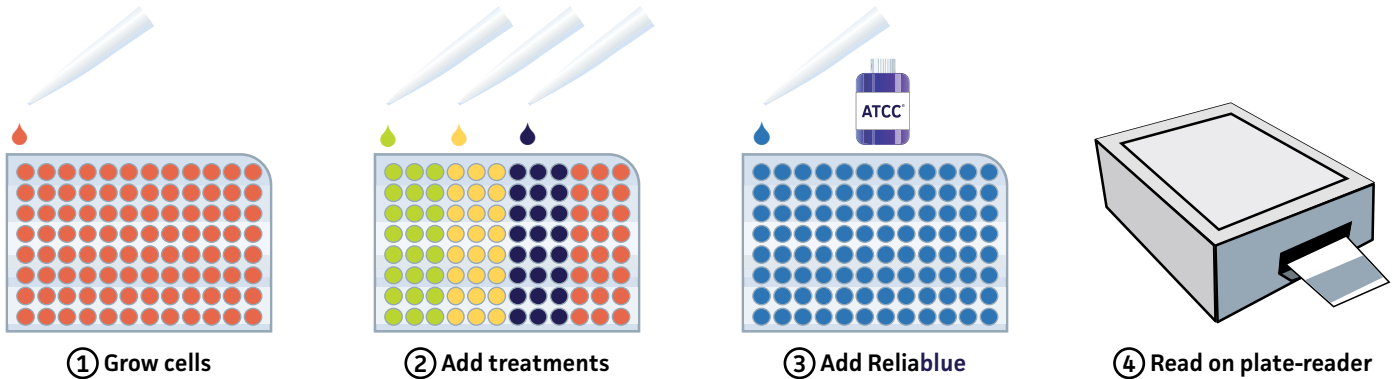


## RELIABLUE™ CELL VIABILITY REAGENT: A ONE-STEP REAGENT FOR ASSESSMENT OF CELL VIABILITY, PROLIFERATION, AND METABOLISM

Precise and sensitive methods for assaying the proliferation and viability of cell cultures are essential to toxicological, pharmacology, and basic research studies. ATCC has developed Reliablue™ (ATCC® 30-1014™), a resazurin-based cell proliferation assay that is sensitive and non-toxic to cells. This single-component reagent can determine cell viability and proliferative capacity of live adherent and suspension cell cultures. The assay is quantitative, sensitive, scalable, and aseptically prepared. It is designed to be used in a 96 (or greater) well plate, and can be used for compound screening in a high throughput format.

- High sensitivity
- Single reagent
- Cell culture grade
- Non-destructive nature for continuous, non-endpoint assay
- Scalable for high-throughput assays

