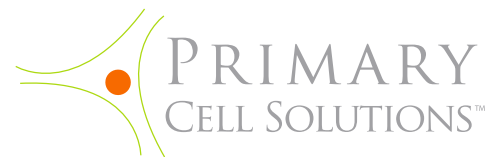
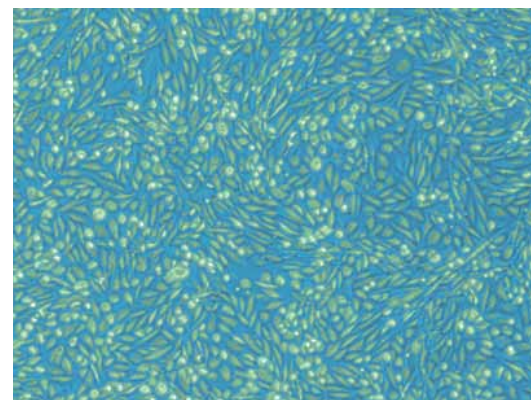
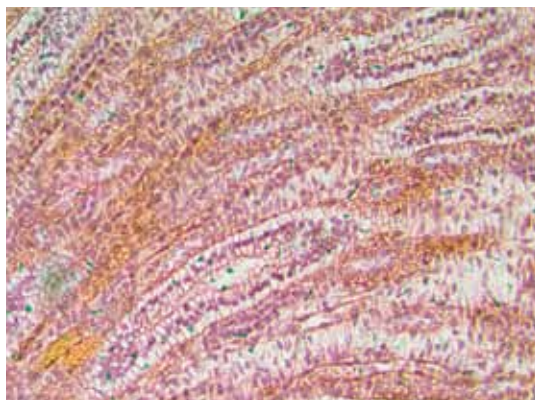
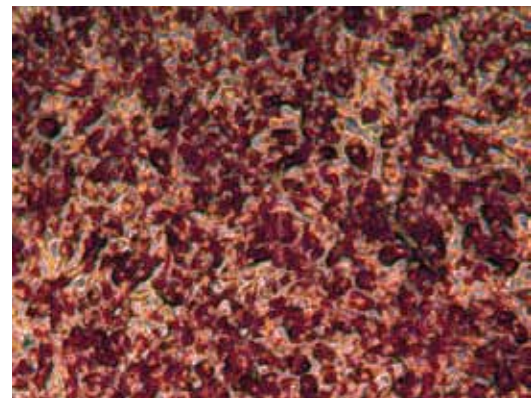
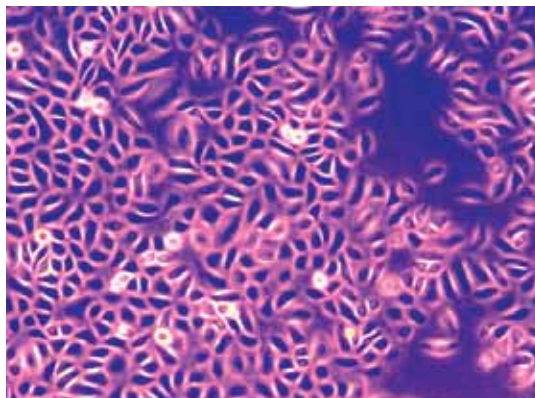




THE ESSENTIALS OF  
LIFE SCIENCE RESEARCH  
GLOBALLY DELIVERED™



TAKE YOUR RESEARCH ONE  
STEP CLOSER TO *IN VIVO*™



# TAKE YOUR RESEARCH ONE STEP CLOSER TO *IN VIVO*<sup>TM</sup>

Primary cell cultures more closely mimic the physiological state of cells *in vivo* and generate more relevant data representing living systems.<sup>1</sup>

ATCC® Primary Cell Solutions™ is a system of matched components designed to maximize growth, maximize functionality, and maintain normal morphology for specific cell types. Backed by the same quality, service, and support that you expect from ATCC, each Primary Cell Solutions offering is comprised of:

- Cryopreserved primary cells
- Optimized media
- Optimized growth factor kits
- Fine-tuned reagents

Use of a complete Primary Cell Solutions system often eliminates the need for additional components, such as feeder layers, extracellular matrix proteins, or other substrates to enhance attachment and proliferation.

