alamarBlue®
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.

* Comparison of alamarblue and MTT assays for high through-put screening; by Hamid R, Rotshetyn Y, Rabadi L, Parikh R, Bullock P. 
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)

alarmaBlue 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>
</table>

Note - Calculations assume 100 µl final volume per well
New Application Resources:

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

- Comprehensive application guides
- Detailed information on experimental controls
- Easy-to-follow protocols
- Hands-on tips and tricks

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

Visit bio-rad-antibodies.com/alamarblue for more information