

DID YOU KNOW

**YOU CAN  
ACHIEVE  
CONSISTENT  
CELL GROWTH  
WITH LESS  
SERUM?**



Make the  
connection

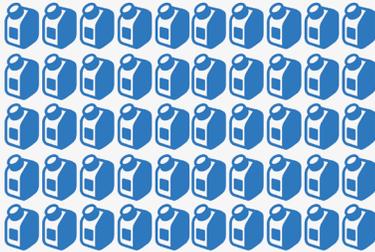
## Less serum, lower cost

Enriched with normal serum constituents, Gibco™ Advanced media can be used in combination with your fetal bovine serum (FBS), and feature:

- Fewer lot-to-lot changes of serum for less variability
- Reduced cost by using less serum and testing fewer lots
- Equivalent cell growth and no change in morphology of common cell lines
- Formulations available to accommodate common cell lines (e.g., Gibco™ Advanced DMEM, DMEM/F-12, MEM, and RPMI 1640)

### See how far Advanced media can take you

Combine one bottle of your FBS with a basal medium and compare its yield to FBS combined with Advanced medium.

Medium	Serum supplementation	Yield of complete medium
Basal medium (DMEM)	10%	10 bottles 
Advanced DMEM	2%	50 bottles 

**Savings calculator for Advanced media**

Cost of FBS	( A )
Cost of basal medium (1 bottle)	( B )
Cost of Advanced medium (1 bottle)	( C )
Calculate cost of 50 bottles of complete medium using basal medium with 10% FBS	$( 5 \times A ) + ( 50 \times B )$ ( D ) =
Calculate cost of 50 bottles of complete medium using Advanced medium with 2% FBS	$( A ) + ( 50 \times C )$ ( E ) =
<b>Savings from using Advanced medium to make 50 bottles of complete medium</b>	$( D ) - ( E ) =$

**Ordering information**

Product	Size	Cat. No.
Advanced DMEM	500 mL	12491015
Advanced DMEM/F-12	500 mL	12634010
Advanced RPMI 1640 Medium	500 mL	12633012
Advanced MEM	500 mL	12492013
GlutaMAX Supplement	100 mL	35050061 (Europe 35050038)
TrypLE Express Enzyme (1X), phenol red	100 mL	12605010

 Learn more at [thermofisher.com/advanced](https://thermofisher.com/advanced)

