Marketing Plans Developed to Support the Blū Science™ Launch



# Blū Science™ Net Sales Forecast<sup>1</sup> at Key Distribution Points



USD (Millions)



*As a % of Net Sales . . .*

	2012	2013 & beyond
Gross Profit	51%	56%
Sales & Marketing expense	43%	19%

<sup>1</sup> Baseline scenario

All forecasts are provided by management in this presentation for illustrative purposes only and are based on information available to us at this time. Management expects that internal forecasts and expectations may change over time.





# pTeroPure<sup>®</sup> has Significant Near-term Potential as a Cosmeceutical

## Science Overview

- Research demonstrates the ability to inhibit skin damage & aging effects caused by oxidative stress
- Promotes skin lightening by inhibiting melanogenesis (darkening of skin)
- Lipophilic structure makes it potentially synergistic with common topical ingredients that effectively cross the skin barrier

*Internal target of growing the cosmeceutical business to revenues of \$10-\$15M per year in 3-5 years*



# pTeroPure<sup>®</sup> has Significant Opportunity in Sun Care, Supported by a Joint Patent with UC Irvine

## The joint patent with UC Irvine:

- Science overview: exposure to UV light activates enzymes (COX-2 and 12-LOX) that damage cellular structure while inactivating proteins (15-PDGH and UGT) that naturally inhibit it
  - The long term damage related to these pathways promotes growth of skin cancer
  - Pterostilbene shown to both **re-activate UGT** and **inhibit COX-2** to prevent the progression of cancer
- *The key claim is using pterostilbene for the **treatment and prevention of skin cancer***

## The commercial opportunity:

- Nearly 2 million people diagnosed with non-melanoma skin cancer annually in the U.S. alone<sup>1</sup>
- Rising demand for effective sunscreens with **limited side effects**
- Market size:
  - Non-melanoma skin cancer: exceeds \$450M<sup>1</sup> but is underserved
  - Sunscreen: \$800M<sup>2</sup> in U.S.

*The sun care business is only targeted to grow to revenues of \$5-\$10M per year in 3-5 years, but longer-term upside is very large*

<sup>1</sup> PharmaVentures

<sup>2</sup> Frost & Sullivan





# The Initial Clinical Study on Cholesterol May Demonstrate Significant Potential for pTeroPure<sup>®</sup> as an Rx Offering

- University of Mississippi study will be the 1<sup>st</sup> in a series of clinical trials on pathway to pharmaceutical approval
  - One-third of hyperlipidemic patients in the trial are on statin therapy; may provide incremental improvement to statins alone, with mitigated side effects
  - May lower cholesterol / triglyceride levels in hyper-lipidemic patients with improvement superior to that of fibrates
  - Data expected in Q1 2012
- Other opportunity areas:
  - Potential non-melanoma skin cancer indication (oral or topical) in support of the joint patent with UC Irvine
  - Oxidative stress (neuroprotectant) and anti-anxiolytic effects may also provide Rx opportunity
- Lovaza<sup>®</sup> story illustrates the Rx potential for pTeroPure and other proprietary ingredients

