

## Magtein® magnesium L-threonate to debut at Vitafoods

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Magtein, a highly bioavailable form of magnesium supplementation, is to debut at Vitafoods Europe in the wake of huge success in the US.

Magtein, the proprietary form of magnesium L-threonate – the only effective, bioavailable form of magnesium that can cross the blood-brain barrier and enter the neuron cells – offers significant benefits for both brain and mental health. In multiple clinical studies, it has been found to improve memory, cognition, calmness, mood and quality of sleep.

The key to Magtein®'s effectiveness is threonate, which facilitates the entry of magnesium into brain cells via glucose transporters (GLUTs), increasing intracellular magnesium levels. In this respect, it stands out from most other magnesium compounds, which have low brain bioavailability as well as frequently causing gut problems.

In November 2024, magnesium L-threonate received official authorisation as a novel food, allowing its benefits to be enjoyed by consumers in the EU for the first time. This authorisation was approved based on proprietary data on Magtein that belongs to AIDP and its partner company ThreoTech, thus providing exclusive distribution protection.

The launch of Magtein in the EU follows extraordinary success in the US, where it is available as a branded product in Walmart, Target, Sam's Club and Costco. With a five-year CAGR of 33 per cent, it has outperformed the overall market for

products containing magnesium and for formulas for cognition and stress/mood. It has also received over 91,000 reviews on Amazon, with an average rating of 4.5 stars.