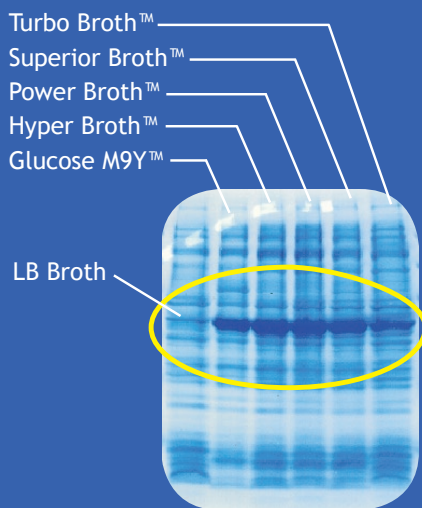


(the secret's in the broth)

Athena has developed unique blends of Expression Media that increase the expression of proteins in *E. coli* up to 20 times more than industry standard LB Broth. And we've created the easy-to-use Media Optimization Kit, so researchers can quickly determine which medium best expresses their protein.

Our powder media are milled using Athena's proprietary dry-powder process, providing better consistency, reliability, and quicker dissolving time. And they're backed by over 20 years of proven success. We also offer *Animal-Product-Free* alternatives to each Broth.

AthenaES™ Expression Media



Media Screen of LypA Expression

From left to right, total protein obtained from cells grown in industry standard LB Broth and Athena's unique formulas: Glucose M9Y™, Hyper Broth™, Power Broth™, Superior Broth™ and Turbo Broth™.

- up to **20** times more expression than LB Broth
- available in **Animal-Product-Free** formulations
- unique blends, not available anywhere else
- better consistency
- higher reliability
- quicker dissolving time

Sales Rep:

Gangesh Varma

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Email: vopplindia@gmail.com

Technical Support: Email: support@athenaes.com

Website:

www.athenaes.com/india.html





Expression Media - for increased protein production

Catalog Number	Product	Size
Complete Kits		
0185	Complete Media Optimization Kit [C-MOK] Kit Contains: 1 L of each medium LB Broth (Miller), APF LB Broth (Miller), Turbo Broth™, Superior Broth™, Power Broth™, Hyper Broth™, Glucose M9Y, Turbo Prime Broth™, Superior Prime Broth™, Power Prime Broth™, Turbo Prime-olate Broth™, Superior Prime-olate Broth™, Power Prime-olate Broth™, Glucose Nutrient Mix	Kit
0186	PERK™ [Protein Expression Rescue Kit] Kit Contains: 1 L each medium As in the C-MOK plus Augmedium™, LB*Booster™	Kit

Standard Formulations

0101	LB Broth (Luria)	500g
0102	LB Broth (Lennox)	500g
0103	LB Broth (Miller)	500g
0104	Turbo Broth™	500g
0105	Superior Broth™	500g
0106	Power Broth™	500g
0107	Hyper Broth™ (APF Certified)	500g
0108	Glucose M9Y	500g
0109	Glucose Nutrient Mix	21g

Animal Product Free Formulations

0131	APF LB Broth (Luria)	500g
0132	APF LB Broth (Lennox)	500g
0133	APF LB Broth (Miller)	500g
0110	Turbo Prime Broth™	500g
0160	Turbo Prime-olate Broth™	500g
0111	Superior Prime Broth™	500g
0161	Superior Prime-olate Broth™	500g
0112	Power Prime Broth™	500g
0162	Power Prime-olate Broth™	500g

Ready-to-Use Liquid

Expression media products are available as ready-to-use sterile liquids. Visit www.athenaes.com/Expression.php and search under the product listing for details.

Accessories and Supplements

Catalog Number	Product	Size
0123	Augmedium™ (50x stock) [Pre-induction Treatment]	100ml
0124	Augmedium™ (50x stock)	500ml
0126	LB*Booster™ [LB Broth Enhancer]	100ml
0127	LB*Booster™	500ml
0134	Atholate™ [APF Tryptone Replacement]	500g

Bulk and Production-Scale

All media products are available in bulk and production-scale quantities. Please inquire at 410-455-6319 or support@athenaes.com.

Sales Rep:	Gangesh Varma Tel.: +91 987 567 0684 Email: vopplindia@gmail.com
Technical Support:	Email: support@athenaes.com
Website:	www.athenaes.com/india.html