

Introducing the CellTiter-Blue[®] Cell Viability Assay

ABSTRACT

To assist researchers in measuring cell viability in vitro, Promega introduces the CellTiter-Blue™ Cell Viability Assay. The assay provides a homogeneous, fluorometric method for estimating the number of viable cells in multiwell plates. The simple procedure involves addition of a single reagent directly to cells cultured in serum-supplemented medium. This article describes the assay and highlights its advantages for automated cytotoxicity screening.

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