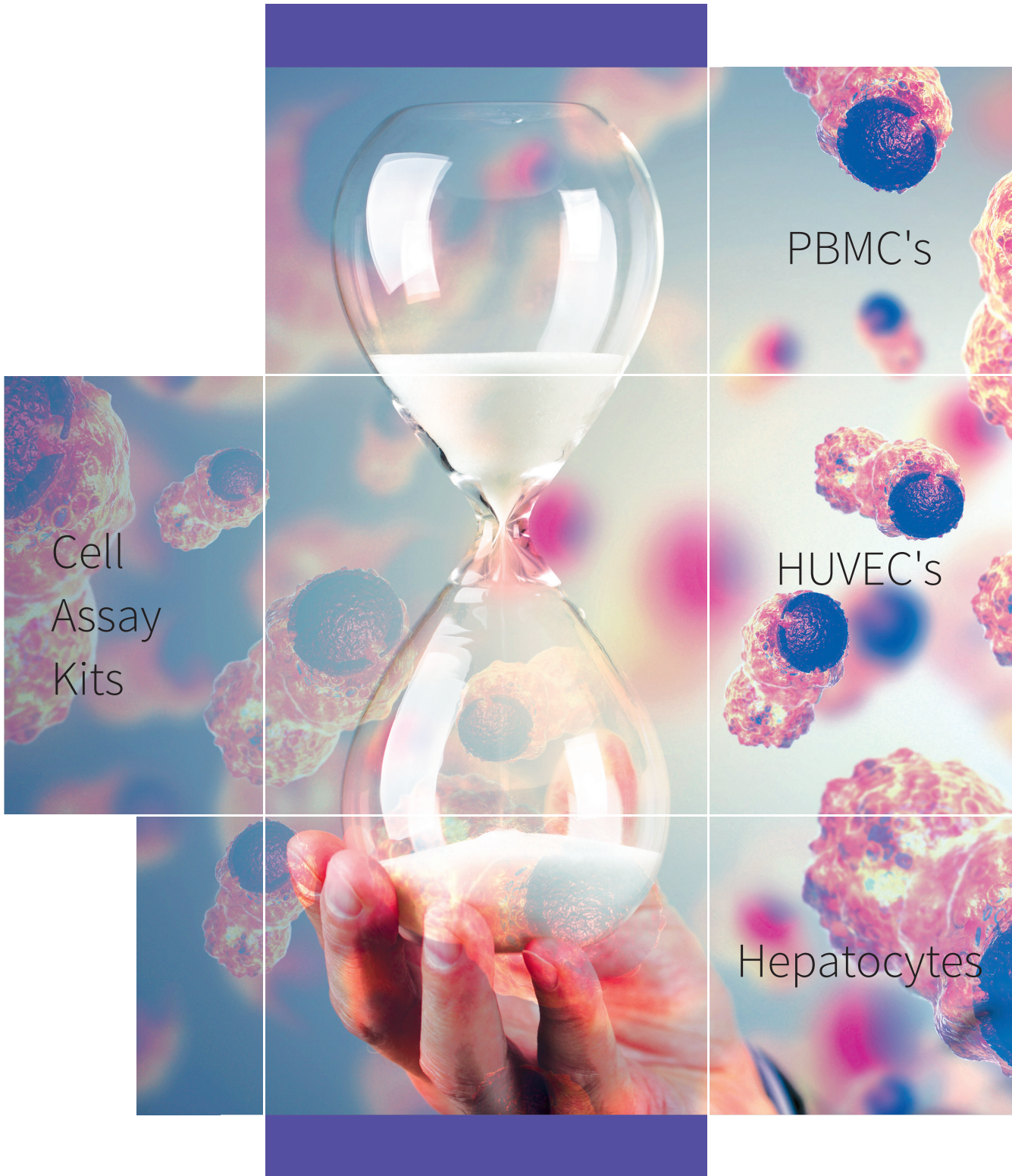


# Solutions for Biopharma

Accelerate your drug development



**HIMEDIA**®

For Life is Precious

**CELLBIO**™

Think one  
level up of  
predictive  
result.

