

UK Authorises Magtein Magnesium L-Threonate as Novel Food

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Magtein, a highly bioavailable source of magnesium, has been authorised as a novel food in the UK.

Magtein is the patented, proprietary form of magnesium L-threonate, a unique molecular structure that facilitates magnesium entry into the brain. It has been extensively studied for its ability to cross the blood-brain barrier and has demonstrated benefits for memory, cognition, mood, and sleep.

The exclusive distributor of Magtein is ThreoTech LLC. In 2021, its partner company AIDP submitted novel food applications to the Food Standards Agency (FSA) in England and Wales and Food Standards Scotland.

Ministers in England, Scotland and Wales have determined to authorise magnesium L-threonate as a novel food. A data protection period of five years will apply.

In 2024, Magtein was granted Novel Food status in the EU. In the US, it has had FDA GRAS approval since 2012, and it is also approved as safe for use in consumer products in Canada, Japan, Turkey, India and Thailand.

Interest in magnesium is surging, largely driven by consumer demand for mental well-being and sleep support.

Rory Lipsky, Sr. VP Marketing, ThreoTech, LLC, said: "In the UK, as elsewhere, consumers are increasingly seeking out effective solutions for stress, sleep and cognitive wellbeing. Magnesium can be highly effective, but most forms struggle to deliver meaningful benefits because they don't cross the blood-brain barrier to a sufficient degree. Magtein's unique structure has a dramatic impact on brain bioavailability, and we're delighted that its proven benefits can now be made available to consumers in one of the world's most important magnesium markets."

Magtein is suitable for use in a wide range of supplement and functional food and beverage applications, including capsules, tablets, gels, powders and liquid concentrates.