Before You Believe the Hype About NAD⁺ Supplements… Read This

By Robert Ferguson

With so many bold claims floating around, it's easy to get swept up in the excitement of the latest health trends. But when it comes to NAD⁺ supplements, **facts matter more than fame**.

In this short article, I answer two of the most common questions I've been getting lately—and I've added a third one that speaks to a major misconception about NAD⁺ blood levels:

#1 – What's the Deal with NAD⁺ Supplements?

#2 – Is it true that we are born with a certain amount of NAD⁺ and our body doesn't make it anymore?

BONUS #3 – NR and NMN can raise NAD⁺ levels in the blood, but isn't the goal to boost NAD⁺ inside the cells?

Several celebrities and public figures—including Joe Rogan, Tony Robbins, Dave Asprey, Kendall Jenner, Morgan Freeman, and Dr. David Sinclair—have openly endorsed or mentioned using NAD⁺ supplements or IV NAD⁺ therapy. Their claims often highlight benefits like anti-aging, increased energy, improved brain function, and faster recovery.

With such a high-profile cast of endorsements, it's no surprise that many people assume NAD⁺ is a must-have. But before jumping on the bandwagon, I encourage you to think critically. My answers to the questions above are a reminder that the "do as they do" philosophy isn't always the wisest path.

Let's break it down.

#1 – What's the Deal with NAD⁺ Supplements?

NAD⁺ supplements seem to be everywhere lately—touted as anti-aging, energy-boosting miracle pills. But here's the truth: **NAD⁺ (nicotinamide adenine dinucleotide)** is a molecule your body **naturally produces**. It's essential for energy, DNA repair, metabolic function, and healthy aging. And yes, NAD⁺ levels decline with age and chronic stress.

That's why companies are pushing NAD⁺ boosters like **NR (nicotinamide riboside)** and **NMN (nicotinamide mononucleotide)**. While these precursors *can* raise NAD⁺ levels in the blood, the benefits are often **overhyped and mostly based on animal studies**—not robust human outcome data.

The good news? Your body already has built-in systems to **make and recycle NAD⁺**, especially when supported by real food, regular movement, quality sleep, and nutrients like **vitamin B3 and polyphenols**.

So before jumping on the latest supplement trend, remember: most people don't need a fancy pill to support NAD^+. **They need to address what's breaking it down *and* what's hindering its production—like chronic inflammation, poor sleep, high stress, nutrient deficiencies, and accelerated aging.** It's less about hype—and more about habits.

#2 – Is It True That We're Born with a Certain Amount of NAD^+ and the Body Stops Making It?

There was a viral video sent to me where a woman claimed that we're born with a certain amount of NAD^+ and that our body stops producing it—hence the need to supplement for life. **This is simply not true.**

You are **not born with a fixed amount of NAD^+**, and your body absolutely does continue to **make it throughout your entire life**.

Science-Based Truth: Your Body Makes NAD^+ Every Day

NAD^+ isn't like a battery that runs out. It's a **coenzyme** that your body **constantly makes, uses, breaks down, and recycles** inside every cell.

Your body produces NAD^+ through:

1. The **tryptophan pathway** (from protein)
2. **Vitamin B3 pathways** – from niacin, nicotinamide, NR, and NMN
3. The **salvage pathway** – where used NAD^+ is recycled for reuse

Your cells can't survive without NAD^+. If your body stopped making it, you'd die within minutes. Thankfully, the body has **multiple built-in pathways** to ensure consistent production and recycling of NAD^+.

Why NAD^+ Levels Decline Over Time

It's not that your body stops making NAD^+—it's that your **demand increases** and **recycling slows down**. Here's why NAD^+ levels drop as we age:

- **Increased consumption** due to chronic inflammation, oxidative stress, and DNA repair
- **Overactivity of CD38**, an enzyme that breaks NAD^+ down faster in aging and inflammatory conditions
- **Lower recycling efficiency** as the salvage pathway weakens
- **Greater demand** from enzymes like **sirtuins and PARPs**, which depend on NAD^+ to handle cellular stress and damage

This is where **NAD^+ precursors** like NR and NMN may be useful—especially in aging populations or those under high oxidative stress. But again, your body doesn't "run out" of NAD^+ unless something is dramatically disrupting its natural systems.

BONUS #3 – NR and NMN Can Raise NAD^+ in the Blood, But Isn't the Goal to Boost NAD^+ in the Cells?

