



August 9, 2007

Fluorotechnics  
P.O. Box 25035, Unit 17  
370 Stone Rd. W.  
Guelph, ON  
N1G 4T4

Dear Mr. Cooney,

Power3 Medical Products, Inc.'s technology platform is based on the discovery of protein footprints, pathways, and mechanisms of disease for cancers and neurodegenerative diseases using 2D gel electrophoresis. Ease of use, high throughput, sensitivity, and reproducibility are of crucial importance in our work. We have extensively tested Lava Purple in our laboratory and have identified the following:

1. Lava Purple produced sharper protein spot images than Sypro Ruby, at the maximum conditions of staining and scanning for each.
2. Staining with Lava Purple produced minimal background noise compared to Sypro Ruby, a critical factor that reduced the time needed to process gel images in analysis.
3. Lava Purple is non-toxic and environmentally safe and therefore it eliminates the high costs of managing the hazardous waste from Sypro Ruby, as well as protecting the environment.
4. Staining time with Lava Purple is greatly reduced in comparison to Sypro Ruby, enabling our lab to double throughput capacity.
5. Lava Purple is offered at a much more economical price than Sypro Ruby for staining the same number of gels.

In view of the above advantages, as well as fast delivery, excellent customer service and technical support, Power3 Medical Products strongly recommends the use of Lava Purple dye from FLUOROTECHNICS for all similar technology platforms.

A handwritten signature in black ink, appearing to read "Essam A. Sheta". The signature is enclosed within a thin, horizontal oval line.

Essam A. Sheta, Ph.D.  
CLIA Laboratory Director  
Director of Biochemistry  
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# The University of Georgia

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**Office of Research Services**  
Integrated Biotechnology Laboratories  
Proteomics Resource Facility

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2 February, 2007

Prof. Duncan Veal  
CEO FLUORotechnics  
Room 257, Building E8C. Macquarie University,  
NSW 2109, Sydney, Australia

Dear Duncan,

We are very pleased with your product, LavaPurple, and recommend it highly. LavaPurple far surpasses SYPRO Ruby in speed of staining, image quality, and sequence coverage. We can now stain and image large format gels in the same day, and the image produced is of publication quality. If you are working with poorly characterized organisms, as we do on a regular basis, and rely on in-gel trypsin digestion and mass spectrometry to identify proteins, every peptide counts. The additional sequence coverage provided by LavaPurple can be critical in increasing the confidence of protein assignment. For all of its benefits, any lab using fluorescent-based gel staining should consider switching to LavaPurple.

Sincerely,

Tracy Andacht, Ph. D.

## Australian Proteome Analysis Facility



8 April 2005

The Australian Proteome Analysis Facility (APAF) was established in 1995 at Macquarie University under the Australian Government's Major National Research Facility program, and was the first dedicated proteome centre in the world. APAF Ltd then gained further funding for the formation of a Ltd company and a multi-nodal MNRF in 2002 and has expanded to encompass synergistic nodes at TGR Biosciences (SA), University of New South Wales and University of Sydney.

APAF has customers from all states of Australia, Asia, Europe and the USA. For example APAF is working or has worked in the past with international life science giants like Applied Biosystems, Bio-Rad, GE Healthcare, Non-Linear Dynamics and QIAGEN on the development of technologies for the "proteomic toolbox" - to make the analysis of proteomes much simpler and to drill more deeply into the proteome. In addition APAF runs regular high-level training courses in Proteomics, 2DE gel technology and mass spectrometry for biotechnologists, clinicians and life science researchers from around Australia and Asia.

As the lead organisation in proteomics in the region, APAF aims to have pre-release access to new technologies for proteomic analysis and to be an early adopter of these technologies.

APAF has worked collaboratively with FLUOROtechnics since their foundation and has assisted in the assessment of the utility of a number of their products. With funding from the NSW government, APAF had the opportunity to extensively test FLUOROtechnics Total Protein Stain (distributed by GE-Healthcare as Deep Purple™ Total Protein Stain.) This testing has involved direct comparisons between gels stained with Deep Purple and those stained with the previous market leader - SYPRO Ruby™.

