



SuppCo Tested: Let's Make Sense of Supplements

ISSUE 02: NAD⁺

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The SuppCo Tested Program

At SuppCo, we believe the supplement industry needs more truth and less blind trust. That's why we created **SuppCo Tested**, an **independent, unsponsored initiative** focused on bringing transparency to the most popular supplement categories on the market.

No brand pays to be included. Every product is purchased anonymously and tested through a third-party laboratory. Our goal is simple: find out what's actually in that bottle.

We launched this program to help consumers make informed choices in a space full of marketing claims, questionable dosing, and label inaccuracies. Each report focuses on a different ingredient category that's gaining widespread attention, and we prioritize **products with large followings, growing hype, or scientific uncertainty**.

Following the overwhelming response to our [Creatine Report](#), we knew we had to keep going. Thousands of readers used that report to change their purchasing decisions, and held brands accountable.

For our second round, we chose one of the **fastest-rising compounds in the longevity and biohacking world: [NAD⁺](#)**.

NAD⁺ supplements have exploded in popularity thanks to endorsements from longevity scientists, content creators, and wellness influencers. And there is a tremendous amount of confusion around them, because you can supplement with NAD⁺ itself, or with its precursors NR and NMN.

While precursors like NR and NMN have some human data behind them, **the same can't be said for NAD⁺**. Yet NAD⁺ is nearly as popular as NMN in SuppCo users' stacks. We wanted to see if these products live up to their label ingredient claims.

What follows is our full NAD⁺ analysis, covering background, label accuracy, heavy metals, and TrustScore breakdown. **We did not test NR or NMN products in this report, though we plan to do that in the future.** We hope this helps you navigate the market and choose better.

As always, it is time to bring transparency to the supplement industry.

Jordan Glenn, PhD
[SuppCo Head of Science](#)



What follows is a comprehensive report including an overview of why NAD⁺ is in the spotlight in 2025. Want to skip straight to the results? The test results can be found on **page 8**.



Why NAD⁺ Has Become So Popular

Nicotinamide adenine dinucleotide (NAD⁺) is one of the most vital molecules in human biology.

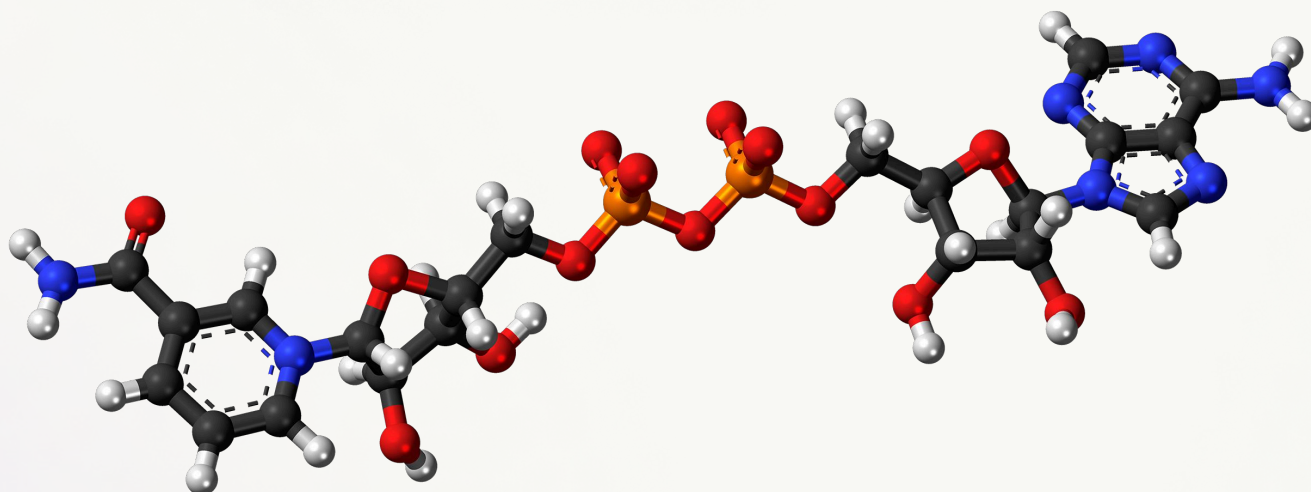
Over the past five years, **NAD⁺ has surged into the spotlight** as a promising molecule in the world of **longevity, metabolic health, and cellular repair**.

Much of this momentum stems from cutting-edge research showing our NAD⁺ levels decline with age, and that restoring those levels may help improve energy metabolism, DNA repair, cognitive function, and mitochondrial performance.

