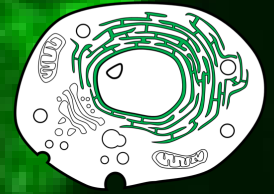




Labeling dye of ER!

# ERseeing

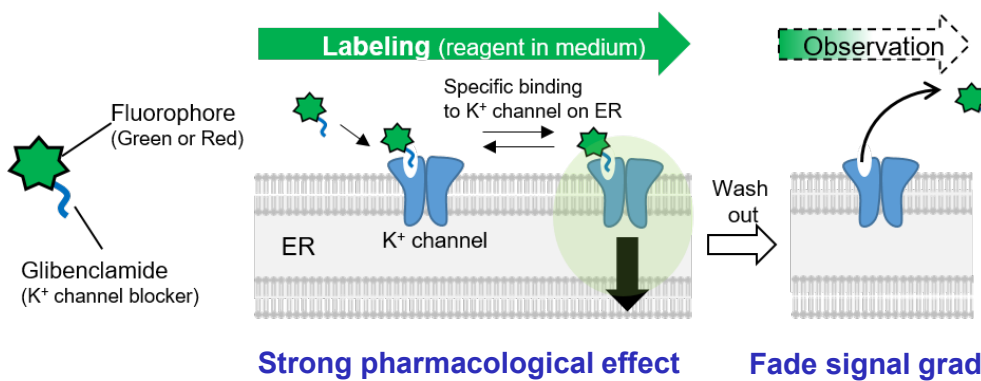


For more information : [https://www.funakoshi.co.jp/exports\\_contents/81514](https://www.funakoshi.co.jp/exports_contents/81514)

ERseeing is irreversible ER labeling dye and **suitable for long-term live imaging**.

Compared to conventional ER dyes such as Glibenclamide-based dye, ERseeing exhibits **very low pharmacological effect** and **high retentivity**. Therefore it can visualize ER structure even after medium change or drug treatment.

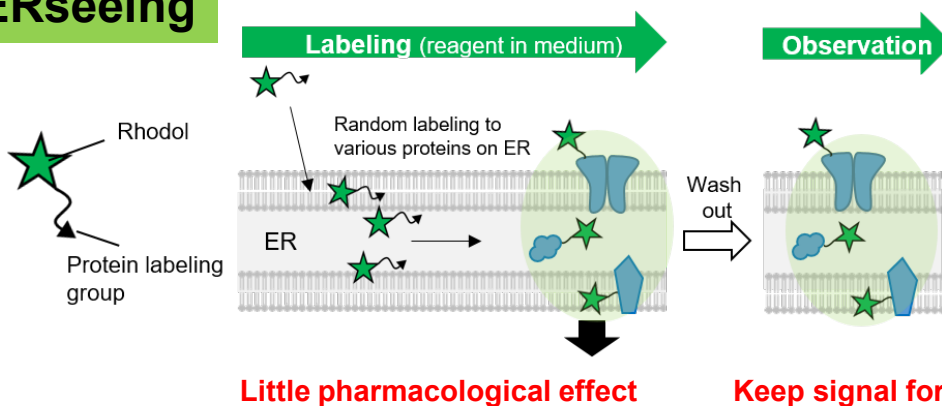
## Conventional dye\*



### \*Glibenclamide based dye

Glibenclamide is known as a potent and specific inhibitor of ATP-sensitive K<sup>+</sup> channels. The channels are selectively localized on ER, then glibenclamide-based ER dyes can visualize ER structure.