Think our  
primary  
cells.

*Last decade to present and future show complete transformation of innovation in terms of therapeutic drugs and related research to understand the “Biology of Life and Diseases”. Use of primary cells as a tool in biopharma have aided advantage to support the predictive outcome of drug development for therapeutics and innovative research. Primary cells express characteristics that more closely represent in vivo behavior than do transformed cell lines. They act as an excellent tool for in vitro potency assays that more closely reflect the mechanism of action of a therapeutic molecule.*



Increased Efficiency  
Standard primary cells to speed up your research



Assured quality  
Quality assured cells for quality science



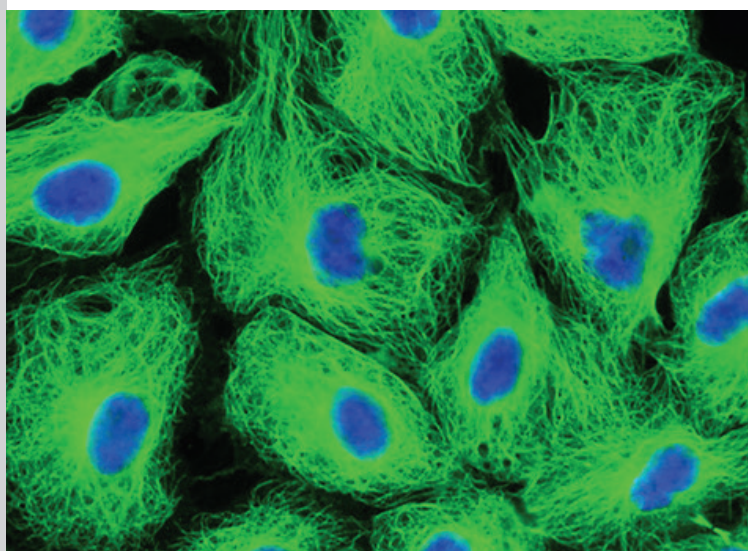
Assured flexibility  
Customized isolation according to need



On time delivery  
Despatched as per your schedule



Controlled shipping  
Liquid nitrogen shipment for cryopreserved cells



# Portfolio of effector immune cells

Characterized PBMCs and pure subpopulations for ADCC, CDC and reporter assays

We deliver  
freshly

More than  
**90%**  
viability

More than  
**90%**  
Pure  
population

**Tested**  
for  
Mycoplasma,  
HIV, HBV, HCV

isolated

**PBMC's** in

24 hours

## Normal Human PBMCs

Comprehensive portfolio of normal peripheral blood mononuclear cells (PBMCs)

Isolated from healthy donors

## PBMCs, Single donor

More than 2 – 3 billion PBMCs from single donor isolated using leukopheresis

## Purified Cell Subsets

Ideal for biopharma researchers to perform functional cell based assays

Manufactured using optimized methods to ensure high purity

Human Peripheral Blood Mononuclear Cells (PBMC)  
Single Donor and Pooled

CL003

**CD56** and **CD16** tested PBMC  
Single Donor

CL027

Human **OKT3** tested PBMC  
Single Donor

CL028

Human **CD45**, **CD3**, **CD8**, **CD4** and **CD19** tested  
PBMC Single Donor