The **matter of fact goal** is to increase NAD^+ where it **actually functions**: inside your **cells**, not just floating in your blood.

While studies show that NR and NMN can raise **blood levels** of NAD^+, here's the problem:

- **NAD^+ works inside the cell**, particularly in your mitochondria, nucleus, and cytoplasm.
- Just because NAD^+ goes up in the blood doesn't mean it's reaching—and being used by—key tissues like **muscle, brain, liver, or immune cells**.
- **NR is rapidly broken down in the liver** and may never make it to tissues in significant amounts.
- **NMN may be more efficient**, but cellular uptake depends on specific **transporters**, and not all tissues absorb it equally.

So when people say, *"The supplement works—I saw my NAD^+ go up in a blood test,"* they are missing the bigger picture: **cellular uptake, not just blood levels, determines real benefit**.

Bottom line: Blood levels are only part of the story. True benefit depends on NAD^+ actually getting into your cells—and being put to work where it's needed.

Final Takeaway

You're not born with a finite supply of NAD^+.
Your body is designed to produce and recycle it every day.
Whether your NAD^+ levels are optimal depends on your **lifestyle, diet, inflammation load, and—critically—cellular health**.

That includes the **fluidity of your cell membranes**, which impacts how NAD^+ precursors and nutrients enter the cell—and how waste exits. **Rigid, inflamed membranes** (often caused by high omega-6 intake, low omega-3s, and poor polyphenol consumption) can block your body's ability to fully produce and utilize NAD^+, even if you're taking the right supplements.

How to Know and Improve

To assess your **cell membrane fluidity**, you can use the **BalanceTest**—a simple dried blood spot test that measures your **omega-6 to omega-3 ratio**, **omega-3 index**, and **Arachidonic Acid (AA)** levels. These insights reveal the current state of your cellular environment.

To take action, use **BalanceOil+**, a clinically validated supplement that combines **high-quality omega-3s with polyphenols** from cold-pressed olives. This unique formulation improves omega balance, **reduces inflammation**, enhances membrane fluidity, and protects NAD^+ precursors from oxidation—so they can function where it matters most: **inside your cells**.

The real solution isn't just in the supplement bottle—it's in restoring the environment your cells need to thrive. Testing gives you clarity. Action gives you results.

Take the First Step Today

- Email me directly: robert@dietfreelife.com
- Schedule a **free consultation**: Click here to book
- Order your **BalanceTest + BalanceOil+ kit**: Get it now

Let's test, not guess—and get your body working *with* you, not against you.

References

1. Rajman, L., Chwalek, K., & Sinclair, D. A. (2018). *Therapeutic potential of NAD⁺-boosting molecules: The in vivo evidence*. Cell Metabolism, 27(3), 529–547. https://doi.org/10.1016/j.cmet.2018.02.011
2. Trammell, S. A., & Brenner, C. (2013). *Targeted, LCMS-based metabolomics for quantitative measurement of NAD⁺ metabolites*. Computational and Structural Biotechnology Journal, 4(5), e201301012.
3. Katsyuba, E., Romani, M., Hofer, D., & Auwerx, J. (2020). *NAD⁺ homeostasis in health and disease*. Nature Metabolism, 2, 9–31. https://doi.org/10.1038/s42255-019-0161-5
4. Covarrubias, A. J., Perrone, R., Grozio, A., & Verdin, E. (2021). *NAD⁺ metabolism and its roles in cellular processes during ageing*. Nature Reviews Molecular Cell Biology, 22(2), 119–141. https://doi.org/10.1038/s41580-020-00313-x
5. Hwang, E. S., & Song, S. B. (2020). *Possible adverse effects of high-dose nicotinamide: Mechanisms and safety assessment*. Biomolecules, 10(5), 687. https://doi.org/10.3390/biom10050687
6. Grozio, A., et al. (2019). *Slc12a8 is a nicotinamide mononucleotide transporter*. Nature Metabolism, 1(1), 47–57. https://doi.org/10.1038/s42255-018-0009-4

Robert Ferguson is a California- and Florida-based single father of two daughters, nutritionist, researcher, best-selling author, speaker, podcast and television host, health advisor, NAACP Image Award Nominee, creator of the **Diet Free Life** methodology, and **Chief Nutrition Officer for iCoura Health**. He also serves on the **Presidential Task Force on Obesity** for the National Medical Association and the **Health and Product Advisory Board** for Zinzino, Inc.