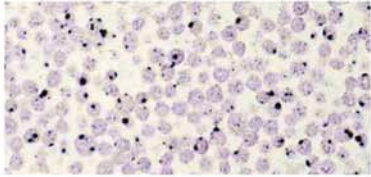
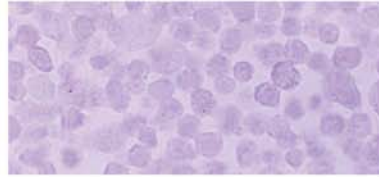


GoldEnhance™

Go beyond silver with
GOLD enhancement!



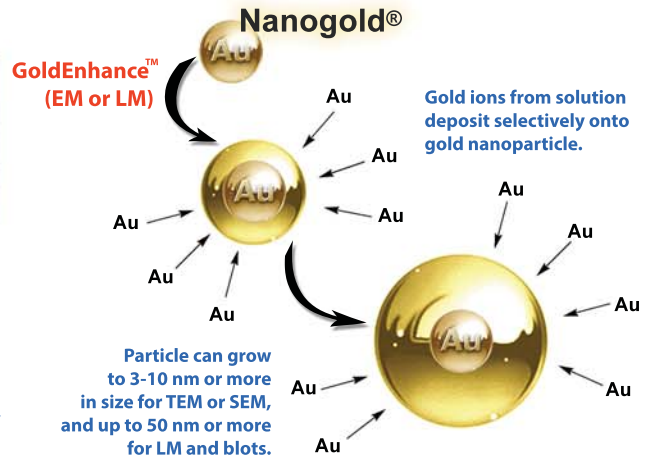
with GoldEnhance™
In situ hybridization detection of HPV-16 DNA with
CARD-Cy3 and Nanogold®-Streptavidin.



Control
with biotin-tyramide omitted

Get deep penetration
with our ultra-small gold labels...

Develop with GoldEnhance for incredible imaging!



GoldEnhance™ EM Plus 8mL kit

Our new favorite for EM!

- **Slow enhancement** for easy size control
- **Better for SEM:**
Much better backscatter signal than silver
- **Low background**
No autonucleation for 40 minutes
- **Neutral pH** for best ultrastructural preservation
- **Safe to use before osmium tetroxide etching**
Silver would dissolve

GoldEnhance™ LM 60mL kit

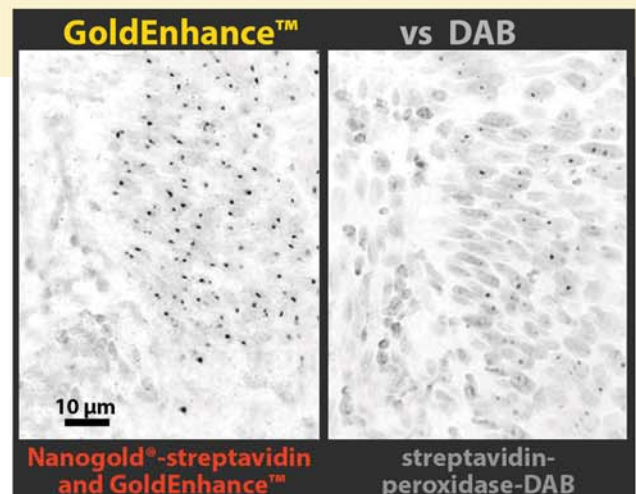
for light microscopy and blots

- **Minimal autonucleation** even after 1-2 hours
Convenient for multiple samples and automated processing
- **Observe with brightfield optics!**
simpler and less expensive than fluorescence
- **Much faster than chemiluminescence**
- **Permanent staining: does not fade**
- Low viscosity, Mix-and-use

Why Gold?

**Better than silver
for many applications!**

- Lower backgrounds than silver in many cases
- **Light insensitive!** Permanent staining - *Does not fade*
- **Better for SEM** - much better backscatter signal than silver
- **Compatible with physiological buffers like PBS, halides**
silver would precipitate
- Reaction is less pH sensitive than silver
- Near neutral pH for best structural preservation
many silver enhancers have a pH of 3-4
- Can be used for specimens on metal surfaces
(e.g. cell culture substrates)
- Excellent shelf life, easy mixing with low viscosity



Formalin-fixed serial sections of cervical carcinoma, in situ hybridized for HPV-16/18 using a biotinylated probe. Courtesy G. W. Hacker, University of Salzburg.