

THE DIFFERENCE OF BREAKING THROUGH BARRIERS WITH VIBRANCE



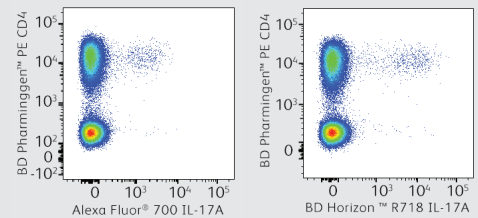
ENABLING GREATER EXPERIMENTAL INSIGHTS WITH THE POWER OF BD HORIZON™ RED 718 REAGENTS

Innovative small-molecule fluorochrome designed to provide improved sensitivity and resolving power to help analyze low-density markers without compromising quality.

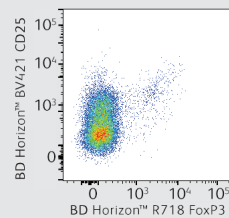
Excited by the red laser and with an emission maximum of 718 nm, BD Horizon™ Red 718 Reagents offer:

- Greater brightness and resolving power than Alexa Fluor® 700 for both surface and intracellular markers
- Reduced background staining compared to Alexa Fluor® 700 and APC-R700
- Minimal spread into the APC channel
- A broad portfolio of conjugates through BD OptiBuild™ On-Demand Reagents

BD Horizon™ Red 718 Reagents can help resolve difficult to analyze markers and are the reagents of choice for the 700 nm detector.



CD4⁺ IL-17⁺ cells are better resolved with BD Horizon™ R718 Reagents than Alexa Fluor® 700.



BD Horizon™ Red 718 Reagents can resolve FoxP3⁺ cells.

Switch to BD Horizon™ Red 718 Reagents to help achieve your resolution goals.

Learn more at bdbiosciences.com/r718



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