



The Transfection Experts

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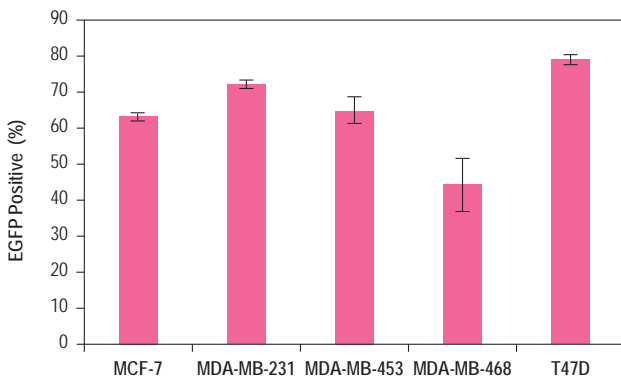


## NEW! *TransIT*<sup>®</sup>-BrCa Transfection Reagent for Breast Cancer Research

One out of eight\* women will be diagnosed with breast cancer at some point in their lifetime. The scientists at Mirus recognize the need for better research tools to understand the intricacies of this life-altering disease. With the introduction of *TransIT*-BrCa Transfection Reagent, the *first* dedicated breast cancer cell line specific reagent, we hope to help scientists move one step closer to developing a cure.

The NEW *TransIT*-BrCa Transfection Reagent offers:

- Superior transfection of breast cancer cell types
- High transgene expression
- Low cellular toxicity
- FREE samples: Test it for yourself



**Figure 1. High Efficiency Delivery of Plasmid DNA to Breast Cancer Cell Types.** The *TransIT*<sup>®</sup>-BrCa Transfection Reagent was used to transfect plasmid DNA encoding GFP into breast cancer cell lines. Transfections were performed in 24-well plates using 1–1.5  $\mu$ l of *TransIT*-BrCa Transfection Reagent to deliver 0.5  $\mu$ g of DNA. Triplicate wells were assayed 48 hours post-transfection on a guava<sup>®</sup> easyCyte<sup>™</sup> 5HT Flow Cytometer.

