



IMAGINE IF YOU LIVED IN A WORLD WHERE YOU ONLY HAD AP-RED AND HRP-BROWN?



BAMMM!!!



HOW WOULD YOU MULTIPLEX, STAIN PIGMENTED TISSUES OR DO CO-LOCALIZATION STUDIES?

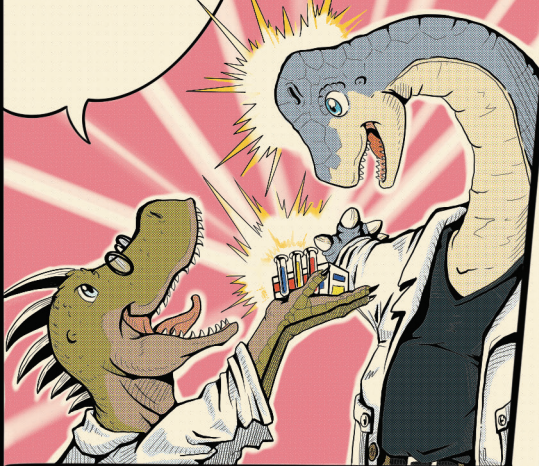


THAT WOULD BE LIKE LIVING IN THE STONE AGE

NOW WE CAN DO SO MUCH MORE!!!

