

News from Essential Pharmaceuticals

The Essential team was very saddened to learn of the tragic loss of Dr. Mark Pescovitz of Indiana University. Our heartfelt condolences go out to his family. [Indiana surgeon dies in Michigan during snowstorm.](#)

Breaking News

Further to the acquisition of the Liforcell® Products from Lifeblood Medical (see the November 2010 e-news), Essential Pharmaceuticals has rebranded these products based on how each product is used by researchers and scientists.

Cell-Ess

Cell-Ess™ is a serum replacement with demonstrated advantageous properties compared to Fetal Bovine Serum.

Cryo-Ess

Cryo-Ess™ is an animal Component Free Cryopreservation medium.

Clin-Ess

Clin-Ess™ is a **NON-TOXIC** Animal Component Free (ACF) Transportation medium for tissues and cells.

A formal launch is expected later this year.

Real Users and Experts Discuss Organ Preservation Solutions

Free to participate and open to all, this forum for transplant professionals can be found at www.QuestionSolution.com

Organ Preservation Solutions is a Hot Topic...**get the facts** from medical experts and your peers – put this forum to WORK for YOU!

Our interactive forum provides a platform for questions and expert answers from your medical peers and professionals that have expertise in the organ preservation solution arena.

The expert panel consists of the following highly esteemed transplant surgeons:

[Dr. Richard Mangus, Indiana University](#)

[Dr. David Mulligan, Mayo Clinic](#)

[Dr. James Eason, Methodist University Hospital](#)

[Dr. Bijan Eghtesad, Cleveland Clinic](#)

Explore the forum to learn more - we believe that peer to peer education is "essential."

Win a Kindle!

[>> FORWARD](#)

**Drawing to be held
March 1st, 2011!**

Use the link above to forward this newsletter to a colleague. If they sign up for our newsletter, BOTH you and your colleague will be entered in a random drawing to win a Kindle, Amazon.com's wireless reading device.

Did You Know?

Basic Cost Comparison

UW \$320/L vs HTK \$191/L

Additives needed for UW and SPS. No additives needed for HTK.

SPS \$270/L vs HTK \$191/L

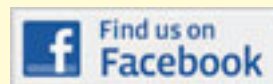
Additives needed for UW and SPS. No additives needed for HTK.

What is a Perfusionist?!?

This video was recently posted on YouTube...we found this interesting and thought you might as well.

[Click here to view the video.](#)

Join Essential on Facebook!



Join Custodiol on Facebook!



News from the Transplant Community

New Diagnostic Tool to Detect Complications in Lung Transplant Patient

University of Michigan researchers have developed a new diagnostic tool that could help predict a fatal complication in lung transplantation patients. In the complication known as bronchiolitis obliterans syndrome (BOS), scar tissue builds up in the lungs and chokes off the ability to breathe.

BOS is the leading cause of death for those who survive one year after lung transplantation and more than half of recipients will develop BOS within five years. There is currently no cure.

The new tool could allow doctors to intervene earlier and, ultimately, to provide life-saving treatments.

Vibha Lama, M.D., M.S., an assistant professor of pulmonary and critical care medicine at the University of Michigan Medical School, led a team of U-M researchers who recently discovered that patients who had a high number of stem cells in their lungs six months after transplantation were much more likely to develop BOS than those with lower counts.

“Our study provides the first indication of the important role these cells play in both human repair and disease,” Lama says. “It’s very important from the clinical perspective because we didn’t previously have any strong biomarkers for BOS.”

The findings were recently published online ahead of print publication in the American Journal of Respiratory and Critical Care Medicine.

[To read the full article, click here.](#)

Where to Find

ASTS Annual State of the Art Winter Symposium

Essential will be exhibiting at the ASTS 11th Annual State of the Art Winter Symposium 2011 in Hollywood, Florida from January 13-16, 2011.



Essential Pharmaceutical Booth Number – 202

For more information, visit: [ASTS Annual State of the Art Winter Symposium](#)

STS 47th Annual Meeting

Essential will be exhibiting at the STS 47th Annual Meeting, Jan. 31-Feb. 2, 2011 at the San Diego Convention Center.



Essential Pharmaceuticals Booth Number – 333

For more information, visit: [STS 47th Annual Meeting](#)



Save the Date: January 31, 2011

This educational event is hosted by the Westfield Group and was made possible by an unrestricted grant from Essential Pharmaceuticals.

Seats are limited, so please **REGISTER NOW:**
<http://cardioprotection.twg.ootoweb.com>

This event will begin at 6:45pm and conclude at 10:00pm. Dinner will be served.

San Diego Marriott Hotel and Marina
333 West Harbor Drive, San Diego, CA

For more information, please contact
The Westfield Group at 908-522-1911.