

Enhance experimental consistency with serum-free media

When results vary, it affects more than your data. It costs time and confidence in your research strategy.

In applications where consistency matters most, a more defined environment becomes critical. Serum-free media provide that control. They reduce variability and help keep your workflow stable, so you can move forward with confidence.

What you gain

Consistent results:

Eliminate variability from undefined serum components so your data stays stable across experiments



Reproducible data:

Serum-free formulations reduce batch-to-batch variation so you can trust every result



Reduce animal-derived components:

Move towards more ethical and sustainable cell culture



Lower contamination risk:

Reduce exposure to animal-derived contaminants and pathogens

Our serum-free media

Find the right medium for your application with optimized formulations for consistent performance.

Cell type	Product	Special formulation features	Catalog no.	
			Ready-to-use medium	Medium kit
Epithelial cells	Airway Epithelial Cell Growth Medium	Serum-free	C-21060	C-21160
	Airway Epithelial Cell Growth Medium 2	Serum-free, BPE-free	C-21040	
	Small Airway Epithelial Cell Growth Medium	Serum-free	C-21070	C-21170
	Air-Liquid Interface Medium (ALI-Airway)	Serum-free, BPE-free	C-21080	
	Mammary Epithelial Cell Growth Medium	Serum-free	C-21010	C-21110
Keratinocytes	Keratinocyte Growth Medium 2	Serum-free	C-20011	C-20111
	Keratinocyte Growth Medium 3	Serum-free, BPE-free	C-20021	
Melanocytes	Melanocyte Growth Medium M3	Serum-free, BPE-free	C-24310	
	Melanocyte Growth Medium M3 (prf)	Serum-free, BPE-free, phenol red-free	C-24311	
Mesenchymal stem cells	Mesenchymal Stem Cell Chondrogenic Differentiation Medium	Serum-free	C-28012	
	Mesenchymal Stem Cell Neurogenic Differentiation Medium	Serum-free	C-28015	

At PromoCell, our media are available as ready-to-use media or media kits. The ready-to-use medium consists of one bottle of basal medium and one vial of SupplementMix. The kit consists of a bottle of basal medium and the SupplementPack (a set of individual vials with pre-measured supplements) allowing the user full control over the media formulation. Adding the SupplementMix or the SupplementPack to the basal medium results in the complete growth medium. Many of our basal media are also available separately and, for selected products, in a phenol red-free formulation.

Discover more

Our flexible manufacturing pipeline enables us to offer a wide range of customized cell culture media. [Learn more](#)

Explore more defined serum-free media solutions, including [xeno-free and animal component-free options](#).

Contact us

Do you need help finding the right media? Get in touch with our experts at scientific.support@promocell.com

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