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**D-Finitive Cell Technologies Inc.**, a South Carolina corporation, is engaged in the research and development of specialty media products and reagents. The basis of today's cell culture media formulations were developed for the most part in the 1950s when only two cell lines were available to scientists. These lines were HeLa, which was isolated from a human cervical carcinoma by George Gey at the Johns Hopkins University Medical Center, and L929 which was isolated in the laboratory of Wilton Earle at NIH from an epithelial-like colony growing on a normal fibroblast-like cell line from the foot-pad of a C3H mouse. Both cell lines are very abnormal and able to adapt to a wide range of environments in the available cell culture media formulations of the era. These classical formulations needed to be further supplemented with 5-20% animal sera. Today the interest of the scientific community is in the growth of cells as products, including stem and progenitor cells used in cell and tissue therapy or for drug screening, safety of household and cosmetic products and in products produced from cells such as monoclonal antibodies from hybridomas and recombinant proteins from CHO and HEK293 cells and viral vaccines using VERO and other cell types. For research purposes, cell culture media containing proteins, peptides, and other components of animal origin (including human) may be acceptable. However for many applications and for safety and regulatory reasons, it is desirable that the media and other components be animal-origin-free. D-Finitive is an R&D and consulting company with years of experience in designing and qualifying specialty cell culture media formulations for the growth of normal and recombinant cells. The media, supplements and systems can be of non-animal origin and be used for the growth of cells in 2-D or 3-D formats. At the present time D-Finitive is developing 14 products under contract from SAFC, 8 products under contract from a specialty stem cell company, 2 products under contract from a biotech company using specialized microcarriers as well as a contract to develop a pyrogen detection kit from a fourth company.

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