AlphaLISA™ *SureFire*® Biotin Free

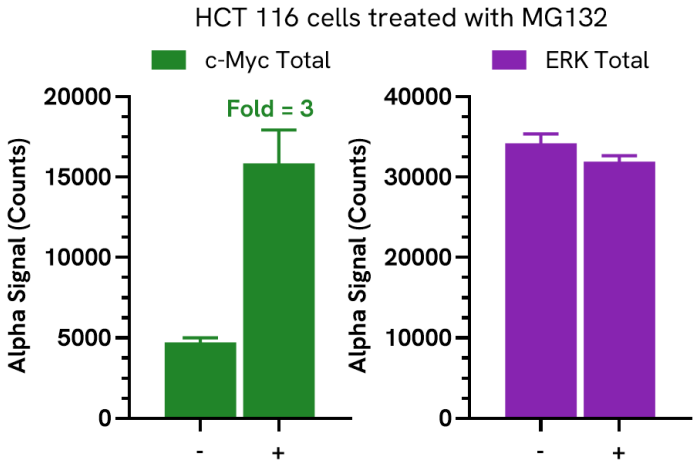
Human c-Myc Total Detection Kit

Product number: ASBF-TCMYC-A500, ASBF-TCMYC-A10K, ASBF-TCMYC-A50K, ASBF-TCMYC-A-HV

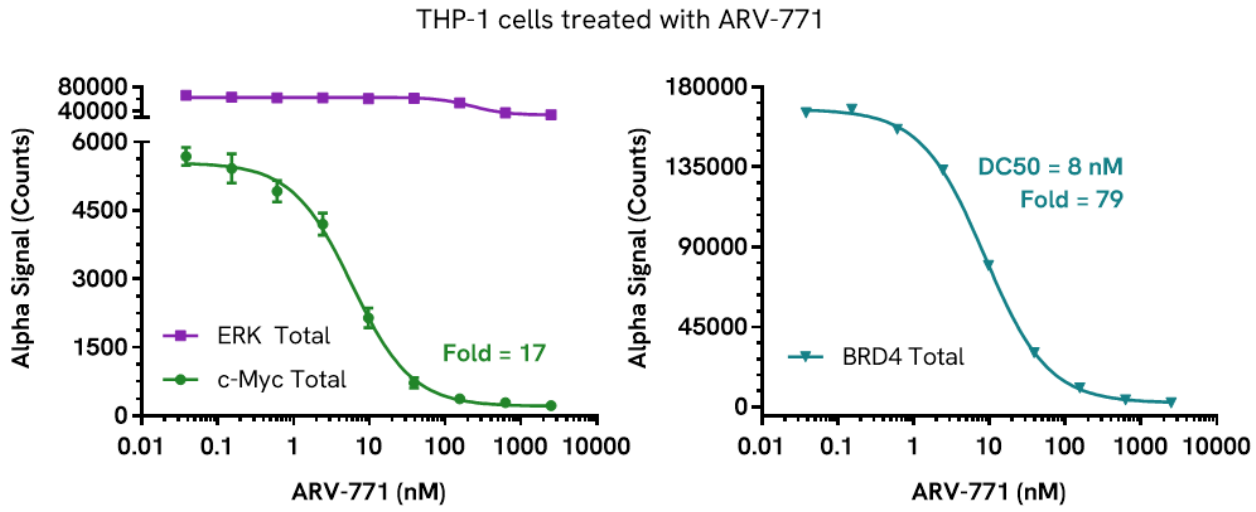
Kit specificity:
This assay kit contains antibodies which recognize distinct epitopes on c-Myc. The protein detected by this kit corresponds to UniProt ID P01106. c-Myc is also known as Transcription factor p64 and bHLHe39. These antibodies recognize c-Myc of human origin. Other species should be tested on a case-by-case basis.

Control lysate information:
Positive Control Lysate: Prepared from HeLa cells, cultured to confluence in T175 flasks in 10% FBS containing media, treated with 10 µM MG132 and 2 µg/mL PMA for 30 minutes and lysed with 5 mL of Lysis Buffer.

