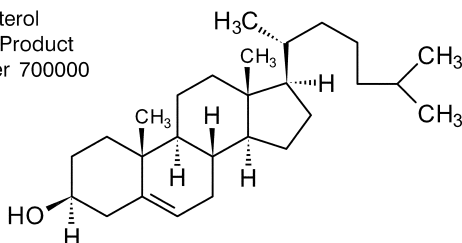


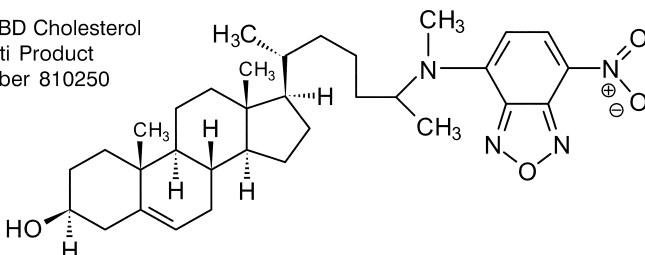
Avanti's New Cholesterol Fluorescent Probe

Avanti is pleased to announce a new tagged cholesterol, which closely resembles the structure of native cholesterol. 25-NBD Cholesterol incorporates into membranes and more effectively probes cholesterol containing domains, an obvious advantage over short-chain analogues.

Cholesterol
Avanti Product
Number 700000



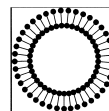
25-NBD Cholesterol
Avanti Product
Number 810250



Cholesterol is most often found distributed nonrandomly in the plane of the bilayer, giving rise to cholesterol-rich and cholesterol-poor domains. Many of these domains are thought to be crucial for the maintenance of membrane structure and function. However, such well-characterized domains generally occur in the membranes that contain relatively large amounts of cholesterol. Cholesterol organization in membranes containing very low amounts of cholesterol has not been investigated extensively. Recent evidence from differential-scanning calorimetric studies suggest that cholesterol may not form uniform monodisperse solutions, as assumed earlier, in the membranes even at very low concentrations. Fluorescent cholesterol analogues, when chosen carefully, offer a powerful approach for studying the distribution and organization of cholesterol in membranes at low concentrations.

Mukherjee, S. and A. Chattopadhyay. (1996). Membrane organization at low cholesterol concentrations: a study using 7-nitrobenz-2-oxa-1,3-diazol-4-yl-labeled cholesterol. *Biochemistry* 35:1311-22.

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