

Breakthrough magnesium compound Magtein® to be showcased at Fi Europe

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Magtein, a unique and highly bioavailable form of magnesium with EU novel food status, is to be showcased at Fi Europe (2nd-4th December in Paris).

Magnesium is one of the most popular supplements in Europe, with 35 per cent of consumers in Germany and 31 per cent of those in Italy taking it. One reason for the huge level of demand is its association with a range of current consumer needs, including cognition, memory, better sleep and stress reduction.

However, most commercially available forms of magnesium struggle to deliver real benefits for cognitive health because they fail to effectively and efficiently cross the blood-brain barrier.

This challenge inspired researchers in the US to combine magnesium with threonate, resulting in a unique and patented molecular structure which facilitates the entry of magnesium to the brain via glucose transporters. Now sold as Magtein, magnesium L-threonate has been found to support better memory, cognition, mood, sleep, and cognitive lifespans.

Following huge commercial success in the US, Magtein was awarded novel food approval in the EU last year, with AIDP and its partner company ThreoTech, LLC given exclusive marketing rights for five years. Since then, it has enjoyed growing momentum in Europe.

Rory Lipsky, Sr. VP Marketing, ThreoTech, LLC, said: "Europe is enjoying a magnesium boom, partly because of the growing focus on solutions for cognitive health, sleep and stress. Amidst this interest, the choice of which magnesium to include in your product is critical, especially because most products are characterised by poor bioavailability. Magtein® is a smarter magnesium supported by science and we're now able to offer its unique benefits to the European market."