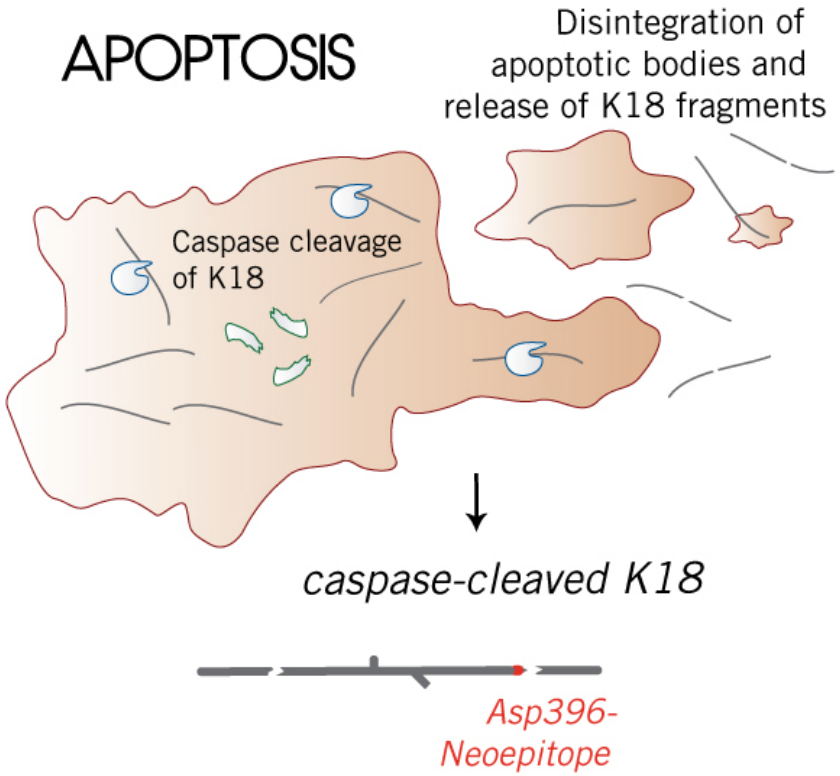
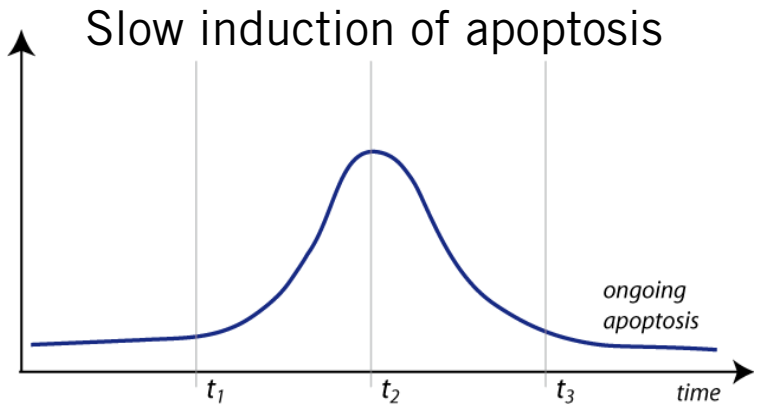
APOPTOSIS RESEARCH

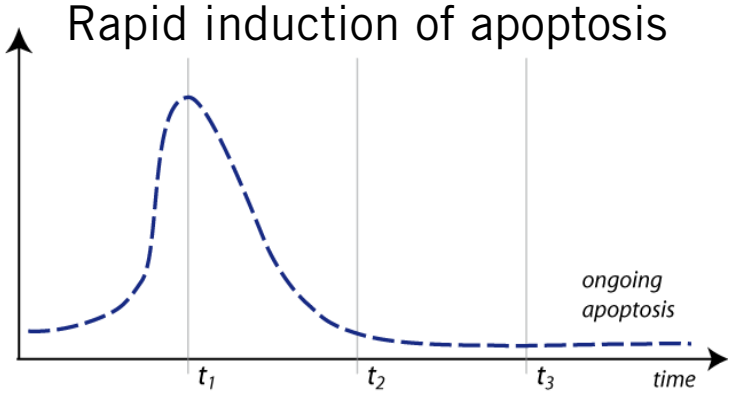
Measurement of an Accumulated Apoptosis-Specific Product



