# AlphaGrow<sup>™</sup> SF Hybridoma Serum Free Media

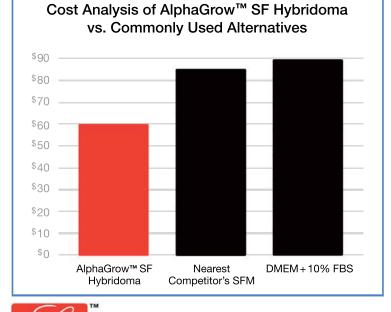
Leinco Technologies' AlphaGrow<sup>™</sup> SF (Serum Free - No Animal Derived Components) hybridoma cell culture media is a better option in terms of performance and reproducibility to classical cell culture media supplemented with fetal bovine serum for growing hybridoma cell lines in the lab or for large scale production. Classical media plus FBS is the historical standard for hybridoma based antibody production. FBS provides a good source of nutrients, growth factors and many other ingredients that cells thrive on. The problem is that FBS is undefined and contains many unknown, variable and undesirable ingredients.

Inconveniences of serum include the need to screen lots, variability in cost and quality and the presence of contaminating bovine IgG. Animal-derived ingredients also carry the risk of introducing adventitious agents, such as viruses and prions that can contaminate cell culture facilities. Finally, objections have been raised to

the use of serum in cell culture on regulatory and ethical grounds, and the undefined nature of FBS is increasingly being seen as a liability to researchers who need increased control over the growth of their cells. Most hybridoma cell lines can be weaned into AlphaGrow<sup>™</sup> SF within a couple of weeks if our EasyWean<sup>™</sup> protocol is followed.

### Advantages of AlphaGrow<sup>™</sup> SF Hybridoma Over Classical Media Supplemented with FBS

- Better lot to lot consistency
- Lower cost
- Eliminate the continued rise in cost for FBS
- Higher antibody production
- No animal derived components
- Consistent downstream purification results
- Negative for mycoplasma and adventitious agents
- No ethical concerns surrounding the collection of fetal bovine serum



## **Cost Analysis Savings**

# Use AlphaGrow<sup>™</sup> with 0% FBS for Antibody Production!

Hung up on FBS Prices??

#### **Protein Production Analysis** AlphaGrow<sup>™</sup> SF Hybridoma vs. 120 Nearest Competitor's SFM 100 80 60 40 20 0 Cell Density % Cell Viability Antibody Production (x 10^4) (mg/dL) AlphaGrow™ SF Hybridoma Nearest Competitor's SFM

410 Axminister Dr. St. Louis, MO 63026 800.538.1145 www.Leinco.com

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