

# Progenitor Cell Targeted (PCT) Factors

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Specific niches and their micro-environments play a dominant role in the retention of stem and progenitor cells in all tissues, including the epithelia.

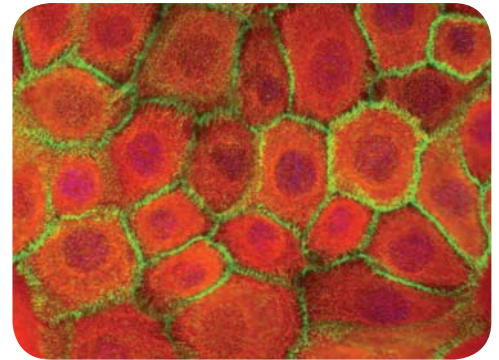
In the skin for example, basement membrane proteins such as the integrins act via specific outside-in signalling pathways to maintain the proliferative, basal cell phenotype. In this way, the environment is critical for the maintaining cells in a proliferative, progenitor cell phenotype.

The Prime media contain specific PCT factors that are designed to more accurately mimic these environments, and the signals they generate.

PCT factors help to establish more proliferative progenitor cells in culture during isolation.

They also improve longevity of the cultures by improving retention of these cells in a proliferative phenotype and limiting differentiation.

As a result, media containing PCT factors are recommended for isolation and proliferation. Alternative media are recommended when cells are induced to differentiate (for example CnT-PR-D).



**The environment plays a dominant role in retaining epithelial cells in a proliferative, cobblestone morphology.**