

The image shows a stack of white boxes for PEVIVA ELISA kits. The top box is in sharp focus, showing the brand name 'PEVIVA' in a bold, dark blue font. To the left of the name is a logo consisting of a stylized human figure with a blue arrow pointing upwards. Below the brand name is a thick, dark blue horizontal bar. On the right side of the box, there is a small black silhouette of a factory. Below the blue bar, a red-bordered warning triangle with a black exclamation mark is visible. In the background, another box is partially visible, showing the word 'ELISA' in a large, light blue font. The overall scene is brightly lit, with a clean, professional aesthetic.

 **PEVIVA**

# Product Overview

## Peviva Cell Death Products

### ELISA Products (RUO)

- M30 Apoptosense® ELISA
- M30 CytoDeath™ ELISA
- M65® ELISA
- M65 EpiDeath® ELISA



### Monoclonal Antibody Products (RUO)

- M30 CytoDEATH™ mAb  
(unlabelled, biotin, fluorescein, orange)
- M5 and M6 Keratin 18 mAb



## Measurement of Cell Death Modes

Product	Apoptosis	Necrosis	Total cell death
M30 Apoptosense® ELISA	✓	—	—
M30 CytoDeath™ ELISA	✓	—	—
M65® ELISA	✓	✓	✓
M65 EpiDeath® ELISA	✓	✓	✓

### The Peviva Product Line is

- a tool for determination of cell death mode
- for *in vitro* and serum/plasma samples
- the only assay for measurement of apoptosis in blood

## Sample Type and Suitable Experiments

Product	Cell cultures	Spheroids	Xenografts	Blood samples
M30 Apoptosense® ELISA	(✓)	(✓)	✓	✓
M30 CytoDeath™ ELISA	✓	✓	—	—
M65® ELISA	✓	✓	✓	✓
M65 EpiDeath® ELISA	✓	✓	✓	✓

## M30 Apoptosense® ELISA



- measures apoptosis of epithelial cells only
- for *in vitro* and serum/plasma samples
- samples from mouse/rat models with human xenografts
- sandwich ELISA, 96 well plate in a convenient ready-for-use format
- end-point measurement of an accumulated cell death product
- patented detection technique

## M30 CytoDeath™ ELISA



- measures apoptosis of epithelial cells only
- for *in vitro* samples only (not for serum/plasma samples)
- sandwich ELISA, 96 well plate in a convenient ready-for-use format
- end-point measurement of an accumulated cell death product
- patented detection technique

## M65 EpiDeath® ELISA



- measures total cell death (apoptosis + necrosis) of epithelial cells
- for *in vitro* and serum/plasma samples
- also intended for samples from mouse/rat models with human xenografts
- end-point measurement of an accumulated cell death product
- sandwich ELISA, 96 well plate in a convenient ready-for-use format

# PEVIVA PRODUCT OVERVIEW

APOPTOSIS, NECROSIS, TOTAL CELL DEATH

## M65<sup>®</sup> ELISA



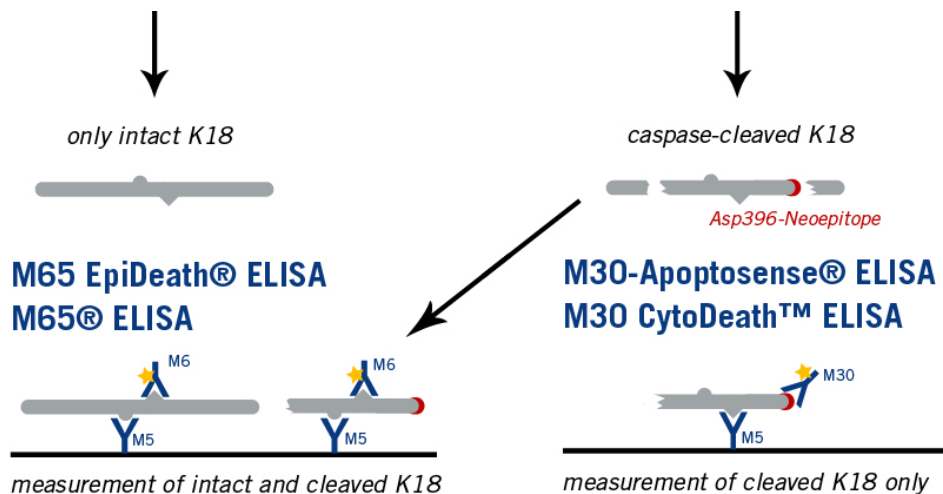
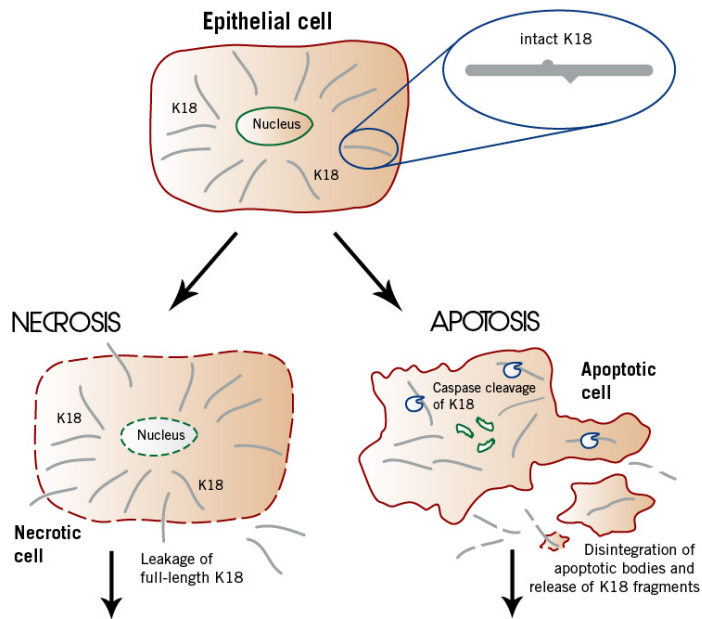
- measures total cell death (apoptosis + necrosis) of epithelial cells
- forerunner of the M65 EpiDeath ELISA
- for *in vitro* and serum/plasma samples
- samples from mouse/rat models with human xenografts
- sandwich ELISA, 96 well plate in a convenient ready-for-use format
- end-point measurement of an accumulated cell death product



## User friendly ELISA kits

- Antigen stability of several days at +4 °C
- Kit stability: 1 – 1½ years from production
- Externally validated
- End-point measurement of accumulated cell death products
- Sandwich ELISA, 96 well plate in a convenient ready-for-use format
- Easy to perform, only a minimum of pipetting steps required
- Can be split up for use at several occasions
- Robust measurements

# Cell Death: Apoptosis | Necrosis



M65 ELISA EpiDeath® / M65® ELISA measure total cell death (necrosis and apoptosis)

M30-Apoptosense® / M30 CytoDeath™ measure only apoptosis