

The in vitro evaluation of cell viability and cell proliferation is a key step in the assessment of the biological activity of a new pharmacological compound or a natural product.

**Imactiv-3D offers its expertise in cell culture, cancer cell biology and pharmacology to test your compounds using 2D and 3D cell culture systems.**

## ● We test your compounds in 2D cell culture models

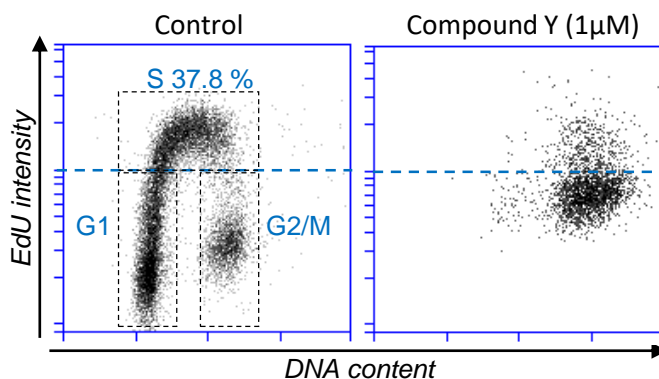
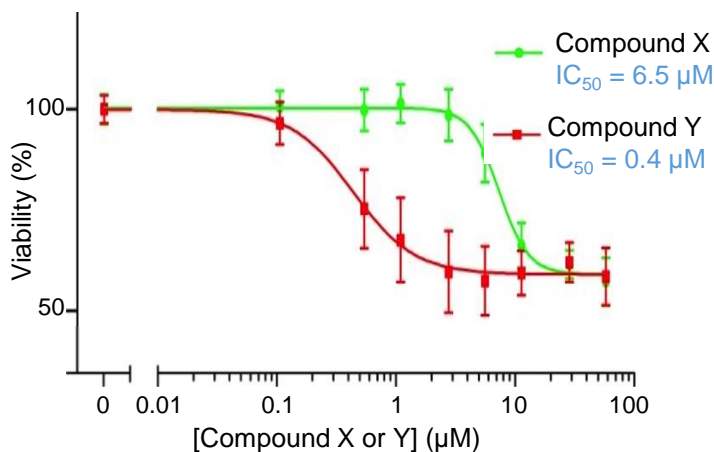
- Benefit from our 2D cell culture expertise
- Large panel of available cell lines or custom service using your selected cell line
- We culture cells and carry out experimental protocols according to your requirements
- Multi-parametric analysis to address your specific needs
- Available assays include quantification of cell viability, cell proliferation (WST® assay), cell cycle distribution, BrdU or EdU incorporation, apoptosis,...
- Tests can be customized on request

## ● Application example: IC<sub>50</sub> determination and effect of compounds on cell proliferation in 2D cell cultures

Analysis of HCT116 cells after incubation with compounds X and Y at the indicated concentrations for 72 hours.

Right panel – Cell viability determination using the WST® assay (Roche). The calculated IC<sub>50</sub> (PRISM software) are indicated.

Lower panels – Flow cytometry analysis of the cell cycle distribution after EdU incorporation/detection and staining with the DRAQ5 fluorescent probe.

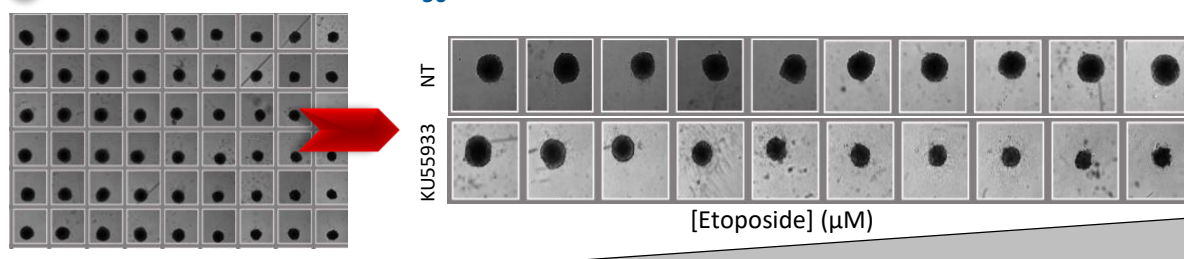


## ● We test your compounds in 3D spheroids

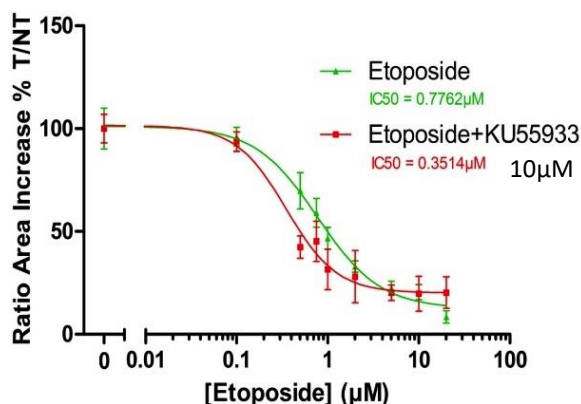
- Benefit from our 3D cell culture expertise
- Spheroid production in low-attachment 96-well plates
- Large panel of available cell lines or custom service using your selected cell line
- Multi-parametric analysis to address your specific needs (size, fluorescent reporter, ...)
- Assays can be customized on request



## ● Application example: IC<sub>50</sub> determination using 3D spheroids

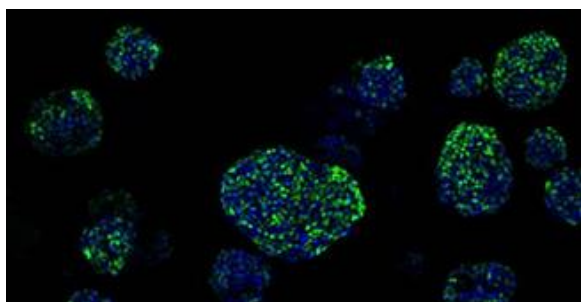


Evaluation of the effects of incubation with different concentrations of etoposide (topoisomerase inhibitor) with or without KU55933 (ATM kinase inhibitor) on the proliferation of HCT116 cell-derived spheroids. The micrographs on top were acquired with an Arrayscan®. From these images, the ratio between the area of spheroids exposed to etoposide with or without KU55933 (T) and that of control spheroids (solvent alone; NT) was calculated (graph on the right). The calculated IC<sub>50</sub> are indicated.



## ● Personalized applications

Imactiv-3D can help you to develop cell culture models for IC<sub>50</sub> determination in any type of matrix. Please, see our specific application note "3D Quantification of multicell spheroid growth in various scaffolds".



**IMACTIV-3D**

Please contact us to discuss your project.

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