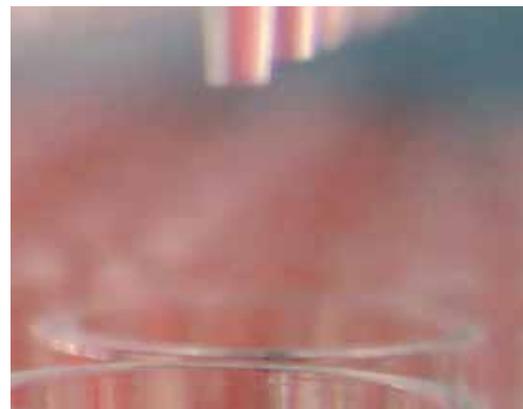
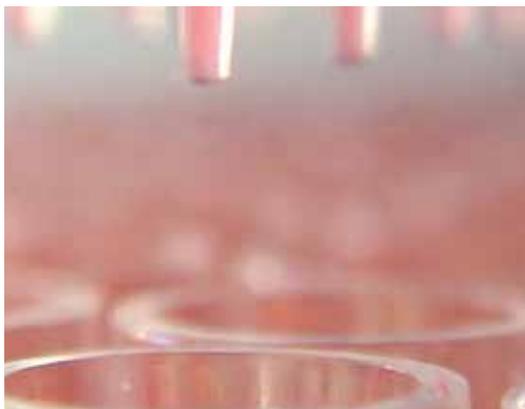




THE ESSENTIALS OF
LIFE SCIENCE RESEARCH
GLOBALLY DELIVERED™



ATCC® HIGH PERFORMANCE
MEDIA AND SERA



ATCC® HIGH-PERFORMANCE MEDIA, SERA AND REAGENTS

ATCC® high-performance media, sera and reagents are uniquely formulated according to cell-growth recommendations of original cell line depositors combined with the rich history of cell culture knowledge and techniques employed by ATCC scientists for over 40 years.

Using ATCC high-performance media and sera ensures robust, continuous and consistent cell growth with minimum cell loss when reviving cells from cryopreservation. These high-performance products are the same used to recover, expand, preserve and distribute ATCC cell lines, virtually guaranteeing successful cell culture every time you thaw a frozen vial of cells.

ATCC MEDIA, SERA AND REAGENTS ARE TAILORED TO EXACT SPECIFICATIONS – DISCOVER THE DIFFERENCE

There are many media suppliers, but only ATCC thoroughly investigates and identifies specific requirements for individual cell lines for optimal cell culturing.

ATCC scientists subject cell lines to comprehensive evaluations as part of the cell line accessioning process. During these tests, cell lines are fully authenticated and growth parameters are defined to promote uniform and stable growth over several population doublings. These test results become the basis for ATCC high-performance media and sera formulations development.

Tested and optimized, ATCC high-performance media and sera are then used to produce and distribute our more than 3,600 different cell lines. These reagents are made available to the research community only through ATCC.

“Our lab has used media and sera from many companies and has found ATCC formulations to be consistently top caliber. Cryopreserved cells recover much faster and viability is higher saving our lab both time and money.”

*Shannon Reagan-Shaw
Research Specialist
University of Wisconsin-Madison*



ATCC HIGH-PERFORMANCE MEDIA CLASSIC FORMULATIONS

ATCC MEDIA FORMULATIONS ARE UNIQUE – REALIZE THE DIFFERENCE

ATCC media contain specific component concentrations following the recommendations of ATCC cell culture scientists. These recommendations are based on extensive evaluation of growth and viability requirements of individual cell lines.

All ATCC media products are manufactured to exact specifications and each lot is rigorously tested to meet the standards of performance and quality imposed by the ATCC production laboratories, where distribution stocks for numerous cell lines are routinely expanded.

Media by the same name from different manufacturers may have subtle but important differences in their compositions. Such differences may alter or disturb normal cell growth, making it essential to recover frozen cultures in a media formulation consistent with what they were grown in prior to cryopreservation.



“I have been using ATCC media for over a year. I am very pleased with excellent cell growth, greater viability, and quick recovery. ATCC high-performance media definitely provides better results than other products I have used in the past. I would highly recommend ATCC products for any cell culture scientists in their daily work.”

*Shau-Ming Mong
Scientist
Ligand Pharmaceuticals*

ATCC MEDIA PRODUCT LIST

ATCC® No.	Product Name	Volume
30-2001	RPMI-1640 Medium	500 mL
30-2002	Dulbecco's Modified Eagle's Medium (DMEM)	500 mL
30-2003	Eagle's Minimum Essential Medium (EMEM)	500 mL
30-2004	F12K Medium	500 mL
30-2005	Iscove's Modified Dulbecco's Medium (IMDM)	500 mL
30-2006	DMEM:F12 Medium (1:1 Ratio)	500 mL
30-2007	McCoy's 5A Medium, Modified	500 mL
30-2008	Leibovitz's L-15 Medium	500 mL
46-X	Hybri-Care Medium, Powder	Prepares 1L

With the exception of Leibovitz's L-15 Medium, ATCC media are formulated* for use with 5% CO₂. The amount of sodium bicarbonate in each media ranges from 1.2 g/L to 2.2 g/L (1.5 g/L is the most common concentration).

