



InVitria Announces New Product, ITSE Animal-Free for Cell Culture Scientists

InVitria's ITSE Animal-Free is not only free of animal-origin contaminants but is cost effective, leaving cell culture scientists confident in their source of insulin and transferrin for cell culture media.

Fort Collins, CO June 10, 2010 – InVitria announced the launch of ITSE Animal-Free™ (www.ITSEAF.com), a recombinant and defined cell culture media supplement that provides the ingredients essential for high performance cell culture. ITSE Animal-Free provides a solution for maximizing performance in a consistent and animal-free system. Insulin and transferrin supplements are commonly used in cell culture to reduce the amount of serum, such as fetal bovine serum (FBS), required to optimize performance. Until now, researchers used insulin and transferrin supplements that were derived from animal sources. With ITSE-Animal-Free, cell culture scientists have a new alternative that is completely animal-free and well defined because it incorporates recombinant insulin and transferrin.

“There are no other insulin-transferrin supplements on the market today that provide the confidence of using our completely animal-free, recombinant sources of insulin and transferrin“, said Mary Ann Santos, Product Scientist at InVitria.

Interference from animal-derived components used in cell culture media can make it difficult to determine the real effect in cell culture research and discovery. InVitria identified the scientist's need to improve the performance of existing sources of insulin and transferrin supplements, which led to the development of ITSE Animal-Free. ITSE Animal-Free provides significant benefits for cell culture scientists, including:

- Use of well defined and consistent recombinant sources of insulin and transferrin
- transferrin Easy-to-use 100x sterile liquid
- IgG-free
- Consistent quality
- Completely animal component free
- Cost-effective compared to other insulin or transferrin supplements, or serum

The logo for ITSE Animal-Free features the word "ITSE" in a large, bold, blue, sans-serif font. To its right, the words "Animal-Free" are written in a smaller, blue, sans-serif font, with a horizontal line underlining the text.

“As a replacement of animal-derived ITSE and ITS supplements, researchers can avoid concerns about animal-origin contaminants“, said Dr. Steve Pettit, Director of Cell Culture at InVitria. “ITSE Animal-Free was developed to help customers achieve the performance they desire in many cell types including Primary cells, Stem cells, Hybridomas, and Vero cells“, he continued.

“InVitria is committed to its mission: to address the needs of cell culture scientists with better performing, more consistent and animal-free cell culture media supplements. ITSE Animal-Free is another innovation we are proud to bring to market for our customers,” said Scott Deeter, President and CEO of InVitria.

Order your sample of ITSE Animal-Free or receive more information, at www.ITSEAF.com.

About InVitria – InVitria.com

InVitria develops, manufactures and markets a portfolio of high performance and well defined cell culture media components and reagents used in bioprocessing, biopharmaceutical formulation, stem cell & regenerative medicine, life science research, medical devices and diagnostics.

For more information about ITSE Animal-Free as well as our other products, please e-mail info@InVitria.com.

All InVitria products can be purchased online at www.InVitria.com or by calling 1-800-916-8311.

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Cell Culture Media Supplements from InVitria



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