

Food & Agri Assay Guide



ASPIRE TO

INNOVATE



HIGH QUALITY VALIDATED ASSAY KITS

About Assay Genie

Assay Genie is a proprietary range of assay kits developed by Reagent Genie, a global life science reagents company based in London and Dublin.

Founded by **Colm Ryan PhD** and **Seán Mac Fhearraigh PhD**, our goal is to provide you with premium quality Assay kits along with excellent technical and logistics support, so you can maximise your success.



COLM RYAN PhD
CEO & co-founder of
Reagent Genie



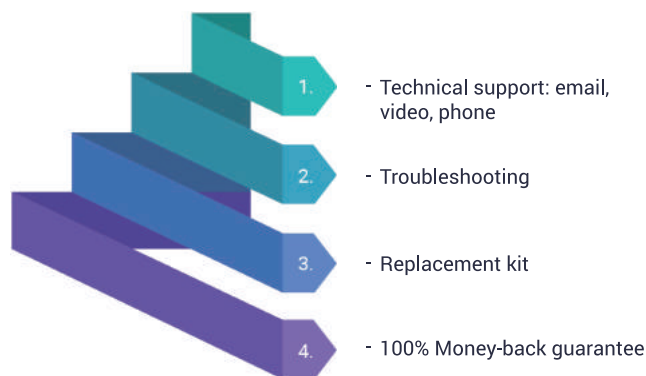
SEÁN MAC FHEARRAIGH PhD
CTO & co-founder of Reagent Genie

Maximum Support & Guarantee

Assay Genie provides excellence in support to all our customers!

We provide all our customers with application-based technical support before, during and after your experiments. On those rare occasions when problems arise, we have a defined series of customer-centric steps to ensure that you are happy with our product.

So, don't worry, we also offer a 100% money-back guarantee should our products not perform as specified.



Rapid Global Delivery

Whether you are served by one of our trusted local distributors or are part of our direct sales network, we endeavour to ship your products to you on-time, every time!

Contact us 24/7 on hello@assaygenie.com to find our shipping times to your laboratory.



FOOD AND AGRI ASSAYS

| PRODUCT | READOUT | SAMPLES | DETECTION | MECHANISM |
|----------------------------------|---------------------------|---|----------------------|----------------------------------|
| Acetaldehyde Assay Kit (BA0071) | Colorimetric | Biological samples (e.g. plasma, serum, urine, tissue and culture media) and food/beverage samples (e.g. wine, coffee, and juice) | OD565nm | MTT |
| Acetylcholine Assay Kit (BA0069) | Colorimetric/Fluorometric | Serum, plasma, urine, saliva, milk, tissue, and cell culture etc | OD570nm, FL530/585nm | Genie Red |
| Acetate Assay Kit (BA0140) | Colorimetric/Fluorometric | Serum, plasma, food, agriculture and environment | OD570nm, FL530/585nm | Genie Red |
| alpha-Amylase Assay Kit (BA0082) | Colorimetric | Blood, saliva, urine, agriculture etc | OD585nm | Genie Red |
| Ammonia Assay Kit (BA0054) | Fluorometric | Biological (e.g. urine) and environmental samples | FL360/450nm | Improved o-phthalaldehyde method |
| Antioxidant Assay Kit (BA0059) | Colorimetric | Serum, plasma, urine, saliva, food and beverage etc | OD570nm | Cu ²⁺ Reduction |
| Ascorbic Acid Assay Kit (BA0077) | Colorimetric/Fluorometric | Serum, plasma, urine, saliva, milk, tissue and cell culture | OD570nm, FL530/585nm | Genie Red |
| BCG Albumin Assay Kit (BA0029) | Colorimetric | Serum, plasma, urine, biological preparations | OD620nm | Improved bromcresol green |

