

## PRODUCT DESCRIPTION

ITS Media Supplement is a chemically defined media supplement designed to support cell proliferation under low serum conditions. It contains optimized concentrations of insulin, transferrin, and selenite. These are critical components of serum responsible for cell health and proliferation. The supplement is supplied as a 100X concentrate in PBS.

## MEDIA SUPPLEMENT COMPONENTS

Store in the dark at  $\leq -20\text{ }^{\circ}\text{C}$  in a **manual defrost freezer**. Do not use past the expiration date.

COMPONENT	AMOUNT ( $\mu\text{g}/\text{mL}$ )
Recombinant Human Insulin	1000
Human Transferrin	500
Selenite	0.67

## PRECAUTION

This product contains human transferrin. This transferrin was tested at the donor level using an FDA licensed method and found to be non-reactive for anti-HIV-1/2 and Hepatitis B surface antigen. As no testing can offer complete assurance of freedom from infectious agents, these reagents should be handled as if capable of transmitting infection.

## ITS MEDIA PREPARATION

Dilute ITS Media Supplement 100-fold into the cell culture media of interest before use. The final concentration of serum may vary by cell type and assay. We recommend titrating serum concentration for individual use.