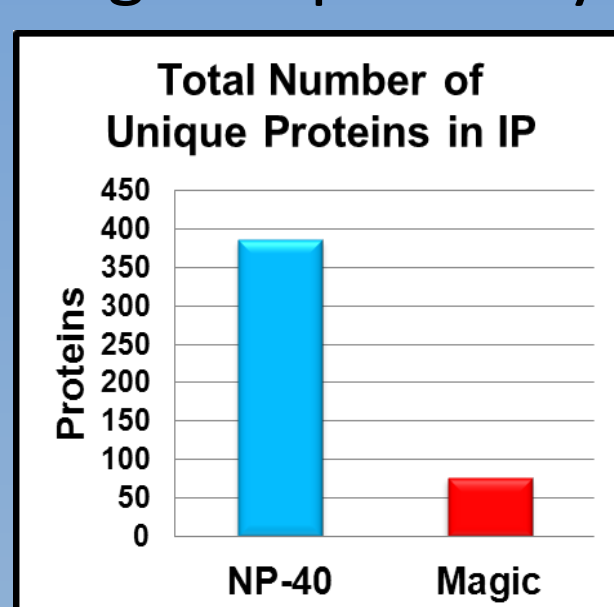




# ProNET *LIVE!* Improves the Efficiency of Immunoprecipitation-LC/MS/MS (IP-MS) with Less Non-Specific Interactions and Stronger Retention of Binding Protein Partners.

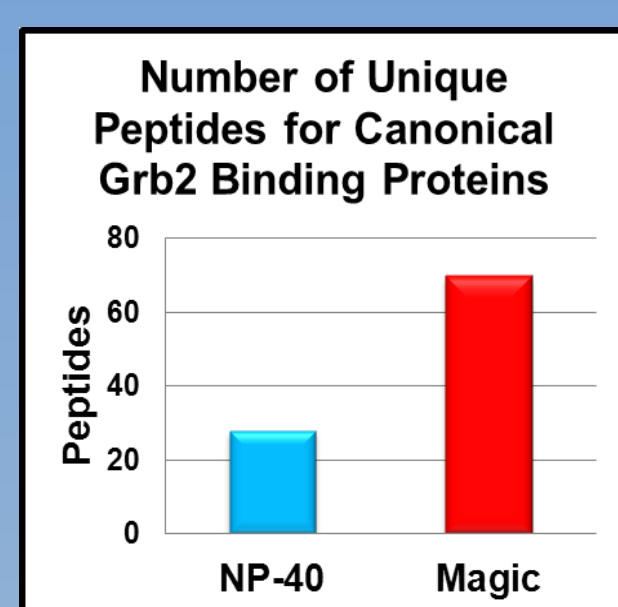
ProNET *LIVE!* shows vast improvement over the leading lysis buffer for IP-MS studies:

