



ATLAS BIOLOGICALS

EquaFETAL®



✓ 100% U.S. Origin

<http://www.atlasbio.com/products-equafetal>

Origin

- ✓ EquaFETAL is collected from controlled herds within the United States
- ✓ Allows total traceability
- ✓ 100% United States Bovine Serum - No additives



Health Records

- ✓ Health records maintained for controlled herds
- ✓ Animals monitored by Veterinarians to ensure health
- ✓ Controlled diets to ensure quality



Lot Consistency

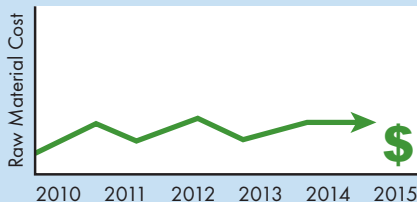
- ✓ Greater consistency due to sourcing from controlled herds within the United States



Pricing

- ✓ Stable Pricing, significant savings
- ✓ Atlas maintains control of entire production process to ensure a stable price

<http://www.atlasbio.com/bovine-serum-pricing-history#equafetal>



FBS



? Questionable Origin

Origin

- ✗ No control over animal origin
- ✗ Questionable traceability
- ✗ Animals may cross borders / enter other countries



Health Records

- ✗ No animal Health records

Lot Consistency

- ✗ Lack of consistency
- ✗ Change in lot characteristics due to blending serum together from different animals in various geographical locations.



Pricing

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- ✗ No stability in price, more expensive
- ✗ FBS is a commodity which is subject to volatile price fluctuations and unstable market conditions.



EquaFETAL®

vs.

FBS

	Yes / No	Yes / No / ?
100% US Origin	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
Health Records	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Lot Consistency	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Stable Pricing	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Savings	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>

<http://www.atlasbio.com/testimonials>

"Atlas Biologicals is by far the best serum I have tested. The health of our cells is crucial and I would depend on no other distributor."
- S.C. Receptor Logic, Inc.

"Atlas Biologicals EquaFETAL is less expensive than products from Hyclone and Gibco. EquaFETAL performs well in all cell culture models we have used including mESC."
- S.G. Massachusetts General Hospital

"EquaFETAL outperforms the top brands of FBS that I have used in the past."
- P.S. Elly Lilly, Co

"Our lab has used EquaFETAL for many years and we love it."
- M.M. Stanford University

"The service is top notch and Atlas provides a high quality serum at a great price. Our lab has been using their serum since 2006, I would highly recommend EquaFETAL."
- A.H. University Michigan Medical School

"EquaFETAL was superior to our current FBS supporting bone cell differentiation from stromal cell progenitors and the price was fantastic!"
- J.S. University Maryland School of Medicine

"My lab has been buying Atlas serum for years. Quality, customer service and price are outstanding."
- R.C. Childrens' Hospital Boston

"My laboratory has been using Atlas EquaFETAL bovine serum for many years. Atlas Biologicals is superior in product knowledge, customer service and price."
- D.G. Cleveland Clinic

"We recently switched to Atlas Biologicals EquaFETAL and it works well in our mammalian cell line system. Great pricing and even better customer service."
- A.T. University Texas HSC

"My lab has been working with Atlas for over 5 years. We are very happy with their EquaFETAL serum and excellent customer service."
- N.C. Benaroya Research Institute

"Quality serum, absolute professionals and realistic pricing; what every other company should strive to be."
- D.L. University Arizona

"I have used Atlas Biologicals FBS for 3 years. The serum quality is first rate as is the customer service."
- R.D. Applied StemCell, Inc.

The concept has been proven;

The results speak for themselves...call for your free sample of EquaFETAL.

sales@atlasbio.com

Customer tested cell lines:

3T3-L1	C636 Mosquito	hMSC	MAPC	PMBC's	Adipose Derived Stem Cells	Human Stromal Cells
293T	CHO	HUVECS	MDBK	REC-1	Dendritic Cells	Mouse Primary Lung and Spleen
A 549	HEK293	JeKo-1	MEF	SP53	Human Disc Cells	Mouse Progenitor Cells
B Cells	Hela	K562	MINO	T Cells	Human Epithelial Cells	Murine Splenocytes
BHK-21	Hep G2	L929	Neuro-2a	Vero	Human / Rat Cardiomyocytes	Osteoclast Supported by Osteoblasts
CaKo-2	hMADS	LNCAp	PK15			

Visit our website for an extensive list www.atlasbio.com.



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