alomarBlue

Cell Proliferation and Viability Reagent
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.

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)

Measure Absorbance
(570 nm and 600 nm)

alomarBlue
online calculator

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

bio-rad-antibodies.com/alarablue

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

<table>
<thead>
<tr>
<th>Catalog Number</th>
<th>Pack Size</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUF012A</td>
<td>25 ml</td>
<td>Enough for 2,500 wells/96-well plate</td>
</tr>
<tr>
<td>BUF012B</td>
<td>100 ml</td>
<td>Enough for 10,000 wells/96-well plate</td>
</tr>
</tbody>
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Note - Calculations assume 100 µl final volume per well
Visit bio-rad-antibodies.com/alamarBlue for more information.

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