This science has been amplified by **well-known researchers and public figures** in the health optimization world. Harvard's Dr. David Sinclair, a pioneer in aging biology, has brought NAD⁺ and its precursors into the mainstream through books, podcasts, and clinical studies. Others, like Dr. Andrew Huberman, Dr. Rhonda Patrick, and Dr. Peter Attia, have helped explain its mechanisms and experimental uses to broader audiences.

The functional medicine community has also embraced NAD⁺, incorporating it into stacks for fatigue, brain health, and age-related decline. Even Dr. Mark Hyman has included NAD⁺ precursors in his [SuppCo Longevity Protocols](#).

As interest grows, so does the product landscape. Today, dozens of companies sell **NAD⁺ supplements or NAD⁺ precursor supplements**, often marketed with bold anti-aging claims. But with few regulations and limited testing, consumers are left to wonder: do these products contain what they say, and do they even work?





NAD⁺: What It Is, How It Works, Why It Matters

Nicotinamide adenine dinucleotide (NAD⁺) is a powerhouse molecule that we rely on daily. It exists in two forms: NAD⁺ (oxidized) and NADH (reduced), which act as electron carriers in countless metabolic reactions. Together, they support cellular respiration, mitochondrial energy production (ATP), DNA repair, gene expression regulation, and enzyme activity directly linked to aging and longevity.

Essentially... NAD⁺ is really important for long-term health.

NAD⁺ levels decline naturally with age, and lower levels have been associated with fatigue, metabolic issues, cognitive changes, and an increased risk of age-related diseases. These findings have led to a surge in interest from both the research community and health-conscious consumers.

However, simply taking NAD⁺ as a supplement is not so straightforward.

Orally ingested NAD⁺ capsules appear to have poor bioavailability across many studies, meaning the molecule is likely broken down in the digestive tract and never reaches the bloodstream or cells intact. This is why most scientific attention, and many high-quality commercial products, focus on NAD⁺ precursors.

Precursors: The Body's Preferred Route

The two most studied NAD⁺ precursors are:

- 1 **Nicotinamide Riboside (NR)** : A form of vitamin B3 shown to effectively raise NAD⁺ levels in blood and tissues. It's well absorbed orally and has human studies supporting its ability to increase NAD⁺ and improve markers like mitochondrial function and insulin sensitivity.
- 2 **Nicotinamide Mononucleotide (NMN)**: Another direct precursor, one step closer to NAD⁺ than NR. NMN also shows promise in raising NAD⁺ levels in humans, and is under investigation for effects on cognition, cardiovascular health, and aging-related decline.

Both NR and NMN are commonly available as supplements and are considered **safe and well-tolerated** in doses averaging around 500 mg/ day. Though data is still emerging, multiple human trials show they can significantly increase blood NAD⁺ levels without major side effects.

Other NAD⁺ precursors like **nicotinic acid (niacin)** and **nicotinamide (NAM)** also exist, but are less popular due to side-effects or other limitations.



Why We Chose to Test NAD⁺ Itself

Despite the poor oral bioavailability of intact NAD⁺, a growing number of products now market NAD⁺ itself, typically in capsule or recently, liposomal form. In fact, NMN and NAD⁺ are neck and neck in SuppCo user stacks in terms of popularity.

However, the science here is **sparse**. While a few animal studies and niche delivery methods (e.g., intravenous, intranasal) show promise, **there is just not much evidence (yet) that orally consumed NAD⁺ meaningfully boosts cellular levels in humans.**

That's why this testing series focused specifically on validating the contents of **NAD⁺ labeled products**. Trending and easily misunderstood ingredients are common areas for quality issues in the supplement industry.

Not all consumers understand the likely bioavailability disadvantages behind NAD⁺ supplements instead of NMN or NR, so we hypothesized that some brands and manufacturers who prefer to sell NAD⁺ itself may have quality challenges.

Our goal is to see whether these products contain what they claim. Because whether it is more or less bioavailable, you will never reap any benefit without actually getting the active ingredient.

Dosing Considerations

There is **no established optimal dose** for NAD⁺ itself. For NR and NMN, typical daily doses in clinical trials range from **250 mg to 1,000 mg**, sometimes higher in exploratory studies.

For NAD⁺ supplements, the general dosing recommendation is around 500 mg/ serving. However, claimed label doses vary dramatically, from 100 mg to over 1,500 mg per serving; without clear justification or clinical validation.

This makes **label accuracy especially critical**, since the efficacy (or lack thereof) depends not just on the form of NAD⁺, but on whether it's present in any usable quantity at all.

Safety Profile

So far, studies on NAD⁺ precursors report **low risk of side effects**. The most common complaints are mild: nausea, flushing (with niacin), or digestive discomfort at higher doses.

However, **long-term efficacy and safety data are limited**, particularly with high-dose NAD⁺ or with newer formulations claiming liposomal or nanoparticle delivery.



