



WHAT'S NEW AT

dv

biologics®

August 2010

CELLutions
for Innovation™

newsletter

CELLutions Media

An essential part of successful cell culture lies within the media used. Without the appropriate nutrients and optimized reagents, in vitro cell culture could be an arduous task. DV Biologics has produced a line of optimized human cell culture media that facilitates your cell culture needs. Our media formulations ensure that your cell culture experiments produce quality reproducible results. Most importantly, when used in conjunction with our cells, we guarantee optimal yields which save you time and money.

DV Biologics various CELLutions media (Table 1) were optimized for specific cell types. For instance, our Stromal CELLutions media has been optimized for the maximal growth of bone marrow stromal (MSCs), umbilical cord stromal (Wharton's Jelly) or the derivation of stromal cells from mononuclear cells. When tested against the leading competitor's media, DV Biologics Stromal CELLutions media outperformed by producing quality cells with greater yields (Figure 1). In addition, after several passages in our media the cells continue to express typical stromal and stem cell markers (Figure 2).

Whether you are growing fibroblasts, cardiac progenitor cells, epithelial cells, myoblasts, or stromal cells; our media is guaranteed to perform.

Ask how you can receive a free sample which will facilitate your cell culture needs!

Table 1

Media	Catalog #	Price
Fibroblast Cellutions™ Media	I-Gro-001-500	\$150/500 mLs
Fibroblast Cellutions™ Media	I-Gro-001-100	\$ 50/100 mLs
Stromal Cellutions™ Media	H-Gro-005-500	\$225/500 mLs
Stromal Cellutions™ Media	H-Gro-005-100	\$ 75/100 mLs
Neural Cellutions™ Media	N-Gro-001-500	\$300/500 mLs
Neural Cellutions™ Media	N-Gro-001-100	\$100/100 mLs
Neural Pro-Conditioned Media	N-Pro-001-100	\$175/100 mLs
Neural Pro-Conditioned Media	N-Pro-001-50	\$125/50 mLs
Neural Pro-Conditioned Media	N-Pro-001-25	\$ 75/25 mLs
Cardiac Cellutions™ Media	C-MGro-001-500	\$250/500 mLs
Cardiac Cellutions™ Differentiation Media	C-MDiff-001-500	\$225/500 mLs
Cardiac Cellutions™ Differentiation Media	C-MDiff-001-100	\$ 70/100 mLs
Muscle Cellutions™ Media	M-Gro-001-500	\$225/500 mLs
Muscle Cellutions™ Differentiation Media	M-Diff-001-500	\$225/500 mLs
Muscle Cellutions™ Differentiation Media	M-Diff-001-100	\$ 70/100 mLs
Epithelial Pro-Conditioned Cellutions™ Media	D-Pro-015-100	\$150/100 mLs
Epithelial Pro-Conditioned Cellutions™ Media	D-Pro-015-50	\$100/50 mLs
Epithelial Pro-Conditioned Cellutions™ Media	D-Pro-015-25	\$ 60/25/mLs
NEW Osteoblast Cellutions™ Media	O-Gro-001-500	\$150/500 mLs

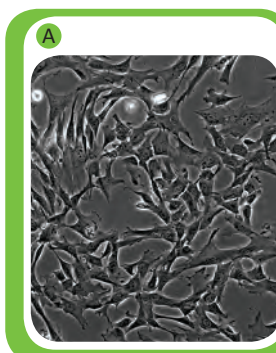


Figure 1: Stromal cells grown in DV Biologics Stromal Cellutions™ Media have classic stromal morphology and outperform the leading competitor's media in cell yield. At passage 3, DV Biologics Stromal Cells (aC006-f) were seeded at 1000 cells/cm² and grown in either Stromal Cellutions™ Media or the leading competitor's MSC media. Cells were subcultured every 6-7 days for another 4 passages. Photomicrograph of cells grown with DV Biologics Stromal Cellutions™ Media after 4 days in culture (A). Growth curve of stromal cells commencing at passage 3 demonstrating population doublings obtained after culture with both medias.

