

FBS WAS ONLY THE BEGINNING.

SEREXIS™ 180

Your Serum-free Future
Starts Here



THE LIMITATIONS OF FBS

» BIOLOGICAL VARIABILITY

Batch-to-Batch differences impact cell culture and results

» UNDEFINED COMPOSITION

Complex mixture introducing uncertainty into your results

» ETHICAL CONCERNS

Byproduct of the meat industry with critical supply

» CROSS-SPECIES MISMATCH

Bovine serum for cell culture of other species is not matching physiologically

» COMPLEX ADAPTION

Time-consuming optimization for diverse cell lines and experiments

FROM TIME CONSUMING OPTIMIZATION TO **SIMPLICITY**

STOP ADAPTING TO FBS.

→ **UPGRADE IT.**

SEREXIS™ 180 is a serum-free, defined supplement designed to replace FBS without changing your workflow.



Serum-free – High Performance



Broad Cell Line Compatibility











Simple Integration



Reliable, Reproducible, Supply-secured



WHY SEREXIS™ 180?

TRADITIONAL APPROACH WITH FBS	FUTURE APPROACH WITH SEREXIS™ 180
 Undefined	 Controlled
 Serum-containing	 Serum-free
 Variable	 Consistent
 Complex Adaptation	 Plug & Play

THE FUTURE IS SERUM-FREE.

BE AMONG THE FIRST TO SWITCH



Join the **SEREXIS™ 180**
early access program
and test the future.

ONE SUPPLEMENT FOR MULTIPLE CELL TYPES.

→ SEREXIS™ 180 was already successfully tested with:
A549, MDCK, BHK-21, Vero,
Primary Keratinocytes, Primary
Fibroblasts, HeLa, HEK 293T,
Primary Human T Cells, PG-4
and many more.

ORDER
Information



PRODUCT	UNIT	CAT.NO.
SEREXIS™ 180 Sample Kit Defined FBS Replacement for Multiple Cell Types, with Lipid Mix 180, sterile-filtered	KIT	ZER-K1 (1 x ZER-100ML 1 x LIX-3ML)
SEREXIS™ 180 Defined FBS Replacement for Multiple Cell Types, sterile-filtered	500 ml 100 ml	ZER-500ML ZER-100ML
Lipid Mix 180 Chemically Defined Concentrate, sterile-filtered	10 ml 3 ml	LIX-10ML 3 ml



THE RIGHT CHOICE FOR YOUR CELLS!

Fast and Efficient Order Processing
Customer-Oriented Product Flexibility
Your Partner in Cell Culture



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