What We Tested, and What We Found

We selected **10 of the most popular NAD⁺ supplements** stacked on SuppCo, all labeled as specifically containing NAD⁺ as the active ingredient (not precursors such as NR or NMN).

Each product underwent 3rd party testing through an ISO 17025 certified lab. If a supplement brand failed, it went through **an additional second round of testing for failure confirmation.**

How Do We Buy Our Products?

SuppCo purchased all products for this edition of this issue from **Amazon's marketplace**, as some of the brands are only available on Amazon. We ensured that we were always **buying directly from the brand's Amazon seller account** and not from a secondary seller. We keep a clear, verifiable track record of all our orders, and have lot numbers and screenshots for each product we purchase. For obvious reasons, we do not allow brands to send products to us directly, nor are brands notified beforehand that their products are being tested.

We looked at three key quality markers:

NAD⁺ Per Serving (mg): The amount of NAD⁺ measured in each serving. **Pass/Fail** was determined by whether a product met **at least 95% of the labeled NAD⁺ content.**

Percent of Label Claim (%): Measured NAD⁺ compared to what's claimed on the label

Heavy Metals (µg/serving): Lead, mercury, cadmium, and arsenic levels evaluated using California Prop 65 standards


As they did with our Creatine testing series, the results both surprised and disappointed us.



Five Out Of The 10 NAD⁺ Products **Failed** Our Testing, With Almost 0 NAD⁺

Most of the 5 failing products were in the top 10 of NAD⁺ usage in SuppCo's database, and clearly failed testing with minimal or no NAD⁺.

Additionally, one best-selling product was a special case. It lightly failed its first test, passed its second test, and raised a significant CAUTION flag from our team. This product's labeling raised significant questions under FDA labeling guidelines such as 21 CFR §101.36 and 21 CFR §101.18, to a point where buyers may not understand the actual dose they are getting.

 Product	NAD ⁺ (mg) Claimed	Actual NAD ⁺ (mg) Measured	% of Label Claim	Testing Result*
Thinbi NAD ⁺	300	310.43	103.48%	PASSED
Double Wood NAD ⁺	500	498.01	99.60%	PASSED
NatureBell NAD ⁺	350	340.79	97.37%	PASSED
Rho Nutrition Liposomal NAD ⁺	100	96.85	96.85%	PASSED
Wellness LabsRx NAD ⁺	1,200	27.93	2.33%	FAILED
APU.Fairy NAD ⁺	1,500	5.94	0.40%	FAILED
TKTalker NAD ⁺	1,500	4.79	0.32%	FAILED
Aumeto NAD ⁺	350	0.39	< 0.1%	FAILED
Maripolio Liposomal NAD ⁺	1,000	0	0.00%	FAILED
**Cata-Kor NAD ⁺ Advanced	500mg with ≥ 50% NAD ⁺	First Result 231.70 Second Result 324.80	First Result 92.40% Second Result 129.92%	CAUTION 1 Fail, 1 Pass

*These findings represent our testing of specific product batches and should not be interpreted as applying to all products from these manufacturers
 ** See pg 13-14 for a deep dive into Cata-Kor's results



Breaking Down the Results

Key Takeaways

- ① **4 Products Passed**, meeting or exceeding 95% of the claimed NAD⁺ per serving.
- ② **5 Products Failed Completely**, with one showing **0% of claimed NAD⁺**, three under 0.5%, and one at 2.33%.
- ③ One additional product raised a clear **CAUTION** from our team. Cata-Kor's NAD⁺ is a unique case that failed the first round of testing, but passed the second round, while raising flags about its labeling (see detailed breakdown on pg 13-14).
- ④ **Heavy Metals** were not a concern in these products as none exceeded Prop 65 thresholds

To ensure accuracy and rule out testing anomalies, all products that failed our initial NAD⁺ testing were re-tested a second time using the same independent laboratory and methodology.

We believe **duplicate testing is essential** when a product does not meet label claims; this eliminates the risk of lab error, or sample mishandling. This approach strengthens the reliability of our findings and reinforces the standard of scientific rigor we apply to every SuppCo Tested evaluation.

