

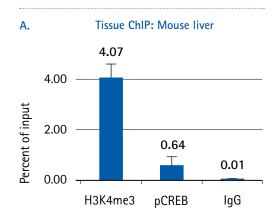
# Magna ChIP<sup>™</sup> HiSens Kits

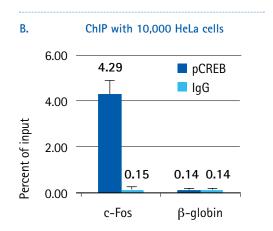
### Excellent sensitivity from large or small amounts of chromatin

Superior enrichment, low background. With performance proven for both qPCR and ChIP-seq analysis, the Magna ChIP™ HiSens kit may be the only ChIP kit you'll ever need. Outperforming any competing kit, this revolutionary approach to ChIP enables enrichment from both low and high amounts of input chromatin while also delivering low backgrounds and high signal-to-noise ratios for ultra-sensitive detection.

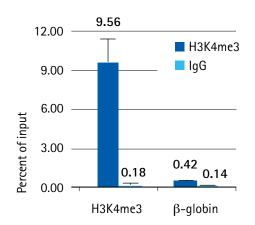


- ChIP from a wide range of input amounts (10,000 to 1,000,000 cells)
- Excellent performance starting with either cells or tissues
- Blend of protein A/G magnetic beads allows ChIP from wider range of antibody isotypes than kits with protein A or G beads alone
- Unique single buffer system for sonication, ChIP and wash delivers low backgrounds and higher fold enrichment
- Streamlined protocol with specialized elution buffer enables ChIP analysis without additional clean-up
- Available with and without control antibodies and validated qPCR primer set
- Ideal for all commonly used downstream analysis applications- qPCR, next generation sequencing, microarray





#### ChIP with 10,000 HeLa cells

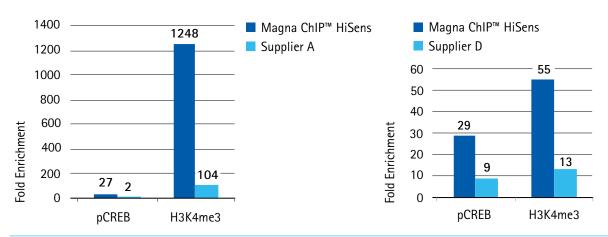


### Sensitive, Low Input, Low Background ChIP from Cells or Tissues

Sonicated chromatin prepared from 0.2 mm³ mouse liver (A) or 10,000 HeLa (B) cells were chromatin immunoprecipitated using the Magna ChIP™ HiSens Kit. Reactions contained 1 µg of specific antibody (H3K4Me3, Cat. No. 17–614; Phospho-CREB, Cat. No. 17–10131) or purified IgG (normal rabbit IgG, Cat. No. 12–370). Recovered DNA fragments (2 µL out of 50 µL) were analyzed in triplicate by qPCR using the positive and negative control primers indicated. Results are expressed as recovery relative to input chromatin. Error bars represent standard deviation of three independent ChIP experiments.



### Magna ChIP™ HiSens kits outperform other low input ChIP kits



### Competitor comparisons: Higher fold enrichment using low amounts of chromatin

10,000 cell equivalents of sonicated chromatin prepared from HeLa cells were chromatin immunoprecipitated using 1  $\mu$ g of purified IgG (Rabbit IgG, Cat. No. 12–370) or specific antibodies (H3K4Me3, Cat. No.17–614; Phospho-CREB, Cat. No. 17–10131). Each assay used either the reagents and protocol provided with the Magna ChIP $^{\text{IM}}$  HiSens Kit or those from the low input ChIP kit from Supplier A or Supplier D. Immunoprecipitation of antibody-associated DNA fragments was verified by qPCR using positive control primers (GAPDH promoter primers for H3K4me3 and c-Fos promoter primers for pCREB) and negative control primers (human  $\beta$ -globin promoter primers). Results reflect analysis of 2  $\mu$ L out of 50  $\mu$ L total DNA per qPCR reaction.

### **Ordering Information**

Product	Description	Catalogue No.
Magna ChIP™ HiSens Chromatin Immunoprecipitation Kit	24 Chromatin immunoprecipitation reactions. Includes reagents, buffers and beads for ChIP as well as reagents and buffers for chromatin preparation and isolation	17-10460
EZ-Magna ChIP™ HiSens Chromatin Immunoprecipitation Kit	24 Chromatin immunoprecipitation reactions plus positive and negative control antibodies and validated qPCR primer set. Includes reagents, buffers and beads for ChIP as well as reagents and buffers for chromatin preparation and isolation	17-10461
Related Products		
PureEpi™ Chromatin Preparation and Optimization Kit	Complete set of validated reagents for generation of chromatin for ChIP experiments, plus detailed manual with optimization guidelines. Each kit provides sufficient materials for 12 Chromatin Preparations from 15 cm plates	17-10082
Magna ChIP™ HT96 Chromatin Immunoprecipitation Kit	96 Chromatin immunoprecipitation reactions in multiwell format. Includes reagents, buffers and beads for ChIP plus reagents and buffers for chromatin preparation and isolation	17-10077
EZ-Magna ChIP™ HT96 Chromatin Immunoprecipitation Kit	96 Chromatin Immunoprecipitation reactions in multiwell format, plus positive and negative control antibodies and primer set. Includes reagents, buffers and beads for ChIP as well as reagents and buffers for chromatin preparation and isolation	17-10078
Magna ChIP™ HT96 ChIP and Thermal Plate Set	Magna ChIP™ HT96 kit accessory to allow running of partial plates. Inlcudes 96-well Thermal Plate and set of Strip Caps, 96-well ChIP Plate, and 3 Plate Seals.	17-10457

Find antibodies for ChIP, ChIP-seq, and other products for Chromatin, DNA methylation and RNA analysis at www.merckmillipore.com/epigenetics



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