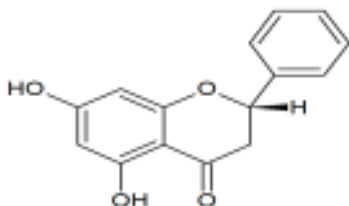


# Pinocembrin

**ALTERNATE NAME:** Dihydrochrysin  
NSC 279005  
5,7-dihydroxy-2-phenyl-2,3-dihydro-4H-chromen-4-one

**CATALOG #:** B3289-10 10 mg  
B3289-50 50 mg

**STRUCTURE:**



**MOLECULAR FORMULA:** C<sub>15</sub>H<sub>12</sub>O<sub>4</sub>

**MOLECULAR WEIGHT:** 256.25

**CAS NUMBER:** 480-39-7

**APPEARANCE:** White to yellow solid

**PURITY:** ≥98% by HPLC

**SOLUBILITY:** ~30 mg/ml DMSO

**DESCRIPTION:** Pinocembrin is a natural product isolated from the leaves of *A. zerumbet*. It displays enhanced alkaline phosphatase (ALP) activity and mineralization and increased mRNA expression of osteoblast-related genes *Alp* and *Osteocalcin (Ocn)* in MC3T3-E1 cells. Pinocembrin increases the mRNA expression of *Runx2* and *Osterix*, which are important transcription factors in osteoblast differentiation, and the mRNA expression of *Dlx5* and *Msx2*, which are enhancers of these transcription factors. Pinocembrin induces ER stress mediated apoptosis and suppress autophagy in melanoma, indicating its application potential for melanoma therapy.

**STORAGE TEMPERATURE:** -20°C. Protect from light

**HANDLING:** Do not take internally. Wear gloves and mask when handling the product! Avoid contact by all modes of exposure.

**RELATED PRODUCTS:**

Xanthohumol (2258)  
Delphinidin (chloride) (B2807)  
Indole-3-carbinol (B2839)

**DISCLAIMER:** *FOR RESEARCH USE ONLY! Not to be used on humans.*