

ACTIVE  MOTIF®

Tools to Analyze Nuclear Function



Limited Time

▶ **SPECIAL PRICING**

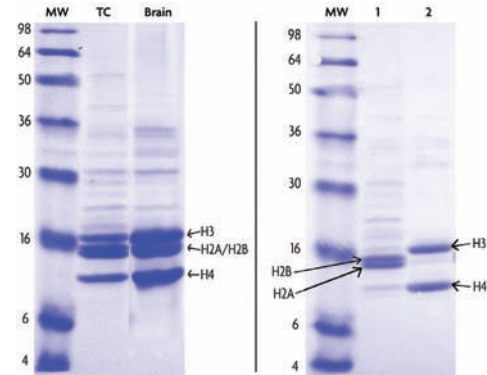
Tools to Purify and Analyze Histones

10% DISCOUNT
on Histone Purification Kits

Active Motif is committed to providing researchers with the highest quality antibodies and kits to study chromatin and the biology of the nucleus. We offer a wide range of tools to analyze histones including products to:

- **PURIFY** core histones from cell culture or tissue while preserving post translational modifications with Active Motif's **Histone Purification Kits**.
- **SCREEN** HAT inhibitors and determine HAT activity with the Active Motif **Fluorescent HAT Assay Kit**.
- **MEASURE** HDAC activity using your choice of either fluorescent or colorimetric formats with the Active Motif **HDAC Assay Kits**.
- **SYNTHESIZE** chromatin *in vitro* to study regulation of your DNA in its native form with Active Motif's **Chromatin Assembly Kit**.
- **INVESTIGATE** how specific lysine methylations influence nucleosome remodeling and protein binding with Active Motif's collection of **Recombinant Histones** with site- and degree-specific methylation.
- **TEST** the effect of target compounds on histone methylation using a variety of **Recombinant Histone Methyltransferase Enzymes**. Active Motif offers the active form of each enzyme, as well as catalytically dead versions for use as negative controls.

For full details on our complete line of related products, please visit us at www.activemotif.com/info and order (or download) your copy of our *Chromatin Biology and Epigenetics Handbook*. See back panel for more information.



SDS-PAGE analysis of histone fractions purified using the Histone Purification Kit.

Ten µg of sample were loaded per lane and run on a 16% Tris-glycine gel. Left panel: Core histones purified from logarithmically growing tissue culture cells (TC). Core histones isolated from rat brain tissue (Brain). Right panel: H2A/H2B (Lane 1) and H3/H4 (Lane 2) fractions purified from HeLa cells.

SAVE 10%

Through the end of December 2009, receive 10% off your purchase of Active Motif's Histone Purification Kits.

Product	Format	Catalog No.
Histone Purification Kit	10 rxns	40025
Histone Purification Mini Kit	20 rxns	40026

TO PLACE AN ORDER, please call +32 (0)2 653 0001 (Europe) or email eurotech@activemotif.com. Simply cite the code **WPI-1209** when you place your order to receive your discount. See the back page for more complete details.

Tools to Detect Histones

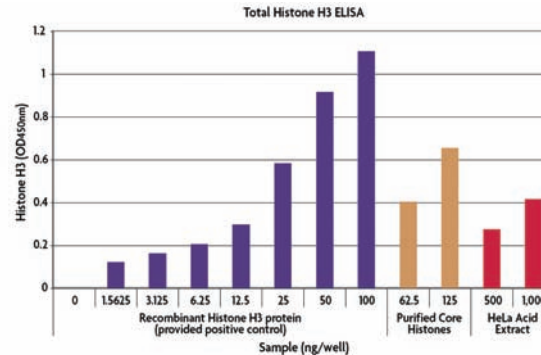
10% DISCOUNT
on NEW Histone ELISAs

Our in-house scientists develop and validate antibodies and ELISA kits that enable you to detect and quantitate your proteins of interest. Our tech support is provided by Ph.D. scientists with expertise in chromatin biology.

Developed BY Scientists FOR Scientists:

- **CHOICE:** An extensive range of recombinant proteins and histone antibodies to study post-translational histone modifications and remodelling complexes.
- **APPLICATION-VALIDATED:** A rapidly growing number of ChIP-validated histone antibodies tested by our in-house scientists and assay developers.
- **VALUE:** Many of our antibodies are available in convenient trial sizes, because we know your budgets are important.
- **CONVENIENCE:** Simple, quantitative modification-specific Histone ELISA Kits use Active Motif's high-quality histone antibodies, guaranteeing specificity and low background.