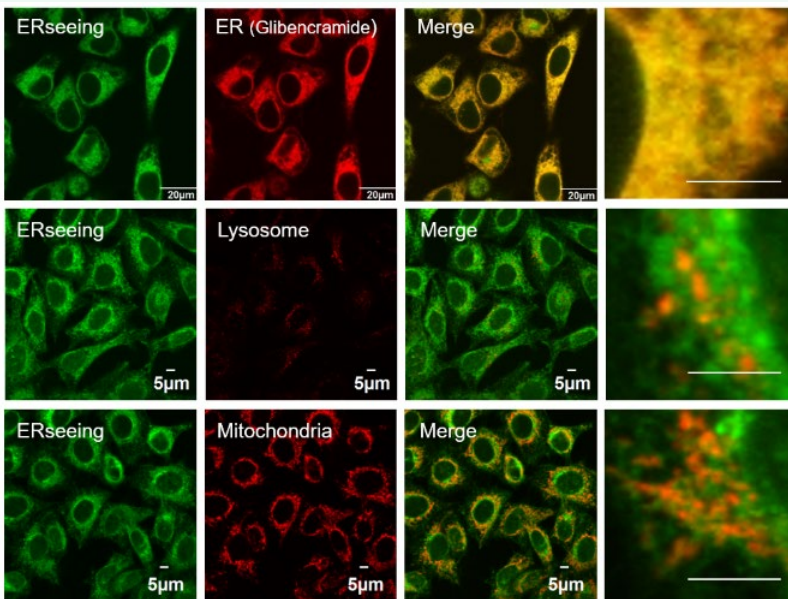
## ERseeing



ERseeing has two units, a rhodol type green fluorescent dye with a high affinity to ER membrane and protein labeling group. After accumulating into ER membranes, protein labeling occurs between ER seeing and ER proteins resulting in a stable ER-rhodol label.

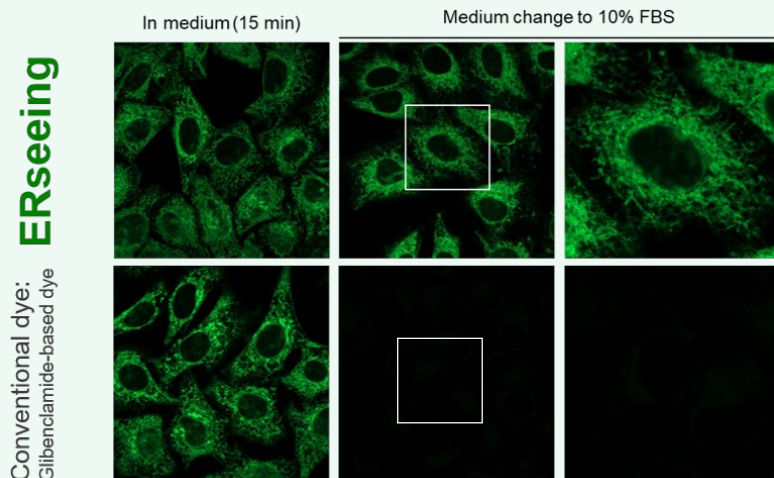
	Conventional dye	ERseeing
Pharmacological effect	High	Low
Observation after wash out	Low signals	Possible
Fixation after staining	Partial staining / Low signals	Possible

## ▶ ER specificity



HeLa cells were stained with ERseeing (100 nM) and organelle markers, Glibenclamide type ER staining, lysosomal staining, mitochondrial staining. ERseeing was highly overlapped with conventional Glibenclamide type ER staining but not correlated with lysosome marker or mitochondria marker.

## ▶ Comparison between ERseeing and conventional dye



HeLa cells were treated with ERseeing or Glibenclamide-based dye for 15 min and observed without washout (Left). Both reagents show ER staining. After that, cells were washed by PBS, added fresh media containing 10% FBS and observed again. While the Glibenclamide-based dye showed a very weak signal from the cells, ERseeing maintains a good signal from ER. ERseeing is suitable for long-term imaging after medium changes.

## ▶ Product information

$EX_{max} / EM_{max} = 509 / 524 \text{ nm}$ .

Commercial FITC filter sets are compatible.

[ Manufacturer : FNA ]

Product Name	Code	Size	Storage	Price
ERseeing <Endoplasmic Reticulum Green>	FDV-0038	10 nmol	-20°C	

### NOTE

※ All products here are research use only, not for diagnostic use.  
 ※ Specs might be changed for improvement without notice.

※ Company name and product name are trademark or registered mark.  
 ※ Please contact your local distributors for orders, quote request and inquiry.

Your Local Distributor

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