APAF has been able to validate that FLUOROtechnics' Deep Purple :

- Is more sensitive than Sypro Ruby
- Has a higher linear dynamic range than Sypro Ruby
- Results in a cleaner background which makes gels easier to analyse
- Results in more protein spots seen on 2DE gels than SYPRO Ruby

- Produces results in a shorter period of time than SYPRO Ruby
- Is simpler to dispose of than Sypro Ruby

Not only has APAF been able to validate FLUOROtechnics claims for this technology but APAF has also identified some additional specific advantages, of which FLUOROtechnics were unaware. Whilst both stains visualise most proteins, there are some uniquely staining proteins observed with either stain. Deep Purple appears to visualize more small and/or alkaline proteins than SYPRO Ruby from numerous subcellular fractions obtained from human cells.

The technical differences of the FLUOROtechnics product that we have been able to demonstrate in APAF should result in considerable advantages for APAF and its proteomic services clients. For example, we have been able to resolve considerably more protein spots on gels (up to 80% more under certain circumstances) than using SYPRO Ruby. This should translate to the identification of new protein markers (for example, markers of cancer) that will facilitate the discovery of new diagnostics and therapeutics. APAF is now routinely using Deep Purple in its cancer research program, with certain commercial biotechnology clients and is in the process of transferring many of its SOPs over to Deep Purple.

APAF has presented the findings at the Human Proteome Organisation Meeting in Beijing China (October 2004) – the major international proteomics meeting, at the Lorne Proteomics Conference in February 2004 and 2005 and at many other prestigious meetings. APAF is in the process of writing up these results with a view to publishing in the international scientific literature later in 2005.

I am confident that FLUOROtechnics will benefit through APAF's independent validation of their technologies and product offerings through our publications, presentations and product uptake.

Professor Mark Baker



April 12, 2005

Prof. Duncan Veal,  
CEO FLUOROtechnics  
Room 257, Building E8C. Macquarie University,  
NSW 2109, Sydney, Australia

Dear Prof. Duncan Veal:

As you know Apollo Life Sciences has been using FLUOROtechnics protein stain "Deep Purple" for staining 1D and 2D gels. We have found this product very effective at staining our gels. The sensitivity is as good as silver stain and appears better than Sypro Ruby. We also notice that the stained bands usually appear significantly sharper than when stained with silver or Sypro Ruby, and that the background is quite clear.

Furthermore, we normally follow the Deep Purple stain with Collodial Coomasie Blue (CCB) staining and peptide mass fingerprinting (PMF) of spots by MALDI-MS. The Deep Purple stain does not appear to interfere with either the CCB staining or the MALDI-MS of trypsin peptides.

I am happy to recommend this product for staining 1D and 2D gels.

Sincerely,

Dr. Kate Liddell  
Research Scientist



April 8, 2005

To Whom It May Concern:

I have been working in the area of proteomics since 1994, firstly at St Vincent's Hospital, then as Facility Manager at the Australian Proteomic Analysis Facility (APAF). In 2002 I formed Minomic Pty Limited which runs both a fee for service proteomic analysis business, distributes instrumentation used in proteomics and is developing its own intellectual property in the area of protein biomarkers. I am thus very familiar with available proteomic technology and specifically was amongst the first users of fluorescent protein stains in the world having over 7 years experience using Sypro Ruby.

Whilst at APAF I became aware of the developments in fluorescent staining technology being developed by Duncan Veal and his team. Since forming Minomic Pty Ltd I have had the opportunity to evaluate this technology in its commercially available form from GE Healthcare as Deep Purple Total Protein Stain.

In direct comparisons between Deep Purple and Sypro Ruby, Minomic has found that Deep Purple is more sensitive than Sypro Ruby and will pick up more protein spots than Sypro Ruby. The finding of protein spots on a gel is critically important in protein biomarker discovery.

Deep Purple has a number of other benefits in that it produces gels with very clean backgrounds and without the 'speckling' which is problematical with Sypro Ruby. Staining with Deep Purple is also much quicker and we do not have the heavy metal waste disposal problem associated with Sypro Ruby.