TO PLACE AN ORDER, please call +32 (0)2 653 0001 (Europe) or email eurotech@activemotif.com.
Simply cite the code **WP2-1209** when you place your order to receive your discount.
See the back page for more complete details.



Detection of Total Histone H3.

The Total Histone H3 ELISA was used to assay purified HeLa core histones (62.5 - 125 ng) made using Active Motif's Histone Purification Mini Kit (Catalog No. 40026) and HeLa acid extract (500 ng - 1 µg). Recombinant Histone H3 protein was assayed from 1.56 - 100 ng/well as a reference standard curve.

SAVE 10%

INTRODUCTORY OFFER: Through the end of December 2009, Active Motif is offering 10% off any of its new Histone ELISA Kits.

Product	Format	Catalog No.
Total Histone H3 ELISA	NEW 1 x 96 rxns	53110
Histone H3 dimethyl Lys9 ELISA	NEW 1 x 96 rxns	53108
Histone H3 trimethyl Lys9 ELISA	NEW 1 x 96 rxns	53109
Histone H3 trimethyl Lys27 ELISA	NEW 1 x 96 rxns	53106

Expand the Utility of Chromatin IP (ChIP)

10% DISCOUNT
on Re-ChIP-IT™ Kit

Active Motif's growing family of ChIP-IT™ Express products provides you with everything you need to get reliable results in the shortest time possible.

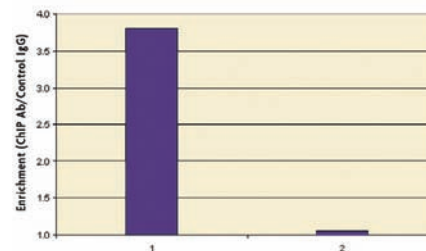
What are the benefits of Active Motif ChIP-IT Kits?

- Get fast, clean results every time with magnetic bead-based **ChIP-IT Express**
- Localize two different proteins or histone modifications to the same genomic locus with **Re-ChIP-IT™**
- Process up to 96 reactions at a time with **ChIP-IT Express HT**
- **Control ChIP Kits** are available for **multiple model organisms**
- **Ready-to-ChIP Chromatin** that has been optimally sheared and validated in ChIP
- Extensive range of **ChIP-validated antibodies**

Contact us at eurotech@activemotif.com and we'll send you a list of publications that cite the use of our ChIP-IT products.

TO PLACE AN ORDER, please call +32 (0)2 653 0001 (Europe) or email eurotech@activemotif.com. Simply cite the code **WP3-1209** when you place your order to receive your discount. See the back page for more complete details.

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Chromatin IP of HeLa cell chromatin (qPCR Analysis).

ChIP-IT Express was used with Ready-to-ChIP HeLa Chromatin. After the ChIP experiment, the samples were amplified using real-time PCR (SYBR green probe) with primers to human Myt1 gene. **Lane 1:** ChIP using 10 µl of EZH2 antibody (Cat. No. 39639). **Lane 2:** ChIP using 10 µl of negative control rabbit IgG.

SAVE 10%

Through the end of December 2009, receive 10% off your purchase of the Re-ChIP-IT Kit.

Product	Format	Catalog No.
ChIP-IT™ Express	25 rxns	53008
ChIP-IT™ Express Enzymatic	25 rxns	53009
Re-ChIP-IT™ SAVE 10%	25 rxns	53016
Ready-to-ChIP HeLa Chromatin	10 rxns	53015
Ready-to-ChIP Hep G2 Chromatin	10 rxns	53019
Ready-to-ChIP K-562 Chromatin	10 rxns	53020
Ready-to-ChIP NIH/3T3 Chromatin	10 rxns	53021

Sensitive and Quantitative Transcription Factor ELISAs

15% DISCOUNT
on all TransAM™ Kits

TransAM™ Kits are a simple and efficient, non-radioactive alternative to gelshift assays. TransAM assays enable you to measure activity of entire families of transcription factors in a single experiment.

