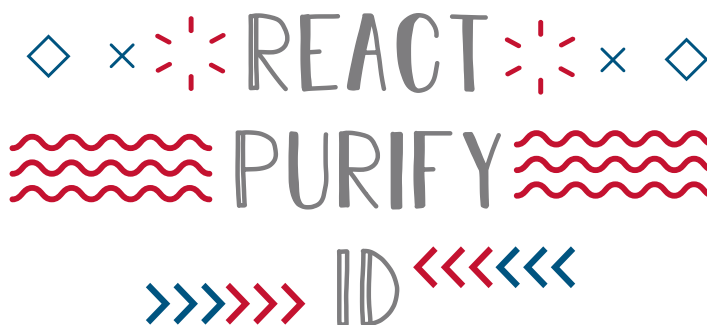


# BETTER CHEMISTRY FROM INTELLIGENT FLASH PURIFICATION

## WHAT IS INTELLIGENT PURIFICATION?

Breaking the synthesis, purification and characterization process into simple steps using fast prep-free analytical techniques and AI assistance to make flash purification easy.



## WHY INTELLIGENT PURIFICATION?

Because you have better things to do than guess the best purification method. Because your confidence in your purified product is of the utmost importance.

**1.** Perform your reaction & monitor using TLC/CMS

**The norm:** React. Spot TLC. LC/MS. Slow. 😞

**The NOW:**



REACT IT



SPOT IT



**PRESS BUTTON: MASS SPECTRA DIRECTLY FROM TLC PLATE <30s**

Push-button analysis of TLC with the Plate Express TLC plate reader & expression<sup>®</sup> Compact Mass Spectrometer



**2.** Use flash purification to purify your compound

**The norm:** Create method, pick colum. Hard. 😞

**The NOW:**



TAKE A TLC PIC WITH PHONE



FLASH SYSTEM CREATES METHOD FOR YOU



SIT BACK, RELAX: LET FLASH PURIFICATION RUN COMPLETE

The puriFlash<sup>®</sup> flash purification system software selects the gradients, the column and more for max yield



**3.** Confirm the ID of your collected fractions

**The norm:** Fraction ID with direct injection. 😞

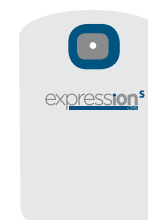
**The NOW:**



LOCATE FRACTION



DIP PROBE IN IT



PUT PROBE INTO MASS SPEC: RESULTS IN <30 SECONDS

Use the ASAP Probe with expression<sup>®</sup> CMS to confirm fractions, just dip in tube and insert for ID in <30s