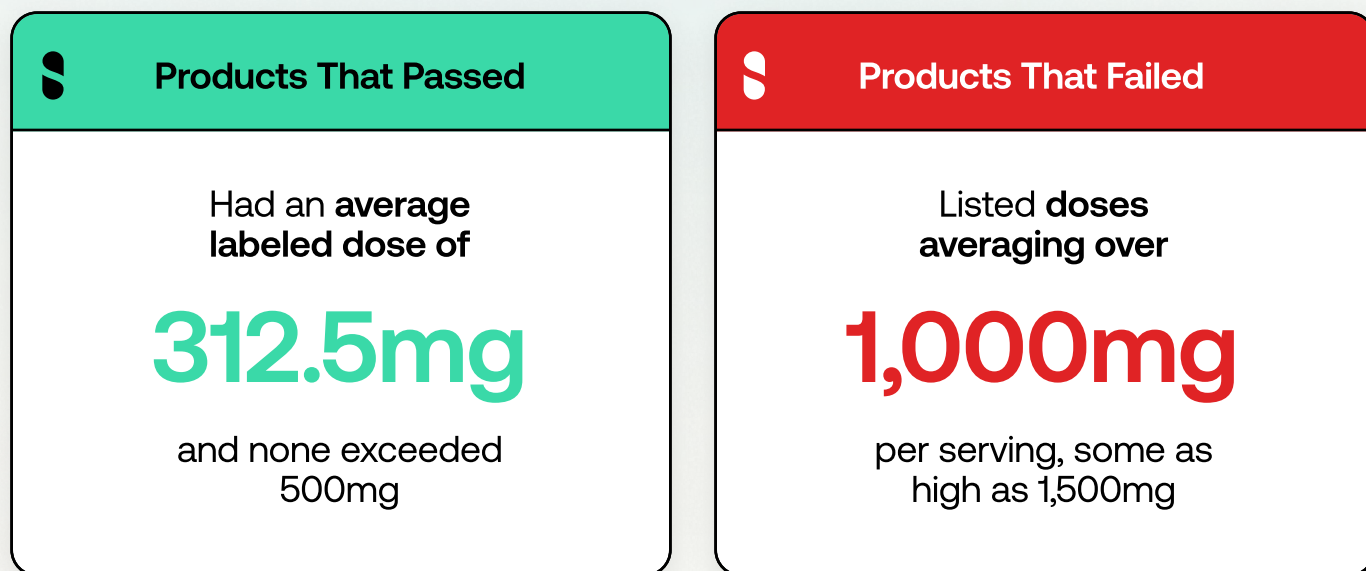
Five products again failed their follow-up testing with results consistent with the first, while Cata-Kor passed its second round of testing.



Using Excessive Dosage As a Red Flag

There is currently no officially established daily dosage for NAD⁺ supplementation. However, based on emerging research and recommendations, most credible products suggest **serving sizes up to 500 mg**. Why does this matter?

When we compared the products that passed vs. failed our testing, a clear pattern emerged:



This trend suggests higher label dosages may sometimes be a cover for inflated label claims. While consumers often equate higher doses with better value, **“more” doesn’t always mean “better,” or even real.**


A good rule of thumb? If a product promises a massive dose at a surprisingly low price, **it’s worth a closer look.** In many cases, paying for a realistic, well-formulated serving may offer more reliable quality, and fewer surprises when tested.



When It's Good... It's Really Good

Four of the products tested passed with flying colors. Brands like Thinbi, NatureBell, Double Wood, and Rho Nutrition got things right.


- **Thinbi went above and beyond**, exceeding their label claims with 103% of the listed NAD⁺ present
- Rho Nutrition, NatureBell and Double Wood were strong performers, **all listing well above the 95% threshold for passing**; well deserving of consumer trust



THINBI >
NAD+ Complex
5.44 POOR

Servings	Price/serv	From	Format
30	\$1.33	\$39.97	Capsule


Thinbi
103.48%
of Label Claim



DOUBLE WOOD SUPPLEMENTS >
NAD+ 500mg
8.38 VERY GOOD

Servings	Price/serv	From	Format
30	\$1.00	\$29.95	Capsule


Double Wood
99.60%
of Label Claim



NATUREBELL >
NAD+
7.19 GOOD

Servings	Price/serv	From	Format
80	\$0.34	\$26.99	Capsule

NatureBell
97.38%
of Label Claim



RHO NUTRITION >
Liposomal NAD+
8.00 VERY GOOD

Servings	Price/serv	From	Format
30	\$1.87	\$55.95	Liquid

Rho Nutrition
96.85%
of Label Claim

As noted earlier, research suggests NAD⁺ may have limited oral bioavailability, which can create an issue with direct supplementation. But independent of this concept, the passing grades indicate a level of brand quality and give strong indications that other products provided by these brands are likely to receive similar results.

With regard to delivery, it should be noted that **Rho Nutrition's NAD⁺** is marketed for **liposomal delivery of NAD⁺**, which is an ingredient encapsulation method that has been shown to enhance bioavailability of other forms of nutrients.

Delivery is a hot button topic here. **“Liposomal” was mentioned on 5 of the products tested**, with Rho Nutrition being the only product marketing a liposomal option that passed. Maripolio, APU.Fairy, and Wellness LabsRx all list liposomal on their products, but failed testing. Cata-Kor which received a “Caution” listed liposomal on their label as well.