CL031

Human **CD4+ T cells**

Single Donor

Bead free immunomagnetic positive isolation

CL032

Human **NK cells**

Single Donor

Bead free immunomagnetic negative isolation

CL033

Human **dendritic cells**

Single Donor

Bead free immunomagnetic negative isolation

CL036

## Upcoming Cells

CD34+ hematopoietic  
stem cells

CD3+ cells

Monocytes

# Classical Model System

Primary endothelial cells isolated from healthy human umbilical cords

Presenting pre-characterised

Guaranteed

15

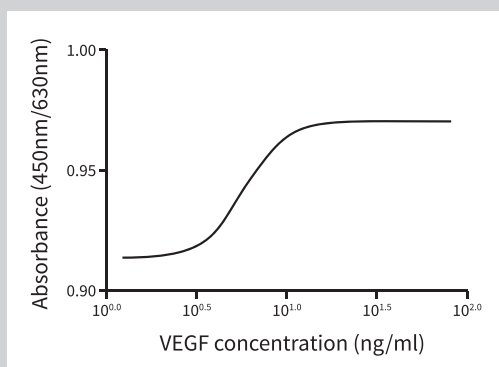
Population doublings

Pre-screened for

VEGF

Ligand response

**HUVEC's** to meet the requirement for angiogenesis, molecular transport, fibrinolysis and blood coagulation based assay



VEGF receptor mediated prescreened HUVEC cells for dose response of VEGF play a critical role in understanding receptor mediated activity of cells. VEGF is an important signaling protein which is used to study the proliferation, stimulation and angiogenesis survival and inhibition in response to anti-cancerous agents. Pre-screened HUVECs are guaranteed to respond to activation / inhibition in presence of stimuli.

## Quality assured

### Donor details

Age, Sex, Ethnicity

### Performance Test

Passage Number  
Morphology  
Viability and density  
Population doublings  
VEGF dose response

### Donor type

Single  
Pooled

### Characterization

Cell specific marker analysis by flow cytometry and / or immuno-cytochemistry

### Sterility

Mycoplasma by PCR  
Bacteria, fungi, anaerobes

### Virus testing by PCR

Screened for HIV, HBV, HCV and mycoplasma



# EZcount™ Cell Assay Kits

Optimized for consistency

Robust

Sensitive

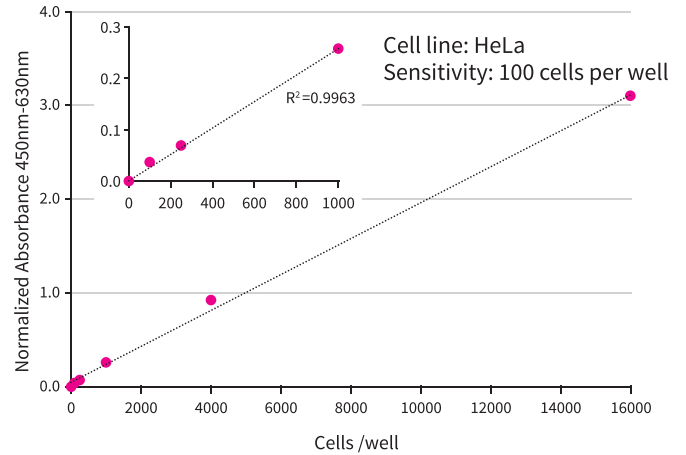
Intra-Assay Variation

NMT 10%

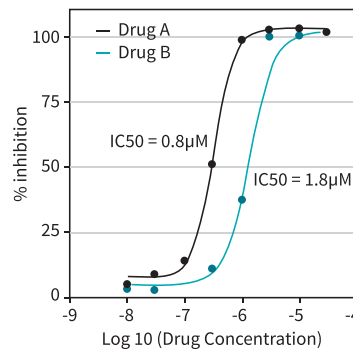
Inter-Assay Variation

NMT 15%

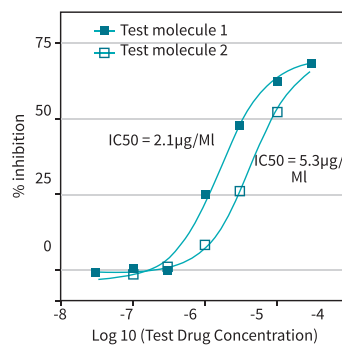
Bioprocess involve wide range of cell viability/cytotoxicity kits to check the efficacy of biosimilars. EZcount™ range of cell viability kits offer a wide range of ready to use reagents and standards needed for detection. The family of kits offers tools for flexible assay designs to evaluate compound effects in end-point assays or for long term studies in live cells. Operating instructions provided are simple to follow, accurate and ensure consistent repeatable results.



