

Welcome to the September Edition of Discover Newsletter.

See Below to find out how you can save 20% on all research antibodies. We also offer a free antibody investigator service to help make your life easier!

Also see below for: research news articles, news articles and new products.

### Inside this issue:

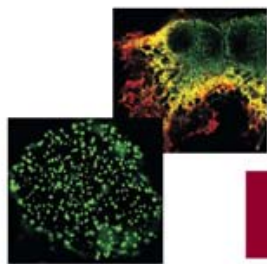
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## Special Offers

**SAVE**  
**20% off all Antibodies**



Visit <http://www.abacus-als.com/ResearchUsers/AntibodyPromotion> for more details



### ALEXA FLUOR SALE



Try a full 100 test vial of 488 for \$75

Try a full 100 test vial of 647 for \$100

Save on 488 & 647\*

Visit <http://www.abacus-als.com/AlexaFluorSale> for more details

## Searching for an Antibody?



### It's time to call Sherlock Mouse Antibody Investigator...

Can't find the antibody you are looking for? Call or email our FREE antibody locating detective. We find the antibody you are looking for even if we have to recommend a competitor!

**FreeCall:** 1800 222 287  
**Email:** [Sherlock@abacus-als.com](mailto:Sherlock@abacus-als.com)

## Interesting Facts...

### Did you know?

The number of neuron cells in our brain is more than the total number of stars in our galaxy

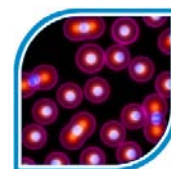
The average person falls asleep in seven minutes

Women's hearts beat faster than men's

## News

**Measuring cell proliferation is easy with alamarBlue® calculators...**

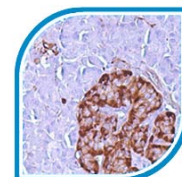
Have you heard of alamarBlue® from AbD Serotec? This rapid, easy to use, and sensitive reagent can be used for the quantitative measurement of cell proliferation and cytotoxicity in various human and animal, bacteria and fungi cell lines. Contact [research@abacus-als.com](mailto:research@abacus-als.com) for information on colorimetric or fluorometric calculators

**Think you know the ID of your microorganisms?**

Lab-Elite™ Certified Reference Material is not only a third party re-authenticated microorganism, it's the only product in the market that includes a report detailing the Phenotypic, Genotypic, and DNA fingerprinting (PFGE) – and is supported by the highest accreditations available in the industry.

**Cell Marque have released CD56 (rabbit NK) monoclonal antibody...**

The new MRQ-42 rabbit monoclonal CD56 from Cell Marque not only increases the sensitivity and staining quality of the small cell lung carcinomas and neuroendocrine tumours, but also gives strong signals for both smooth muscle and NK cells. It seems to solve all the shortcomings that plague the mouse monoclonal versions of CD56. Other recently released antibodies from Cell Marque include: IgG4 – for autoimmune pancreatitis and Napsin A – a strong indicator for lung adenocarcinoma.

**Interested in IHC?**

Vector Labs is recognised as providing superior reagents for immunohistochemistry. Their free brochure, "Discovery Through Colour: A Guide to Multiple Antigen Labelling" is a valuable resource for those considering localizing two or more antigens in the same tissue section.

For more information on any of the articles above, please contact [marketing@abacus-als.com](mailto:marketing@abacus-als.com)

## NEW PRODUCTS

**New Millipore MAGPIX Instrumentation**

Catch the new wave in Multiplexing – a more affordable option...



- Easy to use magnetic bead format
- Low cost platform
- Small footprint
- Up to 50 analytes simultaneously
- More than 20 MILLIPLEX MAG Magnetic Bead assays

**Millipore Q3 Update Now Available****Looking for potential hypoglycemic and cancer markers?**

Millipore have released a new mouse IGF binding protein kit (MPMIGFBP43K). Insulin-like growth factor binding proteins or IGFbps regulate glucose uptake and cellular proliferation, suggesting their detection could be useful in the study of hypoglycemic and cancer diseases.

For more information on the simultaneous quantification of mouse and human in only 25ul of sample, contact [research@abacus-als.com](mailto:research@abacus-als.com)

**Are you interested in automation?**

IDS, the world leader in tests for bone and mineral markers, provide ELISAs, RIAs and now the iSYS for Vitamin D detection. Their rapidly expanding automation platform allows consolidation of your bone marker testing onto a single platform!

**The IDS iSYS features:**

- Excellent assay performance and precision
- Allows grouping of specialist assays
- Increases throughput and allows efficient workflow around the clock



To request printed literature, please contact [marketing@abacus-als.com](mailto:marketing@abacus-als.com)

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