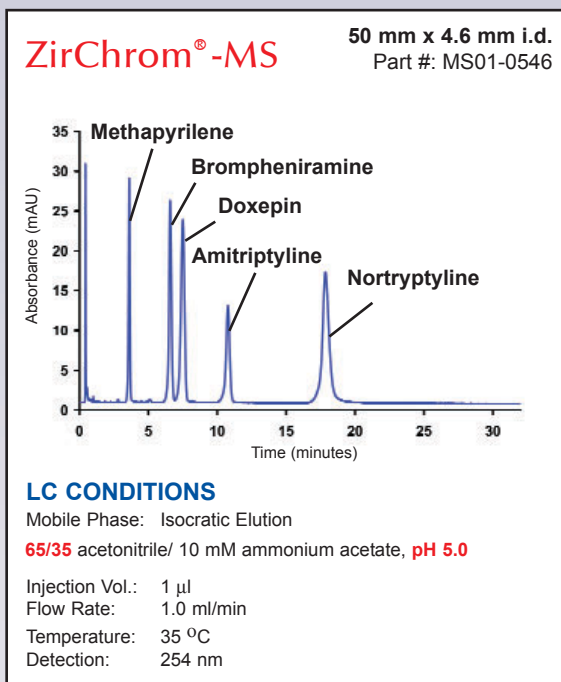


ZirChrom[®]-MS is a Revolutionary Zirconia-Based Reversed-Phase Column for HPLC.

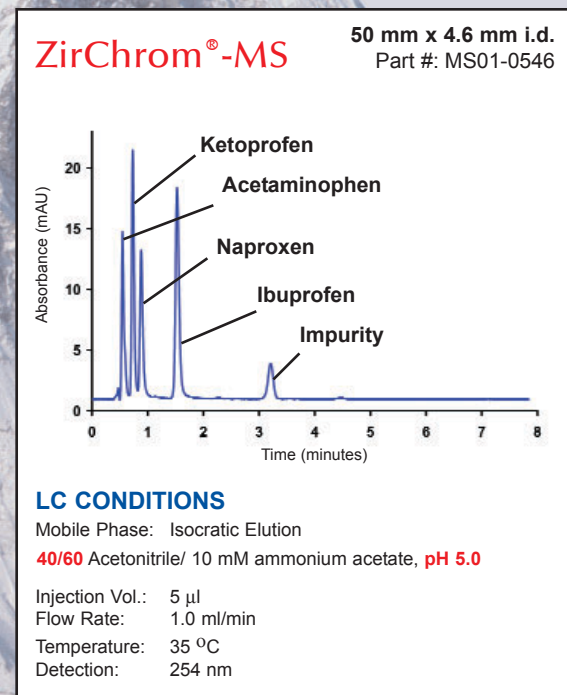
This new column was designed from the ground up to be used in conjunction with MS detection. It uses the same type of Lewis acid deactivation chemistry as the ZirChrom[®]-EZ column but with a covalent attachment for low bleed. ZirChrom[®]-MS also has about 2.5 times as much retention for simple reversed-phase compounds than the ZirChrom[®]-EZ column, which is beneficial for MS detection. The deactivation of Lewis acid sites on the zirconia surface allows for the chromatography of Lewis base analytes (like carboxylates or phosphates) using volatile mobile phase additives of the user's choice including conventional LC/MS compatible buffers (such as acetate and formate) throughout the pH range of 1-10. Due to a mixed-mode separation mechanism the ZirChrom[®]-MS column offers unique selectivity for pharmaceutical method development.

LC/MS Compatible Separation of Basic Drugs - Antidepressants



- Designed for LC/MS
- Ideal for Basic Drugs
- Wide Applicability
- New Chemistry

LC/MS Compatible Separation of Non-Steroidal Anti-inflammatory Drugs (NSAIDs)



For basic, acidic or mixed pharmaceutical samples, ZirChrom[®]-MS delivers peak performance.

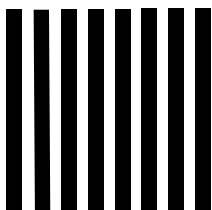
Contact a ZirChrom technical support specialist today to put ZirChrom[®]-MS to work for your application.

Come see us at booth #220 at the 2003 EAS Symposium

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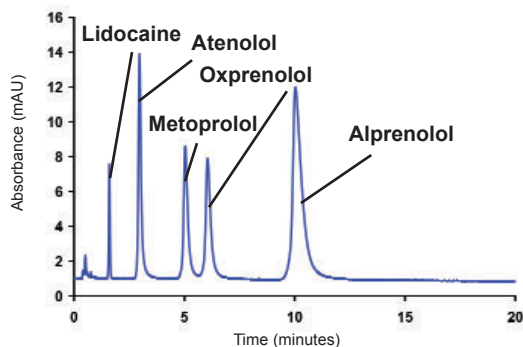
A Next Generation LC/MS
Compatible RP Zirconia Media...

ZirChrom®-MS

- Powerful Method Development
- Peak Performance

LC/MS Compatible Separation of
Basic Drugs - Beta-Blockers

ZirChrom®-MS 50 mm x 4.6 mm i.d.
Part #: MS01-0546



LC CONDITIONS

Mobile Phase: Isocratic Elution

65/35 acetonitrile/ 10 mM ammonium acetate, pH 5.0

Injection Vol.: 5 µl
Flow Rate: 1.0 ml/min
Temperature: 35 °C
Detection: 254 nm

 **ZirChrom®**
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High Efficiency HPLC Phases

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Zirconia-Based Column Chemistries Available from ZirChrom® Separations

Phase #	Product Name	Chromatographic Mode
DB01	Diamondbond®-C18	Carbon Clad C-18 Reversed-Phase
EZ01	ZirChrom®-EZ	Reversed-Phase
MS01	ZirChrom®-MS	Reversed-Phase LC/MS Column
ZR01	ZirChrom®-CARB	Carbon Clad Reversed-Phase
ZR02	ZirChrom®-PHASE	Normal Phase/SEC
ZR03	ZirChrom®-PBD	Reversed-Phase
ZR04	ZirChrom®-WCX	Weak Cation-Exchange
ZR05	ZirChrom®-WAX	Weak Anion Exchange
ZR06	ZirChrom®-SAX	Strong Anion-Exchange
ZR07	ZirChrom®-SHAX	Stron Hydrophillic Anion-Exchange
ZR08	ZirChrom®-PEZ	Cation-Exchanger for Bio-Molecules
ZR09	ZirChrom®-PS	Reversed-Phase
PT01	ProTain®	In-Line Protein Removal System

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- I would like speak to a ZirChrom technical support specialist about using a ZirChrom column for my application.