

## ER Luciferase Reporter Vector

### Product Insert

Cat. No. LR0020

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**Shelf Life** One year from date of receipt under proper storage conditions.

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**Storage** See product label for appropriate storage conditions

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**Components 1** ER Luciferase Reporter Vector (20ul of 500 ng/ul)

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**Components 2** Empty Control Vector (20ul of 500 ng/ul)

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**Sequence (5'->3')** AGGTCACTGTGACCCTGGGTCACTGTGACCCTGGGTCACTGTGACC

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**Description** pERE-luc is designed to monitor the induction of the estrogen response element (ERE). Binding of the activated estrogen receptor to the cis-acting ERE enhancer element induces transcription and activates the luciferase reporter gene.

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**Quality Assurance** Luciferase induction was measured from hela expressing pERE-Luc cell lysates after beta-estradiol treatment.

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**Contacting Panomics** For ordering information or technical support, contact the appropriate resource provided below according to your geographical location.

<b>Location</b>	<b>U.S. Corporate Headquarters</b>
Address	Panomics, Inc. 6519 Dumbarton Circle Fremont CA 94555 USA
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<b>Location</b>	<b>European Headquarters</b>
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For an updated list of FAQs and product support literature, visit our website at [www.panomics.com](http://www.panomics.com).

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