

ELISAONE™ CREB1 Assays

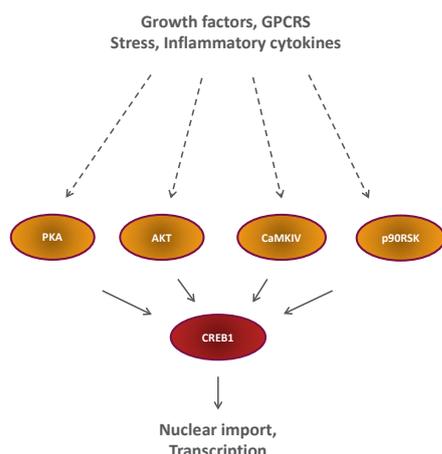
ELISAONE™ assay kits for analysis of cellular CREB1 (p-Ser133) phosphorylation and Total CREB1

ELISAONE™ Overview

ELISAONE assay kits are for the detection of cellular proteins. A whole new way of performing cellular assays, ELISAONE takes the hard work out of running a standard ELISA, while still giving the high quality results expected from a sandwich immunoassay. Fully self-contained kits are supplied in a convenient 96-well format. Simple to use and highly sensitive, ELISAONE kits are designed to get results, fast.

ELISAONE™ phospho-CREB1 and Total CREB1 assays

CREB1 is a member of the ATF/CREB transcription factor family of cyclic-AMP responsive factors that regulate several genes via binding cyclic AMP response elements in the promoter. These genes are important in regulating a broad array of cellular responses. CREB1 is expressed in numerous tissues, and is believed to play a key role in neuronal biology. CREB1 is able to selectively activate various genes through interacting with different dimerization partners.



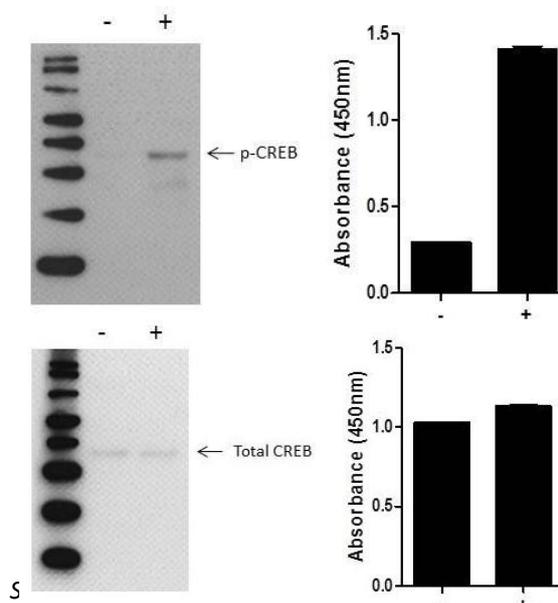
CREB1 activity is regulated by phosphorylation at Ser133, and can be phosphorylated at this site by several different kinases, including those involved in cAMP-mediated, MAPK-mediated, and stress mediated signaling pathways.

ELISAONE™ CREB1 (p-Ser133) assay technical specifications

Specificity:

TGR's ELISAONE CREB1 (p-Ser133) assay kits detect endogenous levels of CREB1 (GenBank Accession NP_004370) in cellular lysates. Phospho-CREB1 assay kits only detect CREB1 when phosphorylated at Ser133. Total CREB1 assay kits detect CREB1 irrespective of phosphorylation status.

As shown, using the CREB1 assay kits or Western blot, CREB1 phosphorylation at Ser133 is detected in EGF-treated A431 cells (+), compared with untreated cells (-), whereas no change in total CREB1 levels was observed.



Tested: Human, Mouse, Hamster

Expected: Rat

Other species should be tested on a case-by-case basis.

QC: Phospho-CREB1 and total CREB1 assays are routinely tested against EGF-treated A431 cellular lysates. See certificate of analysis for Lot-specific information. Available at www.tgrbio.com.

Ordering Information

ELISA^{ONE} Assay Kits are available now from:

CEDARLANE (www.cedarlanelabs.com)

US: 1-800-721-1644

CANADA: 1-800-268-5058

AXXORA (www.axxora.com)

US: 1-858-550-8830

Email: axxora-usa@axxora.com

Product	Pack Size	Catalog
Phospho-CREB1 (S133)	96 assays	EOK024
Total CREB1	96 assays	EOK034

Complementary Products

ELISA^{ONE}[™] assay kits are available for the following targets:

MAPK Signaling:

ERK 1/2, p38 MAPK, JNK/SAPK, c-JUN

AKT Signaling:

AKT 1/2/3 (p-Thr308), AKT 1/2/3 (p-Ser473), p70S6K, ribosomal protein S6, GSK3 β , BAD

STAT Signaling:

STAT1, STAT3, STAT5

NF- κ B Signaling:

NF- κ B p65, I- κ B α , IKK α

p53 Signaling:

p53

Wnt Signaling:

β -Catenin, GSK3 β

TGF β Signaling:

SMAD1, SMAD3

Protein normalization:

GAPDH

Also available separately:

Product	Pack Size	Catalog
ELISA ^{ONE} [™] 96-well strip-well microplates	1 plate	EPL001
	5 plates	EPL002
5X Lysis Buffer	100mL	EBF001
Enhancer Solution	100mL	EBF002
10X Wash Buffer	500mL	EBF003