While we are still waiting on peer-reviewed clinical trials to help justify the claims behind the effectiveness of liposomal delivery for NAD⁺, it is great to see companies like Rho Nutrition trying to improve bioavailability while keeping their manufacturing pure and clean.




The Issues Are Far Reaching

On the SuppCo platform, Rho Nutrition's passing Liposomal NAD⁺ holds the #1 spot in popularity for NAD⁺ supplements (others like Double Wood and Thinbi hold strong in our top 10).

However, Cata-Kor's NAD⁺ Advanced, which lightly failed its first test and passed its second, holds the #2 spot; and brands that directly failed, such as Wellness LabsRx, and Maripolio, also fall within our top 10 most popular NAD⁺ supplements.

Unfortunately, these products are not just popular on SuppCo, they are big sellers on Amazon too. When it comes to monthly Amazon sales, products that failed like Wellness LabsRx and Aumeto each had over 7,000 products purchased in the last month. Maripolio and APU Fairy each had over 3,000 and TKTalker had over 2,000 purchased.



NAD Supplement, 1500mg - Liposomal NAD⁺ Supplement with Resveratrol, NAD⁺ Boosting - Support Cellular Health, Stamina & Healthy Aging - Ultra Strength Capsules, USA Made

Visit the Wellness LabsRx Store

30+ bought in past month

-10% \$125 (86.24 / count)


One-Time Price: \$138.89

With Amazon Business, you would have saved \$241.86 in the last year. Create a free account and save up to 10% today.

Thank you for being a Prime member. Get a \$200 Gift Card. Pay \$0.00 upon approval for Prime Visa. No annual fee.

Size: 90 Count (Pack of 1)

45 Count (Pack of 1)	90 Count (Pack of 1)	180 Count (Pack of 1)
\$125.00	\$250.00	\$500.00
\$1.39 / count	\$2.78 / count	\$2.78 / count
Brand: Wellness LabsRx	Brand: Wellness LabsRx	Brand: Wellness LabsRx
Form: Capsule	Form: Capsule	Form: Capsule
Item Type: Dietary Supplement	Item Type: Dietary Supplement	Item Type: Dietary Supplement



NAD⁺ Supplement with Nicotinamide Riboside NR, Resveratrol, Quercetin - Cellular Energy & Repair, Vitality, Healthy Aging (90 Count (Pack of 1))

Visit the AUMETO Store

30+ bought in past month

-25% \$14 (81.17 / count)

List Price: \$18.67

Prime Two-Day

Thank you for being a Prime member. Pay \$14.00 \$0.00 for this order. get a \$200 Amazon Gift Card upon approval for the Amazon Business Prime Card. Terms apply. Learn more.

Style: 90 Count (Pack of 1)

Brand: AUMETO

Item Type: Capsule

Primary: Vitamin B3


Form: Capsule

Item Type: Dietary Supplement

Flavor: Unflavored

About this item

- AMAZING CONVENIENCE — Experience a remarkable



NAD Supplement, Nicotinamide Riboside, NAD 2000MG Liposomal Supplements for Women & Men, Liposomal Nicotinamide Riboside Resveratrol for Anti-Aging, Energy, Focus 120 Capsule (120)

Visit the Fairy Store

30+ bought in past month

-26% \$16 (86.14 / count)

List Price: \$21.00

Prime Two-Day

Thank you for being a Prime member. Pay \$16.00 \$0.00 for this order. get a \$200 Amazon Gift Card upon approval for the Amazon Business Prime Card. Terms apply. Learn more.

Style: 120 Capsule (Pack of 1)

Brand: Fairy

Item Type: Capsule

Primary: Vitamin B3


Form: Capsule

Item Type: Dietary Supplement

Flavor: Unflavored

About this item

- AMAZING CONVENIENCE — Experience a remarkable



Liposomal NAD⁺ Supplement 1000 mg | Highest NAD Potency | Max Absorption | Pure NAD Supplement | Energy and DNA Repair, Aging Defense, Brain Function | 60 Softgels

Visit the Maripolio Store

30+ bought in past month

-10% \$123 (86.24 / count)


One-Time Price: \$138.89

With Amazon Business, you would have saved \$241.86 in the last year. Create a free account and save up to 10% today.

Thank you for being a Prime member. Get a \$200 Gift Card. Pay \$0.00 upon approval for Prime Visa. No annual fee.

