

**14 April 2025**

## **PRESS RELEASE**

### **America's magnesium success story hits Europe Magtein<sup>®</sup> Magnesium L-Threonate to debut at Vitafoods**

Magtein<sup>®</sup>, a highly bioavailable form for magnesium supplementation, is to debut at Vitafoods Europe in the wake of huge success in the US.

Magtein<sup>®</sup>, 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<sup>®</sup>'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 authorization as a novel food, allowing its benefits to be enjoyed by consumers in the EU for the first time. This authorization was approved based on proprietary data on Magtein<sup>®</sup> that belongs to AIDP and its partner company ThreoTech, thus providing exclusive distribution protection.

The launch of Magtein<sup>®</sup> 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%, 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.

In Germany, magnesium ranks as the most popular supplement, with 35% of consumers taking it and 82% perceiving it to be effective. Similarly, 99% of Italian consumers are aware of magnesium, with 31% taking it.<sup>1</sup>

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<sup>1</sup> ITC Consumer Supplement Survey, 2024 (Ranking based on 37 supplement types).





The potential of Magtein® in the EU is also clear from the high demand for supplements in areas where magnesium offers benefits. For example, anxiety / stress is the top health concern for German consumers, with 33% willing to take a supplement for it.<sup>1</sup>

Rory Lipsky, Sr. VP Marketing, ThreoTech, LLC, said: “Magtein is a truly unique product, which overcomes the brain bioavailability challenges associated with magnesium. The enormous success it has enjoyed in the US is testament to the top level of science involved in its discovery and the wealth of clinical research supporting its functions, as well as the scale of demand for effective solutions for cognitive health, mood and sleep. We’re hugely excited that consumers in the EU, where magnesium is already one of the most taken supplements, are now able to enjoy these benefits too.”

Magtein® is suitable for use in a wide range of products, including capsules, RTD beverages, snack bars, gummies, gels and powders. It will be showcased at Vitafoods Europe at stand 3M259.

#### **About ThreoTech**

ThreoTech, LLC is an innovative manufacturing, marketing, and research company that was created as a spinoff from AIDP to promote the power of Magtein. ThreoTech, LLC is the exclusive global ingredient supplier and patent licensee for Magtein®, ensuring its quality and authenticity.

#### **About Magtein®**

Magtein®, the proprietary form of magnesium L-threonate, is a unique bioavailable magnesium brain health ingredient. It has been shown to work by crossing the blood-brain barrier, entering neuron cells, improving synaptic density and neuroplasticity, particularly in regions of the brain involved with memory, cognition fear and stress.

#### **About AIDP**

AIDP is an ingredient supplier serving the dietary supplement, food, beverage, and pet food industries and the original company to bring Magtein to the market. AIDP specializes in branded ingredients and now has over 40 IP protected products along with a portfolio of over 300 commodity products.