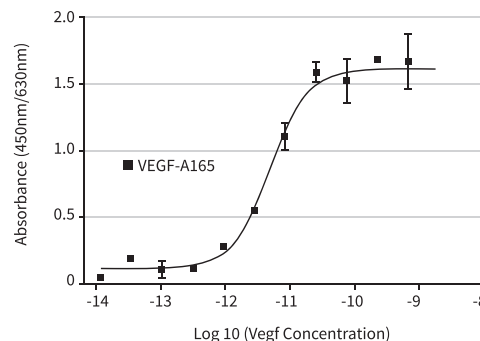
Sensitivity of EZcount™ WST-8 Cell Assay Kit



Estimation of IC50 of test drugs using EZBlue™ Assay Kit



Estimation of IC50 of test molecules using EZcount™ ATP Assay Kit



Estimation of VEGF dose response on primary HUVEC using EZcount™ MTS Cell Assay Kit

# Product Listing

Name	Code	Enzyme	Detection method	Sensitivity	No. of tests
Cell viability kit based on cellular ATP content					
EZcount™ ATP Cell Assay Kit	CCK051	Luciferase catalyzed ATP dependent conversion of Luciferin into light	Luminescence	<1 µM	1000
Cell viability kits based on metabolic activity					
EZcount™ WST-8 Cell Assay Kit	CCK074	Reduction of tetrazolium salt to respective formazan product mediated by mitochondrial dehydrogenases	Colorimetric detection: Absorbance at 450 nm	100 cells per well	1000
EZcount™ WST-1 Cell Assay Kit	CCK032		Colorimetric detection: Absorbance at 420 - 480nm	125 cells per well	1000
EZcount™ MTS Cell Assay Kit	CCK053		Colorimetric detection: Absorbance at 490nm	125 cells per well	1000
EZcount™ MTS Homogenous Cell Assay Kit	CCK070		Colorimetric detection: Absorbance at 490nm	125 cells per well	1000
EZcount™ XTT Cell Assay Kit	CCK015		Colorimetric detection: Absorbance at 450 - 490nm	125 cells per well	1000
EZcount™ MTT Cell Assay Kit	CCK003		Colorimetric detection: Absorbance at 570nm	750 cells per well	1000
EZ Blue™ Cell Assay Kit	CCK004	Reduction of Resazurin to Resorufin by NADH equivalents in live cells	Colorimetric detection: Absorbance at 570 – 580nm Fluorometric detection: 560nm EX /590nm EM	2000 cells per well	1000, 2500
Cell viability kits based on nuclear DNA content					
EZcount™ BrdU Cell Assay Kit	CCK031	Detection of BrdU incorporated into DNA by anti-BrdU-HRP	Colorimetric detection: Absorbance at 450 nm	500 cells per well	1000
Cell viability kits based on detection of intracellular components					
EZcount™ Sulphorhodamine B Cell Assay Kit	CCK052	Sulphorhodamine B staining of intracellular proteins	Colorimetric detection: Absorbance at 565nm OR 490 – 530nm	5000 cells per well	1000
EZcount™ Neutral Red Cell Assay Kit	CCK034	Neutral red uptake by cellular lysosomes	Colorimetric detection: Absorbance at 540nm	5000 cells per well	1000
Cell cytotoxicity kits based on enzyme release					
EZcount™ Lactate Dehydrogenase Cell Assay Kit	CCK036	Conversion of lactate to pyruvate catalyzed by LDH released from damaged cells	Absorbance @ 490nm	1000 cells per well	500
EZcount™ LDH Cell Assay Kit, Homogeneous	CCK058		Absorbance @ 570nm	1000 cells per well	500
EZcount™ G6PD Cell Assay Kit	CCK069	Conversion of lactate to pyruvate catalyzed by G6PD released from damaged cells	Absorbance 540nm and Fluorescence590nm Colorimetric/ Fluorometric	1000 cells per well	500

## Authenticity

Tissue collection and cell isolation procedures approved by IEC and ICSCR registered at NIH and ICMR



## Qualified Cell Banks

Each cell type is rigorously tested using an extensive array of quality control tests which include cell density, viability, population doublings, marker analysis by immunocytochemistry and / or flow cytometry.

