

**NEW!**

# Avalanche<sup>®</sup>-Everyday

**The Transfection Reagent that You Need EVERYDAY!**



The Transfection & Gene Expression Experts

## Powerful • Versatile • Gentle • Economical

As the simplified version of our most popular and powerful Avalanche<sup>®</sup>-Omni Transfection Reagent (Avalanche<sup>®</sup>-Omni), Avalanche<sup>®</sup>-Everyday Transfection Reagent (Avalanche<sup>®</sup>-Everyday) has the basic formulation of Avalanche<sup>®</sup>-Omni, thus is also an exceptionally powerful and versatile next-generation DNA and siRNA broad spectrum transfection reagent. Avalanche<sup>®</sup>-Everyday's transfection efficiency is very close to that of Avalanche<sup>®</sup>-Omni, whereas the price of Avalanche<sup>®</sup>-Everyday is only 1/3 that of Lipofectamine<sup>®</sup> 2000 (L2K). In addition, Avalanche<sup>®</sup>-Everyday is able to do 3000 x 24-well transfections/1.5 ml as compared to 750-1000 x 24-well transfections/1.5 ml for L2K.

### Features:

- Broad Spectrum DNA/siRNA delivery
- Efficiency is close to that of Avalanche<sup>®</sup>-Omni Reagent (EZT-OMNI-1), whereas price is only 1/3 that of Lipofectamine 2000 (L2K), and 1/3.4 that of Lipofectamine 3000 (L3K).
- Able to do 3000 x 24-well transfections/1.5 ml as compared to 750-1000 x 24-well transfections/1.5 ml for L2K.
- Very low Cellular Toxicity because of its bio-degradability.
- Does not require removal of serum or culture medium and does not require washing or changing of medium after introducing the reagent/DNA complex.
- Best for everyday use on commonly used cells.
- High levels of recombinant protein production
- Ideal for high-throughput work

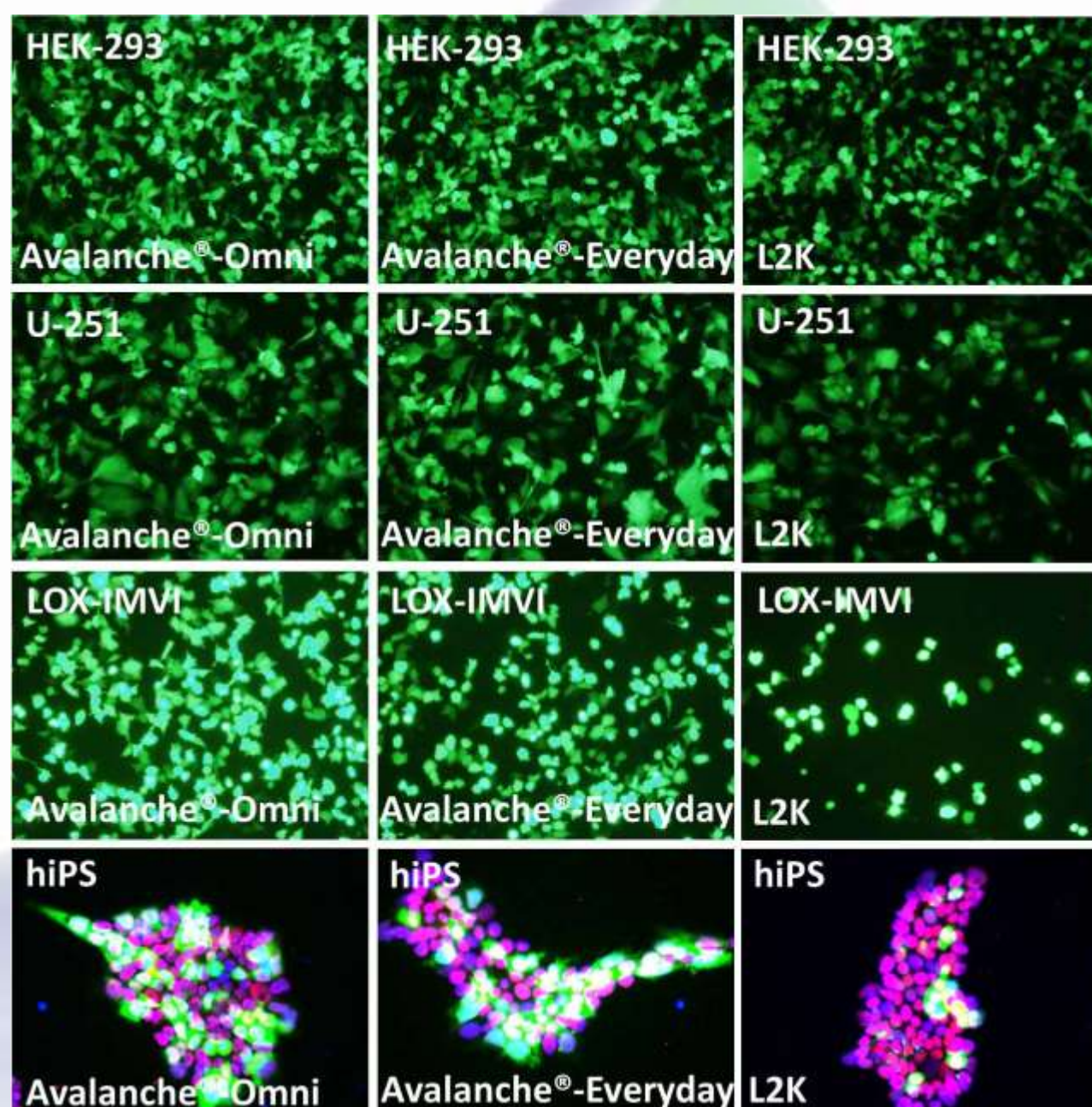


Figure 1. The performance of Avalanche<sup>®</sup>-Everyday Transfection Reagent (Avalanche<sup>®</sup>-Everyday) is very close to that of Avalanche<sup>®</sup>-Omni Transfection Reagent (Avalanche<sup>®</sup>-Omni). The cells were transfected with enhanced green fluorescent protein (eGFP) expressing vector by using Avalanche<sup>®</sup>-Omni, Avalanche<sup>®</sup>-Everyday, and L2K.

