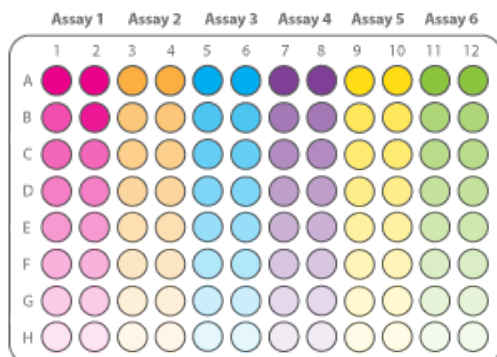


Mix-and-Match Pathway Assay Kits

Compare Complex Relationships Between 6 Kinase Pathway Targets Using a Simple ELISA Platform Multiwell Format

Novus' Mix-and-Match Pathway Assay Kits allow researchers to simultaneously detect the activation states of multiple kinases in a signal pathway on a single multiwell platform. Our kits are easier and faster than traditional Western blots (2.5 hour protocol), demonstrate a significantly greater dynamic range and sensitivity, operate with much less sample (5-20 micrograms total protein), and are more cost-effective with up to six data points per assay.



Schematic representing the color-coded 96-well assay format

Why use Novus' Pathway Assay Kits?

- Easy to use multi-strip color-coded design.
- Each kit contains all of the necessary reagents to perform a multipoint assay.
- Each 8-well strip uses highly validated antibodies to assay a specific kinase.
- Save time and money - obtain multiple data points on up to six different targets in one experiment.
- Gives researchers the flexibility to assay only the specific kinases of interest in a given pathway.

Kit Name	Catalog #	Kit Details
Active Beta Catenin (dephosphorylated S33/S37/T41) Pathway Assay Kit	NBP1-71671	6 strips with positive controls
AKT1 (pS473) and AKT2 (pS474) Pathway Assay Kit	NBP1-71669	3 strips each with positive controls
AKT1 (pS473), AKT2 (pS474), GSK3 alpha (pS21) and GSK3 beta (pS9) Pathway Assay Kit	NBP1-71676	1 strip AKT1, 2 strips AKT2, 1 strip GSK3 alpha, 2 strips GSK3 beta, with positive controls
AKT1 (pS473), AKT2 (pS474), GSK3 alpha (pS21) and GSK3 beta (pS9) Pathway Assay Kit	NBP1-71677	2 strips AKT1, 1 strip AKT2, 2 strips GSK3 alpha, 1 strips GSK3 beta, with positive controls
CREB (pS133) Pathway Assay Kit	NBP1-71673	6 strips with positive controls
ERK1/2 (pT202/Y204; pT185/Y187) Pathway Assay Kit	NBP1-71672	6 strips with positive controls
GSK3 alpha (pS21) and GSK3 beta (pS9) Pathway Assay Kit	NBP1-71670	3 strips each with positive controls
GSK3 alpha (pS21), GSK3 beta (pS9) and Active Beta Catenin Pathway Assay Kit	NBP1-71675	2 strips each with positive controls
p38 (pT180/Y182) Pathway Assay Kit	NBP1-71674	6 strips with positive controls
Mix-and-Match Pathway Assay Kit	NBP1-71668	Mix-and-Match your own Pathway Assay Kit! Choose up to 6 different targets from this list: Active Beta Catenin (DP S33/S37/T41), AKT1 (pS473), AKT2 (pS474), CREB (pS133), ERK1/2 (pT202/Y204; pT185/Y187), GSK3 alpha (pS21), GSK3 beta (pS9), p38 (pT180/Y182)

Kit Component:

