TOP PRODUCTS

Great offer

Get 50% discount from your first CBA assay!

Cell Health Assays Summary

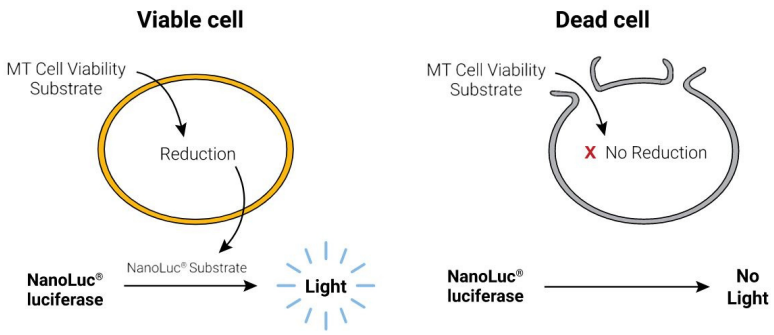
	Marker	Protocol type	Instrument
RealTime-Glo MT Cell Viability Assay	Reducing potential of the cells	Endpoint or continuous readout up to 72h	Luminometer
CellTox Green Cytotoxicity Assay	DNA	Endpoint or continuous readout up to 72h	Fluorometer
Real Time Glo Annexin V Apoptosis and Necrosis Assay	PS, DNA	Continuous readout upto 48h	Luminometer (apoptosis) Fluorometer (necrosis)
RealTime-Glo Extracellular ATP Assay	eATP	Continuous readout upto 24h	Luminometer

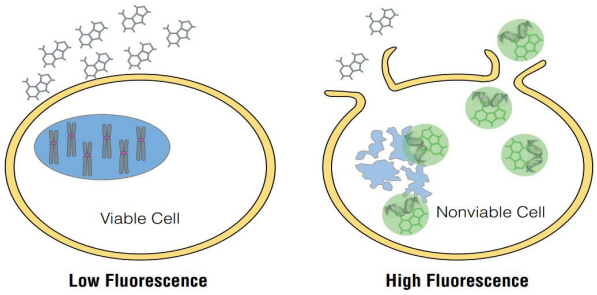
Promega, RealTime-Glo™ MT Cell Viability Assay

cat. G9711

- Monitor cell viability continually in the same sample well up to 72 hours
- The assay reagent can be added to cells during plating, during treatment or at the end of treatment
- No cell washing, media removal or further additions are required.
- The assay measures the reducing potential of viable cells, and is ATP-independent, providing an orthogonal method for viability or cytotoxicity determination.
- Assay generates a luminescent readout.

Watch video





Promega, CellTox™ Green Cytotoxicity Assay

cat. G8741

- Fluorescent assay with a flexible protocol to perform kinetic or endpoint cytotoxicity analysis after extended exposure, up to 72 hours.
- CellTox™ Green Dye binds DNA of cells with impaired membrane integrity.
- Multiplex with luminescent assays to obtain more data per well.

Watch video

Did you know?

More data from one well with less variability

Real-Time Assay	=	multiple data points	=	**ONE** assay plate
End-Point Assay	=	multiple data points	=	**multiple** assay plates

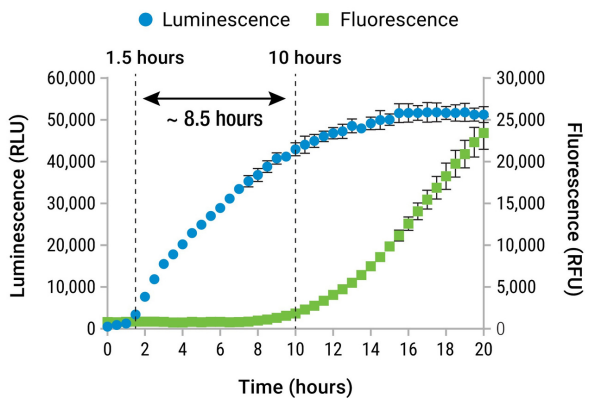
TOP PRODUCTS

Promega, RealTime-Glo™ Annexin V Apoptosis and Necrosis Assay

cat. JA1011

- no-wash, one-step Annexin V assay.
- measures the real-time exposure of phosphatidylserine
- necrosis assay contains also necrosis assay reagent, a cell membrane impermeable DNA-binding dye.
- non-lytic and the simple "add-and-read" method allows multiple readings from a single assay well
- can be scaled to large screening studies

Adjacent diagram: The time delay between the emergence of phosphatidylserine/Annexin V - complex and the loss of membrane integrity indicates an apoptotic phenotype that leads to secondary necrosis.



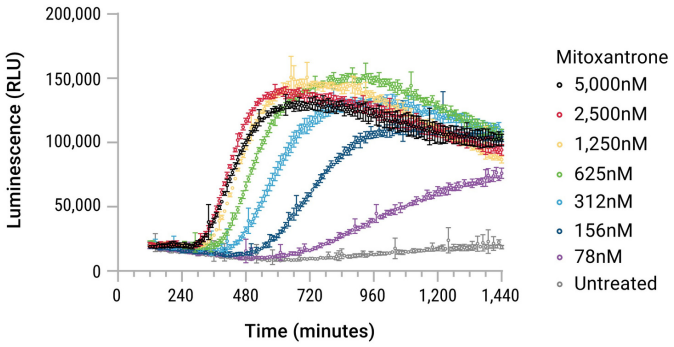
Promega, RealTime-Glo™ Extracellular ATP Assay

cat. GA5010

- get more data per well with real-time monitoring
- just add, mix, measure; no supernatant sampling
- bioluminescent assay designed for kinetic monitoring of ATP released from dying, stressed or activated cells
- allows you to continually monitor extracellular ATP so you won't miss crucial time points

Watch video

Adjacent diagram: U937 cells were treated with a dilution of mitoxantrone, an anthracycline shown to induce immunogenic cell death (ICD). RealTime-Glo™ Extracellular ATP Assay Reagent was added, and the assay plate was placed in a plate reader set at 37°C. Luminescence was collected every 10 minutes for 24 hours.



Easy to use

ADD - MIX - MEASURE

Live-cell kinetitic assay workflow

1. Plate your cells and add the reagent directly to the cells only once
2. The assay can be performed without further washing or processing steps
3. Read the plate at each time point, as many times you need