Atlanta Biologicals is a premier global supplier of high quality life science research products. We specialize in the development and production of a full line of cell culture sera, serum alternatives, cell culture media, custom media products, cell culture reagents, media supplements, cell separation media, and cytokines.

**Fetal Bovine Serum - Advantage**

A high quality FBS product at exceptional value. Especially suited where special component testing, such as the hormone assay, is not required. It is suitable for many cell culture applications, and is comprehensively tested for performance and quality assurance. Lots are manufactured from US or USDA-approved origin material following stringent manufacturing and quality control procedures.

**Fetal Bovine Serum - Premium**

A high quality FBS product that is most widely used among cell culture researchers. An extensive biochemical profile is provided in addition to comprehensive quality assurance testing. It is priced lower than FBS-Premium Select and FBS-Optima, and demonstrates superior performance with a broad spectrum of cell types. Lots are manufactured from US or USDA-approved origin material following stringent manufacturing and quality control procedures.

**Fetal Bovine Serum - Optima**

This high quality FBS product meets the requirements of most cell lines and is suitable for general applications. An extensive biochemical profile and an extended virus test panel are provided in addition to comprehensive quality assurance testing. Each lot is manufactured exclusively from US origin material following stringent manufacturing and quality control procedures.

**Fetal Bovine Serum - Premium Select**

The highest grade FBS available, suitable for the most demanding and sensitive cell lines. It is also widely used when a hormone profile, an extensive biochemical profile and/or an extended virus test panel is required, in addition to comprehensive quality assurance testing. Lots are manufactured from US or USDA-approved origin material following stringent manufacturing and quality control procedures.

Sales  Ph: (800) 780-7788
Fax: (800) 780-7374

also available heat inactivated

www.atlantabio.com
Specialty Fetal Bovine Sera available from Atlanta Biologicals:

Atlanta Biologicals offers an extensive line of Specialty Fetal Bovine Sera, individually selected for special cell culture research applications, such as ES cell research, Hybridoma technology, Tet-inducible gene expression systems, and immunoassays.

Atlanta Biologicals qualifies Fetal Bovine Serum by subjecting pre-selected FBS lots to additional testing relevant to specific applications, or further processes pre-selected FBS to remove or inactivate components that are disruptive in certain experimental systems.

**Embryonic Stem Cell Qualified Fetal Bovine Serum**

For applications utilizing embryonic stem (ES) cells, the success of the research is highly dependent on identifying a suitable lot of FBS. With Atlanta Biologicals’ ES Qualified Fetal Bovine Serum, time consuming pre-screening of multiple serum lots is no longer required. We test our highest quality FBS lots for particular suitability for culturing embryonic stem cells. The screening includes plating efficiency, colony morphology and cytotoxicity assays. Selected lots must offer outstanding performance with embryonic stem cells while maintaining the cells in their undifferentiated state.

**Hybridoma Qualified Fetal Bovine Serum**

This serum is ideally suited for culturing hybridoma and myeloma cells. High quality Fetal Bovine Serum is screened to identify lots that offer optimal performance with these cells. Hybridoma Qualified lots must show superior growth promotion, exceptional clonal growth at limiting dilution, and a lack of cytotoxicity during the growth studies.

**TET Tested Fetal Bovine Serum**

The Tet systems are the most widely applied inducible gene expression systems. In each system, a tetracycline-controlled transactivator interacts with a responsive promoter to regulate expression of the gene of interest. Expression is controlled from outside by the effector substances tetracycline or one of its derivatives. The presence of tetracycline or its derivatives in serum may interfere with these tetracycline-regulated gene expression systems. TET Tested Fetal Bovine Serum is specifically designed for use in Tet systems and cell lines. The tetracycline and tetracycline derivative contents of high quality FBS is measured, and only lots with undetectable levels are selected as TET Tested Fetal Bovine Serum.

**Charcoal/Dextran Fetal Bovine Serum**

Pre-selected high quality FBS is processed using a proprietary Charcoal/Dextran treatment proven to reduce the levels of many hormones, steroids and growth factors. Each lot produced is tested for various hormones and steroids before and after treatment to confirm the efficacy of the process. Charcoal/Dextran treated FBS is used in applications requiring lower levels of hormones, steroids or growth factors in serum, such as insulin and estrogen related research.

**Dialyzed Fetal Bovine Serum**

Dialyzed FBS is used in cell culture systems requiring a more defined environment of small molecules. Dialysis reduces the concentration of low molecular weight components such as nucleotides, amino acids, hormones, salts and various small proteins. Two different Dialyzed FBS products are available. The serum is dialyzed against physiological saline using a 12,000 to 14,000 Dalton cutoff membrane. The process is controlled by precisely monitoring the glucose concentration throughout the procedure. Exhaustive dialysis is not performed in order to prevent precipitation and inactivation of serum peptides.

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