

## Powerful Transfection with Minimal Toxicity and Cost

### *GenePORTER® 3000 transfection reagent*

GenePORTER® 3000 is a new, highly efficient, lipid-based transfection reagent developed by Genlantis, the transfection experts. The improved delivery performance of this new reagent is based upon a novel, proprietary technology called Advanced Conjugation Enhancement (ACE). With the ACE technology, plasmid DNA is efficiently targeted to the cell nucleus. The result is that, for all cell lines tested, GenePORTER 3000 provides more effective DNA delivery than previous generations of lipid-based reagents. With some cell lines, such as NIH-3T3, a three-fold greater efficiency is observed relative to the most popular competitive transfection reagents (Figure 1).

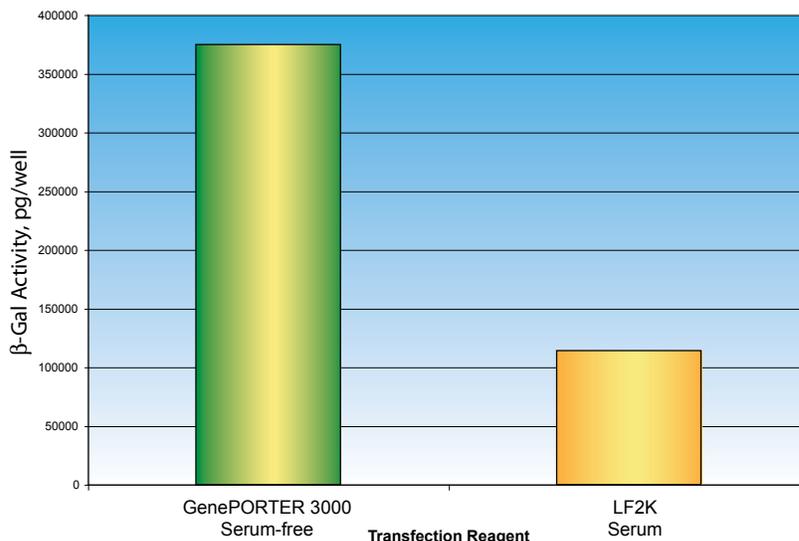
In sum, the GenePORTER 3000 Transfection Reagent offers the following benefits:

- Highest transfection efficiencies in a broad range of cell lines
- As much as 10X improvement in gene expression
- The reliability and wide spectrum performance of the well-established GenePORTER lipids (over 730 published citations since 1999)
- Minimal cytotoxicity

#### **Efficient, Time-Saving Transfection Protocol**

With cell lines that are regularly cultured in your lab, GenePORTER 3000 allows you to save time with its convenient transfection protocol. Simply plate low passage number cells for 30 minutes

#### **GenePORTER® 3000 versus LF2K reagent in NIH 3T3 cells**



Reverse-transfection of freshly plated NIH-3T3 cells with 1ug of gWiz™ β-Gal and GenePORTER® 3000 versus LF2K in serum-free medium for 4 hours followed by addition of equal volume complete medium + 20% FBS in a 24-well plate. β-galactosidase expression was measured 48 hours post-transfection.

to allow them to adhere. During this time, mix your diluted DNA with the diluted GenePORTER 3000 reagent, and incubate for 15 minutes. Add the newly formed lipid:DNA complexes to your cells in serum-free or serum-containing medium. Swirl gently, and then incubate at 37 °C. After 4 hours, you can add serum back to the transfection reaction. You're done. Check for expression after 48-72 hours. There is no need to remove the lipid:DNA complexes from your cells.

#### **Powerful Yet Gentle**

GenePORTER 3000 Reagent's improved efficiency does not come at the expense of cell viability. Cells transfected using GenePORTER 3000 are significantly healthier and exhibit higher viability than cells transfected using other well-known

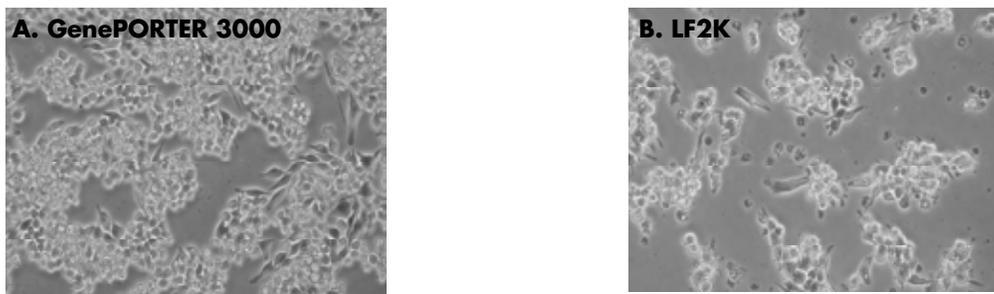
transfection reagents (Figure 2). And because the ACE technology overcomes intracellular barriers that inhibit other lipid-based transfection reagents, GenePORTER 3000 is highly effective without the need for cumbersome, disruptive, and expensive gene delivery methods such as electroporation or viral infection.