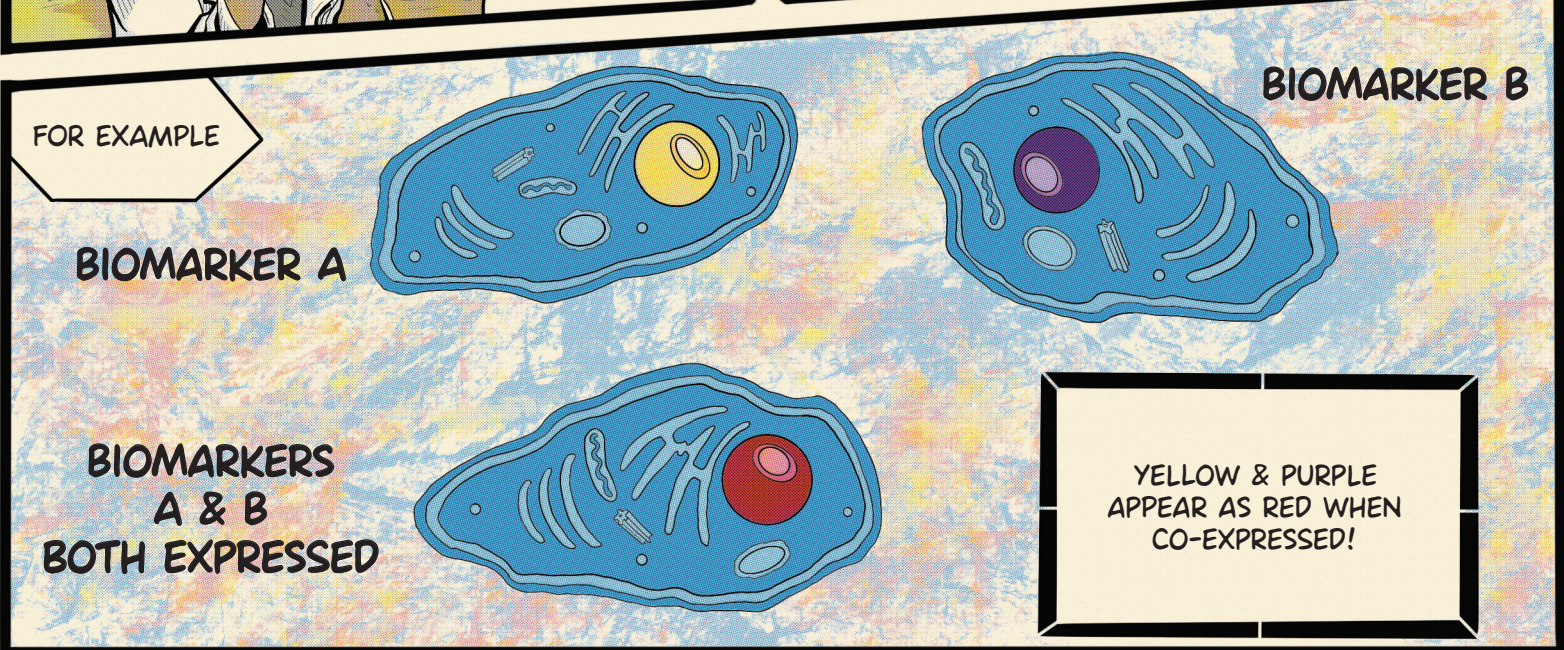
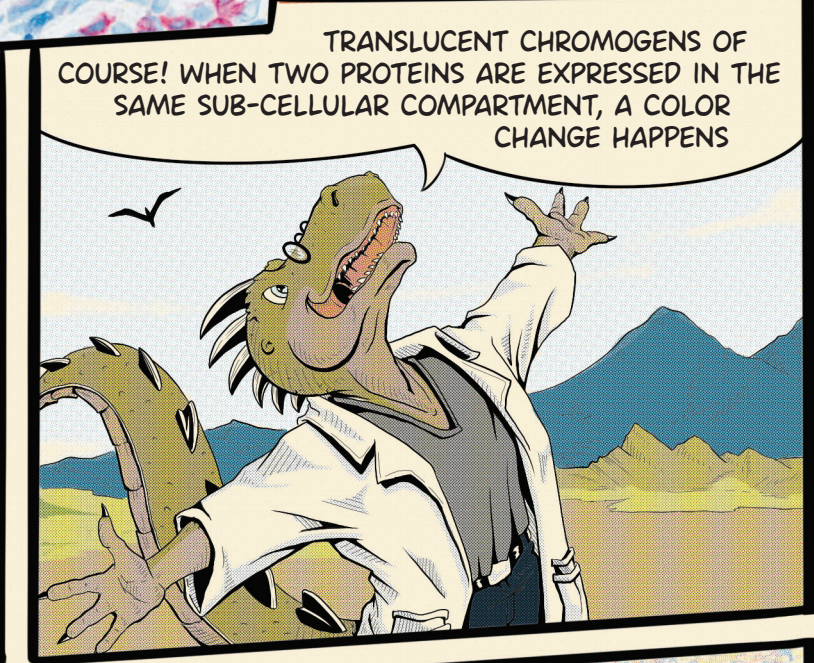
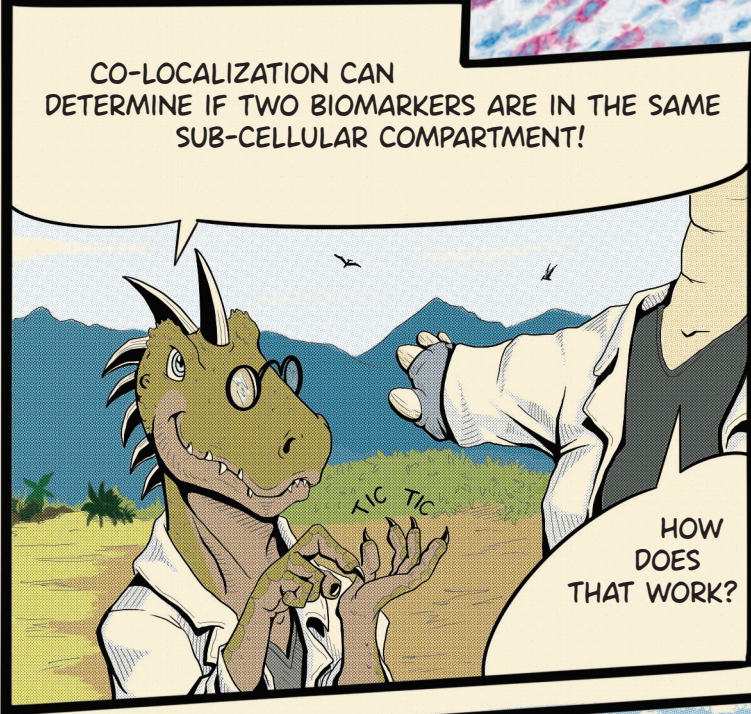
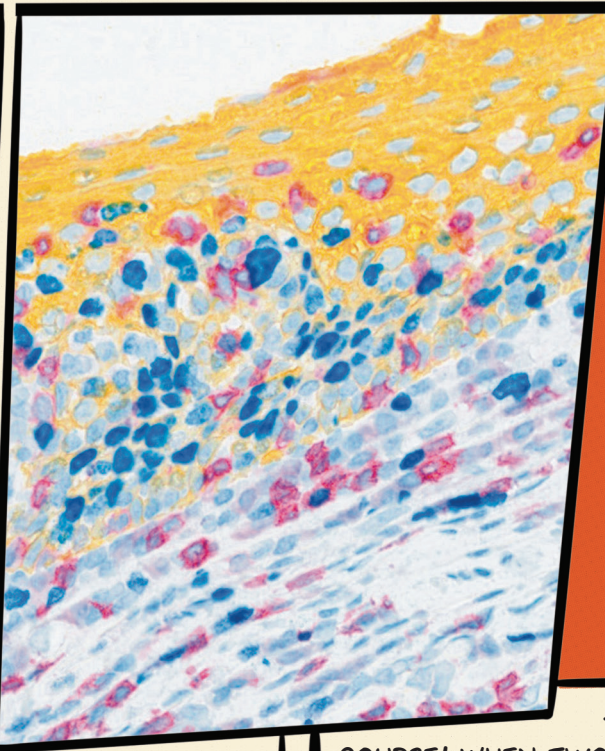
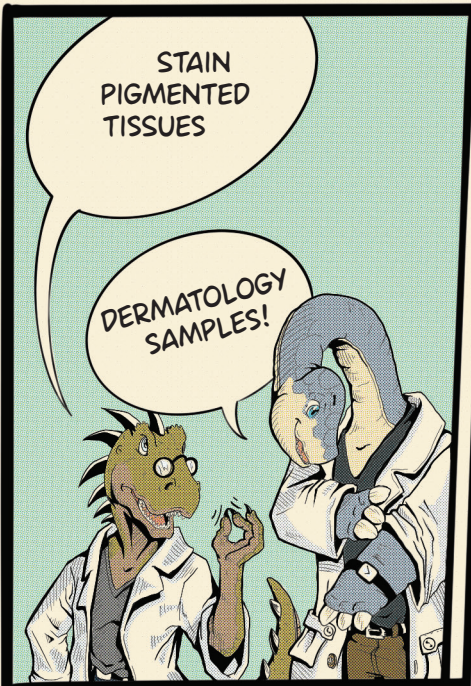
MEET HRP-RED, YELLOW AND BLUE!

