



PRODUCT INFORMATION SHEET

WIT-P-NC™ Cell Culture Medium

PRODUCT DESCRIPTION

Cellaria’s WIT-P-NC™ Culture Medium supports the expansion of human primary mammary epithelial cells for more than 20 passages without the growth arrest that is seen with other primary epithelial cell culture media. In addition, primary mammary epithelial cells grown in WIT-P -NC Culture Medium exhibit a more normal luminal pattern of gene expression than cells grown in other epithelial culture media. Additional applications for WIT in tumor and normal cell biology can be found in peer-reviewed publications.



ORDERING INFORMATION

PRODUCT NAME	CATALOG NUMBER	COMPONENTS	PART NUMBER	SIZE
WIT-P-NC	CM-0104	WIT Basal Medium	CM-0100-A1	500 mL
		WIT-P-NC Supplement	CM-0104-P1	15 mL

PRODUCT HANDLING/DIRECTIONS FOR USE

Reconstitution:

To make WIT-P-NC Complete Medium, please combine the following:

1. 500 mL WIT Basal Medium
2. 15 mL WIT-P-NC Supplement (thawed in a 37°C water bath)
3. 500 µL cholera toxin (100 µg/mL stock solution in cell culture grade water) – Recommended product: EMD Millipore catalog number 227036-1MG. Final concentration: 100 ng/mL

Storage & Stability:

Upon arrival, store basal medium at 4°C. Store supplement at -20°C. Medium and supplement are stable for a minimum of 3 months from date of receipt when stored as directed.