

NAD

Description

NAD (Nicotinamide Adenine Dinucleotide) is a naturally occurring coenzyme present in all living cells and essential for cellular energy metabolism. Structurally, NAD is a dinucleotide consisting of two nucleotides, adenine and nicotinamide, linked through their phosphate groups. As a key molecule in cellular energy production, particularly within the mitochondria, NAD supports cellular vitality, renewal, and repair processes.

NAD levels naturally decline with age, which may affect cellular function and skin resilience. By supporting cellular energy metabolism, NAD helps promote skin regeneration, improve skin vitality, and enhance the skin barrier. It contributes to smoother, more resilient skin, helps reduce the appearance of fine lines and wrinkles, and supports protection against environmental stressors, moisture loss, redness, irritation, and other visible signs of skin aging.

Efficacy

- protects against oxidative stress
- helps soothe sensitive and irritated skin
- supports collagen production for firmer-looking skin
- helps reduce the appearance of fine lines and wrinkles
- enhances skin firmness and resilience
- promotes a brighter and more even skin tone
- improves microcirculation

Appearance

white to almost white powder

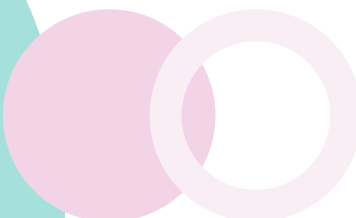
INCI

Nicotinamide Adenine Dinucleotide

Registration

CAS-No.....53-84-9

EC-No.....200-184-4



The power behind cosmetics!
Nature & Science in perfect balance

NAD

Preservatives / Stabilizers

none

Characteristics

loss on drying.....<= 10 %
assay.....>= 95 %
purity.....>= 98 %

Application

daily cosmetics
creams and lotions
face mask
toner

Application concentration

0.1 - 1.6 %

Incorporation

NAD is soluble in water and should be added during the post-production stage <40 °C. Clear aqueous solutions can be obtained at concentrations of up to 3 %.

Toxicology

Non hazardous in normal use concentration.

Storage & Shelf life

Should be stored in original sealed containers in a dry, well-ventilated and light protected place at temperatures between 10 – 25 °C.

In closed original containers the shelf life is 12 months.