***The larger pharmaceutical opportunity is not yet forecasted***





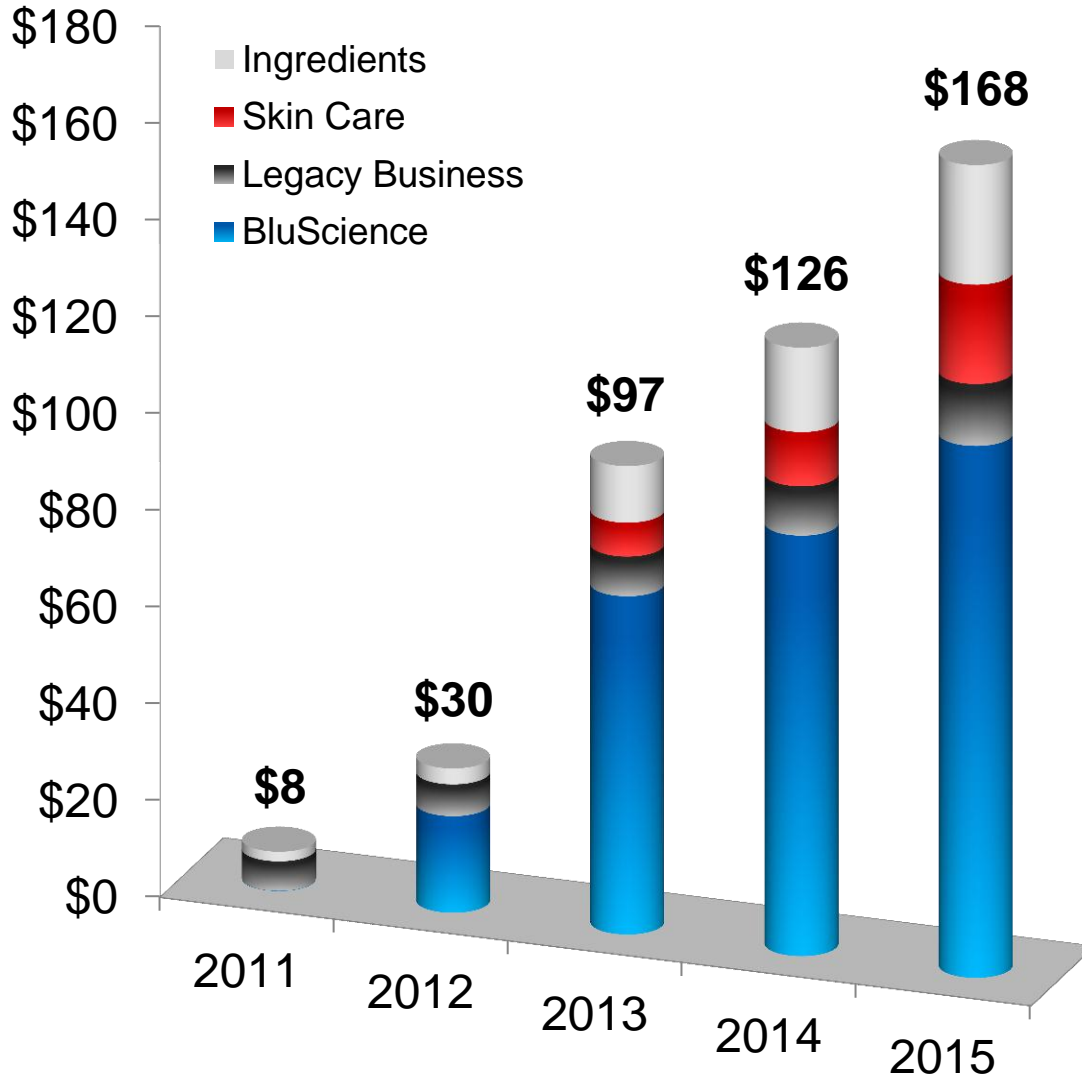
# ChromaDex will Commercialize its Other Proprietary Products while Building a Pipeline of Next-generation Compounds

Compound	Applications	Intellectual Property	
Pterostilbene (pTeroPure)	<ul style="list-style-type: none"><li>• Cholesterol</li><li>• Blood pressure</li><li>• Oxidative stress</li><li>• Cognition</li><li>• Non-melanoma skin cancer</li><li>• Anti-anxiolytic</li></ul>	<ul style="list-style-type: none"><li>• Use patents-pending from University of Mississippi and with UC Irvine</li><li>• Process patent-pending with manufacturing partner</li></ul>	Launched
Anthocyanins	<ul style="list-style-type: none"><li>• Weight loss</li><li>• Diabetes</li></ul>	<ul style="list-style-type: none"><li>• Process patent from SUNY Buffalo</li></ul>	2012
Nicotinamide Riboside	<ul style="list-style-type: none"><li>• Energy</li><li>• Obesity</li><li>• Anti-aging</li></ul>	<ul style="list-style-type: none"><li>• Process patent from Cornell University</li></ul>	2012
Next-generation products	<ul style="list-style-type: none"><li>• Multiple applications</li></ul>	<ul style="list-style-type: none"><li>• Under development</li></ul>	2012+



# Total Company Net Sales Forecasts<sup>1</sup>

USD (Millions)