Higher Specificity



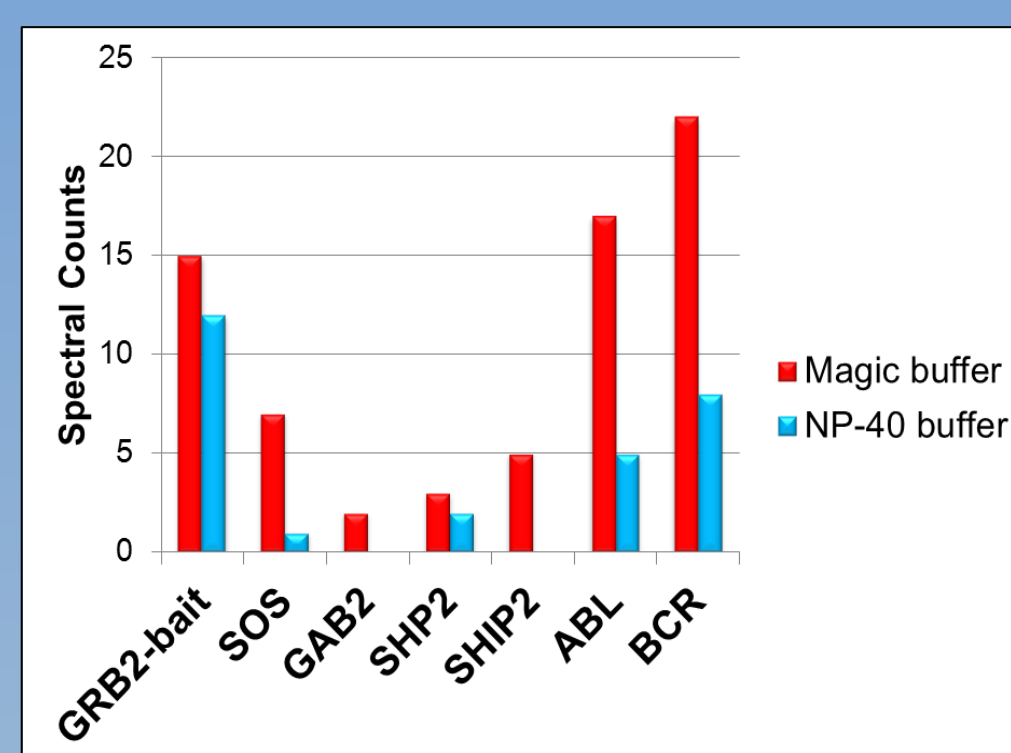
80% less non-specific protein binding

Greater Sensitivity



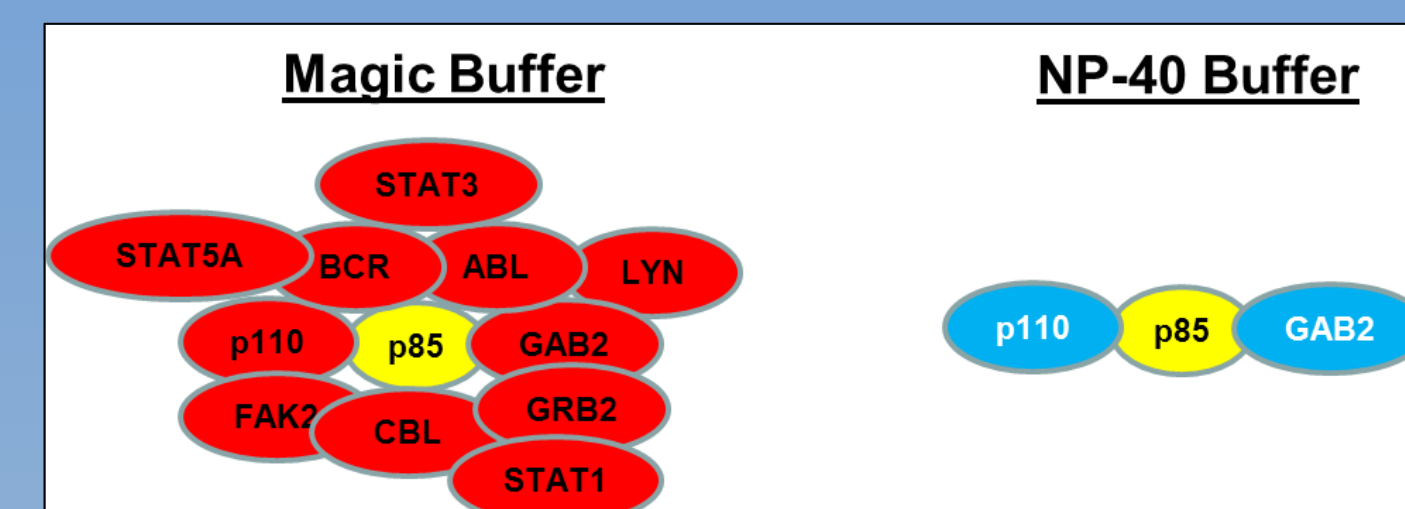
150% increase in unique peptide coverage for canonical hits

ProNET *LIVE!* captures more canonical Grb2 binders known to be important for tyrosine kinase signaling and cell proliferation in BCR/ABL transformed H929 cells:

