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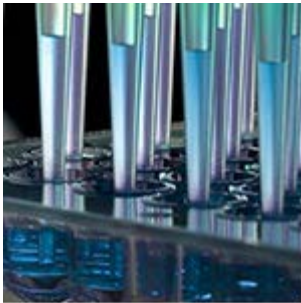


June 2017

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cell passages

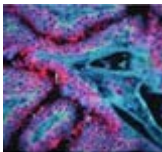


Reliablue™ for reliable cell viability results

Precise and sensitive methods for assaying the proliferation and viability of cell cultures are essential to toxicology, pharmacology, and basic research studies. ATCC has developed Reliablue™ ([ATCC® 30-1014™](#)), a resazurin-based cell proliferation assay that is sensitive and non-toxic to cells. This single-component reagent can determine cell viability and proliferative capacity of live-adherent and suspension cell cultures.

[Try Reliablue today>>](#)

- High sensitivity
- Cell culture grade
- Non-destructive nature for continuous, non-endpoint uses
- Single reagent
- Scalable to work in high-throughput assays



New Accessions: Thyroid Tumors Cells

ATCC has 4 new thyroid tumor cell lines that are ideal for in vitro drug discovery applications. These cells harbor a variety of clinically relevant mutations such as

- HRAS Q61K
- BRAF V600E
- TERT promoter -124 (C-->T)

[Discover thyroid tumor cells>>](#)

Image courtesy of Tian Tang and Duan-Lian Zhang, Wuhan



Exclusive offer for STR Profiling Services!

For a limited time, buy 2 STR Profiling Services ([ATCC® 135-XV-3](#)), receive 1 FREE!*

ATCC® STR analysis meets all requirements for funding, publication, and quality control.

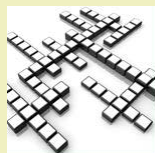
- ATCC trained experts amplify 17 STR loci plus Amelogenin
- A comprehensive analysis interprets

University, P.R. China Tang T, Zhang DL, Exp Ther Med 9(4):
1331-35, 2015.

both karyotypically normal and
abnormal cell lines

- A no-fuss sample mailer kit is provided in which cells are spotted onto FTA paper and mailed to ATCC using the pre-addressed envelope

[Order the STR Service today>>](#)



ATCC Puzzle

Try this [month's crossword puzzle](#) and test your knowledge of

Toxicology. The solution will appear in next month's issue.

For the solution to last month's Cardiac Curiosity puzzle [click here](#).

Resources

- [Endocrine Disease](#)
- [Toxicology Tools](#)
- [Screening Tools](#)



Frequently Asked Questions

Q: Can Reliablue™ Cell Viability Reagent be multiplexed with other assays?

A: The Reliablue™ Cell Viability Reagent is not necessarily end-point and is thus compatible with other down-stream assays such as analysis of ATP, protein, and RNA. Following incubation with the Reliablue Reagent and recording the results, the cells can be washed with PBS or medium to remove the reagent and then used for other purposes. Multiple washes may be required.

[Have more questions?](#)

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