<sup>1</sup> Baseline scenario

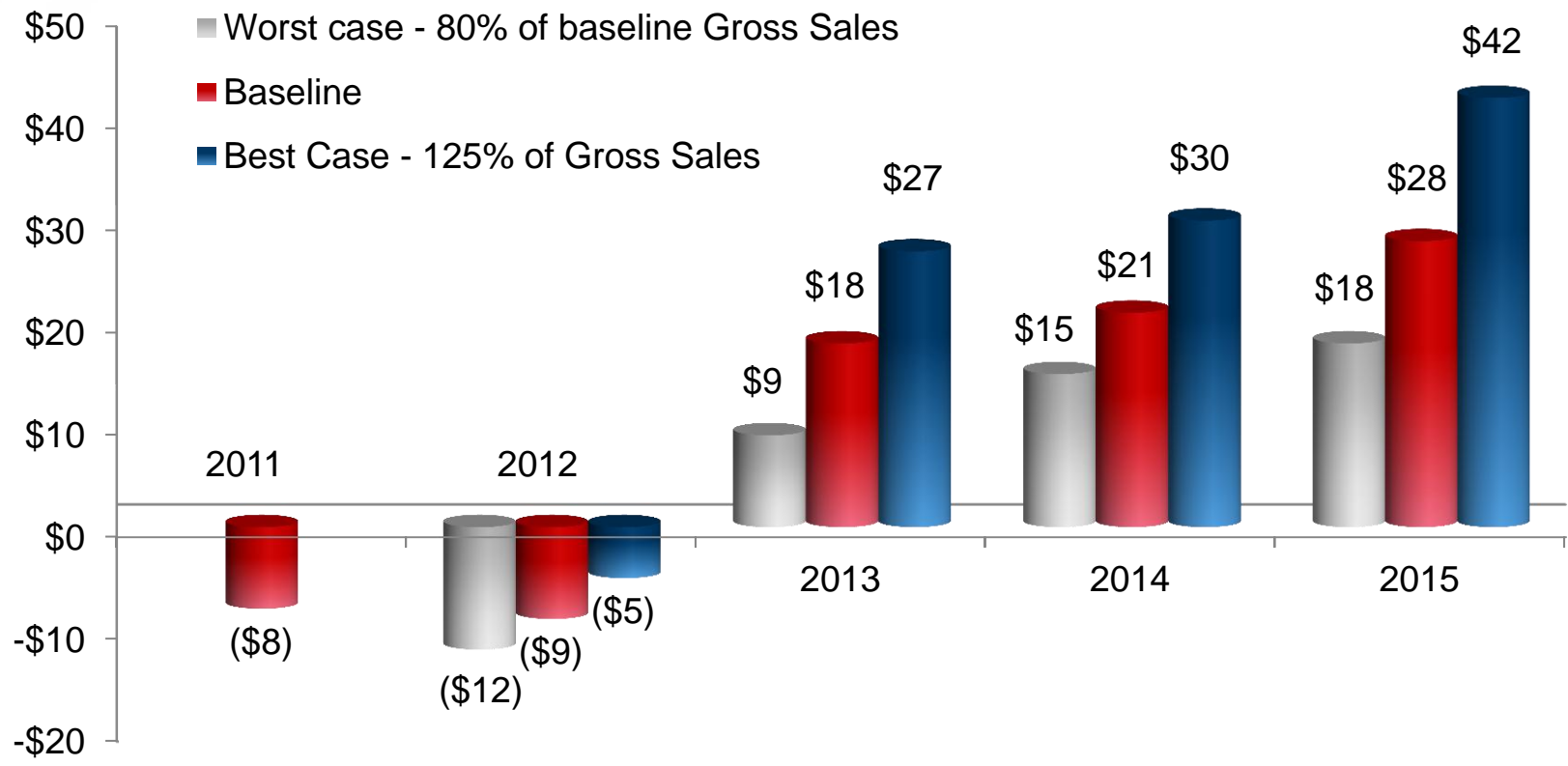
All forecasts are provided by management in this presentation for illustrative purposes only and are based on information available to us at this time. Management expects that internal forecasts and expectations may change over time.





# Blū Science™ Net Income Forecasts

USD Millions



All forecasts are provided by management in this presentation for illustrative purposes only and are based on information available to us at this time. Management expects that internal forecasts and expectations may change over time.



# ChromaDex® In Summary

BlūScience™

- ◆ 1<sup>st</sup> branded dietary supplement line - launched 2<sup>nd</sup> half 2011 at GNC
- ◆ Mass Retail Distribution and Advertising Launch in Q1 2012
- ◆ Features ChromaDex's proprietary and award winning pTeroPure®

Significant Pipeline of Proprietary Products

- ◆ Products and IP with potential in several billion-dollar markets: Dietary Supplements, Food & Beverage, Animal Health, Skin Care, Pharmaceutical

Legacy Business

- ◆ Provides QA & research support to industry, government, and research institutions
- ◆ Fuels pipeline of proprietary products

Internal target for growth from revenues of ~\$8M in 2011 to **\$150-\$200M per year** in 3-5 years

- 1) **Blū Science**<sup>™</sup> is an exceptional new dietary supplement brand with high uptake expected at mass merchant retailers in 2012.
- 2) **pTerōPure**<sup>®</sup>, the first commercialized proprietary compound, has significant potential in billion-dollar markets and is the core ingredient in **Blū Science**<sup>™</sup>
- 3) Other high-value proprietary compounds are identified and in various stages of development.
- 4) The Legacy Business provides a stable source of revenue while providing strategic sourcing of future proprietary compounds.



# Contact Information

## ChromaDex, Inc.

---

10005 Muirlands Blvd., Suite G  
Irvine, CA 92618  
Phone: +1-949-419-0288  
Fax: +1-949-419-0294  
[www.chromadex.com](http://www.chromadex.com)

## Investor Relations

---

Bob Prag, President  
The Del Mar Consulting Group, Inc.  
Phone: 858.794.9500  
[bprag@delmarconsulting.com](mailto:bprag@delmarconsulting.com)

Scott Wilfong, President  
Alex Partners, LLC  
Phone: 425.242.0891  
[scott@alexpartnersllc.com](mailto:scott@alexpartnersllc.com)





# Appendix

## Shareholder summary

<b>Shareholder</b>	<b>Number of Shares</b>	<b>Percent Ownership</b>
Dr. Phillip Frost	14,319,606	19.06%
Frank L. Jaksch Jr.	7,666,652	10.21%
Barry Honig	6,694,597	8.91%
John Liviakis	4,020,961	5.35%
Michael H. Brauser	3,666,425	4.88%
<b>TOTAL</b>	<b>36,368,248</b>	<b>48.41%</b>