

PEVIVA Cell Death Products

PEVIVA has developed unique products for *in vitro* and *in vivo* studies of cell death. These products constitute a tool box for translational apoptosis research. Our M30-Apoptosense® ELISA assay facilitates the determination of epithelial cell apoptosis in plasma/serum. The M65® ELISA determines total cell death. The M30 CytoDeath™ ELISA is used to determine apoptosis in cultured cells.

M30 CytoDeath™ ELISA

In vitro studies of apoptosis using monolayer cell cultures, multicellular spheroids and organ cultures.

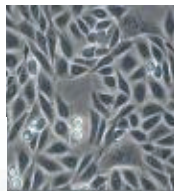
M30-Apoptosense® ELISA

Serum/plasma biomarker for *in vivo* studies of human cancer and liver disease. Unique biomarker for determination of response to anticancer agents in clinical studies using serum or plasma. Specific detection of human tumor cell apoptosis in xenograft models.

M30 CytoDeath™ ELISA

In vitro applications

Cell cultures

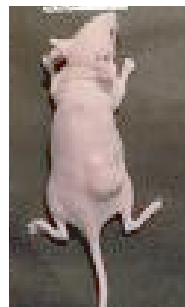
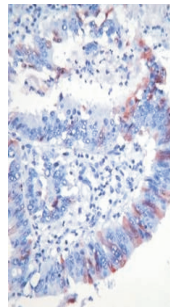


Multicellular spheroids

M30-Apoptosense® ELISA

In vivo applications

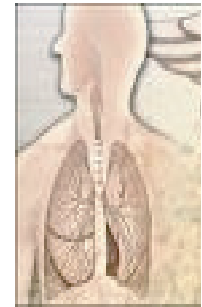
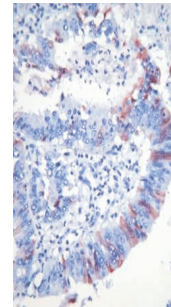
Human xenografts in mice



Detection of tumor apoptosis in plasma and in tissue

In vivo applications

Clinical studies



Detection of tumor apoptosis in plasma and in tissue

M65® ELISA

M30 CytoDeath™ antibody

M65® ELISA

Serum/plasma biomarker studies for *in vitro* and *in vivo* studies of total epithelial cell death.

M30 CytoDeath™ antibody

Visualization of caspase-cleaved CK18 ("the M30 neo-epitope") in *cultured cells* and in *tissue sections*.

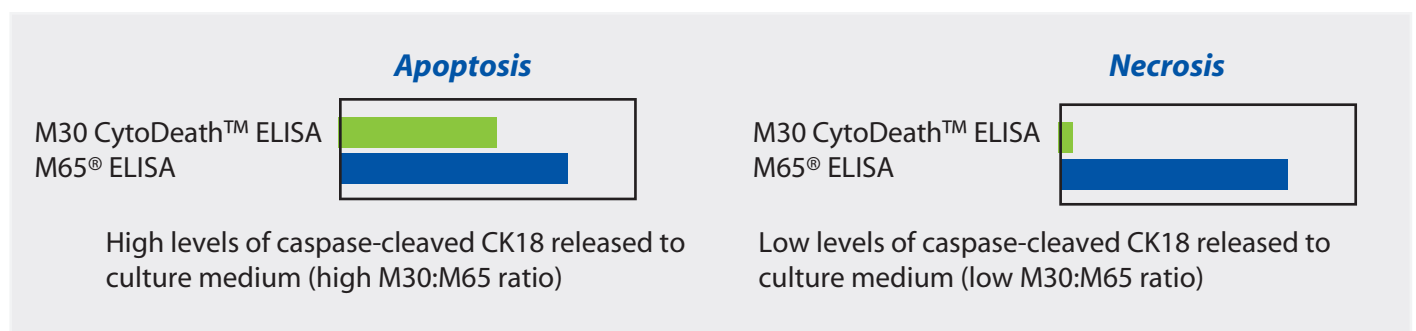
The M30-Apoptosense® ELISA is a unique biomarker assay that allows determination of **epithelial cell apoptosis in blood**. The assay is based on the unique M30 antibody which recognizes a neo-epitope of CK18 formed after caspase cleavage. The antibody recognizes caspase-cleaved human, monkey and bovine CK18, but not the mouse, rat or canine protein. The M30-Apoptosense® ELISA detects tumor and liver apoptosis in human blood and is specific for human tumor apoptosis in xenograft models.

The assay has been used for different applications in **oncology** (response to cancer therapy), **hepatology** (hepatitis C and NASH) and **transplantation medicine** (graft-versus-host disease).

References: Hägg et al. (2002) Invest. New Drugs 20, 253; Kramer et al. (2004) Cancer Research 64, 1751; Hägg Olofsson (2007) Clin Cancer Res. 13: 3198; Cummings et al. (2005) Br J Cancer 92:532-8.

M65® ELISA

The M65® ELISA is used to determine **total cell death**. Cell death mode (**apoptosis or necrosis**) can be determined by the combined use of the M65® ELISA and the M30-Apoptosense® assay.



References: Kramer et al. (2004) Cancer Research 64, 1751; Cummings et al. (2006) Br J Cancer 2006;95: 42.

M30 CytoDeath™ ELISA

The M30 CytoDeath™ ELISA is intended for **cell culture applications**. Similar to the M30-Apoptosense® ELISA, this assay is based on the unique M30 antibody which recognizes a neo-epitope of CK18 formed after caspase cleavage. The sensitivity and range of the assay has been optimized to suit *in vitro* applications (the assay is **not suitable for serum/plasma** samples).

Apoptosis of epithelially derived cells can be determined *in vitro*. The M30 CytoDeath™ ELISA is a versatile tool to determine apoptosis in **multicellular spheroids** and **organ culture** systems.

M30 CytoDEATH™ antibody prod. no. 10700, 10750 (biotin), 10800 (fluorescein)

For the detection of epithelial cell apoptosis by immunohistochemistry in formalin-fixed paraffin-embedded tissue. The antibody can also be used for flow cytometry applications and for western blotting. Detects caspase-cleaved human, monkey and bovine CK18 (but not the mouse, rat or canine proteins).

M5 and M6 CytoKERATIN 18 antibodies

Staining of epithelial cells by immunohistochemistry and for western blotting.



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