* See the ATCC website for complete media formulations.

ATCC® PRIMARY CELL SOLUTIONS™

SERUM-FREE & SPECIALTY FORMULATIONS

ATCC® PRIMARY CELL SOLUTIONS™ WILL TAKE YOUR PRIMARY CELL CULTURES – ONE STEP CLOSER TO *IN VIVO*™

ATCC Primary Cell Solutions is a system of matched components designed to boost growth, maximize functionality, and maintain normal morphology for specific cell types. The combination of an optimized basal medium and cell-specific growth kits is a crucial element in the ATCC Primary Cell Solutions product line. Each set is designed to eliminate the guesswork involved with finding just the right complement of growth factors to support and promote cell proliferation and expression of relevant biomarkers for each cell type — a complete “solution” to your primary cell culture needs.

ATCC Primary Cell Solutions basal media have been quality tested with each respective cell type to ensure that the vital needs of the individual culture are consistently met. ATCC Primary Cell Solutions basal media are sterile, phenol red-free, liquid tissue culture media intended for use as *one* component in a complete system. Supplementation of the basal media with an ATCC Primary Cell Solutions growth kit is essential in transforming the basic growth environment into the extraordinary.

ATCC PRIMARY CELL SOLUTIONS BASAL MEDIA PRODUCT LIST

ATCC® No.	Product Name	Volume
PCS-100-030	Vascular Cell Basal Medium	475 mL
PCS-200-030	Dermal Cell Basal Medium	485 mL
PCS-201-030	Fibroblast Basal Medium	480 mL
PCS-300-030	Airway Epithelial Cell Basal Medium	485 mL
PCS-400-030	Renal Epithelial Cell Basal Medium	485 mL
PCS-440-030	Prostate Epithelial Cell Basal Medium	485 mL
PCS-500-030	Mesenchymal Stem Cell Basal Medium	485 mL

ATCC PRIMARY CELL SOLUTIONS GROWTH KITS PRODUCT LIST

ATCC® No.	Product Name	Pairs With
PCS-100-040	Endothelial Cell Growth Kit – BBE	Vascular Cell Basal Medium
PCS-100-041	Endothelial Cell Growth Kit – VEGF	Vascular Cell Basal Medium
PCS-100-042	Vascular Smooth Muscle Cell Growth Kit	Vascular Cell Basal Medium
PCS-110-040	Microvascular Endothelial Cell Growth Kit – BBE	Vascular Cell Basal Medium
PCS-110-041	Microvascular Endothelial Cell Growth Kit – VEGF	Vascular Cell Basal Medium
PCS-200-040	Keratinocyte Growth Kit	Dermal Cell Basal Medium
PCS-200-041	Melanocyte Growth Kit	Dermal Cell Basal Medium
PCS-200-042	Adult Melanocyte Growth Kit	Dermal Cell Basal Medium
PCS-201-040	Fibroblast Growth Kit – Serum-free	Fibroblast Basal Medium
PCS-201-041	Fibroblast Growth Kit – Low serum	Fibroblast Basal Medium
PCS-300-040	Bronchial Epithelial Cell Growth Kit	Airway Epithelial Cell Basal Medium
PCS-301-040	Small Airway Epithelial Cell Growth Kit	Airway Epithelial Cell Basal Medium
PCS-400-040	Renal Epithelial Cell Growth Kit	Renal Epithelial Cell Basal Medium
PCS-440-040	Prostate Epithelial Cell Growth Kit	Prostate Epithelial Cell Basal Medium
PCS-500-040	Mesenchymal Stem Cell Growth Kit – Low serum	Mesenchymal Stem Cell Basal Medium

New Primary Cell Solutions systems are being added every month. Bookmark the ATCC Primary Cell Solutions webpage at www.atcc.org/PCS for easy reference and check back often.

ATCC® HIGH-PERFORMANCE SERA

ATCC® SERA RESULT IN THE MOST RELIABLE CELL GROWTH – EXPERIENCE THE DIFFERENCE

ATCC high-performance animal sera come from USDA-approved origins. Experienced technicians thoroughly test the packaged sera to eliminate contamination concerns. All ATCC sera are prequalified on multiple cell lines to ensure robust growth using both sequential subcultures and plating efficiencies.

