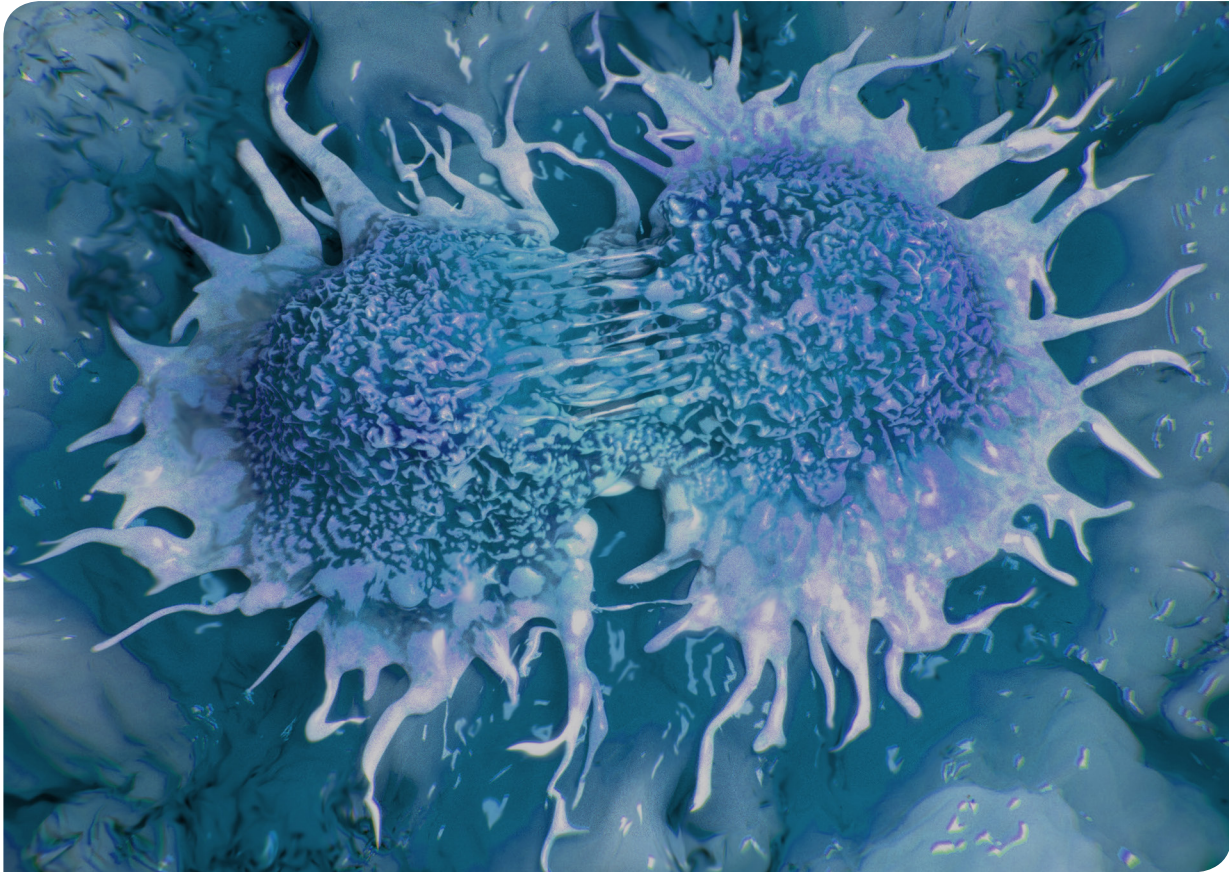


alamarBlue



alamarBlue[®]

Cell Proliferation and Viability Reagent

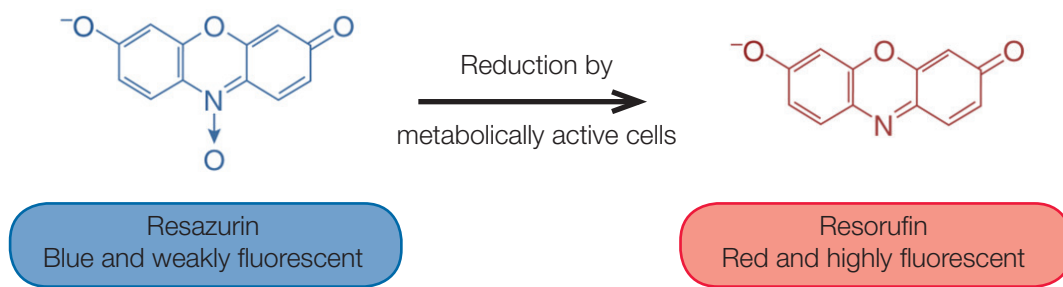
BIO-RAD

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

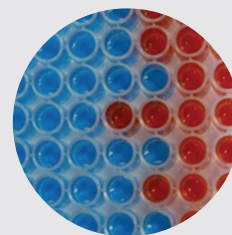
alamarBlue® is designed to provide a rapid and sensitive way to measure cell proliferation and cytotoxicity in various human and animal cell lines, bacteria and fungi.

- **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?

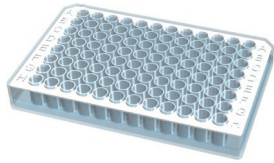


The assay incorporates a reduction-oxidation (REDOX) indicator that both fluoresces and undergoes colorimetric change in response to cellular metabolic reduction. The amount of fluorescence produced is proportional to the number of living cells.



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

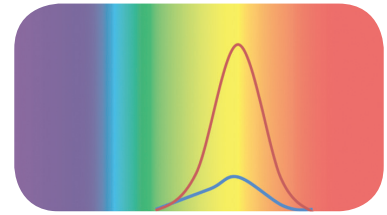
Simple Workflow. Just Add and Measure!



Add alamarBlue
(10% volume of culture in well)

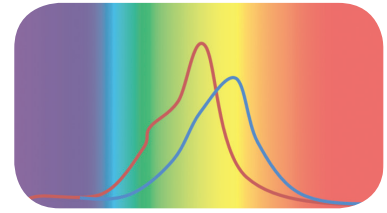


Incubate
at 37°C



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

bio-rad-antibodies.com/alamarblue

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**

Complete yours at
bio-rad-antibodies.com/applications



New Application Resources:

To design, control and optimize your flow cytometry, IF, IHC and immunoassay experiments.

- Comprehensive application guides
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- Easy-to-follow protocols
- Hands-on tips and tricks

Vist bio-rad-antibodies.com/alarblue for more information



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