Forget-Me-Not™ qPCR Master Mix

FEATURES

Unbeatable price

Forget-Me-Not™ qPCR Master Mix costs <$0.40 per reaction.

Contains EvaGreen® dye for superior qPCR performance and melt curve analysis

Far brighter than SYBR® Green I for detecting amplification due to novel "release-on-demand" DNA-binding mechanism. Low PCR inhibition permits the use of a saturating dye concentration for maximal signal and High Resolution Melt (HRM™) analysis.*

Two-color tracking to streamline sample set-up and minimize errors

Light blue master mix and dark blue template buffer allow you to track your master mix and samples through the real time PCR set up - no more "Did I already add my DNA?" - saving you the loss of time, money, and precious samples.

Reaction products can be visualized on an agarose gel without further DNA staining

Since the reactions contain EvaGreen®, electrophoretically separated PCR products can be visualized directly via a UV or blue light transilluminator without the need for another gel stain.

Hot-start Cheetah™ Taq is ready after just 2 minutes at 95°C

Chemically-modified Taq DNA polymerase is active after just two minutes of heating and prevents non-specific amplification.

Biotium
Glowing Products for Science™
www.biotium.com

* Practicing HRM may require a license from Idaho Technologies, Inc.

Unrivaled Real-time PCR Performance

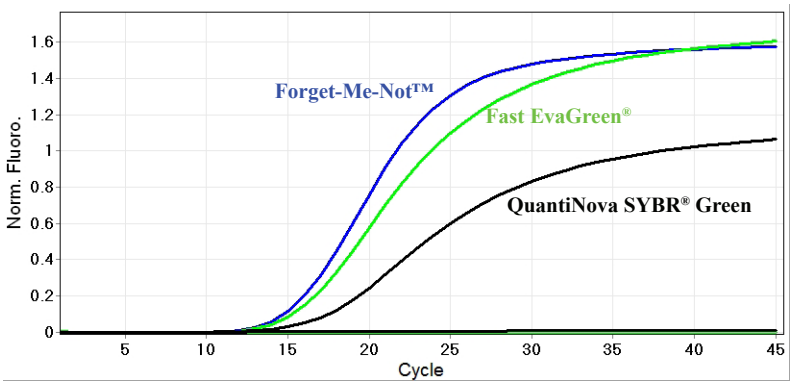

Figure 1. Real-time PCR data comparing Forget-Me-Not™ (blue line) with Biotium's Fast EvaGreen® (green line) and Qiagen's QuantiNova® SYBR® Green (black line) master mixes. Amplification curves on linear scale. EvaGreen® dye-based master mixes yield higher signal compared to the SYBR® Green-based mix. Forget-Me-Not™ performs as well or better than the other master mixes.

Superior Melt Curve Analysis

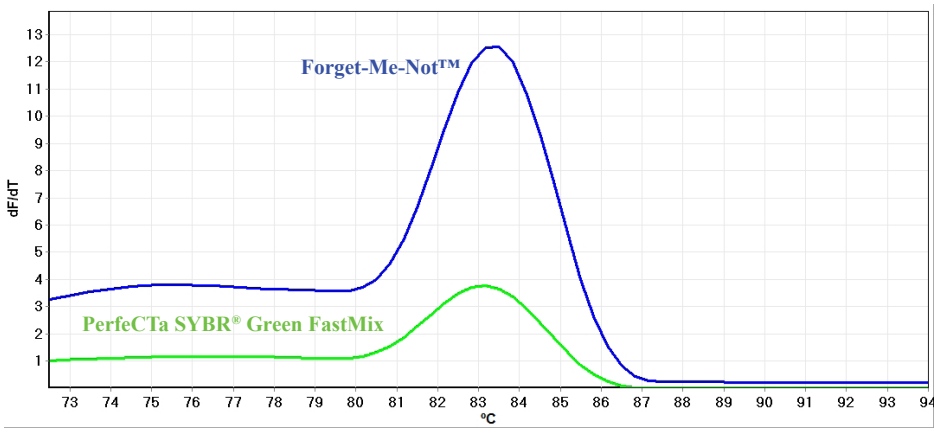

Figure 2. Melt curve analysis comparing Forget-Me-Not™ (blue line) with Quanta's PerfeCTa SYBR® Green FastMix (green line).

Two Color Tracking to Minimize Errors

Figure 3. PCR tubes containing Forget-Me-Not™ qPCR Master Mix (1X) on left and Forget-Me-Not qPCR Master Mix (1X) plus DNA template in Template Buffer on the right.

Product Name	Cat #	Packaging Size
Forget-Me-Not™ qPCR Master Mix	31041-T	100 rxn (1 X 1 mL)
Forget-Me-Not™ qPCR Master Mix with ROX	31042-T	100 rxn (1 X 1 mL)
EvaGreen® dye, 20X in H_2O	31000	5 X 1 mL
Fast-Plus EvaGreen® qPCR Master Mix (no ROX)	31020	200 rxn (2 X 1 mL)
Fast-Plus EvaGreen® qPCR Master Mix with Low ROX	31014	200 rxn (2 X 1 mL)
Fast-Plus EvaGreen® qPCR Master Mix with High ROX	31015	200 rxn (2 X 1 mL)
Fast EvaGreen® qPCR Master Mix	31003	200 rxn (2 X 1 mL)

EvaGreen®

Real-Time PCR Dream Dye: Sensitive, Safe, and Stable

Biotium

FEATURES

Environmentally safe

Non-mutagenic, non-cytotoxic and safe to aquatic life for safe handling and easy disposal down the drain. Visit biotium.com for our Safety Report.