Each lot of ATCC high-performance sera is subjected to comprehensive tests for sterility and performance, including:

- Sterility tests performed on each lot using current USP methods for bacterial and fungal contamination.
- Comprehensive viral testing adhering to 9 CFR 113.53 guidelines.
- Mycoplasma testing performed via direct culture and Hoechst DNA staining.
- Limulus Amoebocyte Lysate (LAL) assay used to measure Endotoxin values.

All tests are performed post-packaging to guarantee the highest quality, best performing sera.



“After a couple of failed attempts to grow ZF-4 cells in medium supplemented with serum from other manufacturers, I switched to ATCC Fetal Bovine Serum (30-2020). Using this serum, I obtained good recovery, viability and robust growth.”

*Dr. Annette Schenck
Max Planck Institute of Molecular
Cell Biology and Genetics
Dresden, Germany*

ANIMAL SERA PRODUCT LIST

ATCC® No.	Product Name	Volume
30-2020	Fetal Bovine Serum	500 mL
30-2021	Fetal Bovine Serum	100 mL
30-2030	Calf Bovine Serum	500 mL
30-2031	Calf Bovine Serum	100 mL
30-2040	Horse Serum	500 mL
30-2041	Horse Serum	100 mL
SCRR-30-2020	Fetal Bovine Serum, ES Qualified*	500 mL

* Qualified for mouse and human embryonic stem cells.

ATCC® CELL CULTURE REAGENTS

ATCC-TESTED MEDIA SUPPLEMENTS AND SUBCULTURE REAGENTS – ADDITIONAL TOOLS FOR YOUR SUCCESS

Media supplements, antibiotics and reagents from ATCC allow you to customize the growth, maintenance and expansion of your cells. Backed by the same commitment to quality, each supplement, antibiotic and reagent from ATCC is tested for sterility and efficacy.

SUPPLEMENTS AND ANTIBIOTICS PRODUCT LIST

ATCC® No.	Product Name	Volume
30-2214	L-Glutamine Solution	100 mL
PCS-999-002	Penicillin-Streptomycin-Amphotericin B Solution	1.0 mL

BUFFERS, STAINS AND DISSOCIATION REAGENTS PRODUCT LIST

ATCC® No.	Product Name	Volume
30-2101	0.25% Trypsin/0.53 mM EDTA Solution	100 mL
30-2103	Non-Enzymatic Cell Dissociation Solution	100 mL
30-2104	Soybean Trypsin Inhibitor	20 mL
30-2200	Dulbecco's Phosphate Buffered Saline (DPBS)*	500 mL
30-2213	Hank's Balanced Salt Solution (HBSS)*	500 mL
PCS-999-001	Phenol Red	1.0 mL
PCS-999-003	Trypsin-EDTA for Primary Cells*	100 mL
PCS-999-004	Trypsin Neutralizing Solution	100 mL

CRYOPRESERVATION REAGENTS PRODUCT LIST

ATCC® No.	Product Name	Volume
4-X	Dimethylsulfoxide (DMSO)	5 x 5 mL
30-2600	Serum-Free Cell Freezing Medium	20 mL

SUPPLEMENTS AND ANTIBIOTICS PRODUCT LIST

ATCC® No.	Product Name	Volume
PCS-999-027	0.1% Gelatin Solution	100 mL

* Formulations available online.

TAKING BETTER CARE OF YOUR CELLS

AFTER YOUR EXPERTISE, THE MOST IMPORTANT ELEMENT OF ANY EXPERIMENT IS THE CELL LINE

ATCC provides scientists worldwide with frozen vials of genuine, fully characterized and completely authenticated cell lines. Each bioproduction run of every cell line produced at ATCC is tested for growth and identity verification. The following tips are provided by ATCC scientists to help ensure optimal results and less work overall.

Tip #1: Revive frozen cells and place them into culture immediately upon receipt. If this is not possible, store cells in liquid nitrogen vapor (below -130°C).

Tip #2: Avoid “shocking” your cells. Most cell lines exhibit altered characteristics and need time to adapt when introduced to a new and different growth media. Using the same media in which ATCC cell lines were preserved will result in healthier, heartier cells and reduce cell loss due to adaptation.

Tip #3: Exercise patience. Cell lines react differently to cryopreservation and may require a few days in culture before they attach and grow.

Tip #4: Be cautious when purchasing media from alternative suppliers, as sodium bicarbonate concentrations may be higher than those employed by ATCC. Slight changes in pH or reduced availability of dissolved CO_2 in the culture medium may inhibit recovery of cells from cryopreservation or cause delayed attachment and slowed proliferation. All ATCC media, with the exception of Leibovitz’s L-15 (Catalog No. 30-2008), are formulated for use with 5% CO_2 .

