

Improve the consistency of bronchial epithelial cell cultures

GIBCO® LHC serum-free media

- Engineered specifically for the clonal growth of bronchial epithelial cells
- Serum-free formulation for reproducible results
- Application-specific formulations give you convenience and control
- Complete, ready-to-use media

LHC serum-free media, formerly manufactured by Biofluids Inc., are the most widely used products for the culture of bronchial epithelial cells. These products are now offered by Invitrogen's GIBCO® Cell Culture Reagents and are backed by the quality production standards, customer service, technical support, and other extensive offerings that make GIBCO® the leading name in cell culture.

With GIBCO® LHC serum-free media, you avoid lot-to-lot variability and aberrations that can occur from the addition of serum. This translates to better cell proliferation, more reproducible results, and greater experimental validity for your bronchial epithelial cell cultures.

Superior performance and convenience

- Better experimental control over results
- Fewer variables introduced by extraneous serum proteins
- Fully supplemented for specific applications

Peace of mind with each product

- Manufactured in compliance with the FDA's Quality System regulations (cGMP) and current requirements of ISO 9001
- Consistent lot-to-lot quality to deliver reproducible results
- Prolonged shelf life of 12 months when stored unopened at -20°C

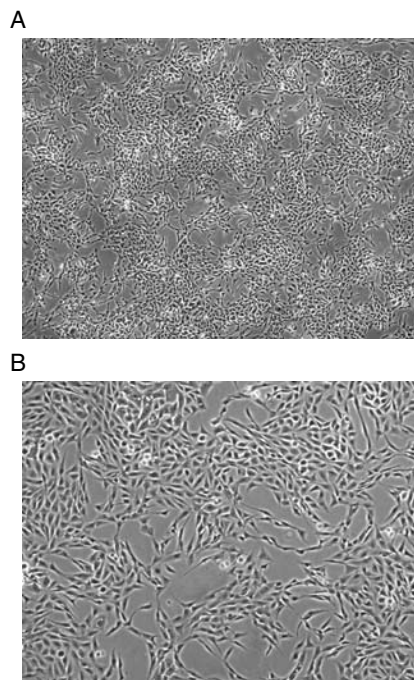


Figure 1—Human bronchial epithelial cells (BEAS-2B) cultured in LHC-9 medium to 50% confluency. Phase-contrast image was obtained using a microscope equipped with a 4x objective (panel A) and a 10x objective (panel B).



Better cell culture begins with GIBCO® products and services

From the world's largest manufacturer of products for cell culture, GIBCO® media, sera, reagents, and technical support have set the global standard for over 40 years. Our experience enables you to be more efficient, productive, and successful.

To streamline the product offering and minimize customer confusion, we have discontinued the Biofluids™ brand and are producing equivalent LHC media at Invitrogen's GIBCO® facilities. To make it easy for you to locate Invitrogen's GIBCO® brand equivalent, a cross-reference database is available at www.invitrogen.com/biofluids. Simply type in your existing Biofluids™ catalog number and you will be directed to the new Invitrogen catalog number.

Visit us at www.invitrogen.com/LHC to place your order today.

References

- Pawliczak R., et al. (2001) *J Biol Chem* 276, 44613.
 Zhao Y.L., et al. (2000) *Carcinogenesis* 21, 2005.
 Liu X., et al. (1998) *Am J Physiol* 274, L58.
 Hei T.K., et al. (1997) *Environ Health Perspect* 105, 1085.
 Masui T., et al. (1986) *Proc Natl Acad Sci USA* 83, 2438.
 Lechner J.F. and LaVeck, M.A. (1985) *J Tissue Cult Methods* 9, 43.

Recommended applications

Complete media

(for cell culture for the following research/disease areas: asthma, allergies, lung cancer, cystic fibrosis, pulmonary and esophageal cancer*)

Typical cells cultured	Media supplements				GIBCO® LHC product
	Retinoic acid	Epinephrine	Gentamicin	Other supplements†	
IB3-1, S9, C38			√	√	LHC-8
BEAS-2B, BZR, BBM, Het-1A, NHBE BBE	√	√	√	√	LHC-8 w/o gentamicin LHC-9
Basal media (for flexible customization)					LHC Basal

* For research use only. † Includes insulin, hydrocortisone, EGF, transferrin, bovine pituitary extract, and T3.

Ordering information

Product	Quantity	Cat. no.
LHC Basal Medium (1X), liquid	500 ml	12677-019
	1,000 ml	12677-027
LHC-8 Medium (1X), liquid	500 ml	12678-017
	LHC-8 Medium, w/o gentamicin (1X), liquid	500 ml
LHC-9 Medium (1X), liquid	500 ml	12680-013