APOPTOSIS RESEARCH

Measurement of an Accumulated Apoptosis-Specific Product





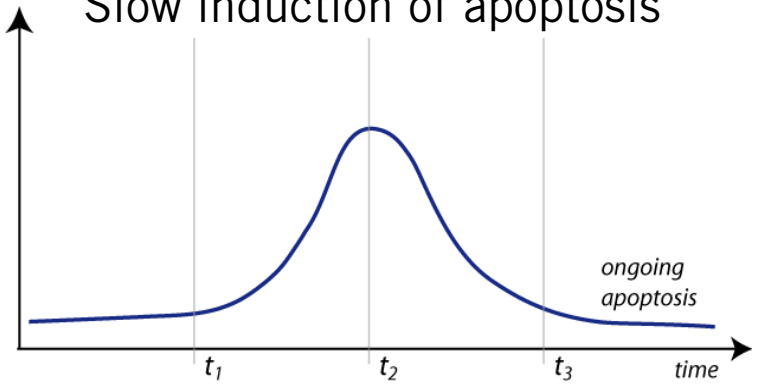
Apoptosis in Epithelial Cells Occurs at Various Rates Depending on Stimuli

Examples of apoptosis induction with different kinetics measured by competing technologies such as TUNEL or Annexin V

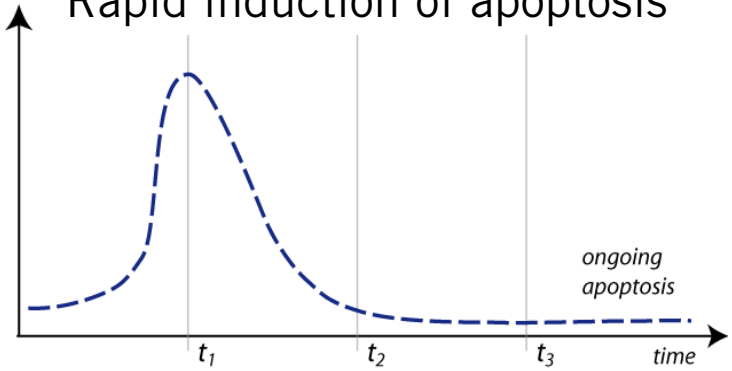
APOPTOSIS RESEARCH

Measurement of an Accumulated Apoptosis-Specific Product

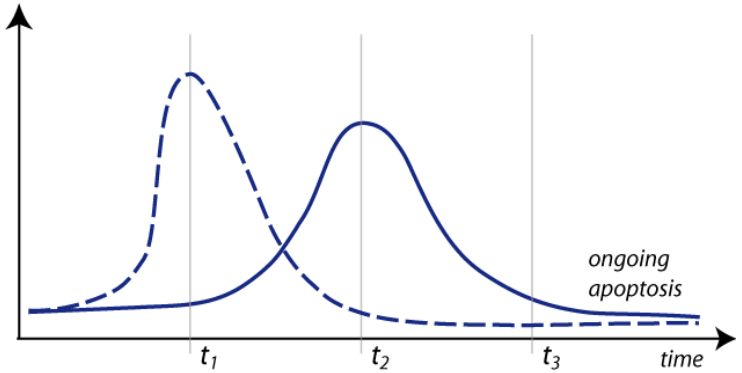
Slow induction of apoptosis



Rapid induction of apoptosis



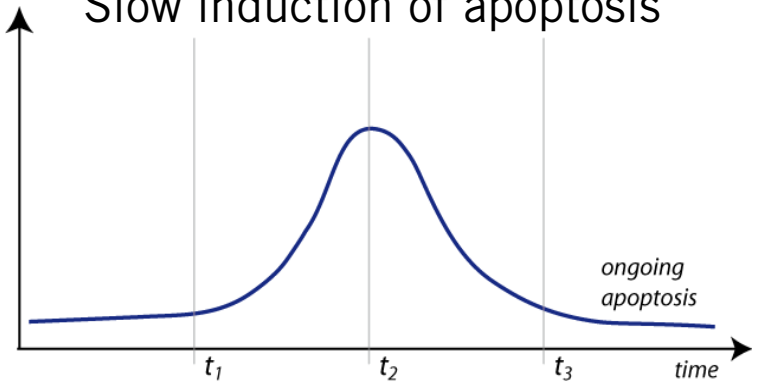
The time point of the measurement is crucial:



