

Magtein to Showcase Brain Health Research at Arnold's Pump Club Event in Austria

03 June 2026 | News

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ThreoTech, LLC, the marketing and commercialisation team behind Magtein, announced that Magtein will attend the Arnold's Pump Club Hometown Event on June 14, 2026, taking place at the Arnold Schwarzenegger Museum in Thal, Austria. As an official partner of Arnold's Pump Club, Magtein is proud to be part of the occasion, bringing its science-led approach to magnesium and cognitive performance research to the small town where one of the world's most iconic journeys began.

Magtein is the patented proprietary form of magnesium L-threonate, a molecule developed to increase magnesium levels in the brain, backed by research spanning more than a decade. Five peer-reviewed, randomised, double-blind, placebo-controlled human trials have examined Magtein, with studies reporting improvements in brain health, cognitive vitality, and sleep quality across diverse adult populations.

Arnold's Pump Club, a global health and fitness community, has partnered with Magtein to bring science-led magnesium education to its membership. The partnership, first announced at Natural Products Expo West 2026, focuses on translating Magtein's clinical research into accessible, community-facing content distributed through the Pump Club newsletter and podcast, reaching millions of health-conscious adults worldwide.

Rory Lipsky, EVP, Magtein (ThreoTech, LLC), said, "There is no more fitting setting to talk about long-term performance and healthy ageing than Thal. The Pump Club community understands that how you take care of your body and brain today determines how you show up tomorrow. Being part of this moment, in this place, is something we're genuinely proud of."