

# New BrdU Cell Proliferation Assay Kit

The BrdU Cell Proliferation Assay Kit #6813 provides a simple means of measuring cell proliferation in a quantitative plate-based format without the need for radioactive reagents or expensive imaging equipment. BrdU incorporation is an accurate, sensitive, and direct readout of cell division (as opposed to viability dyes, which only determine live or dead cells).

## BrdU plate-based immunoassay:

- Interfaces with microplate environments, allowing higher throughput.
- Eliminates the need for microscopy, yielding results without specialized equipment.
- Eliminates the need for radioactive isotope labeling, providing a safer and simpler protocol.

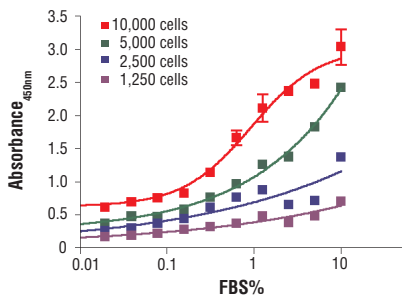


Figure 1: C2C12 cells were seeded at varying density (in serum-free medium) in a 96-well plate and incubated overnight. Serum was added to the plate in increasing concentration as shown in the figure and cells were incubated for 24 hours. Finally, 10  $\mu$ M BrdU was added to the plate and cells were incubated with for 4 hours.

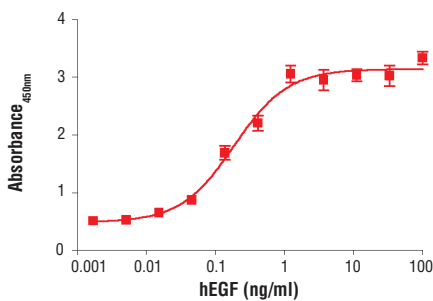


Figure 2: Treatment of MCF7 10A cells with Human Epidermal Growth Factor (hEGF) #8916 increases cell proliferation as detected by BrdU Cell Proliferation Assay Kit #6813. MCF7 10A cells were seeded at  $1 \times 10^4$  cells/well in a 96-well plate and incubated overnight. Cells were then starved in serum-free medium overnight. hEGF was added to the plate and cells were incubated for 24 hours. Finally, 10  $\mu$ M BrdU was added to the plate and cells were incubated for 4 hours.

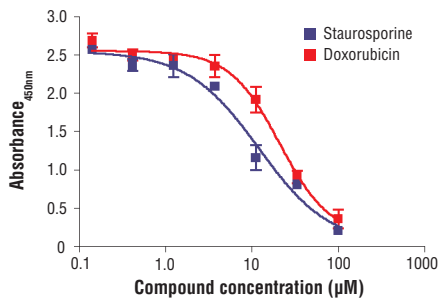


Figure 3: Jurkat cells were seeded at  $4 \times 10^4$  cells/well in a 96-well plate and incubated overnight. Cells were then treated with various concentrations of doxorubicin (red) or staurosporine (blue) for 2 hours. Finally, 10  $\mu$ M BrdU was added to the plate and cells were incubated for 4 hours.