WAIT! ROCHE HAS 11 CHROMOGENS NOW?



RIGHT!
 HRP-DRIVEN TEAL, GREEN, PURPLE, SILVER, DAB, RED, YELLOW AND BLUE.
 ALK-PHOS DRIVEN YELLOW, RED AND BLUE





11 CHROMOGENS ENABLE
HIGH-ORDER
MULTIPLEXING

DEFINITELY COOL!



IS THAT
PICTURE REAL?!



IT SURE IS.
AND YOU CAN SEE
MANY MORE BY
FOLLOWING THIS
LINK...



BUT THEY'LL JUST WASH
OFF IN ETHANOL OR
XYLENE RIGHT?

NOPE. THESE ARE
THE ONLY STABLE
RED, YELLOW AND
BLUE CHROMOGENS
ON THE MARKET



CAN YOU USE THESE
FOR I.S.H. TOO?

YUP



Don't live in the Red & Brown stone age. **See what our Beta Testers are saying!**



What did our **Beta** Testers say?

“This Yellow HRP kit **works very well**. The color is distinguished with Hematoxylin counter staining. The staining patterns were **sharper and clearer**.”

“The blue signal obtained from our IHC trial in our brain sections stained for a cytoskeleton protein was quite **strong and clear**.”

“We tried a single staining and multiplexing and the results were very good. The red signal **was strong and very clear**.”

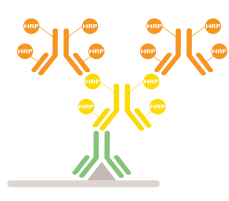
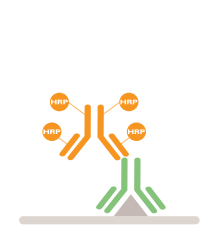
“I really like this RED HRP kit. It has **solid, clean IHC** and more striking stain.”



“**Nice crisp staining** both nuclear and membranous.”

“Really **crisp clean staining**. Nice bright red colour. No leeching of colour.”

Chemistry	Chromogen	Roche Number	
Horseradish Peroxidase	DISCOVERY Red	09576819001	
	DISCOVERY Yellow	08502641001	
	DISCOVERY Blue	09582690001	
	DISCOVERY Purple	07053983001	
	DISCOVERY Silver	07053649001	
	DISCOVERY Teal	08254338001	
	DISCOVERY Green	08478295001	
	ChromoMap DAB	05266645001	
	Alkaline Phosphatase	DISCOVERY Yellow	07698445001
		DISCOVERY Red	07425333001
ChromoMap Blue		05266661001	
ChromoMap Red		05266653001	



Multimer Detection	Roche Number
OmniMap Anti-Mouse HRP	05269652001
OmniMap Anti-Rabbit HRP	05269679001
OmniMap Anti-Goat HRP	06607233001
OmniMap Anti-Rat HRP	05891892001
UltraMap Anti-Mouse HRP	05269695001
UltraMap Anti-Rabbit HRP	05269717001
UltraMap Anti-Goat HRP	06607241001
UltraMap Anti-Rat HRP	05891884001

Hapten Detection	Roche Number
DISCOVERY Anti-Mouse HQ	07017782001
DISCOVERY Anti-Rabbit HQ	07017812001
DISCOVERY Anti-HQ HRP	07017936001

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