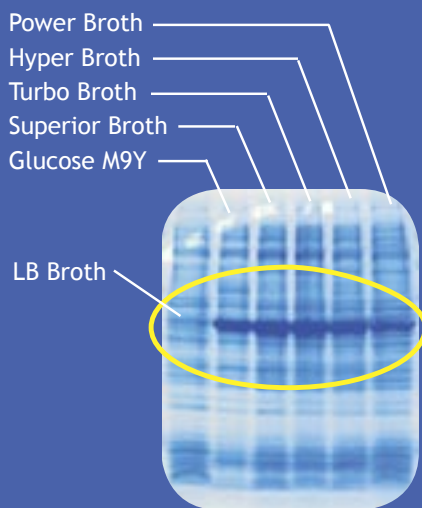


# (the secret's in the broth)

Athena has developed our own unique blends of Expression Media that increase expression of proteins in *E. coli* up to 20 times more than industry standard LB Broth. And we've created the easy-to-use Media Optimization Kit, so researchers can quickly determine which media works best for their protein.

Our powder media are milled using Athena's proprietary dry-powder process, providing better consistency, reliability, and quicker dissolving time. We also offer Animal-Product-Free alternatives to each Broth.

## AthenaES™ Expression Media



- up to **20** times more expression than LB Broth
- available in **Animal-Product-Free** formulations
- unique blends, not available anywhere else
- better consistency
- higher reliability
- quicker dissolving time

### LypA Media Screen gel.

From left to right, total protein obtained from cells grown in industry standard LB Broth and Athena's unique formulas: Glucose M9Y, Superior Broth, Turbo Broth, Hyper Broth and Power Broth.

888-892-8408 [www.athenaes.com](http://www.athenaes.com)

