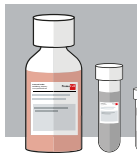


PromoCell Growth Media Components



Growth Medium (Ready-to-use)

- Consists of a Basal Medium and SupplementMix
- Growth supplements are mixed together in one tube
- Complete medium is ready after one pipetting step
- Easy and convenient handling
- Same final concentration as the corresponding Growth Medium Kit
- Formulated for Primary Human Cells



Growth Medium Kit

- Consists of a Basal Medium and SupplementPack
- Growth supplements come in separate vials
- Allows customization of the final concentrations of growth supplements
- Same final concentration as the corresponding Growth Medium (Ready-to-use) when all supplements are added to the Basal Medium
- Formulated for Primary Human Cells



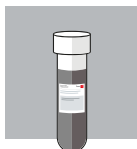
Basal Medium

- Also available without phenol red for selected media
- No growth supplements included



SupplementPack

- Available separately for selected media for customization and/or phenol red-free cell culture



SupplementMix

- Available separately for selected media for phenol red-free cell culture

For *in vitro* research use only. Not for diagnostic or therapeutic procedures.