Magtein®
Better Magnesium. Better Brain.

Science Backed Nootropic for Food & Beverages

Think Magtein® *(Magnesium L-Threonate)* when cognitive and brain health is top of mind. The only patented magnesium form on the market that crosses the blood brain barrier to improve the brain region controlling emotional response, reasoning and decision-making.

AIDP's Magtein Market Segments

AIDP's Magtein is positioned to be a star ingredient in a wide range of cognitive and mental health products.

Cognitive & Brain Health

Nearly 700,000 people experience some form of cognitive dysfunction with brain health supplements seeing stable growth at over 5% year over year since 2017[1].

Mood & Stress

According to a 2022 survey, mood and mental health were a top concern among US Gen Z and Millennials[2] with over 40% of US adults reporting stress[1].

Relaxation & Sleep

Sleep supplements was the second fastest growing category by condition in 2021 at 17.5% with 37% of US adults report trouble sleeping and or insomnia[1].

Formulation Options

Magtein is FDA GRAS approved, and compliant for both Nutrition Facts panels and Supplement Facts panels. It is allergen free, gluten free and non-GMO. **Magtein** is water soluble and taste neutral, making it a smart addition to a range of formulations.

- *Our standard granulation size is ideal for capsules, tablets, liposomes and RTM powders.*
- *Our 100 mesh size allows for ease of formulation in RTD beverages, some gummies and functional foods.*
- *Our micronized **Magtein** is ideal for tricky formulations, such as functional chocolates, chews and gummies.*

1. Nutrition Business Journal Consumer Survey; US N=1062; June 2022.
2. Ingredient Transparency Center Survey; US N=1000; March 2022.

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GMO FREE · ALLERGEN FREE · VEGAN

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Magtein Applications Sheet

AIDP is a leader in functional ingredients, with a focus on extensively researched products that meet consumer demand for wellness and healthy aging. Our commitment is to source high-quality ingredients and provide proprietary solutions that address formulation challenges. ***AIDP's*** success is grounded in its depth of experience and commitment to strong science for functional food and beverage product development.

Chart (A)

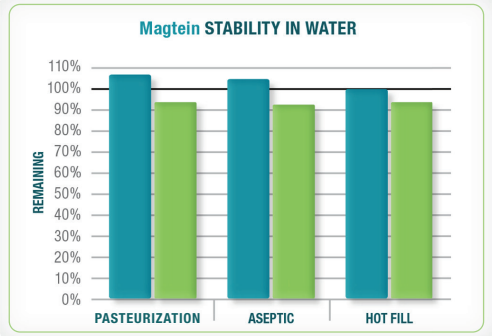


Chart (B)

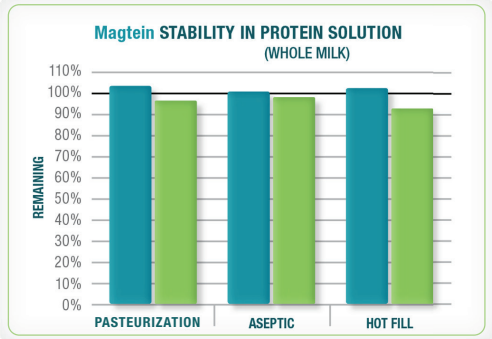
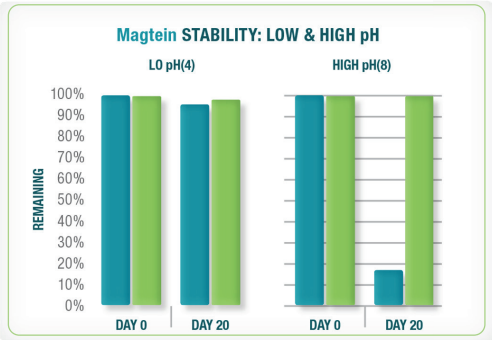


Chart (C)



Overview

Magtein was evaluated under typical beverage manufacturing conditions to determine stability. One gram of ***Magtein*** was added to 8 oz. of water (A) and one gram of ***Magtein*** was added to 8 oz of whole milk (B) and subjected to several common manufacturing processes. Both magnesium and threonic acid were measured and presented as percentage remaining vs. control solution. One gram of ***Magtein*** was added to 8 oz water under low pH(4) and high pH(8) conditions. After 20 days, both magnesium and threonic acid were measured and presented as percentage remaining vs. the initial concentration (C).

Conclusion

Magtein has good stability in common consumer beverage manufacturing processes. The relative magnesium increase in some production instances is due to liquid evaporation, resulting in a higher magnesium concentration. ***Magtein*** performs very well in low pH environments which is most typical of consumer beverages.

Note:
All values are subject to standard laboratory variation and additional losses and gains due to evaporation during heating.

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