#### **Excellent Transfection Results Across The Board**

The results shown in Figure 3 demonstrate that GenePORTER® 3000 Transfection Reagent's unique formulation effectively overcomes the most significant barriers to efficient transfection in nearly every cell line tested. Moreover, the data show considerable improvements over the top competitor's reagent.

GenePORTER 3000 has been used

Figure 2: Comparison of Cell Health in RAW 264.7 Cells 48 Hours Post-Transfection



RAW 264.7 cells were plated with 300,000 cells/well in 24-well plates. Wells were transfected with either GenePORTER 3000 (A) or LF2K (B). After 48 hours, cells were visualized by light microscopy.

Figure 3: GenePORTER 3000-Mediated Transfection of 6 Cell Lines vs. the Competition

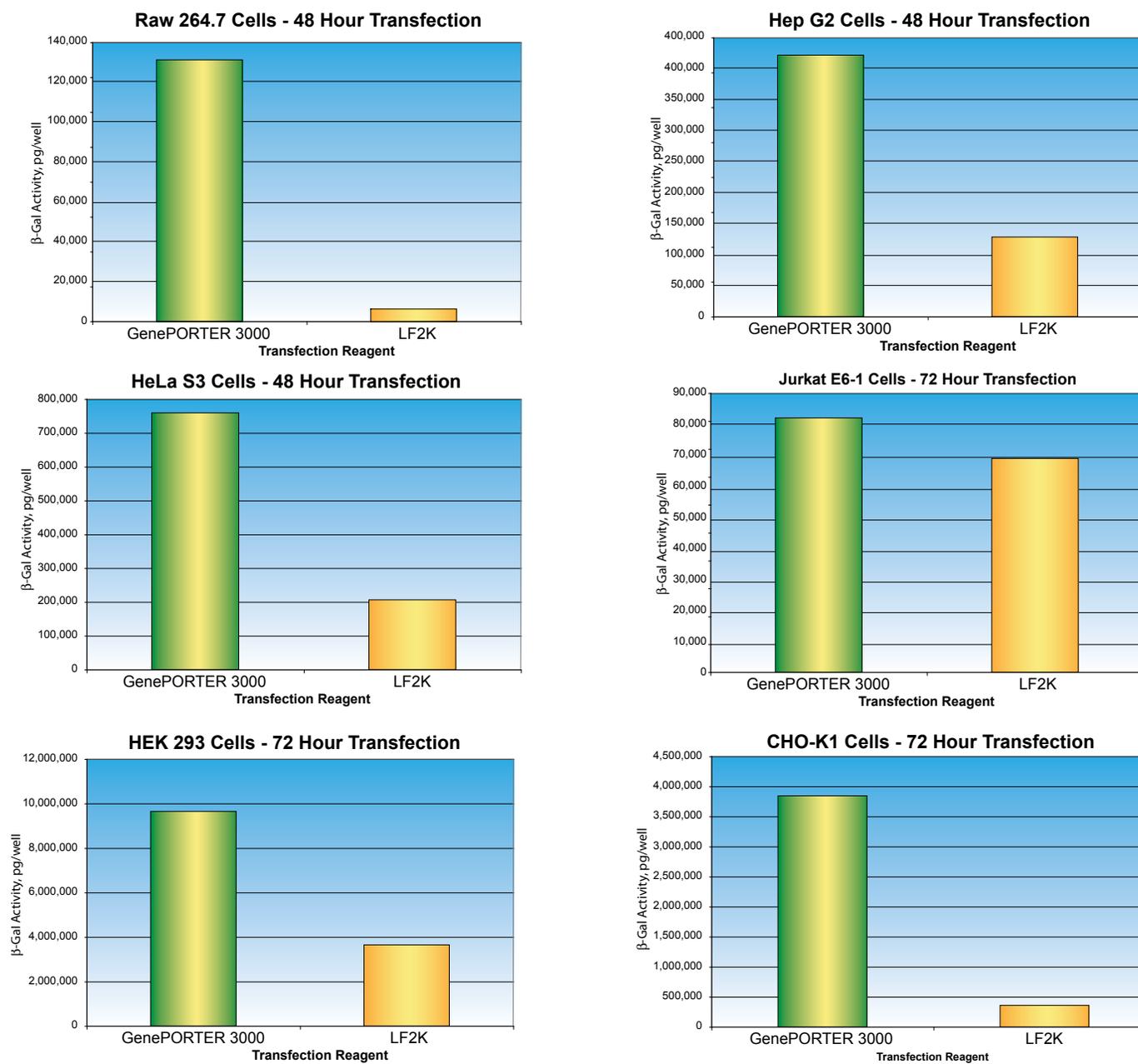
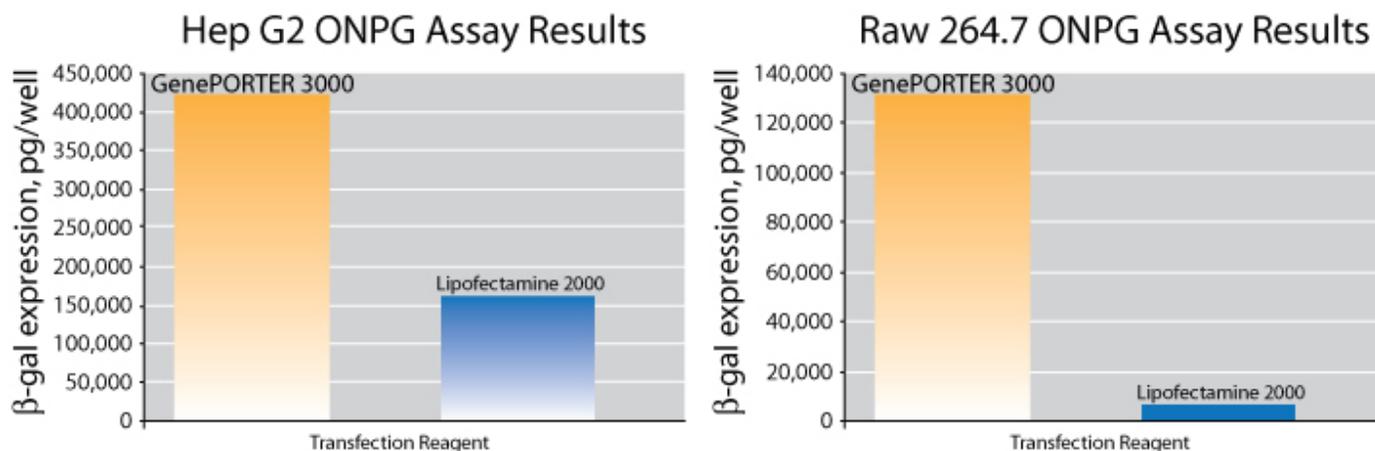