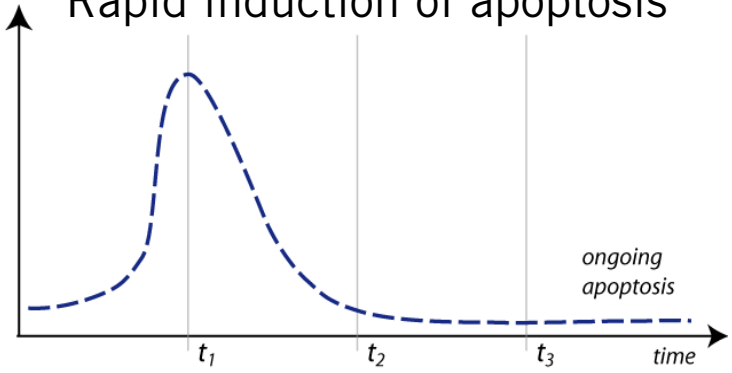
APOPTOSIS RESEARCH

Measurement of an Accumulated Apoptosis-Specific Product

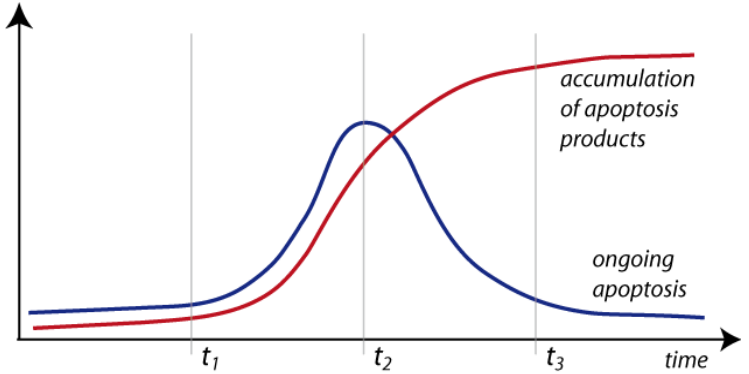
Slow induction of apoptosis



Rapid induction of apoptosis



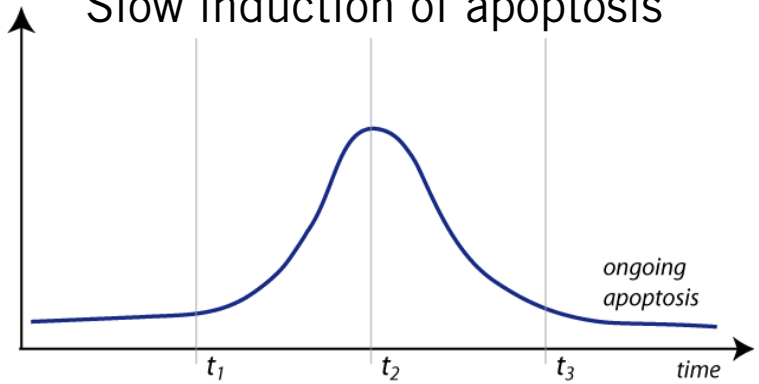
Measurement of an accumulated apoptosis product eliminates the need for multiple time points



