



# Meet your next favorite blue.

Things you'll find on a list of favorite blues: blue skies, fresh blueberries, and comfortable blue jeans. Now you can add SimplyBlue™ SafeStain. Simply speaking, SimplyBlue™ is a ready-to-use Coomassie® staining reagent that's fast, sensitive, and safe.

**Fast Results.** With SimplyBlue™ bands develop in minutes. Background is so low that destaining is often unnecessary. You'll get crisp, clear staining results—fast.

**Guaranteed Sensitivity.** When you use SimplyBlue™ you're guaranteed to get the sensitive results you need. The optimized staining protocol allows you to detect as little as

7 ng of protein—that's the highest sensitivity of any commercially available Coomassie G-250 staining solution.

**Safe, Non-Hazardous Stain.** Unlike other Coomassie stains, SimplyBlue™ is safe. It does not require acid or alcohol fixatives or destains. This eliminates hazardous material shipping, waste storage, and waste disposal charges, saving you money.

*For fast, sensitive, and safe protein staining, try SimplyBlue™ SafeStain. It's sure to become your next favorite blue. Call Invitrogen today to learn more.*



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