PUTTING ALL THE PIECES TOGETHER ADDS UP TO YOUR SUCCESS.



GREAT DATA. PUT THE PIECES TOGETHER IN YOUR LAB TODAY!

New Primary Cell Solution Systems will be added in the coming months.  
Visit us online at [www.atcc.org/PCS](http://www.atcc.org/PCS) to bookmark the primary cell page for easy reference.

<sup>1</sup> Compared to continuous cell lines.



# PRIMARY CELLS

## PRIMARY CELL SOLUTIONS STEP ONE: CHOOSE YOUR CELLS

### Superior quality from a trusted source

At ATCC, we believe that quality research starts with quality materials. That's why each lot of ATCC Primary Cell Solutions primary cells is:

### Cryopreserved at early passage

- Most ATCC Primary Cell Solutions primary cells are frozen at passage 1 or passage 2
- Early passage material ensures high viability and optimal plating efficiency

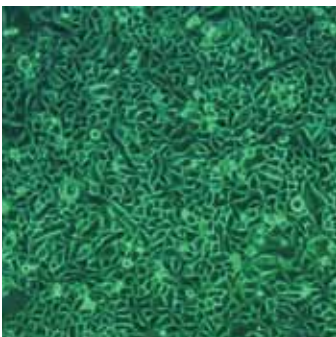
### Performance tested

- ATCC Primary Cell Solutions cells, media, kit supplements, and reagents are tested together for optimum reliability
- Growth and morphology are assessed to ensure all components synergistically work together

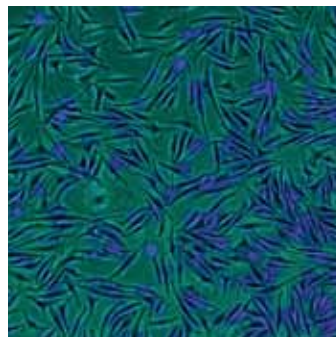
### Quality controlled sample purity

- All cells are tested for bacteria, yeast, fungi, and Mycoplasma
- HIV-1, HIV-2, HBV, and HCV tissue screening is performed at isolation

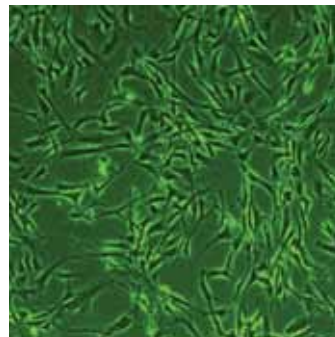
Each aspect of testing is included as part of the ATCC commitment to quality.



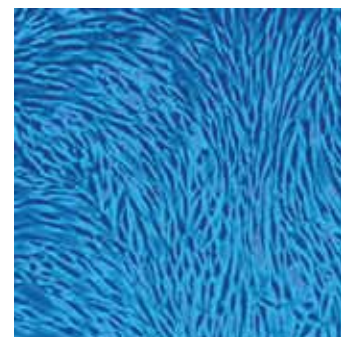
ATCC Normal Human Prostate Epithelial Cells



ATCC Normal Human Primary Epidermal Melanocytes from Neonatal Foreskin



ATCC Normal Human Primary Aortic Smooth Muscle Cells



ATCC Normal Human Primary Adult Dermal Fibroblast Cells



## MEDIA

### PRIMARY CELL SOLUTIONS STEP TWO: CHOOSE YOUR MEDIA

#### Optimized media take the guesswork out of primary cell culture

Choosing the right media to use with primary cells can be tricky. Given the complexity and interplay of salts, amino acids, vitamins, and other energy and carbon sources present in liquid media, even the smallest of these components can have a major impact on the growth, function, and even phenotypic and genotypic stability of cells *in vitro*.<sup>2</sup>

ATCC Primary Cell Solutions basal media have been quality tested with each respective cell type to ensure that the vital needs of the individual culture are consistently met, including:

- Equilibrated salt concentrations targeting normal physiological osmolality
- Proper pH balance when used with a standard 5% CO<sub>2</sub> in air atmosphere
- A unique blend of vitamin, amino acid, and trace minerals designed to mimic *in vivo* growth conditions

ATCC Primary Cell Solutions basal media are sterile, phenol red-free, liquid tissue culture media intended for use as one component in a complete system. Supplementation of the basal media with an ATCC Primary Cell Solutions growth kit is essential in transforming the basic growth environment into the extraordinary.

