Do you IP?

See How SureBeads Magnetic Beads Improve Results

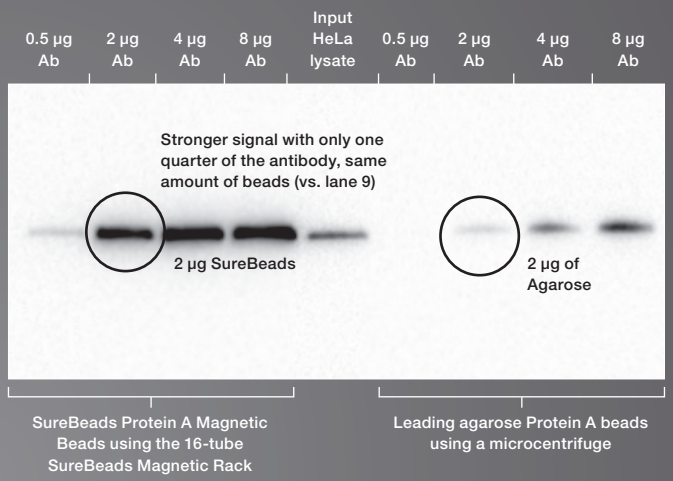
Versus traditional agarose beads

- **Faster** — magnetizes beads in seconds
- **Easier** — no more centrifugation
- **Affordable** — priced like agarose beads, but offer all the benefits of magnetic beads
- **Saves antibody** — unique surface chemistry means you use less antibody
- **Reproducible** — consistent IgG binding capacity for accurate, reproducible results with less nonspecific binding than agarose or Sepharose Beads

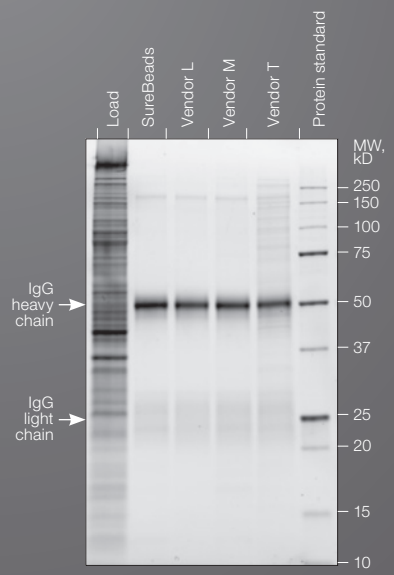
Versus other magnetic beads

- **Ready-to-use** — unlike other magnetic beads, no dilution or aliquoting needed
- **Minimized sample handling** — innovative 16-tube SureBeads Magnetic Racks are easy to use. No sample rotation or removal required
- **Ergonomically designed** — beads cling magnetically to the side wall of the tube, not the bottom, for easier pipetting
- **Cost-effective** — gold standard performance at an affordable price
- **Better binding** — beads produce superb nonspecific binding profiles for cleaner data

SureBeads Magnetic Beads and Magnetic Rack.



Even when using 4x less IP antibody, SureBeads Magnetic Beads give a brighter signal than agarose beads (see lanes 2 and 9). Immunoprecipitation of NQO1 from HeLa cell lysate was performed using an anti-NQO1 antibody at the indicated amounts and 50 µl of beads.



SureBeads Protein A Magnetic Beads have nonspecific binding profiles equivalent to or better than those of Protein A magnetic beads from other vendors. Immunoprecipitation of NQO1 from HeLa cell lysate was performed using an anti-NQO1 antibody diluted to 4 µg/tube. Precision Plus Protein Unstained Standards were used to confirm the molecular weight of the IgG heavy and light chains.

Visit bio-rad.com/SureBeads for more information.

