



## Knock-down rate: up to 95 %

**Lanes: 1.** HeLa cells transfected with Renilla Luciferase esiRNA (RLUC, Cat.No. EHURLUC) as negative control. **2.** HeLa cells transfected with HIF1A esiRNA (Cat.No. : EHU151981).

**Quantitative-Immunoblotting:** Lysates were separated on SDS-Page and probed with mouse anti-GFP (1:3000) (Roche) and goat anti-GAPDH (1:7000) (Acris) antibodies. The signal intensities of indicated bands were quantified using an Odyssey infrared imaging system (Li-COR) and normalized to the GAPDH signal. At 72h post transfection, a up to 95% GFP-HIF1A protein reduction was measured between the negative control RLUC and the sample treated with HIF1A esiRNA.

**HeLa cells:** HIF1A was NFLAP tagged (including GFP) on a bacterial artificial chromosome (BAC) and stably integrated into the genome of HeLa cells (MCB: ky\_5803). The BAC preserves the genomic context of the gene, thereby ensuring near physiological expression (Poser I. et al Nat Methods. 2008 May;5(5):409-15).