### BASIC 4-STEP ASSAY WORKFLOW

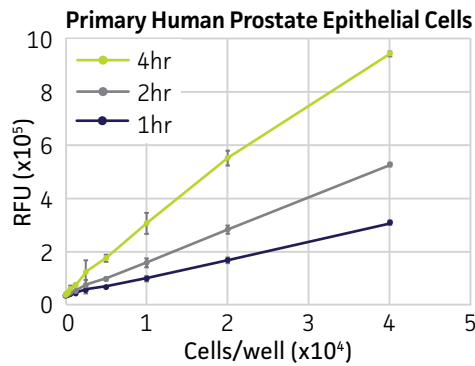
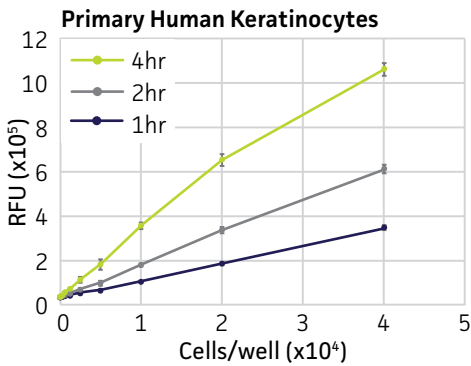
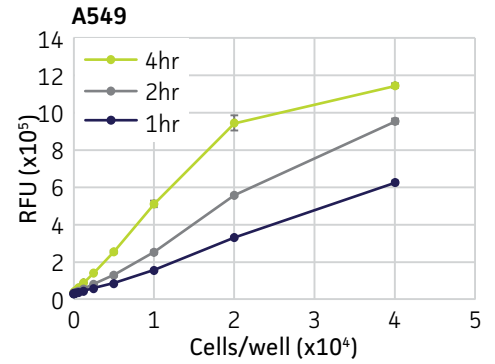
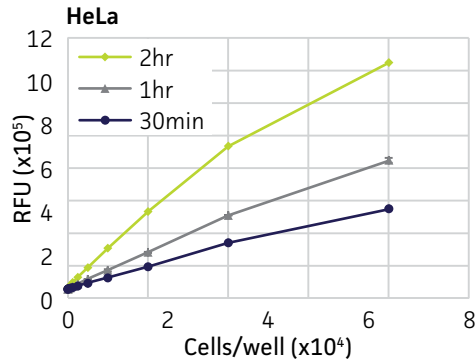
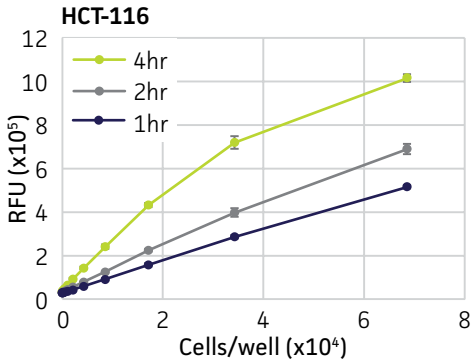
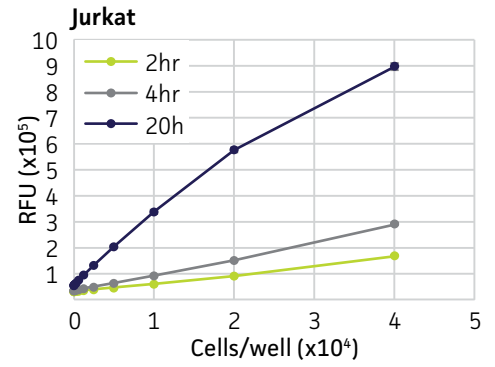
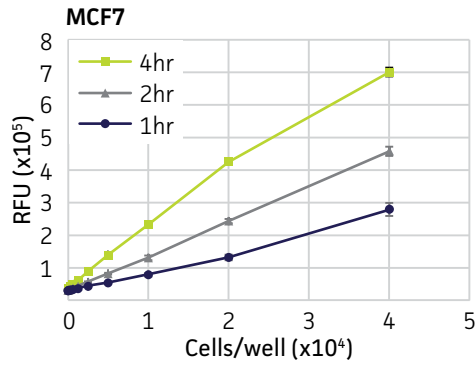
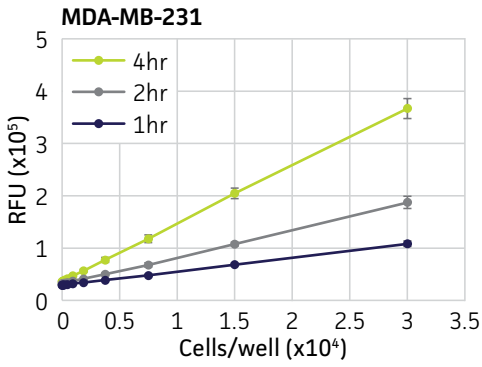


Reliablue Reagent is supplied in a 10X ready-to-use format that can be added directly to cells, typically in multiwell plates. An overview of the workflow is shown above.

### RELIABLUE REAGENT MEASURES UP AGAINST OTHER VIABILITY ASSAYS

	Reliablue	Other resazurin assays	MTT/XTT assays	ATP assays
Keeps your cells alive?	✓	✓	✗	✗
.22 micron sterile filtered?	✓	Varies	✗	✗
Negative for bacteria, yeast, fungi, mycoplasma?	✓	Varies	✗	✗
Physiological pH specification?	✓	Varies	✗	✗
Physiological osmolarity specification?	✓	Varies	✗	✗
Cell culture grade?	✓	Varies	✗	✗

**What cell types has Reliablue Reagent been tested with?** Reliablue Reagent works with all kinds of cell types including continuous cell lines, cancer lines and primary cells.



**Reliablue-derived viability curves.** Various ATCC cell lines and primary cells were seeded at the indicated number per well in 96-well plates and incubated with Reliablue Reagent for the indicated times at 37°C/5% CO<sub>2</sub>. Fluorescent signal was recorded at ex570/em590.

Order Reliablue at [www.atcc.org/proliferation](http://www.atcc.org/proliferation)

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