<sup>2</sup> Mather, JP Making informed choices: Medium, serum, and serum-free medium. *In Methods in Cell Biology*, Vol 57. Academic Press: San Diego, California; 1998.



# GROWTH KITS

## PRIMARY CELL SOLUTIONS STEP THREE: CHOOSE YOUR GROWTH KIT

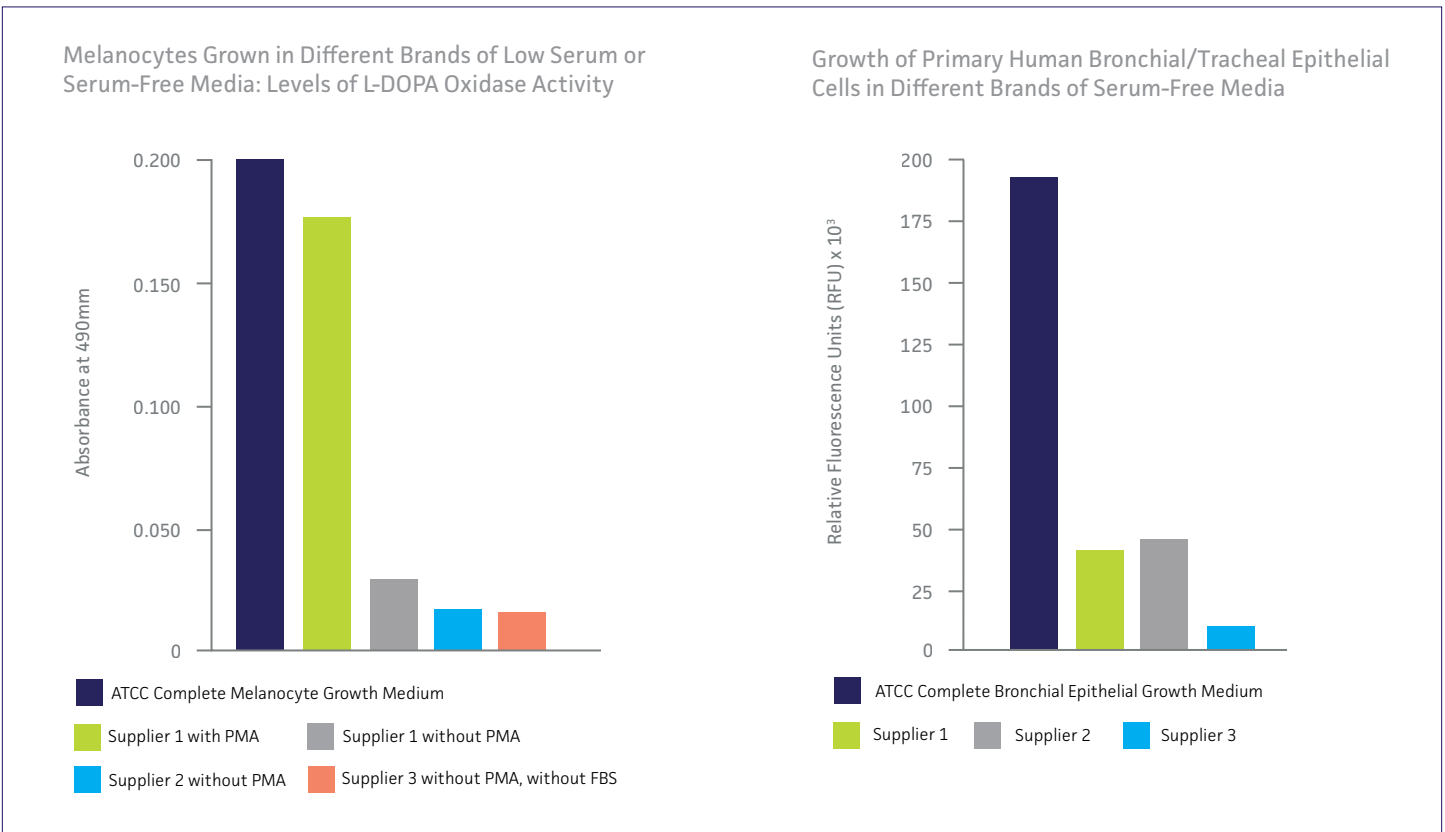
### Feeding cells in gourmet style

ATCC Primary Cell Solutions basal medium is just one component needed to maintain primary cells *in vitro*. A truly healthy, vibrant, growing culture needs to be fed, and we've put together convenient, easy-to-use kits containing all the growth factors, proteins and added vitamins you need to maintain the viability, growth, and functionality of your cells. ATCC Primary Cell Solutions cell-specific growth kits are uniquely formulated and matched with each basal media to produce cultures with:

- Functional expression of relevant biomarkers
- Normal morphology
- Superior growth and proliferation