Figure 4: Comparative Transfection of RAW 264.7 and HepG2 Cell Lines



The Hep G2 cells were transfected with both reagents. The cells were lysed and assayed for β-galactosidase activity approximately 48 hours post-transfection (ONPG Assay Kit, Genlantis Cat. No. A10200K). The results showed that the β-galactosidase activity for cells transfected with GenePORTER 3000 reagent were approximately three times higher than that of cells transfected with LF2K reagent.

The Raw 264.7 cells were transfected with both reagents. The cells were lysed and assayed for β-galactosidase activity approximately 48 hours post-transfection (ONPG Assay Kit, Genlantis Cat. No. A10200K). The results showed that the β-galactosidase activity for RAW 264.7 cells transfected with GENEPORTER 3000 reagent were approximately 20X higher than those transfected with LF2K reagent.

effectively to transfect a multitude of cells, such as CHO, HEK-293, HeLa-S3, Jurkat, COS 7 (results not shown), NIH-3T3, RAW, and Hep-G2 cells. Whether you have easy-to-transfect or difficult-to-transfect cells, GenePORTER 3000 Transfection Reagent will deliver the effective results that your studies demand.

**Satisfaction Guaranteed**

The GenePORTER 3000 Transfection Reagent comes from a distinguished and proven line of Genlantis cationic lipids that provide the highest quality and performance in the widest range of cell lines. With ACE technology, you will get the reliability and innovation you have come to expect from Genlantis. In fact, we are so confident

GenePORTER 3000 will deliver better results than competitors' reagents that we offer it with an unconditional satisfaction guarantee.

Our satisfaction guarantee ensures that you will obtain better transfection results with GenePORTER 3000 than any other commercially available transfection reagent. If you do not obtain better results, Genlantis will refund the GenePORTER 3000 cost back you. With a performance and guarantee like this, there is no risk to you - and no need to wait longer. Try the GenePORTER 3000 Transfection Reagent today and enjoy great results.

GeneSilencer® 3000 Transfection Reagent Kits		
0.75 ml kit	75 reactions	T203007
1.5 ml kit	150 reactions	T203015
15 ml kit	1,500 reactions	T203115
Bulk applications	Custom	Inquire



