

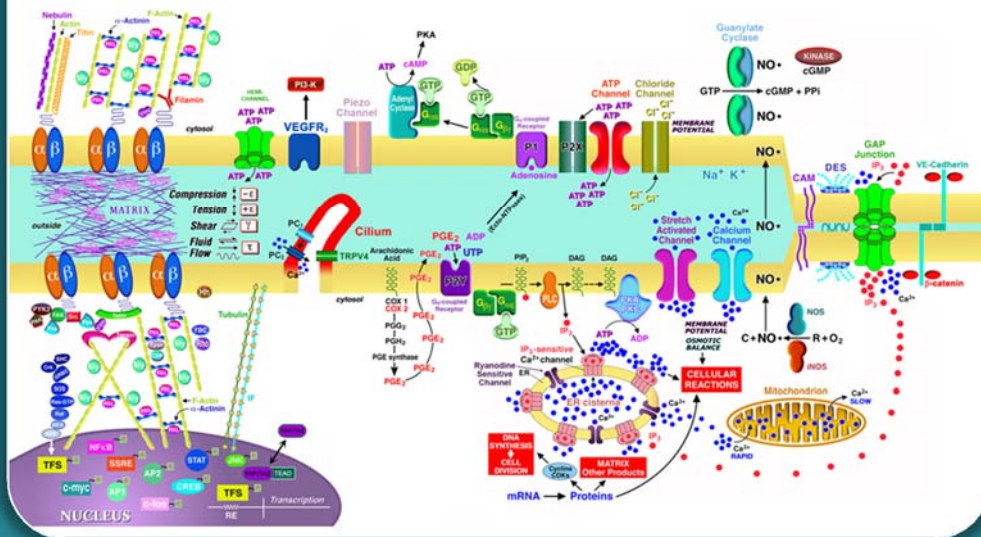
# FLEXCELL®

INTERNATIONAL CORPORATION

## JULY 2015 NEWSLETTER

Vol. 2  
No. 3

### MECHANOBIOLOGY PATHWAYS



Adapted from Banes et al., Current Opinion in Orthopaedics 12:389-396, 2001;  
Lavagnino et al., Journal of Orthopaedic Research, 33(6):813-822, 2015.

### Why culture cells in a mechanically active environment?

Throughout the body, cells are subjected to **tension**, **compression**, and **shear**. They undergo acute and adaptive biochemical changes in response to deformation. Stressing cells in culture simulates the *in vivo* environment causing dramatic morphologic and biochemical responses. Flexcell's tension, compression, and fluid shear systems provide you the means to mimic these *in vivo* biomechanical conditions.

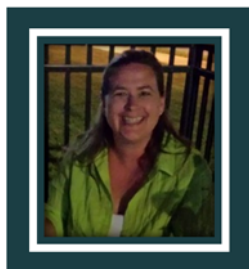
**Call us TODAY about a free demonstration period to test a system in your lab!**



FX-5000™ Tension System

### Meet Lucy Stephenson...

**Sales Specialist** for Flexcell® International. Lucy has been assisting customers for almost 15 years. She is a key member of the Marketing Department and assists customers with determining their equipment needs. Lucy was raised in North Carolina and enjoys spending time with her family and friends. You will also find Lucy on the softball field when she is not at the office. Feel free to ask for Lucy when you call in to hear about our latest products and promotions.



**Current Sale!**  
5% OFF FX-5000™ Tension, Compression, or Tissue Train® Systems

**Upcoming Sales!**  
**August**—5% OFF Thermacol®, Collagel® & Tissue Train® Accessory Kits

**September**—10% OFF all plates

**October**—5% OFF Microscopy devices

See website each month for more details

[www.flexcellint.com](http://www.flexcellint.com)

### Upcoming Tradeshows

**2015 4th TERMIS World Congress**

September 8-11, 2015  
Boston, MA

**2015 Cell Biology ASCB Annual Meeting**

December 12-16, 2015  
San Diego, CA