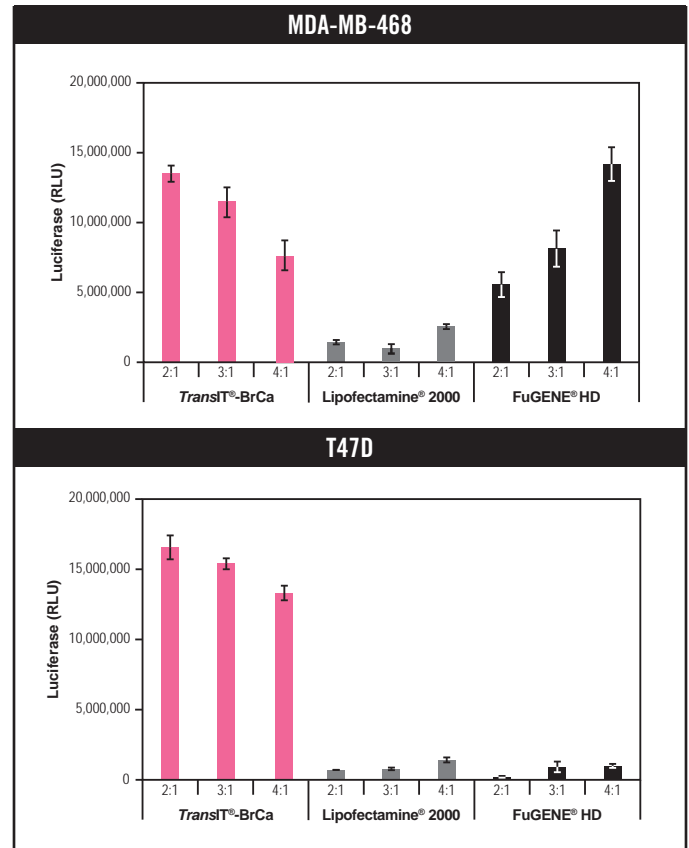
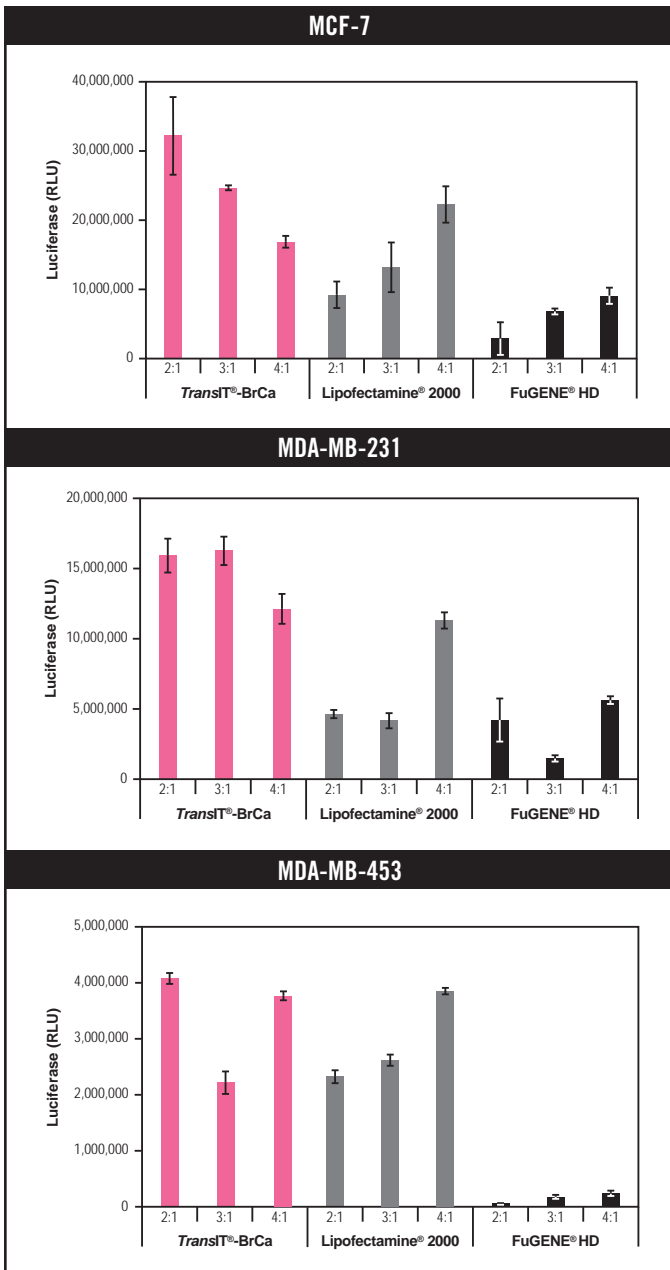


Mirus Bio - The Transfection Experts

Providing gene delivery expertise since 1995

\*<http://www.worldwidebreastcancer.com/learn/breast-cancer-statistics-worldwide/>

## Superior Gene Expression in Breast Cancer Cells



**Figure 2. *TransIT*®-BrCa Transfection Reagent Exhibits Higher Luciferase Expression in Breast Cancer Cells Compared to Other Transfection Reagents.** Breast cancer cell lines were transfected with a luciferase expression plasmid at the reagent-to-DNA ratios indicated. Transfections were performed in 96-well plates using 0.1 µg of plasmid DNA per well. Luciferase expression was measured at 24 hours post-transfection using a standard assay. Error bars represent the standard deviation of triplicate wells.

### Breast Cancer Cell DNA Transfection

Product Name	Product No.	Quantity
<i>TransIT</i> ®-BrCa	MIR5504	0.4 ml
Transfection Reagent	MIR5500	1 ml
	MIR5505	5 x 1 ml
	MIR5506	10 x 1 ml



A portion of every sale will be donated to breast cancer research.

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### Prove it to Yourself with a **FREE Sample**



Start with our Reagent Agent® to determine the best solution for your transfection needs: [mirusbio.com/reagentagent](http://mirusbio.com/reagentagent)

Mirus Bio products are also distributed in the U.S. by:



For customer service, call 1-800-766-7000.  
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