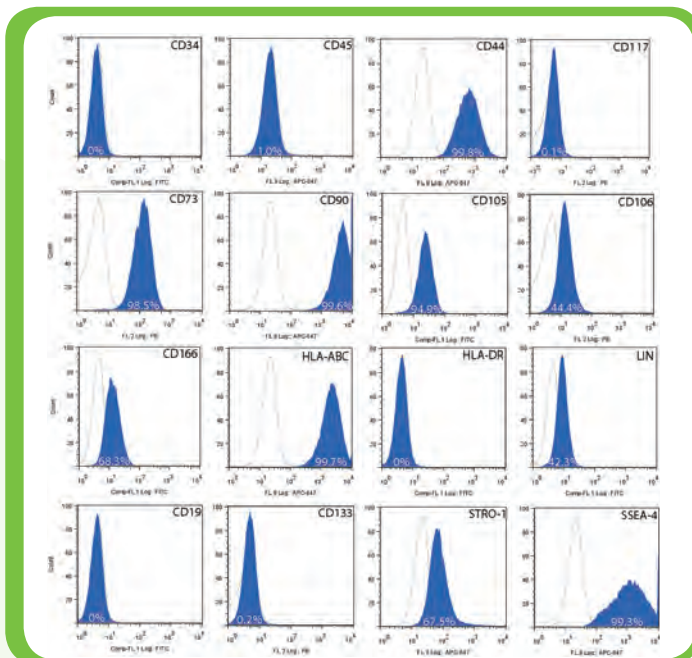
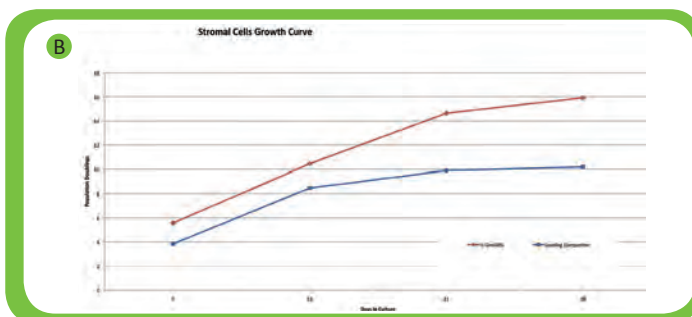


Figure 2: Flow cytometry of DV Biologics stromal cells after several passages grown in Stromal Cellutions™ Media. DV Biologics stromal cells maintain typical MSC characteristics while maintained in Stromal Cellutions™ Media. They are positive for markers such as CD90, CD44, CD73, CD105, CD106, CD166, STRO-1, and HLA-ABC. They are negative for markers CD34, CD45, CD117, HLA-DR, CD19, and CD133. In addition, they express SSEA-4, a marker indicative of stem cells.



Ways To Place An Order

Orders may be placed by phone, fax, email or through the online ordering system. Please visit the website to download DV Biologics PDF Order Form to place an order via fax or use the form below.

Shipping & Delivery

US. All North American orders are shipped from DV Biologics headquarters in Southern California and freight is pre-paid and added to your invoice as a separate item. Orders are shipped within 1 or 2 working days, depending upon the availability of the item. Shipments are sent every Monday to Thursday via overnight courier service for delivery on the next business day.

International. International orders are shipped from DV Biologics headquarters in Southern California every Monday unless specially requested to be shipped on another date.

Conditions

Products are sold for laboratory research use only and are not to be used in humans for any purpose. As a condition of purchase, the purchaser shall not make products available for the purpose of further resale or alter the product label and the DV Biologics mark of origin without the express written permission of DV Biologics LLC.

Contact Us:

By phone 1.888.773.5959 (Toll Free North America)

By fax 1.877.773.5959 (Toll Free North America)

By email orders@dvbiologics.com

Ordering Hours:

Monday through Friday, 9:00 am - 5:00 pm Pacific Standard Time.

Order anytime, 24 hours a day, 365 days a year by email or fax. If your order arrives outside our normal business hours, it will be quickly processed at the beginning of the next business day.



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