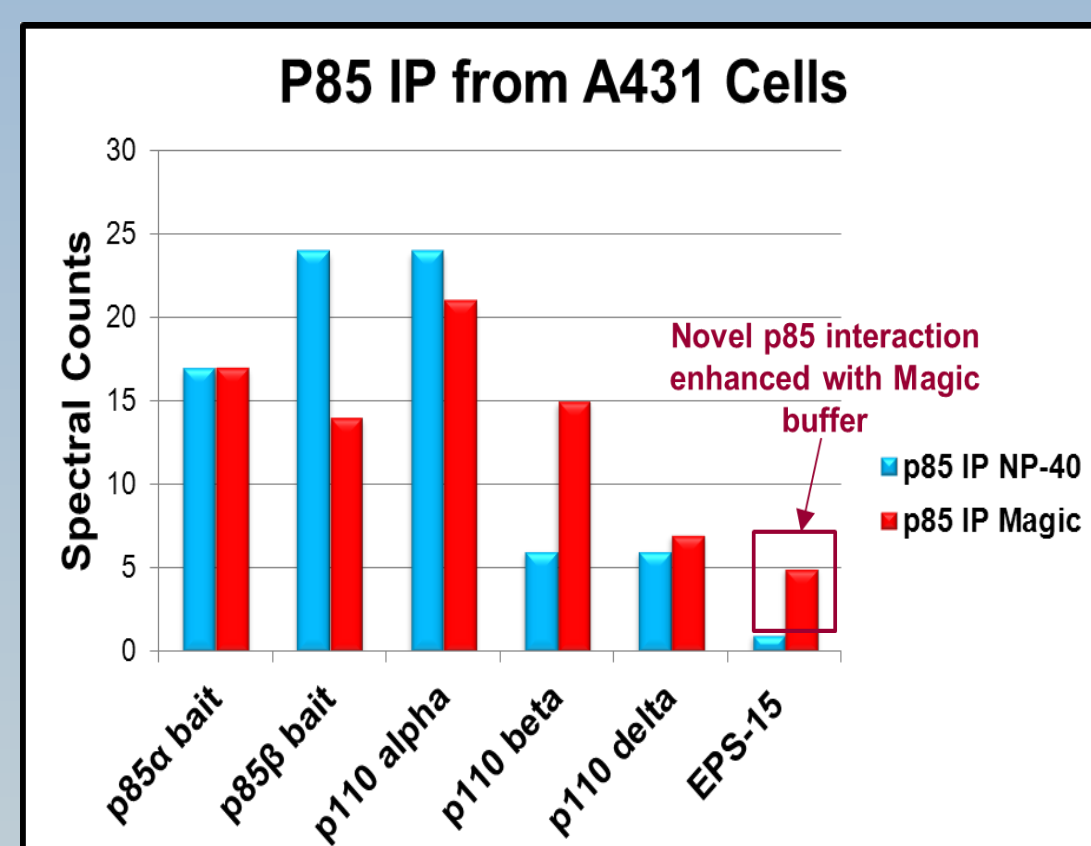


H929 Multiple Myeloma Cells Grb2 IP

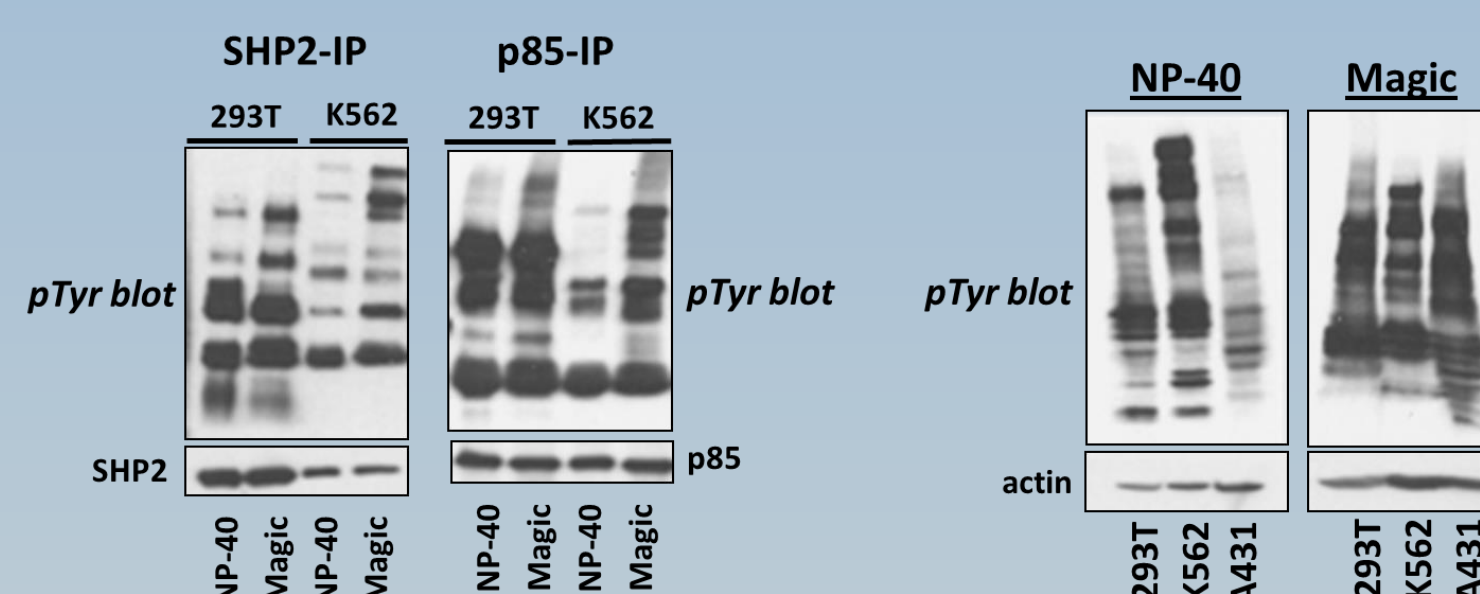
Magic Buffer allows for the near complete capture of the BCR/ABL complex from a p85 IP in K562 chronic myeloid leukemia cells:



