



PRESS ANNOUNCEMENT

Innovative, fully defined hydrogel sets new benchmark in 3D Cell Culture.

AMSBIO announce **MatriMix** – a groundbreaking **3D culture substrate**. This pioneering hydrogel sets a new benchmark in the field, containing fully defined components, including medical grade collagens, laminin-511 E8 fragments, and hyaluronic acid. The high lot-to-lot consistency of MatriMix enables researchers to obtain highly reproducible results.

MatriMix overcomes the limitations of current 3D substrates, enabling cutting-edge applications such as organoid formation using adult patient-derived cells and iPSC culture. MatriMix also demonstrates exceptional performance in *in vivo* animal PDX models.

Designed as a three-tube formulation kit, MatriMix offers unparalleled flexibility. Researchers can adjust the types and concentrations of the individual components, creating the optimal extracellular environment for their specific target cells. This unique feature opens up new possibilities for culturing a wide range of tissue types.

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MatriMix's ability to facilitate excellent cell organization and accurately replicate in vivo conditions makes it the ultimate solution for culturing difficult to grow cell types and drug screening. MatriMix also contains medical grade porcine collagens, streamlining the transition from basic to clinical research unlike any existing natural hydrogel.

Extensive validation studies have confirmed the versatility of this hydrogel with a wide range of cell types, successfully demonstrating the reproducible induction of organoids from various organ types, including kidney, liver, intestine and many more.

Moreover, MatriMix offers practical advantages compared to other 3D substrates. Supplied as a liquid at 4°C, it eliminates the need for costly dry ice shipping. Once incubated at physiological temperature (37°C), MatriMix transitions to a clear gel that offers superior visualization possibilities. For further information, including an application poster, please visit <https://www.amsbio.com/3d-cell-culture-extracellular-matrices/matrimix> or contact AMSBIO now on +31-72-8080244 / +44-1235-828200 / +1-617-945-5033 / info@amsbio.com.

Founded in 1987, AMS Biotechnology (AMSBIO) is recognized today as a leading transatlantic company contributing to the acceleration of discovery through the provision of cutting-edge life science technology, products, and services for R&D in the medical, nutrition, cosmetics, and energy industries. AMSBIO has in-depth expertise in extracellular matrices to provide elegant solutions for studying cell motility, migration, invasion, and proliferation. This expertise in cell culture and the ECM allows AMSBIO to partner with clients in tailoring cell systems to enhance organoid and spheroid screening outcomes using a variety of 3D culture systems, including organ-on-a-chip microfluidics. For drug discovery research, AMSBIO offers assays, recombinant proteins, and cell lines. Drawing upon a huge and comprehensive biorepository, AMSBIO is widely recognized as a leading provider of high-quality tissue specimens (including custom procurement) from both human and animal tissues. The company provides unique clinical grade products for stem cells and cell therapy applications. This includes GMP cryopreservation technology, and high-quality solutions for viral delivery.

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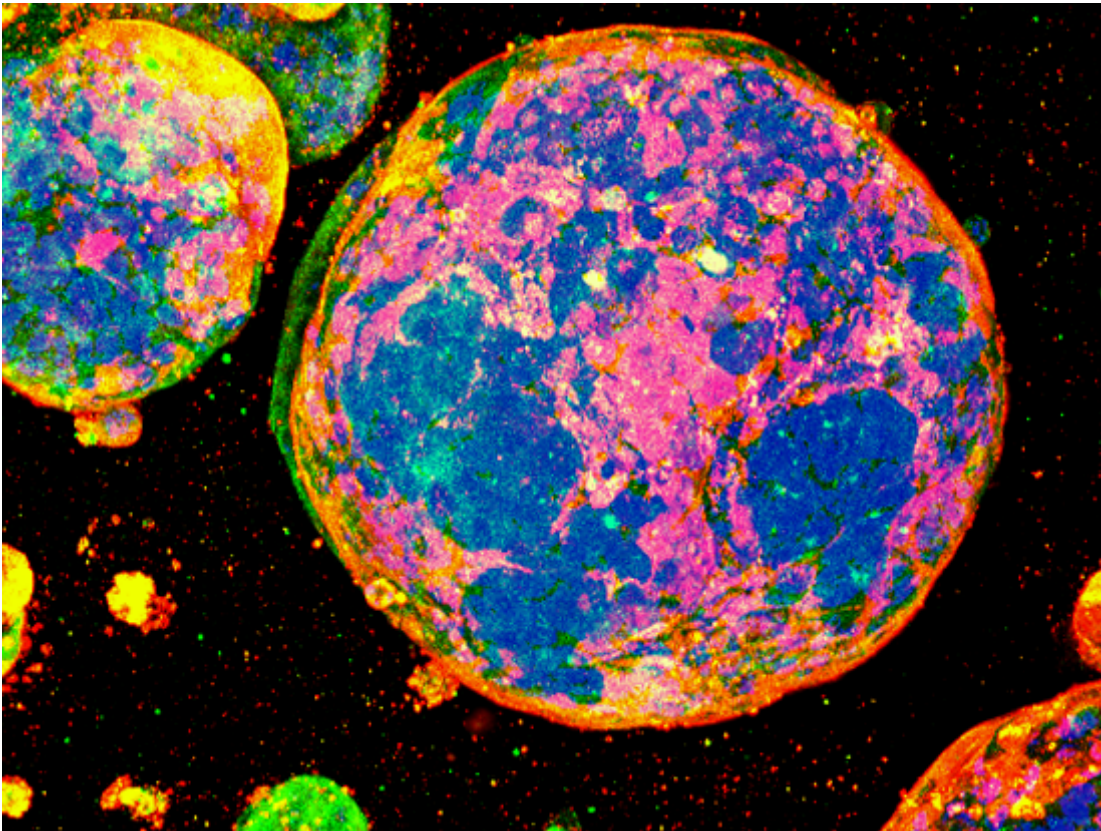
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Illustrative image : (available on request)



Caption: Using MatriMix to induce organoid formation by Colon cancer cells

MAY 2023

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