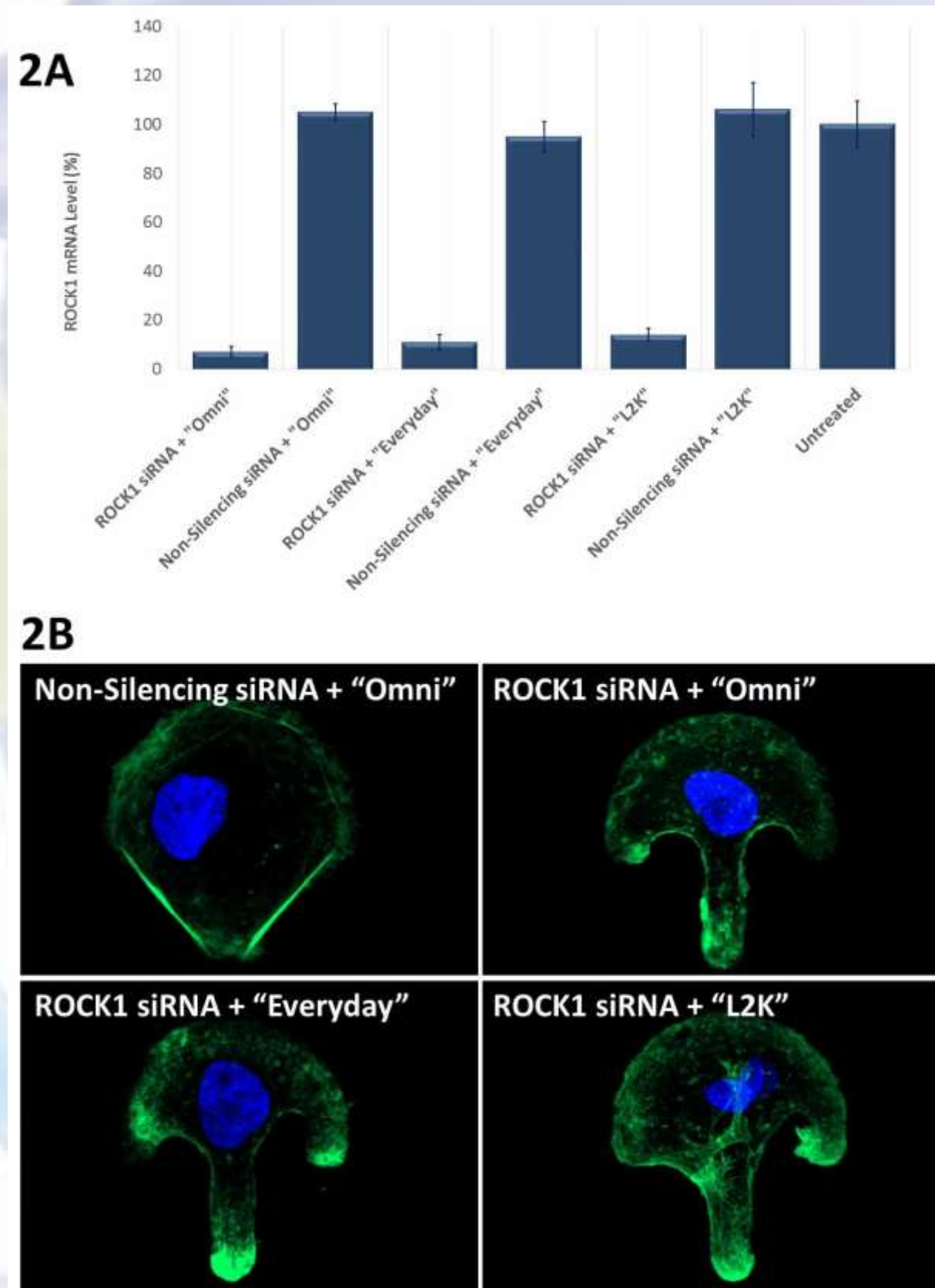


Figure 2. Avalanche<sup>®</sup>-Everyday ("Everyday") and Avalanche<sup>®</sup>-Omni ("Omni") achieved more than 90% knockdown of endogenous gene expression. (2A). ROCK1 mRNA levels were quantified using qPCR in HeLa cells transfected with Target-specific siRNA duplexes (10nM) for human ROCK1 gene or non-silencing siRNA by using "Omni", "Everyday", and Lipofectamine<sup>®</sup> 2000 ("L2K"). (B) Actin stress fibers were stained with FITC-labelled phalloidin on the cells in (A) cultured on fibronectin-coated micropattern. Confocal Microscope revealed that the cells transfected with ROCK1 siRNA by using "Omni" and "Everyday" showed disrupted stress fiber pattern as compared to the cells transfected with non-silencing siRNA. The use of "L2K" only showed slightly disrupted stress fiber pattern.

Product Name	Catalog Number	Size
Avalanche <sup>®</sup> -Everyday Transfection Reagent	EZT-EVDY-1	0.75 ml
		1.5 ml

**Note: Lipofectamine<sup>®</sup> is a trademark of Life Technologies Corporation  
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