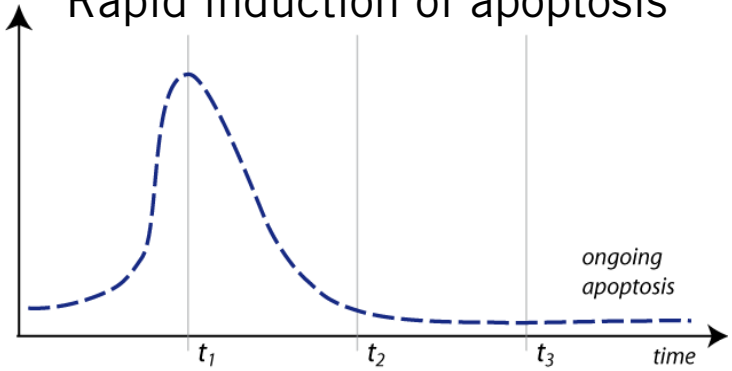
APOPTOSIS RESEARCH

Measurement of an Accumulated Apoptosis-Specific Product

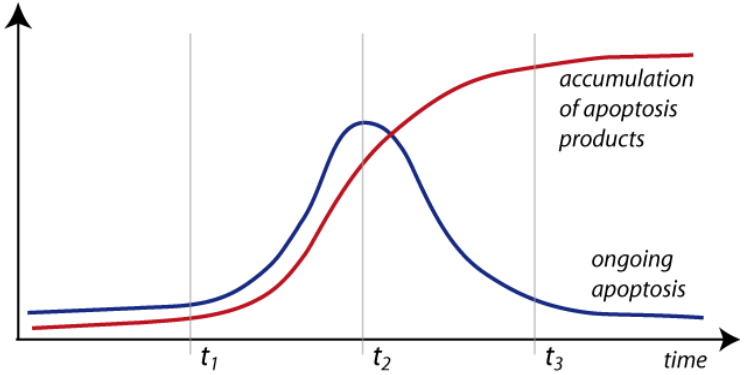
Slow induction of apoptosis

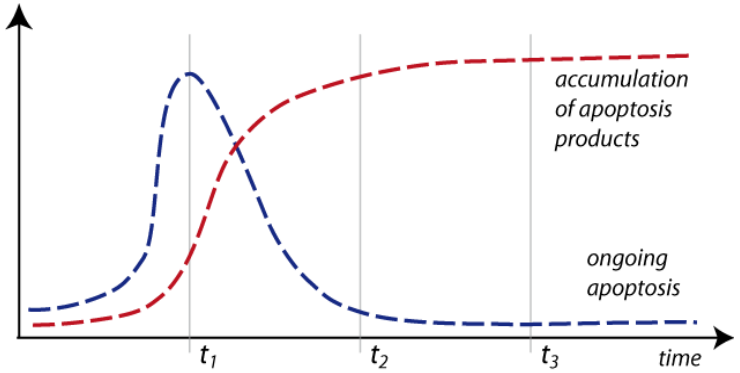


Rapid induction of apoptosis



An accumulated apoptosis product is measured by the M30 CytoDeath™ and M30 Apoptosense® ELISAs:

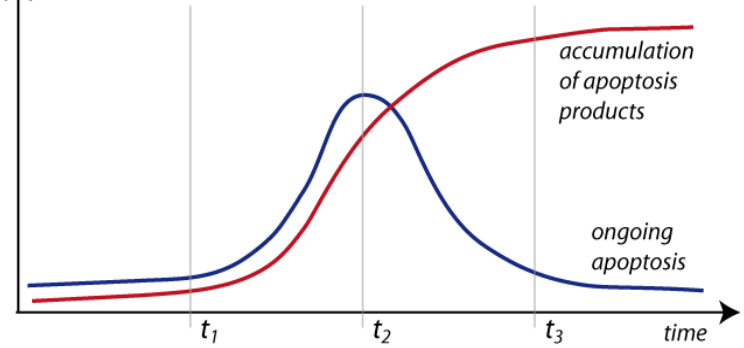




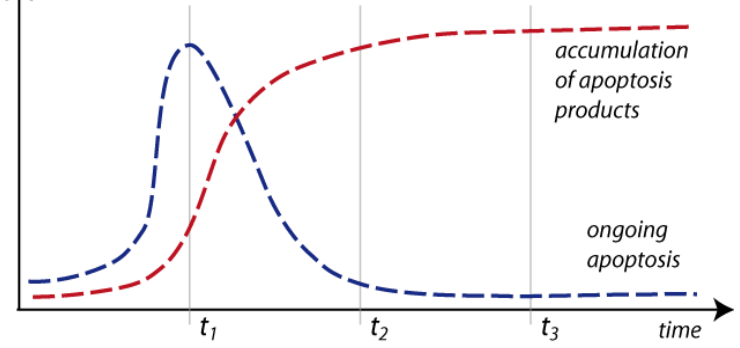
APOPTOSIS RESEARCH

Measurement of an Accumulated Apoptosis-Specific Product

Slow induction of apoptosis



Rapid induction of apoptosis



Only **one** **late time point** is needed with the M30 CytoDeath™ ELISA and M30 Apoptosense® ELISA, as well as the M65 Epideath® (for apoptosis *and* necrosis)