Media Comparison Summary

Product Information	Normal Cell Culture Media		Cancer Cell Culture Media	
Product Name	WIT-P	WIT-P-NC	Renaissance Essential Tumor Medium (RETM)	WIT-T
Serum-free	Y	Y	N	Y
Defined	Y	Y	N	Y
Xeno-free	N	N	N	N
Light sensitive	Y	Y	Y	Y
Growth factor(s)	Y	Y	Y	Y
Cholera toxin included/required	Y/Y	N/Y	N/Y	N/N
Product format	500 mL basal	500 mL basal	500 mL basal	500 mL basal
	15 mL supplement	15 mL supplement	15 mL supplement	15 mL supplement
Storage	4°C	4°C	4°C	4°C
	–20°C	–20°C	–20°C	–20°C
Shelf-life	12 months	12 months	12 months	12 months
Intended or Primary Use	Normal human breast epithelium	Normal human breast epithelium	Breast cancer	Transformed human breast epithelium
	Normal human prostate epithelium	Normal human prostate epithelium	Lung cancer	Human primary
	Transgenic mouse prostate cancer	Transgenic mouse prostate cancer	Colon cancer	T-ALL blasts
	Normal mouse prostate epithelium	Normal mouse prostate epithelium	Ovarian cancer	
Purpose	Derivation	Derivation	Derivation	Derivation
	Maintenance	Maintenance	Maintenance	Maintenance
	Expansion	Expansion	Expansion	Expansion
Culture paradigm (application specific)	Adherent/spheres	Adherent/spheres	Adherent/spheres	Adherent/ suspension culture
Feeding frequency	Every 2–3 days	Every 2–3 days	Every 2–3 days	Every 2–3 days
Compatible cultureware (application specific)	Primaria and TC Treated	Primaria and TC Treated	Primaria and TC Treated	Primaria and TC Treated
Compatible dissociation reagents	Trypsin-EDTA	Trypsin-EDTA	Trypsin-EDTA	Trypsin-EDTA
	TrypLE (recommended)	TrypLE (recommended)	TrypLE (recommended)	TrypLE (recommended)
Key features and attributes	Maintains luminal cell phenotype	Maintains luminal cell phenotype	Feeder-free	Supports a model of triple-negative breast cancer stem cells
	Defined media	Defined media	Rock-inhibitor free	Defined media
	Serum-free	Serum-free	Low-serum	Serum-free