For most cell types, the use of a complete system removes the need for additional components such as feeder layers, extracellular matrix proteins, or other substrates.

Detailed formulations for each growth kit are listed on the ATCC website at [www.atcc.org/PCS](http://www.atcc.org/PCS).



Fine-Tuned Reagents for Primary Cells.



## Reagents



# REAGENTS

## PRIMARY CELL SOLUTIONS STEP FOUR: CHOOSE YOUR REAGENTS

### Fine-tuned reagents for reliable use with primary cells

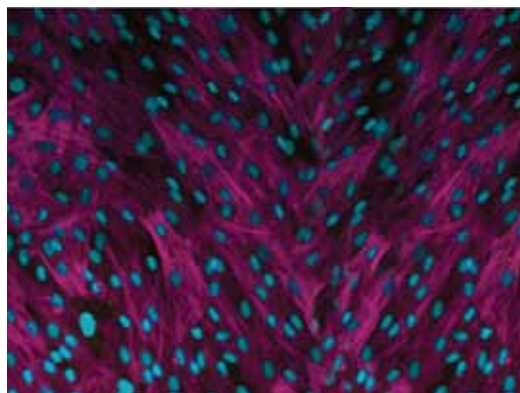
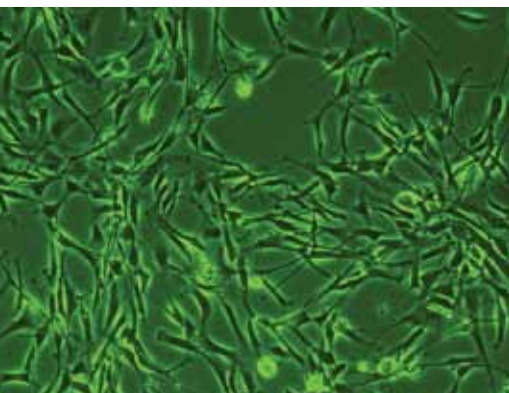
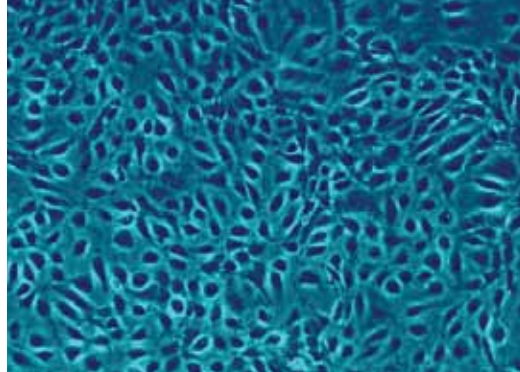
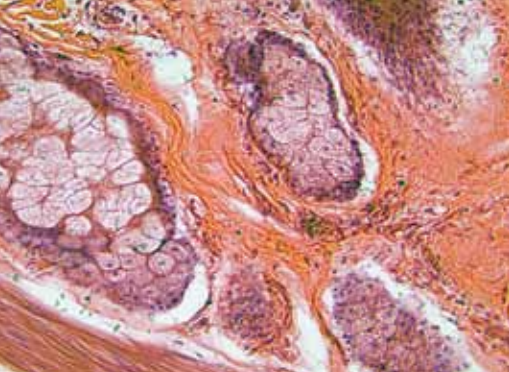
ATCC Primary Cell Solutions reagents are optimized to aid in the successful maintenance of primary cell cultures. Each reagent is an integral component of a complete, matched system for use in conjunction with ATCC Primary Cell Solutions media and growth kits. Be sure to choose the reagents you'll need for:

