

End-to-End Animal Origin-Free 3D Cell Culture Platform

Go fully animal origin-free when you're ready. Each of our platforms integrates seamlessly with existing animal-based ECM workflows.



Establish 3D Models

Chemically Defined Hydrogels

VitroGel®



Ready-to-use Hydrogels
(10 types)



Tunable High Concentration Hydrogels
(6 types)



Functional Assay Kits
(5 types)

Savings compared to animal-based ECM

80% 40%

Operation Time Cost Per Test

- Room temp stable/protocol
- Lot-to-lot consistency

20+ ADVANTAGES
of VitroGel® over
Animal-based ECM



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VITROGEL



Culture Media and Supplements

RocketCell™



All-In-One Complete Growth Kits

- Organoid Medium, AOF (1 type)
- Intestinal Organoid Kits, AOF (2 types)
- iPSC Growth Kits, AOF (2 types)
- MSC Growth Kit, XF (1 type)
- NSC Growth Kits, AOF (2 types)
- AOF Supplements (B27, N2, & N2B27)

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ROCKETCELL



Premium Growth Factors

CytoGrow™



Premium-Grade Growth Factors. Research-friendly Pricing.

Superior performance with real application validation.
(Over 100 types)

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CYTOGROW



We deliver the industry's most comprehensive, end-to-end, animal origin-free workflow for robust and reproducible 3D cell models. By eliminating animal-derived variables like batch-to-batch variation, we provide a defined, ethical, and highly scalable environment for 3D models. **The platform also supports the advancement of New Approach Methodologies (NAMs) by enabling more human-relevant, reproducible *in vitro* models for research and drug development.**



Culture Vessels



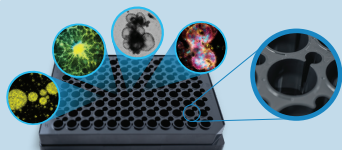
Cell Recovery



Downstream Analysis

Premium Plates & Inserts

vitroprime™



3D Culture and Imaging Plate
Complete "In-Plate" Workflow
with No Sample Loss



Ultra-Low Attachment Plate
Spheroids/Tumors/Organoids
Excellent for long-term imaging



Spread-Attach Plate



Cell Culture Inserts

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VITROPRIME



Cell Harvesting

Enzyme-Free Cell Recovery Solution

Recover cells/organoids from hydrogel or
an animal-based ECM within 15 minutes.



FOR QUICK RECOVERY:

**VitroGel® Organoid
Recovery Solution**

Compatible with
animal-based ECM



FOR GENTLE RECOVERY:

**VitroGel® Cell
Recovery Solution**

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SUPPORT-MEDIA



Cell Viability Enhancer



**RocketCell™ Cell Viability
Enhancer (1000X)**

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RCVE



3D Cell Analysis

Cyto3D®

Fast (15 min), versatile, live/dead cell
viability analysis for 3D and 2D cell culture.



FAST. READY-TO-USE

**Cyto3D® Live-Dead
Assay Kit**

No pre-mixing required.
Ready-to-use.



Customer Testimonial

★★★★★

"When we used the Cyto3D® Live-Dead Assay Kit, we
were able to obtain a very clear image without any
unevenness in the well and almost no background
staining on the gel."

*We tried various reagents, but it was difficult because
uneven staining occurred within or between the wells."*

— from a Regenerative Medicine Company

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CYTO3D



Eliminate animal-derived variability to achieve more reproducible results while lowering your costs.

Need guidance for your 3D cell culture? Contact a 3D cell culture expert at:
1 973.855.4955 or email support@thewellbio.com

