

## PRIMARY CELLS

## MEDIA & REAGENTS

## CELL BIOLOGY PRODUCTS

### The broadest range of optimized cell type-specific media:

- Used in >450 peer-reviewed publications
- Specially formulated for each cell type
- Growth media for robust proliferation
- Maintenance Media for optimal performance
- Specialized media for phenotype induction
- Growth Media Kits convenience
- Rigorous quality control



Medium	Human cells using the medium *
Astrocytes Growth Medium	Astrocytes
Adipocytes Growth Medium	Adipocytes (HAd) Preadipocytes (HPAd)
Blood Cell Maintenance Medium	Mononuclear Cells (HMNC) Peripheral Blood CD4+ T Cells (HPBT) Peripheral Blood CD14+ Monocytes (HPBM) Peripheral Blood CD14+ Monocytes (HPBB)
Chondrocyte Growth Medium	Chondrocytes (HC), regular and Re-Differentiated
CADMEC™ Endothelial Cell Growth Medium	Dermal Microvascular EC (HMVEC/CADMEC™)
Endothelial Cell Growth Medium	Aortic EC (HAOEC) Pulmonary Artery EC (HPAEC) Umbilical Vein EC (HUVEC)
MesoEndo Endothelial Cell Growth Medium	Brachiocephalic Artery EC (HBcAEC) Internal Thoracic Artery EC (HITAEC) Carotid Artery EC (HCtAEC) Subclavian Artery EC (HScAEC) Coronary Artery EC (HCAEC) Umbilical Artery EC (HUAEC)
Microvascular Endothelial Cell Growth Medium	Dermal Lymphatic Microvascular EC (HDLMVEC) Lung Microvascular EC (HLMVEC)
Bronchia/Trachea Epithelial Growth Medium	Bronchial EpC (HBEPc) Tracheal EpC (HTEPc)
Epithelial Cell Growth Medium	Bladder EpC (HBIEpC) Cervical EpC (HCvEpC) Prostate EpC (HPrEpC) Placental EpC (HPIEpC) Urethral EpC (HUEpC)
Mammary Epithelial Cell Growth Medium	Mammary EpC (HMEpC)
RenaEpi Growth Medium	Renal Proximal Tubule EpC (HRPTEpC)
Fibroblast Growth Medium	Dermal Fibroblasts (HDF)
Lung/Cardiac Fibroblast Growth Medium	Cardiac Fibroblasts (HCF) Lung Fibroblasts (HLF)
Hair Follicle Dermal Papilla Growth Medium	Hair Follicle Dermal Papilla Cells (HFDPC)
Keratinocyte Growth Medium	Epidermal Keratinocytes (HEK)
Melanocyte Growth Medium	Epidermal Melanocytes (HEM)
Osteoblast Growth Medium	Osteoblasts (HOb)
Skeletal Muscle Cell Growth Med.	Skeletal Muscle Cells (HSKMC)
Smooth Muscle Cell Growth Medium	Brachiocephalic Artery SMC (HBcASMC) Internal Thoracic Artery SMC (HITASMC) Aortic SMC (HAOSMC) Coronary Artery SMC (HCASMC) Carotid Artery SMC (HCtASMC) Subclavian Artery SMC (HScASMC) Pulmonary Artery SMC (HPASMC) Umbilical Vein SMC (HUVSMC) Umbilical Artery SMC (HUASMC)
Marrow Stromal Cell Growth Med.	Marrow Stromal Cells (HMSC)
Neural Stem Cell Growth Medium	Neural Stem Cells (HNSC)
Synoviocyte Growth Medium	Synoviocytes (HFLS), normal, OA and RA

\* Species-optimized media for animal cells are also available

### Maintenance Media

for optimal performance of non-proliferating cells

- Adipocytes Medium
- Blood Cells Medium
- Hepatocytes Medium

### Differentiation Media

for induction and support of specialized phenotypes

- Adipocytes Diff. Medium
- Astrocytes Diff. Medium
- Chondrocytes Diff. Medium
- Osteoblasts Diff. Medium
- Smooth Muscle Cells Diff. Med.
- Skeletal Muscle Cells Diff. Med.
- Stem Cells Diff. Medium

### Starvation Media

for assays

- Adipocytes Starvation Medium
- Cardiomyocytes Starvation Medium
- Endothelial Starvation Medium
- Skeletal Muscle Cells Starvation Medium

### Media Supplements

for customized treatment

- Bovine Insulin
- Salts
- Growth Factors and Cytokines
- Fetal Bovine Serum

### ECM solutions

for optimal cell attachment

- Attachment Factor Solution
- Bovine Collagen Solution
- Rat Collagen Solution
- Matrigel
- Poly-D-Lysin and Laminin
- Coated culture flasks

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