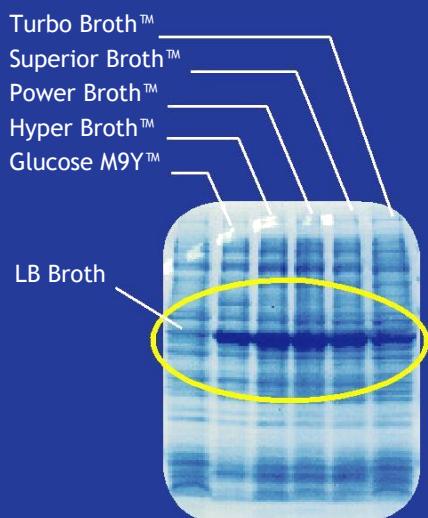


# (the secret's in the broth)

Unique blends of Expression Media developed by Athena ES increase the expression of proteins in *E. coli* up to 20 times more than industry standard LB Broth. Our easy-to-use Media Optimization Kit, enables researchers to quickly determine which medium best expresses their protein.

Our powder media are milled using Athena's proprietary dry-powder process, providing better consistency, reliability, and quicker dissolving time. And they're backed by over 20 years of proven success. We also offer *Animal-Product-Free* alternatives to each Broth.

Now available at [AssayCell Technologies](http://AssayCellTechnologies.com)  
AthenaES™ Expression Media



#### Media Screen of LypA Expression

From left to right, total protein obtained from cells grown in industry standard LB Broth and Athena's unique formulas: Glucose M9Y™, Hyper Broth™, Power Broth™, Superior Broth™ and Turbo Broth™.

- up to **20** times more expression than LB Broth
- available in **Animal-Product-Free** formulations
- unique blends, not available anywhere else
- better consistency
- higher reliability
- quicker dissolving time

For More information and to Order  
Please email: [sales@assaycell.com](mailto:sales@assaycell.com)  
or Call: 732-595-7680

 AssayCell  
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AthenaES™  
Complete  
Expression  
System

AssayCell Technologies

1-732-595-7680

email: [sales@assaycell.com](mailto:sales@assaycell.com)

web: [www.assaycell.com](http://www.assaycell.com)



### Expression Media - for increased protein production

Catalog Number	Product	Size
<b>Complete Kits</b>		
0100	Media Optimization Kit [MOK]	\$100.00
0100-APF	Animal Product Free MOK	\$100.00
0128	MOK, Ready-to-Use Liquid	\$125.00
0129	APF MOK, Ready-to-Use Liquid	\$125.00
0169	Atholate™ MOK	\$125.00
0179	Atholate™ MOK, Ready-to-Use Liquid	\$150.00
0135	PERK™ [Protein Expression Rescue Kit]	\$165.00
<b>Standard Formulations</b>		
0101	LB Broth (Luria)	500g
0102	LB Broth (Lennox)	500g
0103	LB Broth (Miller)	500g
0104	Turbo Broth™	500g
0105	Superior Broth™	500g
0106	Power Broth™	500g
0107	Hyper Broth™ (APF Certified)	500g
0108	Glucose M9Y	500g
0109	Glucose Nutrient Mix	21g
<b>Animal Product Free Formulations</b>		
0131	APF LB Broth (Luria)	500g
0132	APF LB Broth (Lennox)	500g
0133	APF LB Broth (Miller)	500g
0110	Turbo Prime Broth™	500g
0160	Turbo Prime-olate Broth™	500g
0111	Superior Prime Broth™	500g
0161	Superior Prime-olate Broth™	500g
0112	Power Prime Broth™	500g
0162	Power Prime-olate Broth™	500g
<b>Ready-to-Use Liquid</b>		

Expression media products are available as ready-to-use sterile liquids. Visit [www.assaycell.com](http://www.assaycell.com) for complete product listing and details.

### Accessories and Supplements

Catalog Number	Product	Size
0123	Augmedium™ (50x stock) [Pre-induction Treatment]	100ml
0124	Augmedium™ (50x stock)	500ml
0126	LB*Booster™ [LB Broth Enhancer]	100ml
0127	LB*Booster™	500ml
0134	Augmedium™ [APF Tryptone Replacement]	500g

#### Bulk and Production-Scale

All media products are available in bulk and production-scale quantities. Please inquire by calling 732-595-7680 or email [sales@assaycell.com](mailto:sales@assaycell.com) for more information