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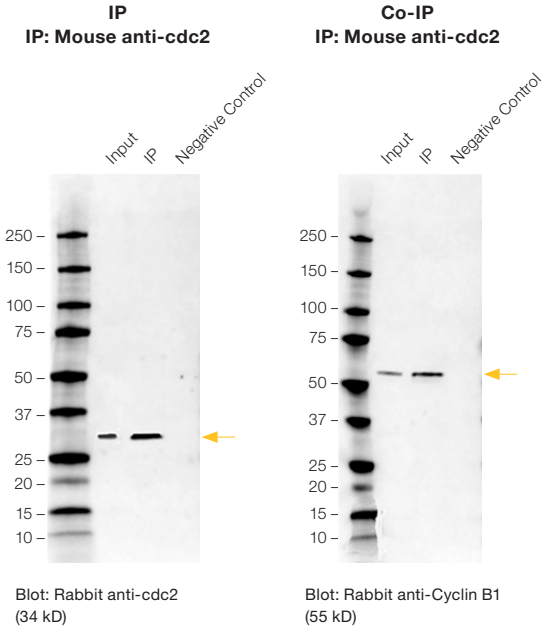
Highlighted Applications for SureBeads Protein A and G Magnetic Beads

SureBeads Protein A and G Magnetic Beads and Magnetic Racks are designed for quick and easy immunoprecipitation (IP) protocols, including protein isolation, high-affinity binding of human, rat, and mouse IgGs, co-immunoprecipitation (Co-IP), or protein complex pull-down and chromatin immunoprecipitation (ChIP).

Co-IP

Co-IP with SureBeads lets you analyze protein complex interactions. High capture per yield allows you to perform this informative technique with minimal sample, maintaining reproducibility. These data show the successful IP of cdc2 using SureBeads. Cyclin B1 was similarly co-immunoprecipitated with cdc2.



Successful IP and Co-IP results. HEK293 whole cell lysates were immunoprecipitated with cdc2 using the SureBeads IP protocol. Cyclin B1 was successfully co-immunoprecipitated with cdc2.

ChIP

SureBeads Magnetic Beads can be used in chromatin immunoprecipitation protocols to identify and analyze protein-DNA interactions. These data show the successful investigation of a histone promoter, H3K4Me3, an epigenetic marker associated with active transcription of nearby genes.

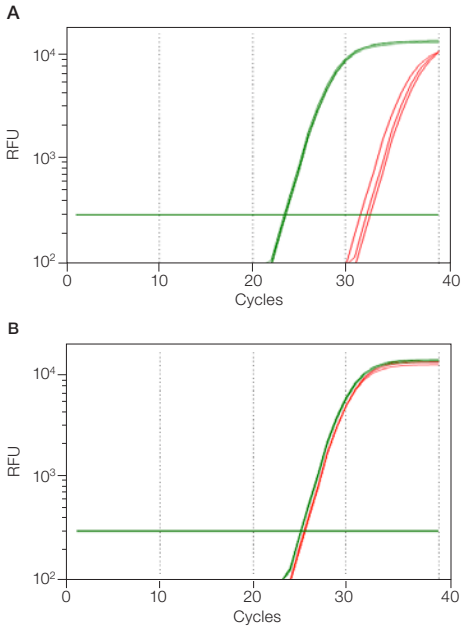


Fig. 1. Successful investigation of histone-promoter association with ChIP. **A**, qPCR data shows amplification of the H3K4Me3-GAPDH complex appearing at cycle 23.4, significantly ahead of the input control amplification beginning at cycle 32.1. **B**, qPCR data show that the amplification of the H3K4Me3-HBB complex appears with the input control at cycle 25.1 and 25.5, respectively. RFU, relative fluorescence units. Histone-promoter complex (—); input control (—).

Ordering Information

Catalog #	Description
1614013	**SureBeads Protein A Magnetic Beads**, 3 ml
1614023	**SureBeads Protein G Magnetic Beads**, 3 ml
1614916	**SureBeads Magnetic Rack**, 16-tube holder
1614833	**SureBeads Starter Kit Protein A and G**, Protein A and G beads and magnetic rack
1614813	**SureBeads Starter Kit Protein A**, two Protein A beads and magnetic rack
1614823	**SureBeads Starter Kit Protein G**, two Protein G beads and magnetic rack

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