

# For more information : https://www.funakoshi.co.jp/exports\_contents/81514

### ERseeing is irreversible ER labeling dye and suitable for long-term live imaging.

Compared to conventional ER dyes such as Glibenclamide-based dye, ERseeing exhibits very low pharmacological effect and high retentivity. Therefore it can visualize ER structure even after medium change or drug treatment.





	Conventional dye	ERseeing	
Pharmacological effect	High	Low	
Observation after wash out	Low signals	Possible	
Fixation after staining	Partial staining / Low signals	Possible	

# ER specificity



HeLa cells were stained with ERseeing (100 nM) and organelle markers, Glibencramide type ER staining, lysosomal staining, mitochondrial staining. ERseeing was highly overlapped with conventional Glibencramide type ER staining but not correlated with lysosome marker or mitochondria marker.

### Comparison between ERseeing and conventional dye



HeLa cells were treated with ERseeing or Glibenclamide-based dye for 15 min and observed without washout (Left). Both reagents show ER staining. After that, cells were washed by PBS, added fresh media containing 10% FBS and observed again. While the Glibenclamide-based dye

showed a very weak signal from the cells, ERseeing maintains a good signal from ER. ERseeing is suitable for longterm imaging after medium changes.

# Product information

#### Exmax / Emmax = 509 / 524 nm.

Commercial FITC filter sets are compatible.

[ Manufacturer : FNA					
Product Name	Code	Size	Storage	Price	
ERseeing < Endoplasmic Reticulum Green>	FDV-0038	10 nmol	-20°C		

NOTE

All products here are research use only, not for diagnostic use.
 Specs might be changed for improvement without notice.

Company name and product name are trademark or registered mark.
Please contact your local distributors for orders, quote request and inquiry.





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