Superior for qPCR and isothermal amplification

Far brighter than SYBR® Green I for detecting amplification due to novel "release-on-demand" DNA-binding mechanism.

Unrivaled DNA melt curve performance

Low PCR inhibition permits the use of a saturating dye concentration for maximal signal and High Resolution Melt (HRM™) analysis.*

Serves both as a qPCR dye and a DNA gel stain

Electrophoretically separated PCR product can be visualized directly via a UV or blue light transilluminator without the need for another gel stain.

Uses same settings as SYBR® Green I

Compatible with multiplex PCR

Lack of dye migration from amplicon to amplicon enables detection of multiple PCR products by melt curves.

Extremely stable

Stable during storage and under PCR conditions.

Many other applications

EvaGreen® has been used in ddPCR, isothermal amplification, microfluidics systems, capillary gel electrophoresis, and other applications.

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Unrivaled Real-time PCR Performance

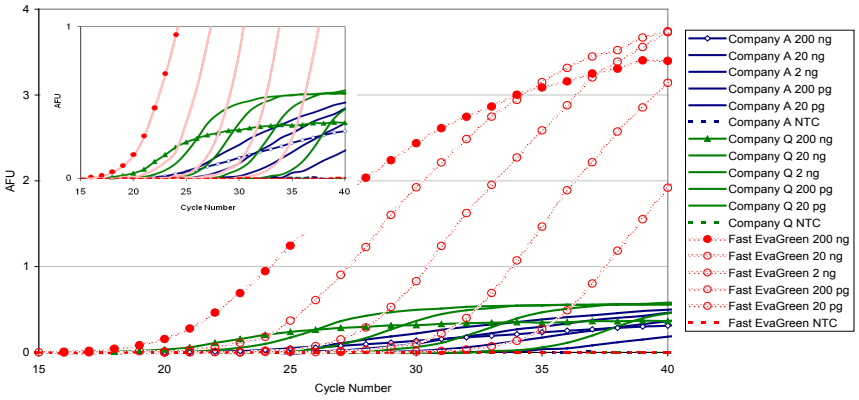

Figure 1. Comparison among Fast-Plus EvaGreen® qPCR Master Mix from Biotium and two fast SYBR® Green master mixes from two leading companies (company A and company Q) under similar condition. The inset is an enlarged view of the area near the baseline for better viewing the curve patterns of the weaker signals of the two SYBR-based master mixes. Amplicon: ATPG fragment of human genomic DNA; instrument: ABI 7900 Fast.

Novel Dye Binding Mechanism Translates into Better Signal and Sensitivity

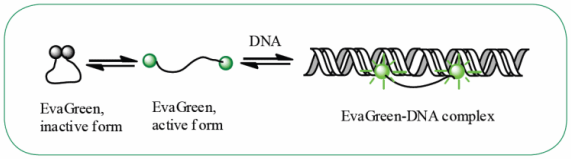

Figure 2. EvaGreen® dye binds to dsDNA via a "release-on-demand" mechanism. The equilibrium between bound and unbound dye molecules allows for a reserve of EvaGreen® to keep binding DNA as amplification occurs. EvaGreen® is also less inhibitory to PCR than other PCR dyes and can be used at a higher concentration for highly sensitive analysis applications such as HRM.*

Cell Membrane Impermeability Means a Safer Dye

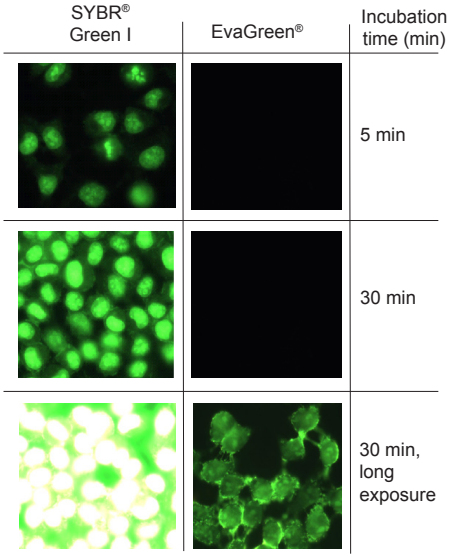

Figure 3. Comparison of cell membrane permeability between EvaGreen® dye and SYBR® Green I. HeLa cells were incubated with SYBR® Green I (1.2 μM) or EvaGreen® dye (1.2 μM) at 37 °C. Images were taken following incubation for 5 and 30 minutes. SYBR® Green I entered cells rapidly while EvaGreen® dye appeared membrane-impermeable as evident from the absence of cell nuclear staining. Image taken with long photo-exposure time revealed that EvaGreen® dye only associated with cell membranes.

Related Products

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