

## cellgro® COMPLETE™

Enriched serum-free/low protein medium without insulin, transferrin, hormones or other growth factors formulated for growth and maintenance of a wide variety of hybridomas, as well as suspension and adherent cell lines.

### Freedom From Concerns Regarding Adventitious Agents.

Serum has been extensively used as a supplement to chemically defined media for mammalian cell culture due to its beneficial attributes. However there are many negative aspects associated with the use of serum such as time consuming sampling, lot-to-lot variability, presence of adventitious agents, and availability. We have developed cellgro® COMPLETE™, a serum-free, low protein (1 mg/mL BSA) medium which meets nearly all cell culturists' needs for the production of recombinant proteins, viral vaccines, monoclonal antibodies, and estrogen-responsive cell systems. Originally formulated to satisfy the needs of RPMI, DMEM, DMEM/F-12 and McCoy's 5A basal media users, it has now been adapted for cell culture protocols using many other types of media as well.

formulation requires minimal adaptation and facilitates adaptation of adherent-dependent cells to high-density suspension cultures saving valuable research time.

cellgro® COMPLETE™ is an enriched serum-free growth medium that does not contain any insulin, transferrin, cholesterol, growth or attachment factors. Uniquely depleted, the formulation promotes a starting point for customization by the addition of cell-specific growth factors. By reducing the amount of extraneous protein in the formulation, separation/purification and downstream processing of recombinant proteins is simplified and consequently less expensive. In addition, cellgro® COMPLETE™ has been specifically engineered without phenol red to eliminate inherent concerns about the estrogenic effects of phenol red in estrogen-responsive cell systems.

### Stability and Storage:

cellgro® COMPLETE™ is an *In Vitro* Diagnostic Use product and is not intended for *In Vivo* Diagnostic Use. The product should be stored between 2-8°C and protected from light. A Material Safety Data Sheet is available upon request.

### Supports Superior Growth in Both Adherent and Suspension Culture.

### Advanced Formulation Requires Minimal Adaptation.

Specifically engineered, cellgro® COMPLETE™'s formulation is based on a 50/50 mix of DMEM/F-12 with smaller percentages of RPMI and McCoy's 5A medium. A proprietary mixture of selected trace elements and high molecular weight carbohydrates, extra vitamins, a non-animal protein source, and a small amount of high quality BSA (1 mg/mL) supports superior growth and viability over long-term passages in hybridomas, as well as suspension and adherent cell culture. cellgro® COMPLETE™'s advanced

### Specifically Engineered For Estrogen-Responsive Cell Systems.

Product Description	Catalog No.	Size
cellgro COMPLETE™		
with Phenol Red, with L-glutamine	40-101-CV	6 x 500 mL
without Phenol Red, with L-glutamine	40-102-CV	6 x 500 mL