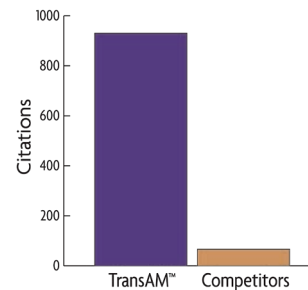
Why use Active Motif TransAM Kits?

- Up to 100 times more sensitive than typical gelshift assays
- Obtain quantitative results in 4 hours
- Easy to use non-radioactive format (chemiluminescent and colorimetric formats available)
- Useful controls for competition assays (wt and mutant oligos)
- 96-stripwell format enables both high and low throughput
- Use on all sample types including cell lines, primary isolates and tissues

We offer over **40 different transcription factor targets** including **NFκB, AP-1, STAT, HIF, CREB, MAPK** and are pleased to announce our **new IRF and Nrf2 Kits**.

Please visit our website at www.activemotif.com/transam for an up-to-date list of available assays.

TransAM Kits are the most widely cited DNA-binding ELISAs available today. For a limited time, Active Motif makes it even more economical to work with our high-quality kits. Take 15% off the purchase price for any of our TransAM Kits.



Journal articles citing TransAM Kits.

Using HighWire Press, <http://highwire.stanford.edu>, a comparison was made by searching for citations of TransAM from Active Motif versus the tradenames of all competitor kits combined. TransAM is clearly the leader.

Contact us at eurotech@activemotif.com and we'll send you a **list of 100's of papers that cite the use of our TransAM Kits**.

SAVE 15%

Through the end of December 2009, receive 15% off your purchase of any TransAM DNA-binding ELISA Kit.

TO PLACE AN ORDER, please call +32 (0)2 653 0001 (Europe) or email eurotech@activemotif.com. Simply cite the code **WP4-1209** when you place your order to receive your discount. See the back page for more complete details.

For full details on our complete line of related products, please visit us at www.activemotif.com/info to order (or download) your copy of our new *Transcription Biology Product Guide*. See back panel for more information.

DNA Methylation Analysis Simplified

10% DISCOUNT
on NEW MethylCollector™ Ultra

Active Motif is the innovation leader in methylation assays. We continue to develop new and innovative products to streamline DNA methylation analysis.

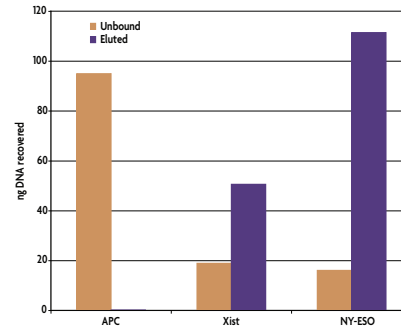
Choose Active Motif for DNA Methylation Kits and Controls

- **MethylCollector™** for rapid isolation of CpG-methylated DNA
- **MethylDetector™** for simpler, reproducible bisulfite conversion
- **UnmethylCollector™** for positive identification of unmethylated CpGs
- **Control DNA** that is fully methylated
- **Antibodies** for the study of DNA methylation and methyltransferase activities

Active Motif continues to take the lead in developing new technologies that make DNA methylation analysis faster, easier and more successful. Don't take our word for it. Here's what researchers are saying about Methyl Collector Ultra...

"I compared Methyl Collector Ultra against a commercial magnetic MeDIP. qPCR analysis showed that MethylCollector Ultra gave a much better enrichment than the magnetic MeDIP method. It was also a quicker and simpler procedure."

-Irina Bogdarina Ph.D.
Queen Mary University of London



Real time PCR analysis of MethylCollector™ Ultra.

Real time PCR analysis of the unbound and eluted fractions that were isolated by MethylCollector Ultra shows enrichment of methylated DNA at both the Xist and NY-ESO loci, which are known to be methylated. The unmethylated APC locus is not detected in the eluted fraction.

SAVE 10%

Through the end of December 2009, receive 10% off your purchase of MethylCollector™ Ultra.

Product	Format	Catalog No.
MethylCollector™ Ultra	30 rxns	55005

TO PLACE AN ORDER, please call +32 (0)2 653 0001 (Europe) or email eurotech@activemotif.com. Simply cite the code **WPS-1209** when you place your order to receive your discount. See the back page for more complete details.

For full details on our complete line of related products, please visit us at www.activemotif.com/info and order (or download) your copy of our *DNA Methylation Product Guide*. See back panel for more information.

