

Versatile

- 1D & 2D Gels
- Native Gels
- All Blots
- IEF

Heavy Metal Free

Unlike:

- Sypro® Ruby
- Copper
- Silver

Affordable

20-30% savings compared to Sypro® Ruby

Downstream Compatible

- Mass Spectrometry
- Edman Sequencing
- PMF

Simple & Quick

- New and Improved Protocol
- Stain in 1 hour

Low Background  
High signal to noise

Enhanced Identifications

Higher MS Coverage PTM Characterization

Less False Positive Spots

- less analysis

Sensitive  
detect as low as 50pg

Environmentally Friendly  
Biodegradable

Make the switch to **LavaPurple™**  
for your protein detection

# Make the switch to LavaPurple™ for your protein detection

LavaPurple™ is based on a fluorophore called Epicocconone that provides a fundamentally new approach to protein quantification.

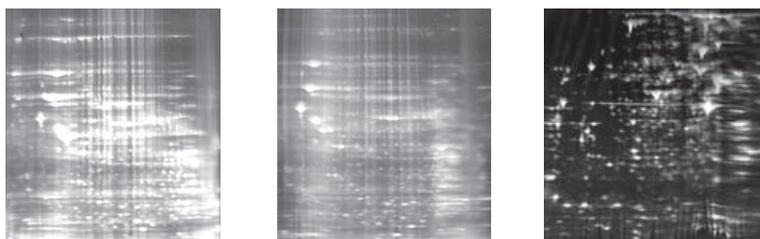
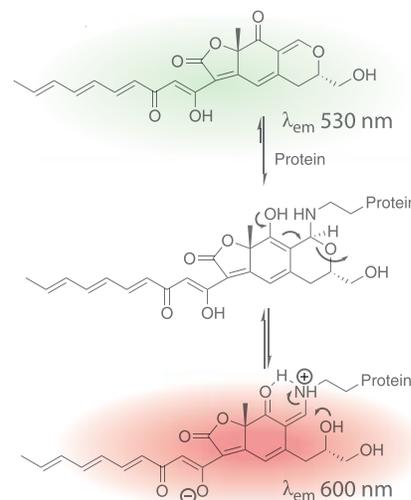
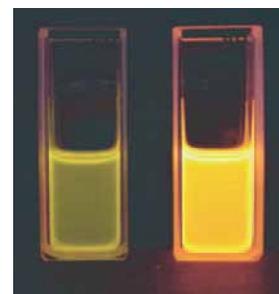
Epicocconone is a water soluble, low molecular weight fluorophore produced by the fungus *Epicoccum nigrum*.

Epicocconone reacts with lysine residues resulting in a shift in fluorescence from green to an intense red.<sup>1</sup>

Binding is reversible allowing downstream applications such as Mass Spectrometry, N-terminal Sequencing, HPLC and other functional assays to be performed. It is a natural product, thus it is biodegradable, enabling convenient, environmentally friendly disposal.

## Benefits

- Linear Quantitation over 4 orders of magnitude
- Sensitivity as low as 50pg
- Less false positives than Sypro® Ruby (therefore less analysis time)
- Enhanced protein identifications, greater MS coverage
- Low protein to protein variability
- Compatible with Mass Spectrometry (no cystein peptide suppression) and Edman sequencing
- Compatible with DIGE, Phosphoprotein, silver and Coomassie stains
- Heavy metal free
- Standard results in 3 hrs (Quick turnaround in 1 hr → sensitivity ≈ 250pg)

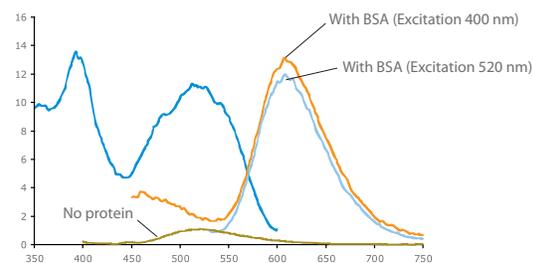


LavaPurple™ (A)

Sypro® Ruby (B)

LavaPurple™ (C)

Rat microsomal proteins focused in 17cm pH 3-10 IPG strips and separated in large format 2D gels. Replicate gels were stained using LavaPurple™ (A) and Sypro® Ruby (B).<sup>2</sup> Electro-blotted rat transformed fibroblasts electrophoresed using standard 2D gel methodologies and transferred to nitrocellulose (C). The nitrocellulose was then subsequently stained using LavaPurple™ Total Protein Stain and visualized using a Laser based scanner.<sup>3</sup>



[www.gelcompany.com](http://www.gelcompany.com)  
Contact us for further details

1. Coghlan, D.R., et al., 2005. Organic Letters 7, 2401-2404

2. Mackintosh et al., 2003 Proteomics 3, 2273-2288

3. Malmport, E. et al., 2005 GE Healthcare Life Science News 19, 12-13

LavaPurple is a trademark of Fluorotronics

DIGE are trademarks of GE Healthcare

Sypro Ruby is a trademark of Invitrogen corporation

Simply the  
best protein stain  
available