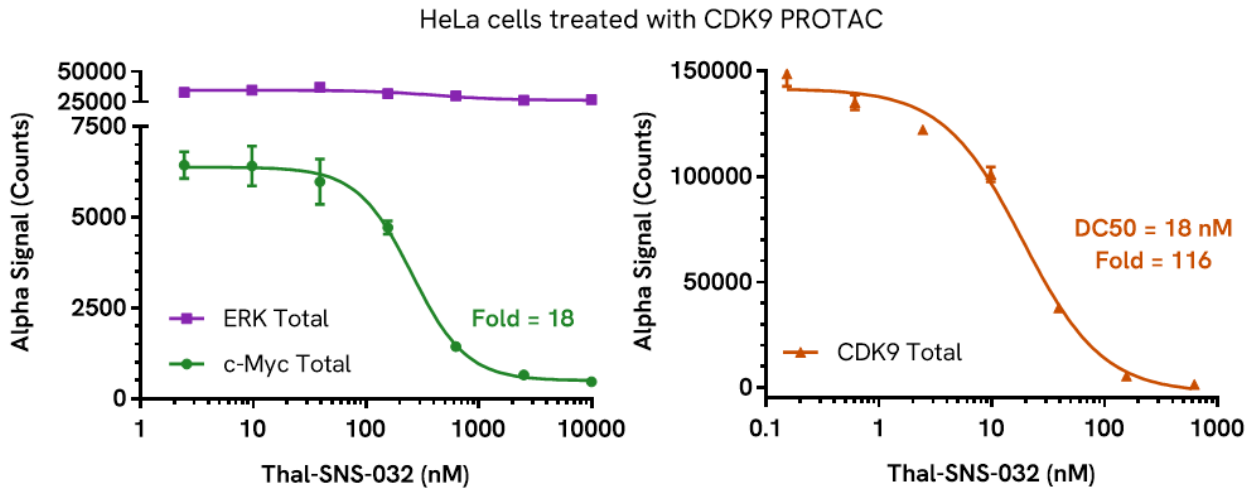
Representative data:
Data obtained with a 2-plate, 2-incubation protocol. HCT 116 cells were seeded at 40K cells/well in a 96 well plate and incubated overnight. Cells were untreated or treated with 2.5 µM MG132 for 18 hours in serum free media. Cells were lysed with Lysis Buffer and assayed separately for Total c-Myc and ERK using respective *SureFire* Biotin Free kits. Equivalent to approximately 4,000 cells/datapoint.



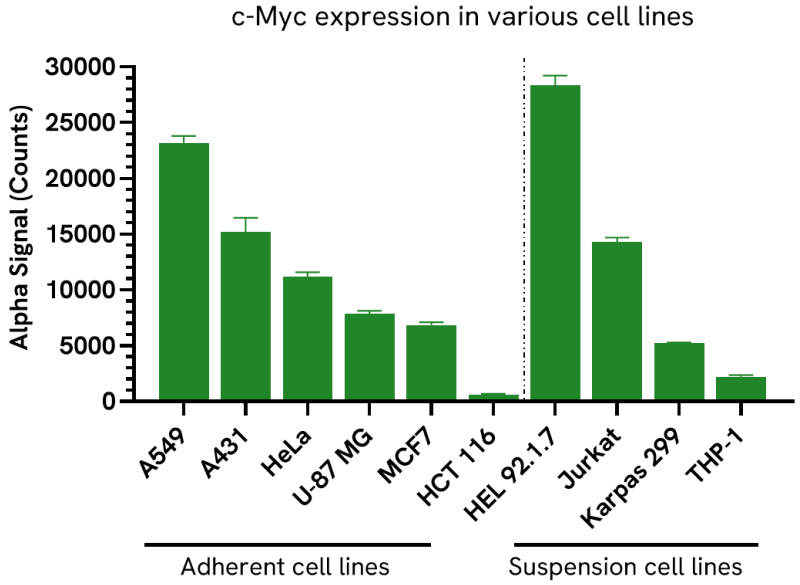
Data obtained with a 2-plate, 2-incubation protocol. THP-1 cells were seeded at 200K cells/well in a 96 well plate and treated with increasing concentrations of ARV-771 (BRD4 PROTAC) for 18 hours. Cells were lysed with Lysis Buffer and assayed separately for Total c-Myc, BRD4 and ERK using respective *SureFire* Biotin Free kits. Equivalent to approximately 20,000 cells/datapoint.



Data obtained with a 2-plate, 2-incubation protocol. HeLa cells were seeded at 40K cells/well in a 96 well plate and incubated overnight. Cells were treated with increasing concentrations of Thal-SNS-032 (CDK9 PROTAC) for 5 hours in serum free media. Cells were lysed with Lysis Buffer and assayed separately for Total c-Myc, CDK9 and ERK using respective *SureFire* kits. Equivalent to approximately 4,000 cells/datapoint.



Data obtained from measurement of c-Myc Total in various cell types lysed with Lysis Buffer. Equivalent to approximately 20,000 cells/datapoint for adherent cells or 15,000 cells/datapoint for suspension cells.



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