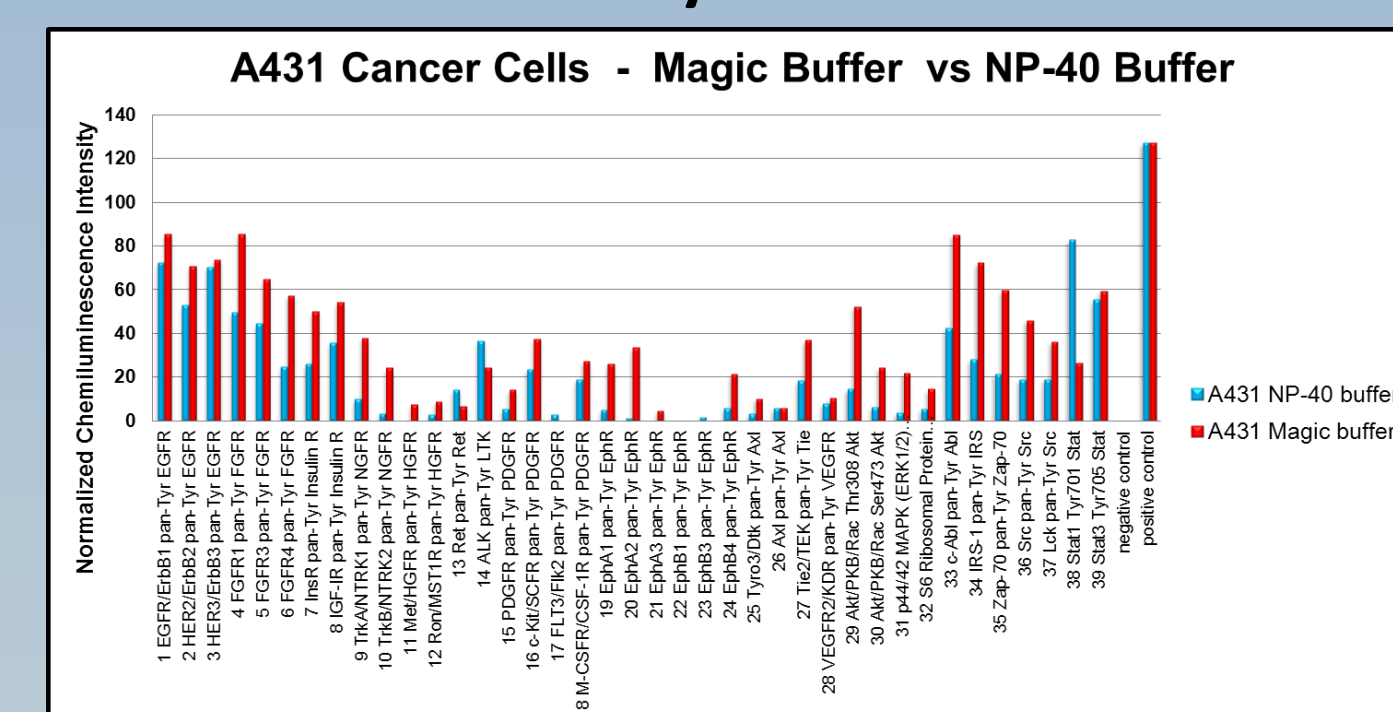
Magic Buffer May Help Preserve Novel PI3K Interacting Proteins



Phosphotyrosine Blots of Cancer Cell Immunoprecipitations (IPs) and Whole Lysates Show Higher Phosphorylation Intensity with ProNET *LIVE!*



PathScan RTK Signaling Antibody Arrays, Cell Signaling Tech. Show That ProNET *LIVE!* Can Preserve Phosphorylation Signals over the Common Lysis Buffer Systems



ProNET *LIVE!* is a unique mixture of a pluronic non-ionic copolymer surfactant and a non-ionic detergent which endow the buffer with the ability to retain native protein activity with excellent solubility characteristics. Use this buffer in your current protocols for cell lysis, IP or activity assay to leverage native protein activity in a non-denaturing buffer system.

ProNET *LIVE!* is available through **AMR, Inc** in Japan. Visit: [www.amr-inc.co.jp](http://www.amr-inc.co.jp)

品名: PBS リン酸バッファー 100ml

品番: RC-147

価格: ¥ 35,000 (税別)

品名: TBS トリスバッファー 100ml

品番: RC-148

価格: ¥ 35,000 (税別)



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