



Cell proliferation & cytotoxicity assay



MJS
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A Division of...
 CHROMATOGRAPHIC
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Technology

Orangu™ is a non-cytotoxic, highly sensitive colorimetric assay for the determination of cell viability in cell proliferation and cytotoxicity assays.

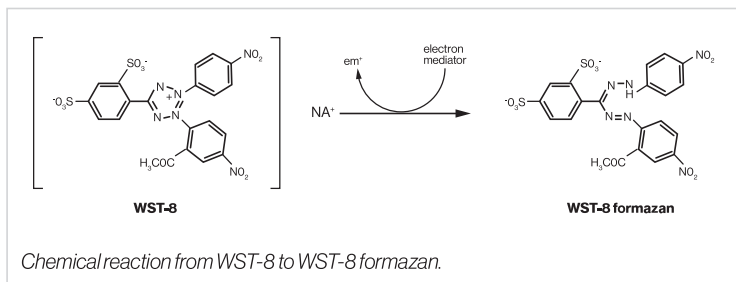
- **Non-cytotoxic:** further experiments can be carried out with the same cells post-measurement
- **Highly sensitive:** absorbance measurement at 450 nm to detect even small cell number differences
- **Easy-to-use:** one simple solution for a less than 15 minutes hands-on protocol

Assay principle

Orangu™ relies on the activity of multiple intracellular dehydrogenases while other proliferation quantification methods rely only on the activity of the mitochondrial dehydrogenase.

The assay utilizes WST-8, a highly water-soluble tetrazolium salt, which produces an orange coloured formazan dye upon reduction in the presence of an electron mediator.

The amount of the formazan dye generated by dehydrogenases in the cells is directly proportional to the number of viable cells and the length of incubation.



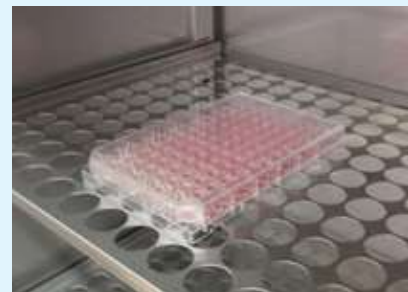
Orangu™ is easy-to-use

The Orangu™ assay is supplied as a ready-to-use solution and can be performed in 3 steps:

1 Add neat Orangu™ solution to each well



2 Incubate the plate for 1 to 4 hours in a humidified incubator

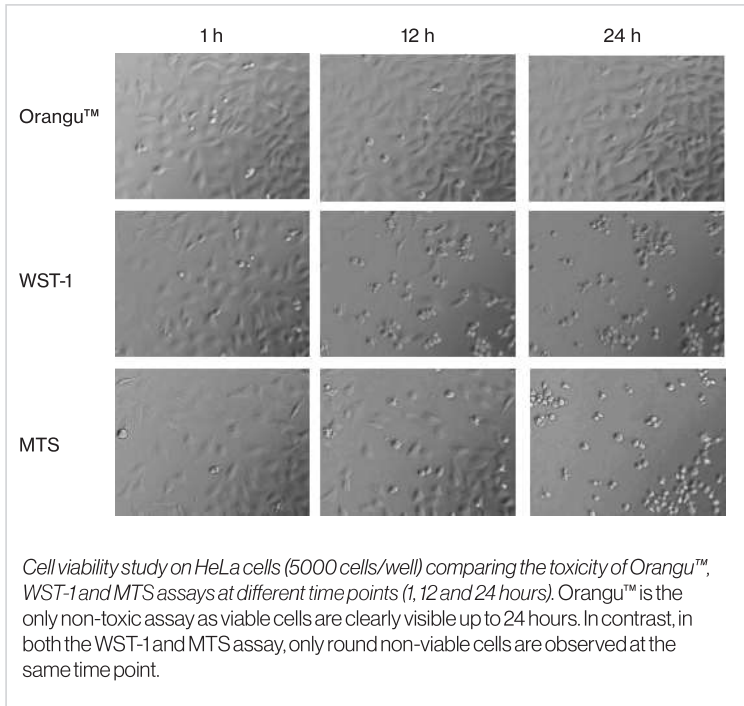


3 Measure the absorbance at 450 nm using a microplate reader



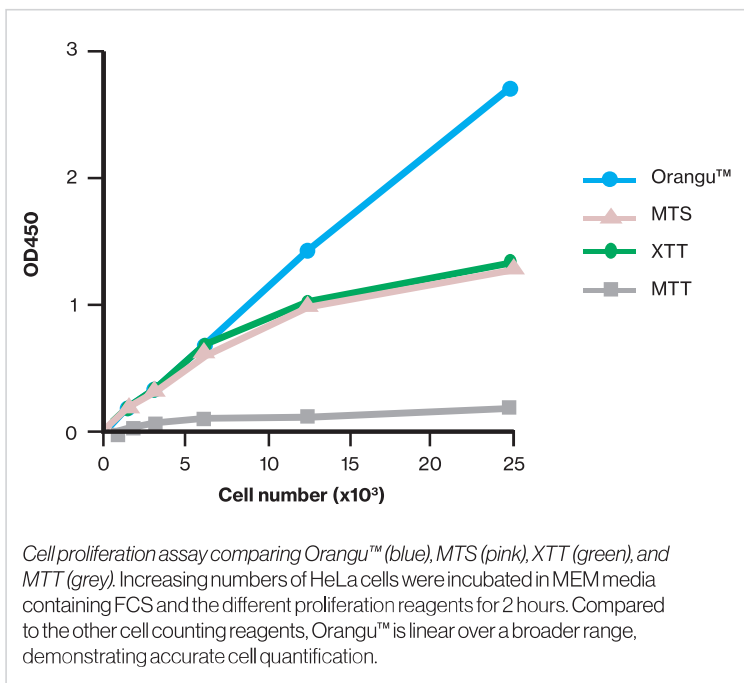
Why choose Orangu™?

Orangu™ is non-cytotoxic



The WST-8 reagent is non-toxic for the cells and allows other measurements or multiple time points to be performed on the same sample making this assay an ideal choice for precious experiments.

Orangu™ is highly sensitive



The Orangu™ assay is more sensitive than other available assays which are widely used, guaranteeing that even small cell number differences are detected.

Cat code	Product name
OR01-500	Orangu™, 5 ml
OR01-1000	Orangu™, 2 x 5 ml

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Cell Guidance Systems' reagents and services enable control, manipulation and monitoring of the cell, both *in vitro* and *in vivo*

Growth Factors

- Conventional (unformulated)
- PODS® - Sustained release

Exosomes

- Exo-spin™ - Purification
- ExoLISA™ - ELISA-like detection
- Instant Exosomes™ - purified and characterized
- NTA Service
- Freeze drying service

PeptiGel®

- Tunable self-assembling peptide hydrogels

Other products and services

- Small Molecules
- Softwell™ - 2D hydrogel (Europe only)
- Orangu™ - Cell counting reagent
- LipoQ™ - Lipid quantification assay
- Primary Hepatocytes

Cytogenetics

- Karyotype Analysis
- Array Hybridization

Scan for orangu cell counting product page



www.cellgs.com



Available in Canada at ...



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