Tip #5: Start with fresh cell lines. Cell lines that have been subcultured multiple times can experience phenotypic and genotypic changes (genetic drift). If you start to experience sudden and inexplicable variations in your experimental results, it may be that the cell line has been subcultured too often and needs to be replaced.

Over the course of more than 40 years, ATCC has generated a wealth of expertise in preserving and propagating cell lines. Contact ATCC Technical Service for more information.

If you have questions, we have answers! The ATCC FAQ center is a self-learning knowledge base containing a broad range of answers to intricate questions about our products and services. The FAQ center includes a practical interface allowing users to create their own personal profiles and contact ATCC Technical Services directly for additional support. Visit us online at www.atcc.org and click on the “FAQ” link at the bottom of any page.

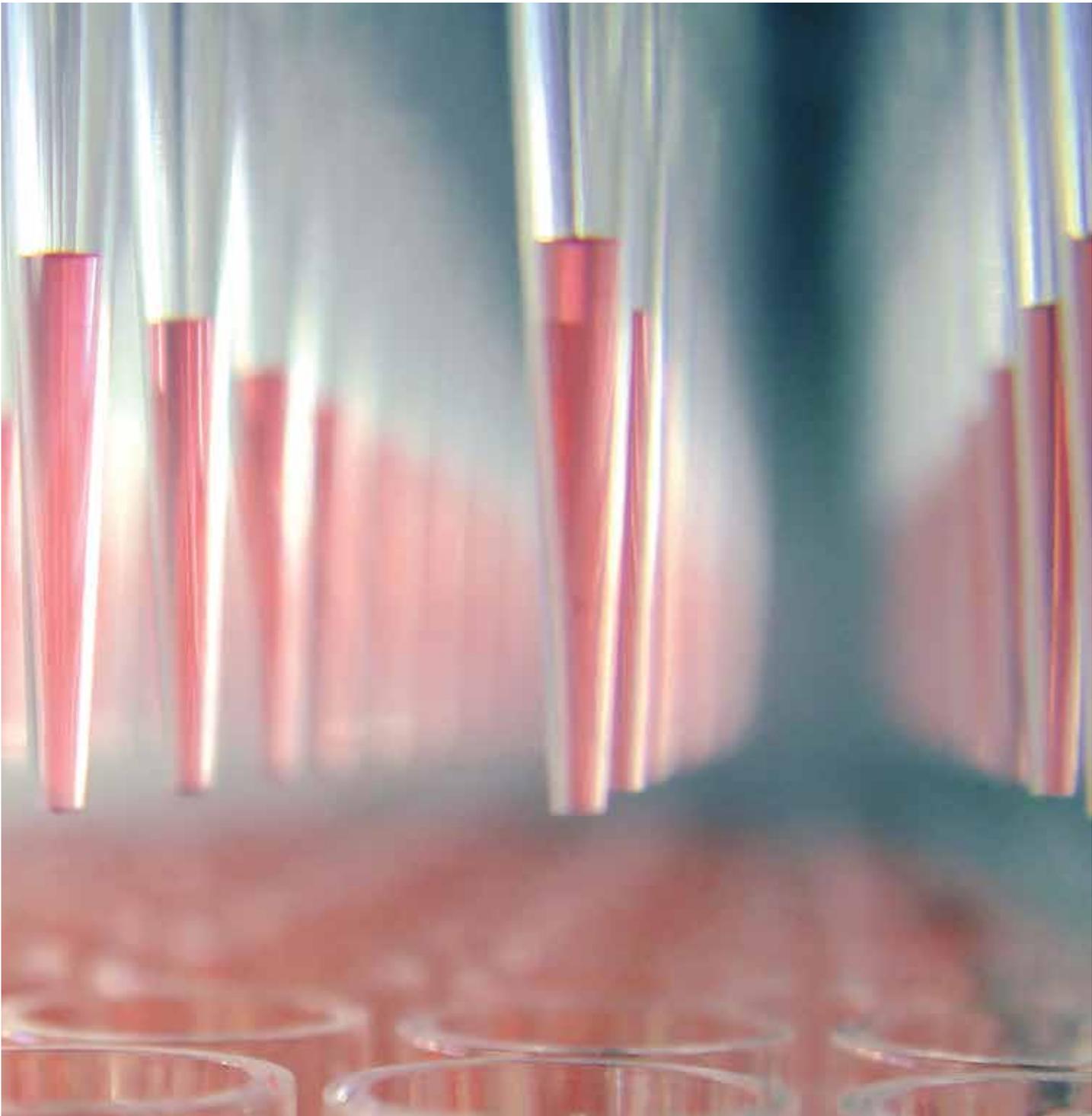
“We have cultured a large number of different cell types and have used many different ATCC media formulations with 100% success. For us, ATCC media has taken the worry out of cell culture.”

*Lisa Ryner, Ph.D.
Research Scientist
KAI Pharmaceuticals*

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