

Exhibit 9

Sent: Sun, 20 Nov 2016 18:13:06 +0000 (UTC)
To: Jeff Baxter[JBaxter@vbivaccines.com]; Steve Allen[renmaris@gmail.com]; Stephen Block[stephenbloc@gmail.com]; Rob Fried[rob@friedfilms.com]; Kurt Gustafson [Kurt.Gustafson@SPPIRX.COM]
Subject: RE: CDXC DTC Channel Development : Discussion Paper

Jeff,

Thanks for taking the time to lay this out.

I agree with your targets, however I would add one additional target. ChromaDex will develop its own marketing, media, and PR strategy for NR/Niagen, which will cross integrate into customers sales and marketing programs.

Opinions aside, if we are going to evaluate the options, as laid out below, I think we need to take a hard look what each of the options would look like , meaning some detailed business plans underlying each of the options.

1. I don't think "do nothing or at least most of the same" appropriately characterizes this option. To substantially modify, change, edit the current NR ingredient sales and marketing strategy, including editing our existing customer base, by getting these current customers to comply with our standards, or to stop selling an NR product. This would also include the creation of a sales, marketing, media and PR strategy for NR/Niagen to better integrate with the customers we would choose to work with.
2. We are currently working on a plan of what the Healthspan option would look like and we have the start of a draft revision of the Healthspan agreement. I think it would also be helpful of Rob would put some structure around a business plan for Healthspan so we can see a little more detail around what he is going to do with Healthspan.
3. If we are going to seriously consider an option where we would restructure ChromaDex, which is an ingredient company, into a consumer products company, ie. Be our own Elysium, I think we need to see a very detailed business plan outlining what this strategy would look like
 - a. If Rob is going to run it, what would his deal look like, how much would it cost the company
 - b. How much money would we need to raise to execute appropriately
 - c. How many people would we need to hire, over what time frame to make this happen
 - d. What impact would this have on our existing ingredient business, and future ingredient development plans
 - e. What would the revenue/profit plan look like over the next 1,2,3 years.
 - f.

Frank Jaksch

From: Jeff Baxter [mailto:JBaxter@vbivaccines.com]
Sent: Friday, November 18, 2016 9:57 AM
To: Steve Allen <renmaris@gmail.com>; Frank Jaksch <Frank.Jaksch@chromadex.com>; Stephen Block <stephenbloc@gmail.com>; Rob Fried <rob@friedfilms.com>; Kurt Gustafson <Kurt.Gustafson@SPPIRX.COM>
Subject: CDXC DTC Channel Development : Discussion Paper
Importance: High

ChromaDex Board members,

As I mentioned (in an earlier email) please find below a short discussion paper to frame a more structured Board session on the question of how CDXC can better manage its' DTC channel going forward. I hope that I am not revisiting something that is "decided", but for me, the discussion last week was unsatisfactory on many fronts, and I do not believe that the Board reached majority or even consensus on the way forward.



Please take 5 minutes to read the below, which I think lays out a logical and concise picture of where we are today and the options going forward, plus my proposal.

If there is support, I would suggest that we have a Board call Monday or Tuesday next week, where we set aside say 90 mins to have a more data driven structured rational discussion. Steve Block (as Interim Chairman), I will let you opine on next steps.

Best, Jeff.
1 617 955 0062.

Situation :

During the last few years following the OTC launch of Niagen NR, several Distributor agreements have been struck to commercialize the compound, generating revenue growth for CDXC. These have been successful to varying degrees as CDXC has sought to maximize revenue and hit profitability targets. Most of the challenges have been the professional and scientific value proposition of NR being presented.

During the last 12 months a private Company "Elysium" has brought bulk product from CDXC, and through a highly professional branding and channel mngt program have generated a company which is worth in excess of \$100m through, in essence, putting a highly scientific "gloss" and brand around CDXC's compounds. The CDXC's/Elysium relationship has significantly soured over the last several months to the point that the parties are at loggerheads.

Over reliance on significant customers have caused significant revenue uncertainty over the 2 years and damaging product image misrepresentation. In addition KOL misrepresentation means that CDXC and its' Scientific KOL plus IP gets no credit for NR. This all happens at a time when CDXC's capital markets image needs repair, the share price being half what it was in June '16.

Target :

It is agreed at the Board that CDXC finds a way to :

1. Repair/restore the short term Elysium relationship.
2. Better work with all its' existing customers, eliminating those who are unable to convey the appropriate product image, scientific credentials and CDXC brand requirements.
3. Implement a plan to better control distribution and marketing channels, such that CDXC is recognized for NR "ownership"
4. Improved scientific representation of the product and builds a global brand, concentrating first on the USA opportunity.
5. Implement channel mngt initiatives which enables better revenue certainty and improved economics associated with DTC products.

Options:

1. Do nothing, or at least more of the same, tweaking at the edges.
2. Bring into the Company the capability to establish CDXC's own DTC channel with superior marketing and branding principles. CDXC creates its' own "Elysium" - but one that actually owns the IP, has the real ; scientific, manufacturing, etc., knowhow and has the genuine scientific Founder on board. We could establish Healthspan as a wholly owned "private" subsidiary of CDXC – that could attract ring fenced investment – much as we discussed with the initial stage of the NR Pharma Product co.
3. As per Option 2 – but sets up an operation closely aligned to CDXC (TBD – what that looks like and legal structure), rather than within CDXC.

Proposal for Discussion (Preferred by Jeff Baxter)

Option 2 - i.e. Recruit Rob Fried into CDXC as President, thus, splitting the role of President and CEO, both would remain as Board members and are accountable to the Chairman and the Board. The respective summary responsibilities of the Executive Officers are:

- CEO: Strategic and tactical leadership of: R&D, Manufacturing, in & out bound Business development. Plus responsibilities for Corporate Functions; Finance, HR, etc.
- President : Strategic and tactical leadership of : Sales, Marketing, Channel mngt & Corporate Development

I think that we are currently pursuing option 3 which (in my view) is sub optimal. I understand Frank has a very strong preference for option 3 below – but I have not seen the data to support that and not sure of how that data supports option 3 in today's market. My data point for preferring option 2 is Elysium !

Frank – it would be really helpful if you could set out your view of the world, laid out in a similar fashion to the above – or annotate this.