- Dissociation and serum-free dissociation-reagent inactivators
- pH indicators and antibiotics
- Growth substrates

# PRICELIST

To achieve the best possible results, we suggest that you order a complete system for each cell type:

	Product Name	Components	Price	Catalog No.
<b>AIRWAY EPITHELIAL CELLS</b>				
1	Primary Bronchial/Tracheal Epithelial Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$669	PCS-300-010
1	Primary Small Airway Epithelial Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$649	PCS-301-010
2	Airway Epithelial Cell Basal Medium	485 mL	\$49	PCS-300-030
3	Bronchial Epithelial Cell Growth Kit	1 kit	\$69	PCS-300-040
3	Small Airway Epithelial Cell Growth Kit	1 kit	\$69	PCS-301-040
<b>CARDIOVASCULAR CELLS</b>				
1	Primary Umbilical Vein Endothelial Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$259	PCS-100-010
1	Primary Aortic Endothelial Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$619	PCS-100-011
1	Primary Aortic Smooth Muscle Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$619	PCS-100-012
1	Primary Umbilical Vein Endothelial Cells; Normal, Human, Pooled	≥ 5 x 10 <sup>5</sup> viable cells	\$199	PCS-100-013
1	Primary Coronary Artery Endothelial Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$689	PCS-100-020
1	Primary Coronary Artery Smooth Muscle Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$679	PCS-100-021
1	Primary Pulmonary Artery Endothelial Cells; Normal, Human — <b>COMING SOON</b>	≥ 5 x 10 <sup>5</sup> viable cells	\$629	PCS-100-022
1	Primary Pulmonary Artery Smooth Muscle Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$629	PCS-100-023
1	Primary Dermal Microvascular Endothelial Cells; Normal, Human, Neonatal	≥ 5 x 10 <sup>5</sup> viable cells	\$559	PCS-110-010
1	Primary Cardiomyocytes; Normal, Human — <b>COMING SOON</b>	≥ 5 x 10 <sup>5</sup> viable cells	\$689	PCS-120-010
2	Vascular Cell Basal Medium	475 mL	\$49	PCS-100-030
3	Endothelial Cell Growth Kit-BBE	1 kit	\$79	PCS-100-040
3	Endothelial Cell Growth Kit-VEGF	1 kit	\$79	PCS-100-041
3	Vascular Smooth Muscle Cell Growth Kit	1 kit	\$79	PCS-100-042
3	Microvascular Endothelial Cell Growth Kit-BBE	1 kit	\$94	PCS-110-040
3	Microvascular Endothelial Cell Growth Kit-VEGF	1 kit	\$94	PCS-110-041
3	Cardiomyocyte Growth Kit — <b>COMING SOON</b>	1 kit	\$94	PCS-120-040
<b>CORNEAL EPITHELIAL CELLS</b>				
1	Primary Corneal Epithelial Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$629	PCS-700-010
2	Corneal Epithelial Cell Basal Medium	485 mL	\$49	PCS-700-030
3	Corneal Epithelial Cell Growth Kit	1 kit	\$94	PCS-700-040
<b>FIBROBLASTS</b>				
1	Dermal Fibroblasts; Normal, Human Neonatal	≥ 5 x 10 <sup>5</sup> viable cells	\$399	PCS-201-010
1	Dermal Fibroblasts; Normal, Human Neonatal, Mitomycin C treated	≥ 3 x 10 <sup>6</sup> viable cells	\$169	PCS-201-011
1	Dermal Fibroblasts; Normal, Human, Adult	≥ 5 x 10 <sup>5</sup> viable cells	\$229	PCS-201-012
2	Fibroblast Basal Medium	480 mL	\$49	PCS-201-030
3	Fibroblast Growth Kit—Serum-free	1 kit	\$79	PCS-201-040
3	Fibroblast Growth Kit—Low serum	1 kit	\$79	PCS-201-041
<b>KERATINOCYTES &amp; MELANOCYTES</b>				
