


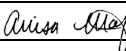
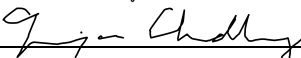
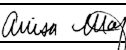


Advertising & Promotional Material Approval Form

LCN: 04347**Initiator: Gunjan Choudhary****Circulation Date: August 19, 2020****Title/Subject/Ref #: 23-23169-00; Web pages (Galaxy), ELISA****Regulatory Status:** IVD RUO ASR N/A**List all Labeling numbers below:** *(add more rows, as needed)*

	Labeling Number	Description
1.	23-23169-00	Web pages (Galaxy), ELISA
2.		
3.		
4.		
5.		

Advertising Promotional Material: *(excluding Press Releases)* Section N/A

Department	Name	Signature and Date	**A/AWC/NA
Marketing <small>(optional for R&D/Clinical derived material)</small>	Caroline Chang	 28 Aug 2020	AWC
RA	Anisa Mohanty (MWE)	 24 Aug 2020	AWC
MarCom <small>(optional for R&D/Clinical derived material)</small>	Gunjan Choudhary	 24Aug2020	AWC
MA <small>(Required for Clinical Claims/ performance data. Consent with MA as needed for other material)</small>			
Corp Legal	Anisa Mohanty (MWE)	 24 Aug 2020	AWC
Systems Engineering <small>(Required for technical specifications only)</small>			
Additional Reviewers			

Press Releases: Section N/A

Department	Name	Signature and Date	**A/AWC/NA
Marketing			
RA			
MarCom			
MA			
Public Relations			



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Additional Reviewers			
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****A=Approved, AWC=Approved with Changes, NA=Not Approved**

Comments/Changes Requested:

Section N/A

Name	Comments/Changes
Gunjan Choudhary	Edits as marked up in the accompanying document, 23-23169-00_ELISA_web page_GC
Caroline Chang	Please reflect the edits by Adam Best -- I reviewed his edits and approve.

Initiator or designee Review and Approval: *(after review and changes are complete)*

Name	Signature and Date
Gunjan Choudhary	 31Aug2020

Contact Initiator with questions, Return Form and content to Initiator.

Upon completion, entire labeling package is delivered to Doc Services (or designee) for retention.

Modified from existing page

<https://www.bdbiosciences.com/en-us/reagents/research-reagents/immunoassays/elisa>

BD Immunoassay ELISA Reagents

Sandwich ELISA reagent formats for robust and easy quantitation of cytokines and other soluble proteins

 [View Products](#)

Overview

BD Immunoassay ELISA Reagents contain antibody pairs that have each been developed to work together to quantitate soluble analytes in serum, plasma and tissue culture supernatants using sandwich ELISA.

The reagents:

- Come in three convenient sandwich ELISA formats and provide flexibility and cost efficiency for the analysis of tissue culture supernatants
 - BD OptEIA™ Kits contain all necessary reagents and precoated 96-well plates for analysis
 - BD OptEIA™ Sets include sufficient capture/detection reagents and standards for five or twenty 96-well plates
- Are composed of unlabeled capture antibodies, biotinylated detection antibodies and protein standards
- Offer a wide range of specificities and assay design flexibility with individual reagents as well as convenient set and kit formats
- Provide a cost-effective approach with single-vial reagents offering a wide range of specificities along with assay design flexibility to develop your own immunoassays

Features

Slide 1 of 2

[H2] BD OptEIA™ Kits provide all necessary components for convenient quantitation of soluble proteins in serum, plasma and tissue culture supernatants using assay technology that has been trusted by researchers for almost 50 years

The kits contain pre-coated 96-microwell plates with all necessary reagents to measure analyte protein levels, eliminating the time and resources required to develop and optimize an assay. The BD OptEIA™ ELISA Kit II format was developed for superior accuracy with serum and plasma specimens.

Sensitivity: Detection as low as 1 pg/mL

Precision: Low inter- and intra-assay variation

Ease of use: 3.5-hour incubation time, room temperature, no shaking

Accuracy: Specially formulated diluents for superb serum spike recovery

BD OptEIA™ Kits contain:

- Precoated 96-well plates
- Lyophilized standards
- Detection antibodies
- Streptavidin-horseradish peroxidase
- Standard/sample diluent
- ELISA diluent
- Wash concentrate
- TMB one-step substrate reagent
- Stop solution

Slide 2 of 2

[H2] BD OptEIA™ Sets utilize optimized detection antibodies to measure cytokine (and other soluble protein) levels in serum, plasma and tissue culture supernatants

The detection antibodies in most sets are specifically fragmented to reduce background and nonspecific binding to autoantibodies and plasma proteins such as complement components, acute phase proteins and fibronectin.

The sets are packaged for convenience with sufficient reagents for five or twenty 96-well plates. The components are pretitered and QC-tested.

Detailed instructions for dilution of the reagents are included with each set, virtually eliminating the need for tedious optimization experiments.

BD OptEIA™ Sets contain:

- Reagents for five or twenty ELISA plates
- Capture antibody
- Biotinylated detection antibody
- Streptavidin-horseradish peroxidase
- Recombinant standard

Resources and Tools

Frequently Asked Questions

[ELISA](#)

[ELISPOT](#)

Product Information Sheets

[Tools for Cytokine and Chemokine Quantitation](#)

Product List

[ELISA and ELISPOT Reagents Product List](#)

Protocols

[Cytokine ELISA](#)

[Cytokine ELISPOT Reagent Set](#)

[Mouse IgE ELISA](#)

Tools

[Blocking the Plate \[QuickTime \] \[Windows Media \]](#)

[Capture Antibody Preparation and Coating \[QuickTime \] \[Windows Media \]](#)

[Getting Started \[QuickTime \] \[Windows Media \]](#)

[Standard Preparation and Handling \[QuickTime \] \[Windows Media \]](#)

[Standard and Sample Addition \[QuickTime \] \[Windows Media \]](#)

[Stopping the Reaction and Reading the Plate \[QuickTime \] \[Windows Media \]](#)

[TMB Substrate Preparation and Addition \[QuickTime \] \[Windows Media \]](#)

[Troubleshooting: High Background \[QuickTime \] \[Windows Media \]](#)

[Troubleshooting: Low/No Signal \[QuickTime \] \[Windows Media \]](#)

[Troubleshooting: Poor Standard Curve \[QuickTime \] \[Windows Media \]](#)

[Troubleshooting: Well-to-Well Precision \[QuickTime \]](#)

[Washing the Plates \[QuickTime \] \[Windows Media \]](#)

[Working Detector Preparation \[QuickTime \] \[Windows Media \]](#)

Related Products

[Ancillary Reagents](#)

[ELISA Kits](#)

[ELISA Pairs and Standards](#)

[ELISA Sets](#)

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23-23169-00