Furthermore, I have recently found out that Deep Purple can also be used for Blot Staining. This extra utility of the product makes it even more attractive as now we only need to buy one product to cover both gels and blots.

More recently we have been using the protein quantification kit that FLUOROtechnics has produced. This is a great kit that enables us to sensitively and simply determine protein concentration even in very complex samples that are very problematic to assay using traditional protein assays.

Yours sincerely,

A handwritten signature in black ink that reads "Brad Walsh".

Brad Walsh

Chief Executive Officer

*"I would recommend LavaBlue as a superior quantitative alternative to traditional CBB staining of 1D SDS-PAGE"*

**Dr. Moreland Gibbs, Applimex Systems Pty Ltd.**

*"Ease of use, high throughput, sensitivity, and reproducibility are of crucial importance in our work... In view of the above advantages, as well as fast delivery, excellent customer service and technical support, Power3 Medical Products strongly recommends the use of Lava Purple dye from FLUOROTECHNICS for all similar technology platforms."*

**Dr. Essam A. Sheta, Power3 Medical Products, Texas, USA.**

*"LAVAPURPLE from Fluorotechnics is a great product which shows extremely good compatibility with mass spectrometry. I have been using LAVAPURPLE for the last two years and some of the benefits of this stain include its high sensitivity, compatibility with other stains, its ease of disposal and its wide dynamic range for protein staining. I highly recommend that labs currently using sypro give LAVAPURPLE a try."*

**Aldrin V. Gomes, David Geffen School of Medicine at UCLA**

*"We are very pleased with your product, LavaPurple, and recommend it highly. LavaPurple far surpasses SYPRO Ruby in speed of staining, image quality, and sequence coverage. The additional sequence coverage provided by LavaPurple can be critical in increasing the confidence of protein assignment. For all of its benefits, any lab using fluorescent-based gel staining should consider switching to LavaPurple."*

**Tracy Andacht, University of Georgia**

*"As a long-time user of Sypro Ruby I find that LavaPurple is as sensitive as Sypro Ruby and offers many more advantages. Among these are: no precipitation of the reagent on the gel, no safety concerns with disposal of reagent and no interference with mass spectrometry because of the reversible removal of the dye. Given that the fluorescent dyes offer added sensitivity in detection levels and added sensitivity in MALDI mass spectrometry over silver stain and Coomassie it is surprising that researchers still use these less than optimal reagents."*

**Barbara Cottrell, University of California San Diego.**

*"We have been able to resolve considerably more protein spots on gels (up to 80% more under certain circumstances) than using SYPRO Ruby. This should translate to the identification of new protein markers (for example, markers of cancer) that will facilitate the discovery of new diagnostics and therapeutics."*

**Professor Mark Baker, Australian Proteomic Analysis Facility, Sydney, Australia.**

*"We also notice that the stained bands usually appear significantly sharper than when stained with silver or Sypro Ruby, and that the background is quite clear. Deep Purple stain does not appear to interfere with either the CCB staining or the MALDI-MS of trypsin peptides. I am happy to recommend this product for staining 1D and 2D gels."*

**Dr. Kate Liddell, Apollo Life Sciences, Sydney, Australia.**

*"Minomic has found that Deep Purple is more sensitive than Sypro Ruby and will pick up more protein spots than Sypro Ruby. Deep Purple has a number of other benefits in that it produces gels with very clean backgrounds and without the 'speckling' which is problematical with Sypro Ruby. Staining with Deep Purple is also much quicker and we do not have the heavy metal waste disposal problem associated with Sypro Ruby. Furthermore, Deep Purple can also be used for Blot Staining. This extra utility of the product makes it even more attractive as now we only need to buy one product to cover both gels and blots. More recently we have been using the protein quantification kit from FLUOROtechnics. This is a great kit that enables us to sensitively and simply determine protein concentration even in very complex samples."*

**Dr. Brad Walsh, Minomic, Sydney, Australia.**

*"2D gels stained with Lava Purple show great stability compared to other fluorescent dyes. This stability will enable me to accurately excise my proteins of interest from my gels."*

**Dr. Sjouke Hoving, Novartis Institutes for Biomedical Research, Basel, Switzerland**