1	Primary Epidermal Keratinocytes; Normal, Human Neonatal Foreskin	≥ 5 x 10 <sup>5</sup> viable cells	\$409	PCS-200-010
1	Primary Epidermal Keratinocytes; Normal, Human, Adult	≥ 5 x 10 <sup>5</sup> viable cells	\$409	PCS-200-011
1	Primary Epidermal Melanocytes; Normal, Human Neonatal	≥ 5 x 10 <sup>5</sup> viable cells	\$479	PCS-200-012
1	Primary Epidermal Melanocytes; Normal, Human, Adult	≥ 5 x 10 <sup>5</sup> viable cells	\$499	PCS-200-013
2	Dermal Cell Basal Medium	485 mL	\$49	PCS-200-030
3	Keratinocyte Growth Kit	1 kit	\$74	PCS-200-040
3	Melanocyte Growth Kit	1 kit	\$109	PCS-200-041
3	Adult Melanocyte Growth Kit	1 kit	\$114	PCS-200-042
<b>MESENCHYMAL STEM CELLS</b>				
1	Umbilical Cord-Derived Mesenchymal Stem Cells; Normal, Human — <b>COMING SOON</b>	≥ 5 x 10 <sup>5</sup> viable cells	\$609	PCS-500-010
1	Adipose-Derived Mesenchymal Stem Cells; Normal, Human	≥ 1 x 10 <sup>6</sup> viable cells	\$469	PCS-500-011
2	Mesenchymal Stem Cell Basal Medium	485 mL	\$59	PCS-500-030
3	Mesenchymal Stem Cell Growth Kit—Low serum	1 kit	\$89	PCS-500-040
<b>DIFFERENTIATION TOOLS</b>				
	Adipocyte Differentiation Tool-kit	1 kit	\$159	PCS-500-050
	Chondrocyte Differentiation Tool	100 mL	\$149	PCS-500-051
	Osteocyte Differentiation Tool	100 mL	\$139	PCS-500-052
<b>PROSTATE EPITHELIAL CELLS</b>				
1	Primary Prostate Epithelial Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$669	PCS-440-010
2	Prostate Epithelial Cell Basal Medium	485 mL	\$49	PCS-440-030
3	Prostate Epithelial Cell Growth Kit	1 kit	\$79	PCS-440-040
<b>RENAL EPITHELIAL CELLS</b>				
1	Primary Renal Proximal Tubule Epithelial Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$629	PCS-400-010
1	Primary Renal Cortical Epithelial Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$619	PCS-400-011
1	Primary Renal Mixed Epithelial Cells; Normal, Human	≥ 5 x 10 <sup>5</sup> viable cells	\$579	PCS-400-012
2	Renal Epithelial Cell Basal Medium	485 mL	\$49	PCS-400-030
3	Renal Epithelial Cell Growth Kit	1 kit	\$79	PCS-400-040
<b>REAGENTS</b>				
4	Phenol Red	1 mL	\$25	PCS-999-001
4	Penicillin-Streptomycin-Amphotericin B Solution	1 mL	\$25	PCS-999-002
4	Trypsin-EDTA for Primary Cells	100 mL	\$25	PCS-999-003
4	Trypsin Neutralizing Solution	100 mL	\$25	PCS-999-004
4	Gentamicin-Amphotericin B Solution	1 mL	\$25	PCS-999-025
4	0.1% Gelatin Solution	100 mL	\$27	PCS-999-027
4	Dulbecco's Phosphate Buffered Saline (D-PBS)	500 mL	\$12	ATCC 30-2200



PC-0910-00-03

© 2010 American Type Culture Collection. The ATCC trademark and trade name, any and all ATCC catalog numbers and any other trademarks listed in this publication are trademarks of the American Type Culture Collection unless indicated otherwise.

These products are for laboratory use only. Not for human or diagnostic use. ATCC products may not be resold, modified for resale, used to provide commercial services or to manufacture commercial products without prior ATCC written approval.

Tel 800.638.6597  
703.365.2700  
Fax 703.365.2750  
Email [sales@atcc.org](mailto:sales@atcc.org)  
Web [www.atcc.org](http://www.atcc.org)  
Or contact your local distributor