Size: 60 Count (Pack of 1)

30 Count (Pack of 1)	60 Count (Pack of 1)	120 Count (Pack of 1)
\$61.50	\$123.00	\$246.00
\$2.05 / count	\$2.05 / count	\$2.05 / count
Brand: Maripolio	Brand: Maripolio	Brand: Maripolio
Form: Softgel	Form: Softgel	Form: Softgel
Item Type: Dietary Supplement	Item Type: Dietary Supplement	Item Type: Dietary Supplement



NAD Supplement 2000 Mg - 120 Capsules True NAD + Resveratrol, NMN Alternative Liposomal NAD⁺ for Women & Men, Support Cellular Health, Stamina & Healthy Aging - Ultra Strength Capsules

Visit the TKTALKER Store

30+ bought in past month

-26% \$16 (86.22 / count)

List Price: \$21.00

Prime Two-Day

Thank you for being a Prime member. Pay \$16.00 \$0.00 for this order. get a \$200 Amazon Gift Card upon approval for the Amazon Business Prime Card. Terms apply. Learn more.

Style: 120 Capsules (Pack of 1)

Brand: TKTALKER

Item Type: Capsule

Primary: Vitamin B3

Form: Capsule

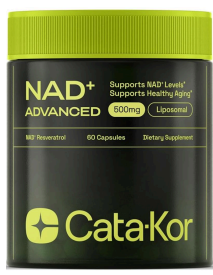
Item Type: Dietary Supplement

Flavor: Unflavored

About this item

- AMAZING CONVENIENCE — Experience a remarkable

Cata-Kor sold over 60,000 products purchased on Amazon in the last month. Our analysis of their label on the next page indicates that **some of these 60,000 customers may have believed they were getting 500 mg of NAD⁺, not 231 mg or 324 mg, as our tests showed.**



NAD⁺ ADVANCED 500mg Liposomal

Supports NAD⁺ Levels, Supports Healthy Aging

Visit the CataKor Store

30+ bought in past month

-15% \$38 (86.24 / count)

List Price: \$45.00

Prime Two-Day

Thank you for being a Prime member. Pay \$38.00 \$0.00 for this order. get a \$200 Amazon Gift Card upon approval for the Amazon Business Prime Card. Terms apply. Learn more.

Style: 60 Capsules (Pack of 1)

Brand: CataKor

Item Type: Capsule

Primary: Vitamin B3

Form: Capsule

Item Type: Dietary Supplement

Flavor: Unflavored

About this item

- AMAZING CONVENIENCE — Experience a remarkable



What Happened With Cata-Kor?

With regard to Cata-Kor specifically, we took extra steps to ensure accuracy in our testing. The brand is extremely popular as the #2 NAD⁺ on SuppCo, and has both reformulated and rebranded several times, and also reported counterfeiters. So we had to ensure we had the latest authentic product.

For our first test of Cata-Kor's NAD⁺ Advanced product, we purchased directly from their Amazon storefront, and validated that the product tested by the lab was an exact match to their updated branding and supplement facts. Then for our second test, we went out of our way to purchase specifically from their direct to consumer site, not from Amazon.

All of the branding and designations for both tests were correct and in-line with the current version being sold.





When The Label Gets In The Way

Warning... this section gets very nerdy.

Cata-Kor's NAD⁺ Advanced proved especially difficult to evaluate, not necessarily because of the test results, but because of how their label is constructed. On the front of the bottle, what is called the Principal Display Panel of the product clearly indicates it delivers **500 mg of liposomal NAD⁺**.

However, the Supplement Facts panel on the back tells a different story: it refers to 500 mg of a different ingredient: a proprietary trademarked blend of "LipoNAD™ Liposomal β-NAD+ ≥ 50%".

In other words, when you read the ingredient name very, very carefully, the Supplement Facts only guarantee that the product contains **250 mg of actual NAD⁺** as part of the blend.

To the average consumer, and even to many health professionals, the Principal Display panel strongly implies that you're getting 500 mg of NAD⁺ per serving.

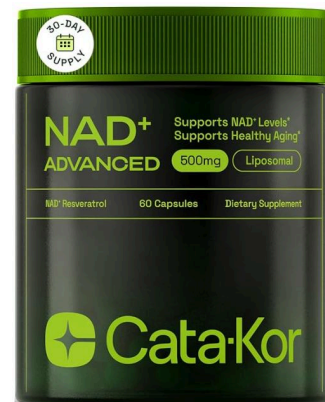
This labeling raises questions under 21 CFR §101.36 and 21 CFR §101.18, the FDA labeling guidance governing dietary supplements. There are a number of potential issues here, but most explicitly in this case, we point to a mismatch between the Principal Display Panel ingredient claimed and the Supplement Facts claim.

FDA warning letters have consistently held that Principal Display Panels should not imply quantities that are not matched by the Supplement Facts panel.

