Potent estrogen ERβ receptor agonist. Displays a 70-fold selectivity over ERα, EC\textsubscript{50} = 0.85 and 66 nM, respectively.\textsuperscript{1} Regulates expression of GluR1, 2 and 3 in rat hippocampus.\textsuperscript{2} Ameliorates portal hypertension in a carbon tetrachloride-induced liver cirrhosis rat model.\textsuperscript{3} Stimulates proliferation of androgen-independent prostate cancer cell line PC-3 via a novel pathway involving ERβ-mediated activation of β-catenin.\textsuperscript{4} A useful tool for elucidating the biological function of ERβ.\textsuperscript{5}

2) Waters et al. (2009), Estrogen receptor alpha and beta specific agonists regulate expression of synaptic proteins in rat hippocampus; Brain Res., 1290 1
3) Zhang et al. (2016), Role of estrogen receptor beta selective agonist in ameliorating portal hypertension in rats with CC14-induced liver cirrhosis; World J. Gastroenterol., 22 4484
4) Lombardi et al. (2016), Estrogen receptor beta (ERβ) mediates expression of β-catenin and proliferation in prostate cancer cell line PC-3; Mol. Cell. Endocrinol. 430 12
5) Harrington et al. (2003), Activities of estrogen receptor alpha- and beta-selective ligands at diverse estrogen responsive gene sites mediating transactivation and transrepression; Mol. Cell. Endocrinol., 206 13

**PHYSICAL DATA**

Molecular Weight: 239.27  
Molecular Formula: C\textsubscript{15}H\textsubscript{13}NO\textsubscript{2}  
Purity: 98% by TLC  
NMR: (Conforms)  
Solubility: Soluble in DMSO (up to 25 mg/ml) or in Ethanol (up to 20 mg/ml)  
Physical Description: Off-white solid  
Storage and Stability: Store as supplied desiccated at -20°C for up to 1 year from the date of purchase. Solutions in DMSO or ethanol may be stored at -20°C for up to 1 month.

Materials provided by Focus Biomolecules are for laboratory research use only and are not intended for human or veterinary applications.