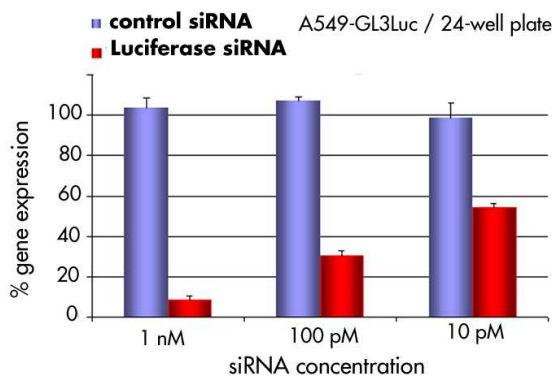




For your siRNA transfection try INTERFERin™

A new generation of siRNA transfection reagent.

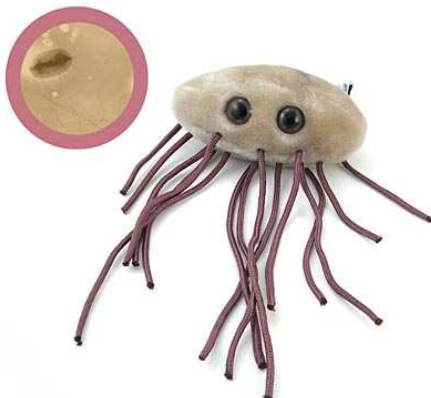
**Get more than 90 % silencing efficiency at 1 nM siRNA*
in a wide variety of adherent and primary cells.**



- Highly reproducible
- Excellent cell viability after transfection
- Ready-to-use product
- Compatible with serum and antibiotics (forget washes prior and after transfection)
- Extremely simple protocol (see other side)
- Adapted to standard, reverse and batch transfection

* Using low siRNA concentrations avoids **unwanted toxic** and **off-target** (non-specific) **effects** observed when transfecting siRNA at higher concentrations.

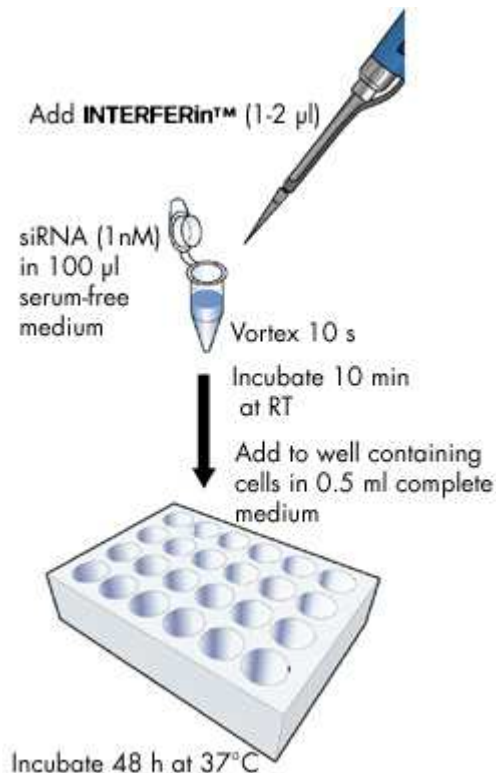
**Buy 1ml of INTERFERin™ before June 30, 2008 and receive
a Giant Plush Microbe! ****



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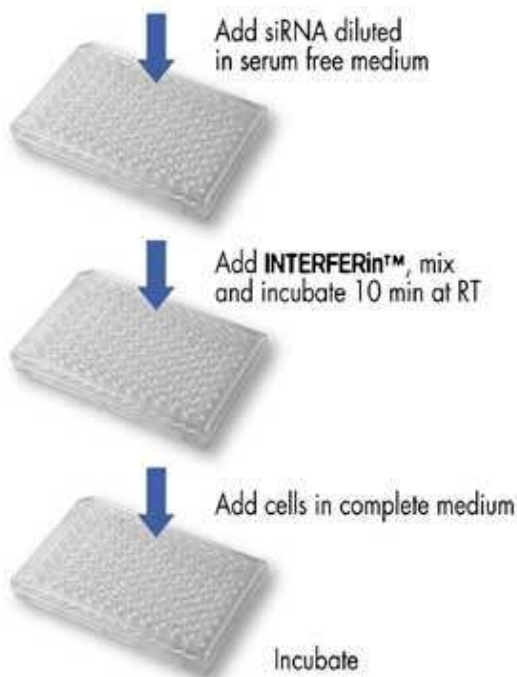
Fig. 1. **INTERFERin™** easy standard protocol for 24-well plate



INTERFERin™
easy standard protocol

INTERFERin™ is ready to use and the protocol is straightforward. 1 nM siRNA concentration is recommended as a starting concentration for silencing of most genes and cell types.

Fig. 2. **INTERFERin™** HTS Reverse transfection protocol



INTERFERin™
HTS Reverse transfection protocol

Highly efficient gene silencing results are obtained with the reverse transfection protocol. With the reverse transfection method, the siRNA/**INTERFERin™** complexes are prepared directly in the wells and the cells are added subsequently. One nanomolar siRNA is recommended as a starting concentration for silencing experiments.

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