Despite this, for legal reasons SuppCo very conservatively chose to evaluate Cata-Kor's test results based on their NAD⁺ ≥ 50% Supplement Facts panel claim. This is why Cata-Kor only failed its first test, with 231 mg of NAD⁺ and just 92% of the NAD⁺ ≥ 50% claim, but passed its second, with 324 mg of NAD⁺.

At SuppCo, we review hundreds of supplement labels, and it's rare to find one that makes our team pause as much as this one did.

While we will not speculate on intent, we do believe that clear labeling is fundamental to consumer trust. When it takes a microscope (or a second look from experienced scientists) to decode what's actually in a product, many consumers may not understand what they are purchasing.



Supplement Facts	
Serving Size: 2 Capsules; Servings Per Container: 30	
Amount Per Serving: DV%	
LipoNAD™ Liposomal β-NAD+ ≥ 50%	500 mg **
Trans-Resveratrol	50 mg **
** Daily Value (DV) not established	
Other Ingredients: Sunflower (Helianthus annuus) Lecithin, Silicon Dioxide, Magnesium Stearate, Microcrystalline Cellulose, Vegetable Cellulose (Capsule).	




Heavy Metals: Aligned with Prop 65 Standards

As part of our quality assurance process, we tested each NAD⁺ product for the presence of four key heavy metals: **lead, mercury, cadmium, and arsenic**. These elements can enter supplements through raw materials, environmental exposure during sourcing, or contamination during processing.

After correcting for per-serving amounts, **none of the products in this report exceeded Prop 65 limits**, and most had **extremely low or non-detectable levels** of all four metals. This is a reassuring sign, especially for supplements designed for daily use.

Still, we believe that testing for heavy metals remains an essential part of any third-party evaluation. Even when contamination is minimal, **heavy metals like lead and arsenic bioaccumulate over time**, and Prop 65 sets intentionally conservative thresholds to reduce long-term exposure risk.

 Product	Test Results (Based on Prop 65 Limits)			
	Lead	Mercury	Cadmium	Arsenic
Thinbi NAD ⁺	PASSED	PASSED	PASSED	PASSED
Double Wood NAD ⁺	PASSED	PASSED	PASSED	PASSED
NatureBell NAD ⁺	PASSED	PASSED	PASSED	PASSED
Rho Nutrition Liposomal NAD ⁺	PASSED	PASSED	PASSED	PASSED
Maripolio Liposomal NAD ⁺	PASSED	PASSED	PASSED	PASSED
Wellness LabsRx NAD ⁺	PASSED	PASSED	PASSED	PASSED
APU.Fairy NAD ⁺	PASSED	PASSED	PASSED	PASSED
TKTalker NAD ⁺	PASSED	PASSED	PASSED	PASSED
Aumeto NAD ⁺	PASSED	PASSED	PASSED	PASSED
Cata-Kor NAD ⁺ Advanced	PASSED	PASSED	PASSED	PASSED



Lining Up Data to TrustScore

At SuppCo, we talk a lot about TrustScore, our proprietary rating system that scores brands and products on a 10-point scale based on their ability to deliver against 29 key quality attributes.

What Goes into a Score?

All the NAD⁺ products tested were meticulously examined by our team by the following criteria:



Manufacturing Standards

Manufacturing standards analyzed to ensure that a dietary supplement meets brand specifications and adheres to federal safety and quality regulations.



Brand Certifications

Third-party certifications designed to verify that a brand meets a stringent and standardized set of quality requirements based on independent testing and evaluation of its finished products.



Product Certifications

Third-party certifications aggregated to verify if a products meet a stringent set of testing or quality standards from certifications such as NSF Certified for Sport, USDA Organic and more.



Product Quality Indicators

Product quality indicators highlighting areas where a supplement's ingredients may surpass standard regulations to ensure high quality, even in the absence of third-party certification.



Testing Benchmarks

Testing benchmarks denoting if a brand performs cGMP required testing and if it may follow non-compulsory standards such as testing at an ISO 17025 accredited lab and publishing COAs.



Technical Innovation

Innovation criteria designed to check if a brand backs up the scientific validity and efficacy of its products by performing clinical studies or including doctors and scientists on its leadership team.



Reviewing the Correlation Between NAD⁺ Results and TrustScore Ratings

Our internal **TrustScore system** rates supplements based on transparency, formulation quality, and company practices. While it isn't based on lab testing, it often reflects overall product quality.


Here's what we saw:

Products That Passed NAD⁺ Testing:
Had higher TrustScores, averaging **7.25**.

Products That Failed NAD⁺ Testing:
Had significantly lower scores, averaging **4.69**.

We did not include Cata-Kor in these calculations given the split testing and label concerns.

