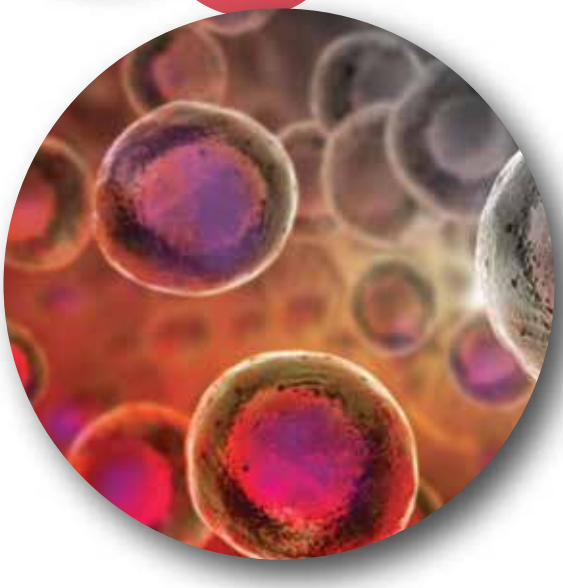
Happy Cell® ASM

A whole new way for 3D Cell Culture



- Simple to use
- Automation friendly
- Cost effective
- Keeps Cells in Suspension

Happy Cell® ASM **developed to grow cells in 3D**

It is the unique, easy to handle, low viscosity culture media that:

- Supports 3D growth in Cancer, Stem and Primary Cells
- Allows for Rapid Tumour Spheroid Formation
- Has proven efficacy when growing Stem Cell Organoids
- Enables quick & easy harvesting of Cells & Microtissues
- Is suited to Flow Cytometry

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Vale Life Sciences

Standard Recommended 1x Dilution Scheme

Step 1

Take 25 ml bottle of Happy Cell® ASM 4X containing:

- 1X Culture Medium
- 4X Suspension Agent
- 1X Penicillin/Streptomycin

Step 2

Prepare 75ml bottle of Culture Medium containing:

- 1.35X FBS
- 1.35X Glutamine*
- 1X Penicillin/Streptomycin**

Step 3

Add the 25ml bottle of Happy Cell® ASM 4X to the 75ml bottle of culture medium. Gently mix the two together.

* At desired concentration ** If applicable

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Revolutionising Cell Culture and 3D

Happy Cell® ASM **is a unique, new, low viscosity, low density, general purpose, cell culture reagent that permanently suspends cells.**

Designed for drug discovery and biomedical research it allows easy labelling, washing and dosing of cells.

This media can revolutionise cell culture and 3D as it holds a layer of cells in suspension enabling more natural morphology and spheroid formation. The buoyancy in the media can be easily removed for passaging, splitting and media changes.

- Easy to use
- Cost effective
- Designed to work seamlessly with automated systems
- Compatible with any type of low-attachment microplate or assay

Happy Cell® ASM **- developed for use in**

- Oncology & Chronic Disease models
- Stem Cell Culture
- Primary Cell Culture and Expansion
- Flow Cytometry
- Raman Spectroscopy
- Biosensors
- Microscopy and High Content Imaging
- Microfluidics
- Bioreactors

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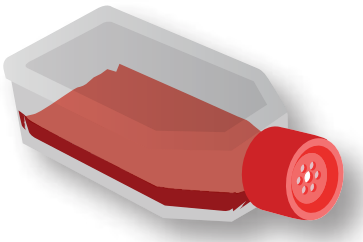
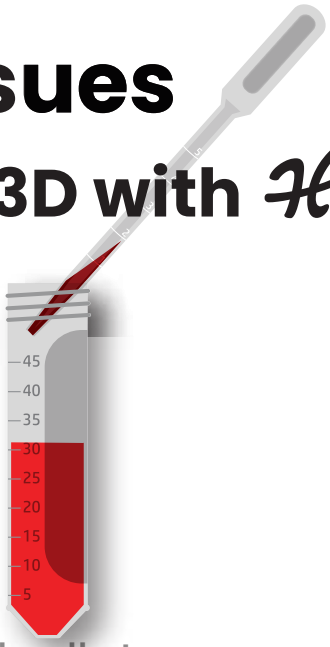
Culturing Spheroids and Microtissues

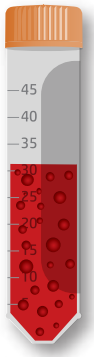
as simple as 1 to 3D with Happy Cell® ASM



Grow Cells



Add cells to Happy Cell® ASM



Incubate & Analyse

Features

- Allows easy labelling, washing and dosing of cells
- Designed to be used with Automated Microscopes and Plate Readers.
- A viable alternative to Matrix Gels

Time course of spheroid formation with prostate cells incubated in Happy Cell® ASM

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