



Promega Live cell kinetic assays for cell health – what's in it for You?

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Cell health events such as onset of apoptosis and changes in cell viability are time dependent and if you are working with a new treatment or cell model, you might not yet know the optimal measurement point for actions you are looking for. The classical event of activation of caspase 3/7 as a marker for apoptosis has a rather narrow time window and missing that you might end up missing apoptosis as means for cell death in your test system all together. Live cell kinetic assays are non toxic to cells and allow multiple measurements of a given test system to precisely pin point the time of change. This allows you to use less cells and less treatments to find the sweet spots you are after. Especially beneficial when cell source is scarce, such as patient material or cells take long time to grow, such as 3D models. When one plate can equal seven or more plates, the maths is rather straight forward: live cell kinetic assays save your time and money.

Live cell kinetic assays allow you to use the cells downstream if you would want to see how cell health events are reflected to changes in RNA expression. After the assays, you can still harvest the nucleic acids for further analysis eg by qPCR – this allows you to get more data from one set of cells. Again precious sample types will allow for a more thorough data collection.

We at Promega make our live cell kinetic assays as easy for use as possible. We use our golden standard add-mix-measure protocols also for them. When you seed / feed the cells, you will add the reagents for measuring the events to the cells and measure at the time points you see best. Reagents have been developed to be well tolerated by the cells and as long as you refresh them upon feeding / seeding the cells, they can be with the cells for prolonged periods of time unaffected the cellular events.

Check out this interesting Promega webinar:

[Transform Your Time-Course into a One-Plate Experiment with Live-Cell Kinetic Assays](#)

Live-Cell Kinetic Assays from Promega:

RealTime-Glo MT Cell Viability Assay

CellTox Green Cytotoxicity Assay

Real Time Glo Annexin V Apoptosis and Necrosis Assay

RealTime-Glo Extracellular ATP Assay

Assay Features

- Continuous monitoring of cell state
- Non-lytic, plate based, and scalable
- Compatible with 3D culture models
- Multiplexing compatible

Read more about these products on page [16](#) and [17](#)