

alamarBlue

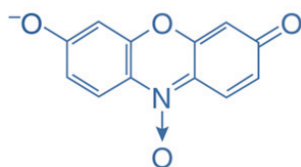
Cell Proliferation and Viability Reagent

alamarBlue - The Fast, Simple Reliable Reagent to Assess Cell Health

alamarBlue is designed to provide a rapid and sensitive way to measure cell proliferation and cytotoxicity in various human and animal cell lines, bacteria and fungi.

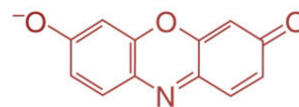
- Simple: Ready-to-use formula for homogeneous assays; just add and measure
- Flexible: Suitable for colorimetric or fluorometric detection
- Safe: Non-toxic to cells, user and the environment
- Reliable: Highly referenced; thousands of publications on PubMed
- Scalable: Easy to scale up for high-throughput assays
- High sensitivity: As few as 50 cells can be detected
- Stable: Proprietary buffering agent makes alamarBlue suitable for time course studies
- Economical: No cell lysis; cells can continue to be cultured or used in another assay
- Better than other cell viability assays: alamarBlue gives improved sensitivity when compared to MTT assays*

How does alamarBlue work?



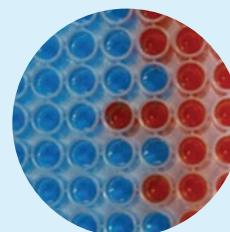
Resazurin
Blue and weakly fluorescent

Reduction by
metabolically active cells



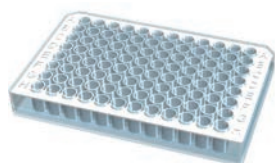
Resorufin
Red and highly fluorescent

The assay incorporates a reduction-oxidation (REDOX) indicator that both fluoresces and undergoes colorimetric change in response to cellular metabolic reduction. The amount of fluorescence produced is proportional to the number of living cells.



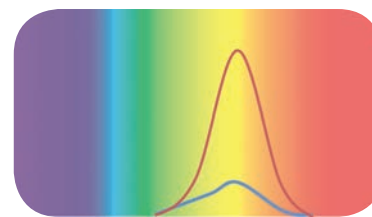
* Comparison of alamarblue and MTT assays for high through-put screening; by Hamid R, Rotshetyan Y, Rabadi L, Parikh R, Bullock P. *Toxicol In Vitro*. 2004 Oct; 18(5): 703-10.

Simple Workflow. Just Add and Measure!



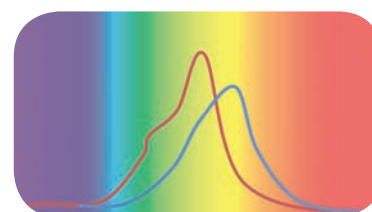
Add alamarBlue
(10% volume of culture in well)

Incubate
at 37°C



Measure Fluorescence
(Ex 530-560 nm / Em 590 nm)

OR



Measure Absorbance
(570 nm and 600 nm)



alamarBlue online calculator

- Simple online colorimetric and fluorometric calculators
- Example calculations
- References
- FAQs
- Detailed protocols

alamarBlue from Bio-Rad
Reliable source, experienced technical support and economical price

Catalog Number	Pack Size	Usage
BUF012A	25 ml	Enough for 2,500 wells/96-well plate
BUF012B	100 ml	Enough for 10,000 wells/96-well plate

Note - Calculations assume 100 µl final volume per well

**No Experiment is
Complete Without All
the Pieces**



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