

## Technically Speaking: Cell Viability Assays

## **ABSTRACT**

Promega offers many tools for measuring apoptosis in cells, tissues and lysates. The Apo-ONE™ Homogeneous Caspase-3/7 Assay provides an accurate means of detecting apoptotic activity, while the CellTiter-Glo™ Luminescent Cell Viability Assay allows rapid, scalable determination of cell viability. This article examines these tools in the context of Promega's complete line of cell research products, including the CellTiter 96® Assays and CytoTox 96® Non-Radioactive Cytotoxicity Assay.

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