



ISSUE 1

MILLIPORE
SIGMA

Cell Marque™ Tissue Diagnostics Presents

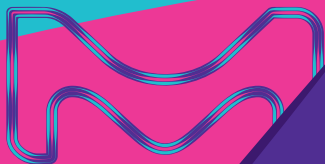
HISTOHEROES

The Origin Story of

HISTOMAN

The 1st HistoHero!

The life science business of Merck KGaA,
Darmstadt, Germany operates as
MilliporeSigma in the U.S. and Canada.

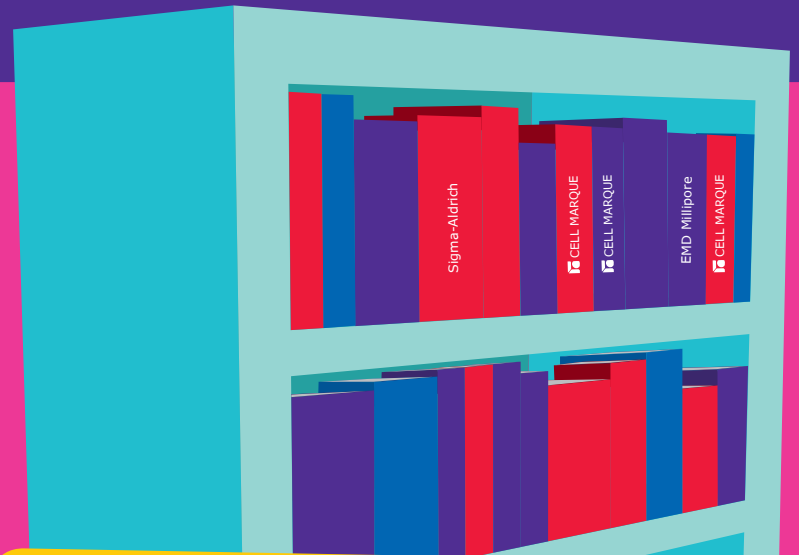


it was a hot day in september. The lab was kept cool while the equipment hummed, running another set of tests. Historio Manning and his colleagues worked diligently to provide the utmost quality in patient care. Just before lunch, Historio received an email.



Historio faced the challenge. Many of the other lab technicians who worked on this particular case used routine to advanced staining and struggled to come up with clear results.

It sparked his curiosity...



He began his research, browsing the lab's bookcase. On the top shelf were catalogs from many biotech companies: Sigma-Aldrich, EMD Millipore, and many more. He scanned the shelves searching for the right one. His eyes landed on the Cell Marque™ IHC Reference Guide... perfect!



woot!



oh
no!!!

Unable to locate a step stool, Historio braced himself and with one foot used the bottom shelf to elongate his reach. In a single swoop, he was able to wiggle one of the reference guides free! As he hooted with an excited hop, the bookcase shuffled, and Historio's eyes bugged. He lost his footing under the wobbling bookcase, and stumbled to the floor. The shelves collapsed with an epic crash.



ding!



uhhh...

His colleagues flocked to his rescue. Still grasping the Cell Marque™ Reference Guide, Historio had a new, powerful glow about him. His colleagues were in awe of his strength, chanting "**Histoman!**"

what happened?
what are they talking about?

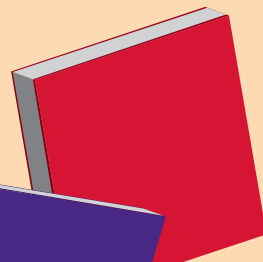
No time to worry about it now...

WHOA!
what happened to historio?

he looks powerful!

histoman!
histoman!
histoman!

Time to refocus on this case!





Hello Cell Marque. I need an IHC expert!

Hello Histoman! I am happy to help you.

Technical Consultant

"Good choice, Histoman. The selection of antibodies you chose will be helpful in your testing."

"This will also save your hospital time and money, while improving the lab's accuracy and efficiency by using one vendor for all your needs."

During the call, Histoman was informed that his trusted Cell Marque™ Tissue Diagnostics response team had expanded greatly. They were recently acquired by Merck, KGaA Darmstadt, Germany. Cell Marque™ can now provide him with all of his consumable needs as well as:

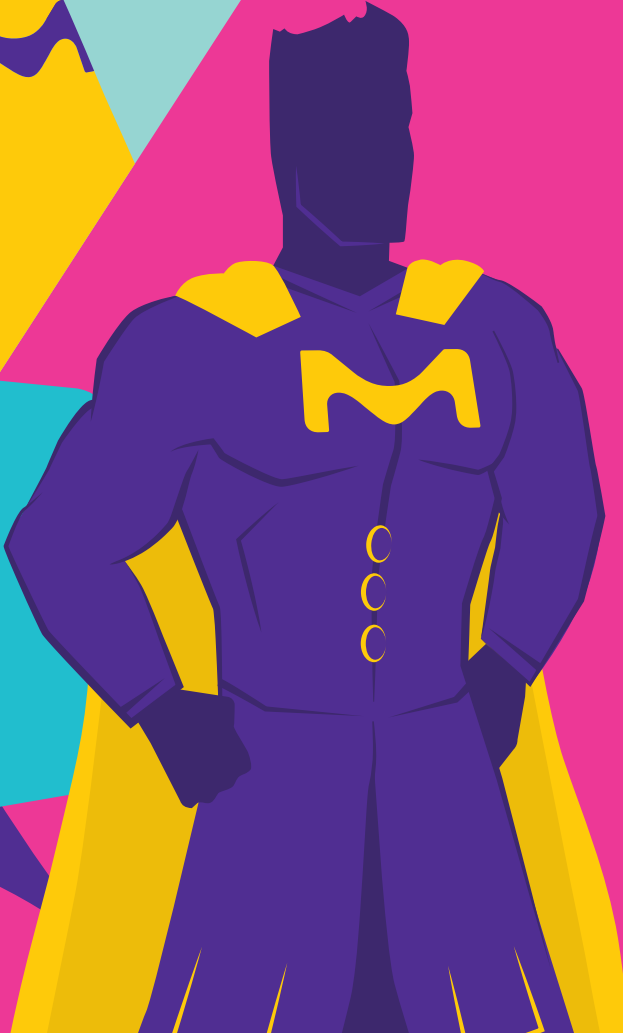
Routine Stains | Special Stains | IHC Antibodies




Following the suggestions offered in the reference guide, Histoman was confident that he was providing the pathologist with quality results.

excellent.

Histoman finished the day with his head held high and feeling the power of 300,000 products flowing through his body. Histoman returned home and began noticing the increase in confidence, awareness, and desire to share his new profound knowledge with other histotechs around the world.





Are you a
HISTOHERO?

Histoman was deemed the first ever **HISTOHERO!** He believes that being a hero comes from a simple theory of **"Strength in Numbers"**. Histoman's mission now is to find other histoheroes within the histotech universe. He will combine the forces of all his resources and with other humble heroes, aid in saving lives every day!

woohoo!

help...

it's
Histoman!

GO
get 'em!

A flying
histotech?

WOW!

YOU ARE THE LAB HERO

#HistoHero

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