NAD⁺ Product TrustScores, Ratings, and Testing Outcomes

 Product	TrustScore	Rating	SuppCo Tested Outcome
Double Wood NAD ⁺	8.38	VERY GOOD	PASSED
Rho Nutrition Liposomal NAD ⁺	8.00	VERY GOOD	PASSED
Cata-Kor NAD ⁺ Advanced	7.31	GOOD	CAUTION
NatureBell NAD ⁺	7.19	GOOD	PASSED
Wellness LabsRx NAD ⁺	5.94	POOR	FAILED
Thinbi NAD ⁺	5.44	POOR	PASSED
Maripolio Liposomal NAD ⁺	4.81	POOR	FAILED
APU.Fairy NAD ⁺	4.44	POOR	FAILED
Aumento	4.44	POOR	FAILED
TKTalker NAD ⁺	3.81	POOR	FAILED

This data reinforces that our **TrustScore system can be a reliable signal of product quality**. While TrustScores are calculated independently from lab testing, based on factors like transparency and brand accountability, we consistently see higher-scoring products performing better in objective testing; a good reminder that **strong formulation practices and honest labeling often go hand-in-hand**.

It should be noted that to date, products with a TrustScore of 8.0 or higher have consistently passed our testing.



Where We Go From Here

At SuppCo, we believe that supplements should work, and that what's on the label should match what's in the bottle. Unfortunately, as we've seen again with NAD⁺, that's not always the case. This isn't just about one molecule. It's a reflection of an industry that too often operates without verification, where claims frequently go unchecked and quality varies dramatically from one product to the next.

The **SuppCo Tested Program** is our answer to that problem. We're building a future where **trust is earned, not assumed**, through independent testing, clear data, and transparency that helps you cut through the noise.

But this is just the beginning.

Our mission is to expand this work across **every major supplement category**, from popular compounds like creatine, protein, and magnesium to niche nootropics, adaptogens, hormone regulators, detox blends, and sleep aids. We will certainly come back to test NR and NMN products in the near future. Wherever there's hype, confusion, or inconsistency, we'll be there to test the claims and surface the truth.

Our lab testing is just one piece of a broader ecosystem. We're combining that with **formulation science, clinical research**, and **user-reported outcomes** on our platform to paint the full picture of supplement effectiveness.

Because ultimately, this isn't just about exposing poor products. It's about **elevating the whole industry**, so that the best products rise to the top, and consumers are empowered with real, data-driven choices.

Thank you for being part of this journey. Stay tuned... we have already started on our next batch.

Jordan Glenn, PhD
[SuppCo Head of Science](#)

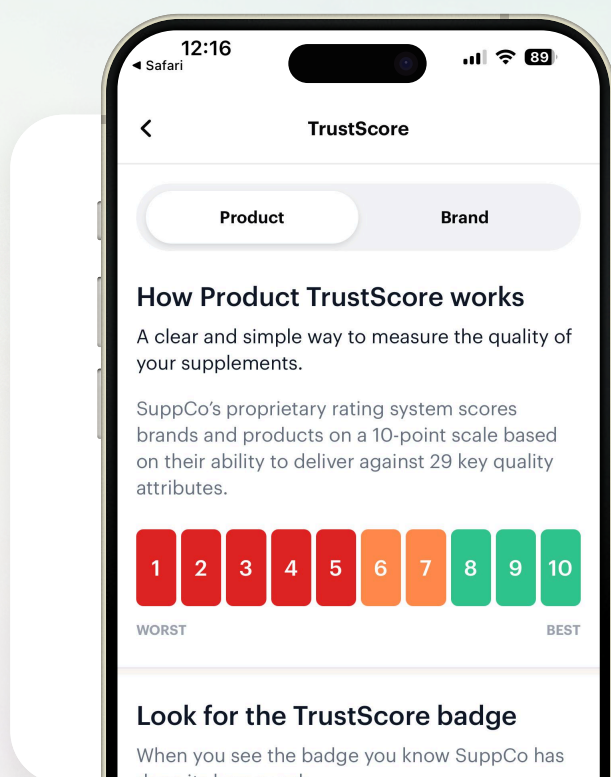




Let's Make Sense of Supplements

If you found this report helpful, there's a lot more waiting for you inside the SuppCo app. From TrustScores for over 20k rated products that you can search by nutrient, to a personalized analysis of your stack, to Expert Protocols from Dr. Mark Hyman, Dr. Robin Berzin and more, SuppCo is designed to help you make smarter, more confident health decisions.

Whether you're just getting started with creatine or want to explore other supplements that fit your goals, the SuppCo app gives you science-backed guidance without the hype. It's free to explore and packed with tools to help you cut through the noise. [Download](#) the SuppCo App to get started.



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