

Why is bovine serum important?

Maintaining cells *in vitro* in a healthy condition and over time is a complex task. They will only survive, grow and multiply if they are well fed and provided with an appropriate and protective environment. Complex mixtures of substances (“media”) are used to bathe the cells in order to both feed and protect them. Different cells have different requirements. In many instances the presence of serum in the mixture is essential if the cells are to grow adequately and normally. Bovine serum is much the most widely used, because high quality bovine serum is available in sufficient volume and has been found to support cell growth very well indeed