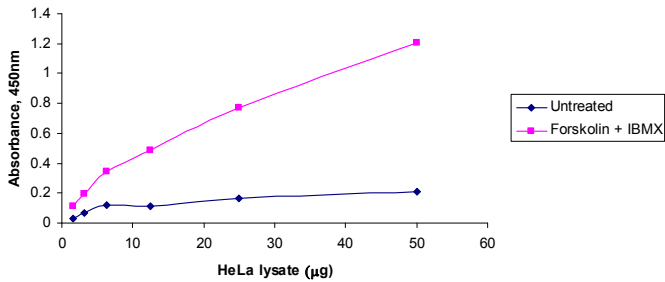
- Streptavidin Horseradish Peroxidase
- Tetramethylbenzidine Substrate
- 20x Wash Buffer Concentrate
- 5x Sample Dilution Buffer Concentrate
- Positive Control
- Antibody-Coated Microwells (2x 8-microwell strips)
- Biotin-Conjugated Detection Antibody
- Stop Solution
- Plate Cover
- Microwell Strip Holder
- Kit Insert
- Kit Box



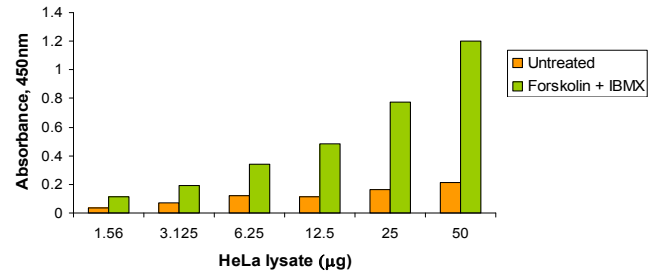
Pathway Assay Kit Contents

Pathway Assay Kit QC Data

p-CREB ELISA – Lysate Titration

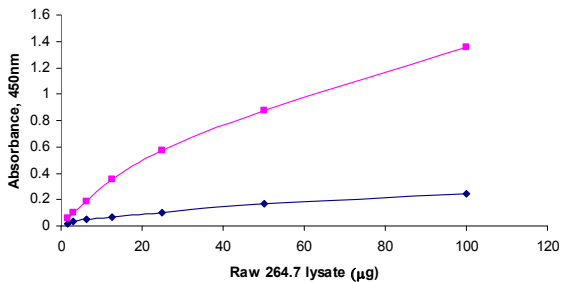


Cat # NBP1-71673

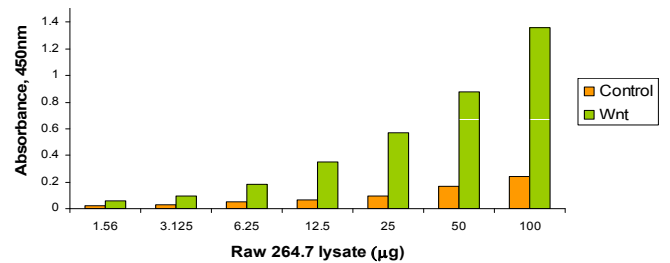


Cat # NBP1-71673

Dephospho- β -Catenin ELISA – Lysate Titration

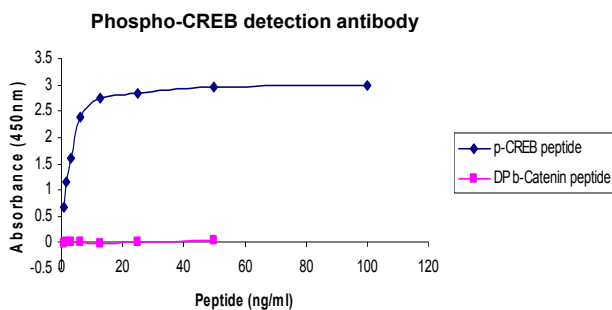


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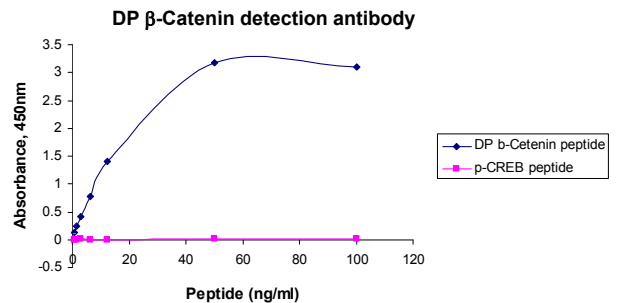


Cat # NBP1-71671

Peptide Titrations: Specificity



Cat # NBP1-71673



Cat # NBP1-71671