Complete Solutions for Studying Nuclear Receptors

10% DISCOUNT
on all NR ELISA Kits

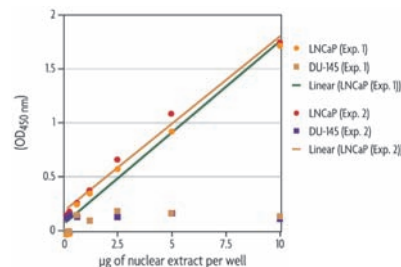
Active Motif offers a comprehensive line of innovative tools for studying nuclear receptors (NRs). Active Motif has products for monitoring DNA-binding activity, activation state, protein level and agonist/antagonist effects.

Use Active Motif's nuclear receptor research tools to:

- **COMPARE** agonist/antagonist effects using our Nuclear Receptor Peptide ELISAs
- **MONITOR** total NR protein levels with the Nuclear Receptor Sandwich ELISAs
- **MEASURE** the DNA-binding activity of a target nuclear receptor with TransAM™ ELISAs
- **PERFORM** ChIP, Western blot and EMSA with our extensive line of NR Antibodies and Recombinant Proteins
- **TEST** the DNA-binding activity of nuclear extracts on gene promoters with our family of Nushift™ and Gelshift Kits
- **GENERATE** high yields of active proteins from cells or tissues using the Nuclear Extract Kit

Active Motif continues to take the lead in developing robust, ready-to-use nuclear receptor ELISAs. For a limited time, Active Motif makes it even more economical to work with our high-quality kits.

For full details on our complete line of related products, please visit us at www.activemotif.com/info to order (or download) your copy of our new *Transcription Biology Product Guide*. See back panel for more information.



Reproducibility of NR Sandwich ELISAs.

Increasing amounts of nuclear extract from two prostate cancer cell lines, LNCaP and DU-145, were assayed for levels of androgen receptor using the NR Sandwich AR Kit. Results confirm that LNCaP cells are positive for AR, while DU-145 cells are AR negative; it also exhibits very low inter- and intra-plate variation, which demonstrates the high reproducibility of the NR Sandwich AR Kit.

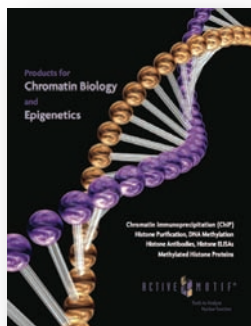
SAVE 10%

Through the end of December 2009, receive 10% off your purchase of any Nuclear Receptor ELISA Kit below.

Product	Format	Catalog No.
NR Peptide ER α ELISA	1 x 96 rxns	49096
	5 x 96 rxns	49596
NR Peptide ER α Chemi ELISA	1 x 96 rxns	49097
	5 x 96 rxns	49597
NR Sandwich AR ELISA	1 x 96 rxns	49196
	5 x 96 rxns	49696
NR Sandwich ER α ELISA	1 x 96 rxns	49296
	5 x 96 rxns	49796
NR Sandwich PR ELISA	1 x 96 rxns	49396
	5 x 96 rxns	49896

TO PLACE AN ORDER, please call +32 (0)2 653 0001 (Europe) or email eurotech@activemotif.com. Simply cite the code **WP6-1209** when you place your order to receive your discount. See the back page for more complete details.

Request your own copies of our handbooks and product guides, or download them, at www.activemotif.com/info.



Chromatin Biology and Epigenetics



DNA Methylation



Products for Transcription Biology



TransAM™ Transcription Factor ELISAs

SPECIAL PRICING PROMOTIONS

To receive your discount:

Simply cite the appropriate reference code (see table below) when placing your order. All promotions are valid until 31/12/2009 in all countries served directly by Active Motif Europe (BeNeLux, France, Germany, Ireland, United Kingdom and Switzerland).

Contact your local distributor to find out if they are participating in this promotion.

Promotion	Discount	Ordering Code
Histone Purification Kits	10% Discount	WP1-1209
Histone ELISA Assay Kits	10% Discount	WP2-1209
Re-ChIP-IT™	10% Discount	WP3-1209
TransAM™ Transcription Factor ELISA Kits	15% Discount	WP4-1209
MethylCollector™ Ultra	10% Discount	WP5-1209
Nuclear Receptor ELISA Kits	10% Discount	WP6-1209

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Nuclear Function