## Lot reservation

To rule out donor-to-donor variability in cell based assays, an option of lot reservation available.



# Why Choose Us

## Customization

Customized testing and formats available as per MoA specific assay requirements



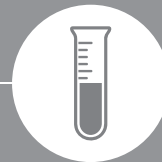
Receive

Ready-to-Use  
Cells



Seed

Incubate with  
Test Compound



Assay

Assess Critical Quality  
Attributes

Product code	Name	Packing
Human Peripheral Blood Mononuclear Cells		
CL003-10 CL003-25	HiFi™ Human Peripheral Blood Mononuclear Cells (H-PBMC), <b>Single Donor</b>	10 million cells/ vial 25 million cells/ vial
CL010-10 CL010-25	HiFi™ Human Peripheral Blood Mononuclear Cells (H-PBMC), <b>Pooled</b>	10 million cells/ vial 25 million cells/vial
CL027-T25 CL027-25	HiFi™ Human <b>CD56 and CD16</b> tested PBMC, Single Donor	25 million cells/ T25 flask 25 million cells/vial
CL028-10 CL028-25	HiFi™ Human <b>OKT</b> tested PBMC, Single Donor	10 million cells/ vial 25 million cells/ vial
CL031-T25 CL031-25	HiFi™ Human <b>CD45, CD3, CD8, CD4 and CD19</b> tested PBMC, Single Donor	25 million cells/ T25 flask 25 million cells/vial
CL032-10	HiFi™ Human <b>CD4+ T</b> cells, Single Donor Bead free immunomagnetic positive selection	10 million cells/ vial
CL033-5	HiFi™ Human <b>NK</b> cells, Single Donor Bead free immunomagnetic negative selection	5 million cells/ vial
CL036-1	HiFi™ Human <b>Dendritic</b> cells, Single donor Bead free immunomagnetic negative selection	1 million cells/vial
Primary Endothelial cells		
CL002-0.5 CL002-T25	HiFi™ Human Umbilical Vein Endothelial Cells (HUVEC), <b>Single Donor</b>	0.5 million cells/vial T25 cm <sup>2</sup> flask
CL030-0.5 CL030-T25	HiFi™ Human Umbilical Vein Endothelial Cells (HUVEC), <b>Pooled</b>	0.5 million cells/vial T25 cm <sup>2</sup> flask
CL019-0.5 CL019-T25	HiFi™ Human Umbilical Vein Endothelial cells (HUVEC), <b>Single Donor</b> Isolated in absence of exogenous recombinant VEGF	0.5 million cells/vial T25 cm <sup>2</sup> flask
CL017-0.5 CL017-T25	HiFi™ Human Umbilical Artery Endothelial cells (HUAEC)	0.5 million cells/vial T25 cm <sup>2</sup> flask
CL037-0.5 CL037-T25	HiFi™ Human Umbilical Vein Endothelial Cells, <b>Single donor</b> Pre-screened for VEGF dose response	0.5 million cells/vial T25 cm <sup>2</sup> flask
CL038-0.5 CL038-T25	HiFi™ Human Umbilical Vein Endothelial Cells, <b>Pooled</b> <b>Pre-screened</b> for VEGF dose response	0.5 million cells/vial T25 cm <sup>2</sup> flask

*Launching Soon ....*

## **Cryopreserved Human Hepatocytes**

Primary human liver cells are isolated from surgically discarded tissues and prepared for in vitro cultures. These donor cells are best suited to demonstrate major tissue functions because they maintain hepatocyte morphology and function over long period of time.

Certified for  
Metabolism studies  
Certified Induction studies  
Certified Transporter studies

Tested for  
CYP activities and  
UGTs and SULT activities

We are now official distributor of all ATCC products.  
For any queries write to us at [atcc-cellbio@himedialabs.Com](mailto:atcc-cellbio@himedialabs.Com).

