

**FOR IMMEDIATE RELEASE**

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**PACIFIC BIOLABS ANNOUNCES THE LAUNCH OF *IN VITRO* SERVICES**

Hercules, CA — Pacific BioLabs (PBL) is pleased to announce the launch of [In Vitro Services](#) offering *in vitro*, cell-based assays supporting [medical device](#) industries as well as [manufacturing](#) and [development](#) in the pharmaceutical and biopharmaceutical industry. The addition of this group to the PBL testing portfolio increases upon and is complimentary to well-established [testing capabilities](#) in our Microbiology, Analytical/Bioanalytical, and *In Vivo* departments.

Cell-based assays fall into several categories and are often used as tools to explore initial biological responses to a variety of stimuli. For example, the biopharmaceutical industry may utilize cell-based assays at early stages of product development in establishing product safety/potency whereas the medical device industry may use the same assays to evaluate the cytotoxic potential of leachable/extractable materials in a new device proposed for human use. Further, industry-based initiatives are underway to transition from traditional high-dose animal studies to an approach that is based on an understanding of cellular responses using well-designed *in vitro*, cell-based assays.

The *In Vitro Services* group is led by highly experienced scientists with a depth of subject matter expertise that enables characterization of an array of biological activities utilizing both stand alone and integrated assay endpoints/readouts. [Contact PBL](#) to discuss your *in vitro*, cell-based assay needs.

**SERVICES**

- Cell Bank and Cell Culture Core – Primary and Immortalized Cell Lines
- Cytotoxicity Assays
- Proliferation Assays
- Apoptosis Assays
- Hemolysis Assays
- Angiogenesis Assays
- Reporter Assays
- Cytokine Release Assays
- *Ex Vivo* Animal Primary Cells
- Custom Method Development and Transfer
- Animal Model Alternatives

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Learn more about Pacific BioLabs at [PacificBioLabs.com](https://www.PacificBioLabs.com) or [Contact Us](#) with your inquiries.