Longevity is moving to a clinical standard. NOVOS is already there.



The Problem

Aging drives most of the decline in health, and cardiovascular disease is the leading age-related cause of death worldwide. Medicine acts once disease appears. Supplements are rarely tested as a complete formula.

Why NOVOS Exists

Chris Mirabile survived a brain tumor at 16 and started asking why medicine waits for disease. In 2019 he founded NOVOS with scientists from Harvard, MIT and the Salk Institute to build the first daily formula designed around all 12 Hallmarks of Aging. Today NOVOS is a longevity platform: clinically tested products, biological age testing, an AI guidance app, and the data that connects them.

The bar for proof is set by buyers and regulators.

BUYERS

~50%

of US and UK consumers rank clinical effectiveness a top reason to buy.

McKinsey, 2024

REGULATORS

Human trials

are what the FTC now generally expects behind health claims, in guidance that replaced its 1998 supplement guide.

FTC, 2022

MARKET

$500B+

spent on wellness in the US each year, growing 4 to 5% a year. Up to 60% of consumers call healthy aging a top or very important priority.

McKinsey, 2024

NOVOS has the proof, and the clinicians.

PROOF

Studied at every stage, from cells to people.

7 of 7

studies found robust, positive results.

- **Cells:** less DNA damage (Bologna)
- **Animals:** ~18% longer life in mice (Newcastle)**
- **People:** improved all three blood vessel measures vs. placebo (Surrey)

CLINICIANS

Clinicians share NOVOS and sell it to patients.

2,000+

clinicians across 40+ specialties.

- Patients they refer become direct NOVOS customers.
- Stocked at the Mayo Clinic Store and Bumrungrad International Hospital.

Sources: McKinsey & Company, Future of Wellness research, January 2024 and May 2025, and McKinsey Podcast, May 2024. FTC, Health Products Compliance Guidance, December 2022. Brand comparison: published trials of the 23 longevity brands NOVOS Core is most often compared with. Studies: Bologna, Nutrients, 2024; Newcastle lifespan study, 2024, publication planned for 2027; Surrey human trial, peer-reviewed, published in the European Heart Journal Open, a European Society of Cardiology journal, November 2026. Buying reasons from a customer survey (286 respondents); clinicians as of September 2026. **Animal studies are not relied upon to support any representations of health benefit in humans. NOVOS products are dietary supplements under DSHEA (1994), studied in healthy adults to support healthy function. *These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure, or prevent any disease.

YOUNGER FOR LONGER™

See the clinical evidence

https://novoslabs.com/study/

One longevity platform, built on clinical proof.

"NOVOS takes a disciplined, biology-first approach in a space that too often prioritizes hype over evidence."

Doina Kulick, MD, Lead Physician, Longevity Medicine Program, Mayo Clinic Arizona

The NOVOS Line

	PRODUCT	WHAT IT IS
	**NOVOS Core** $109 / 30 days	Daily drink built around all 12 Hallmarks of Aging. Patent pending.
	**NOVOS Boost** $44 / 30 days	NMN capsules for NAD+ support.
	**NOVOS Vital** $69 / 30 days	Daily gummies supporting 7 organs.
	**NOVOS Bars** $48 a box	Longevity bar inspired by the Mediterranean diet: 5 longevity supplements, 15 g protein, 7 g fiber.
	**NOVOS Age** $349 a test	At-home epigenetic test: biological age, pace of aging and organ ages.
	**NOVOS Life** Included with NOVOS Age	AI app with guidance on sleep, exercise, nutrition and supplements, ranked by strength of evidence.

Milestones

2019 NOVOS founded

2021 NOVOS Core launches
NOVOS Boost launches

2022 NOVOS Age launches

2023 NOVOS FaceAge launches

2024 NOVOS Vital launches
Lifespan study in aged mice completed (Newcastle University)

2025 NOVOS Bar launches

2026 NOVOS Core human trial completed (University of Surrey)

Prices are one-time purchase prices; subscriptions cost less. NOVOS products are dietary supplements under DSHEA, studied in healthy adults to support healthy function. *These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.