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| PRODUCT | READOUT | SAMPLES | DETECTION | MECHANISM |
|---------------------------------|---------------------------|--|------------------------|-----------------------------|
| Calcium Assay Kit (BA0032) | Colorimetric | Biological, food and environment | OD612nm | Phenolsulphonephthalein dye |
| Choline Assay Kit (BA0088) | Colorimetric/Fluorometric | Serum, plasma, urine, saliva, milk, tissue, cells etc | OD570nm or FL530/585nm | Genie Red |
| Chloride Assay Kit (BA0033) | Colorimetric | Biological, food and environment | OD610nm | Improved Fried method |
| Chromium Release Assay (BA0019) | Colorimetric | Biological (serum, plasma etc), environmental (water, soil etc), food and beverage samples chromogenic dye | OD480nm | Chromagen |
| Citrate Assay Kit (BA0090) | Colorimetric/Fluorometric | Serum, plasma, agriculture etc | OD570nm, FL530/585nm | Genie Red |
| Copper Assay Kit (BA0035) | Colorimetric | Biological, environment, food and beverage | OD359nm | Chromagen |
| D-Mannitol Assay Kit (BA0133) | Colorimetric | Biological, food, beverage and agricultural products | OD565nm | MTT |
| D-Sorbitol Assay Kit (BA0147) | Colorimetric | Biological (e.g. blood), food, beverage and agriculture samples | OD565nm | MTT |
| Ethanol Test Kit (BA0039) | Colorimetric | Alcoholic beverages etc. | OD580nm (Chemical) | Dichromate Method |

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|--|---------------------------|--|----------------------|--|
| Formaldehyde Assay Kit (BA0022) | Fluorometric | Biological, food, beverage, environment | FL370/470nm | Formaldehyde is derivatized with acetoacetanilide in the presence of ammonia |
| Free Fatty Acid Measurement Kit (BA0101) | Colorimetric/Fluorometric | Serum, plasma, urine, saliva, milk, cell cultures, food, agriculture etc | OD570nm, FL530/585nm | Genie Red |
| Fructose Assay Kit (BA0109) | Colorimetric | Serum, plasma, urine, saliva, milk, culture medium, food, beverage, agriculture etc | OD565nm | MTT |
| Fumarate Assay Kit (BA0110) | Colorimetric | Food, beverage and other biological samples (e.g. cell lysate, tissue homogenate, serum) | OD565nm | MTT |
| Galactose Assay Kit (BA0112) | Colorimetric/Fluorometric | Serum, plasma, urine, saliva, milk, culture medium, food, beverage, agriculture etc | OD570nm, FL530/585nm | Genie Red |
| Glucose Assay Kit (BA0041) | Colorimetric | Serum, plasma, urine, saliva, milk, culture medium, food, agriculture etc | OD630nm (Chemical) | Improved o-Toluidine Method |
| Glucose Assay Kit (BA0081) | Colorimetric/Fluorometric | Serum, plasma, urine, saliva, milk, culture, medium, food, agriculture etc | OD570nm, FL530/585nm | Genie Red |
| Glycerol Assay Kit (BA0115) | Colorimetric/Fluorometric | Biological, food, beverage etc | OD570nm, FL530/585nm | Genie Red |
| Histamine Assay Kit (BA0120) | Colorimetric | Food, beverage and agricultural products | OD565nm | MTT |

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|---|---------------------------|--|----------------------|---|
| Indican Assay Kit (1000 tests) (BA0036) | Colorimetric | Urine | OD480nm | Improved Curzon and Walsh Method |
| Indole Assay Kit (BA0046) | Colorimetric | Bacterial growth medium | OD565nm | Modified version of Ehrlich's and Kovac's reagents |
| Invertase Activity Kit (BA0123) | Colorimetric/Fluorometric | Biological, environment (soil) etc | OD570nm, FL530/585nm | Genie Red |
| Iron Assay Kit (BA0040) | Colorimetric | Biological (e.g. serum) and environmental samples | OD590nm | Chromagen |
| Isocitrate Assay Kit (BA0089) | Colorimetric | Food, beverage, biological samples (e.g. cell lysate, tissue homogenate, serum, etc) | OD565nm | MTT |
| Isocitrate Assay Kit (BA0103) | Fluorometric | Food, beverage, biological samples (e.g. cell lysate, tissue homogenate, serum, etc) | FL530/585nm | Genie Red |
| Lactose Assay Kit (BA0126) | Colorimetric/Fluorometric | Biological, milk, food and agriculture | OD570nm, FL530/585nm | Genie Red |
| Lactulose Assay Kit (BA0128) | Colorimetric | Food, beverage, agricultural products and biological samples | OD565nm | MTT |
| Lipase Assay Kit (BA0052) | Colorimetric | Serum, plasma, saliva, urine etc | OD412nm | Improved dimercaptopropanol tributyrate (BALB) Method |

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|--|---------------------------|---|----------------------|--------------------------|
| Liquid Zinc Assay (BA0051) | Colorimetric | Serum, plasma, urine, saliva, food, beverage and environment | OD425nm | Chromogen |
| Magnesium Assay Kit (BA0045) | Colorimetric | Biological, food and beverage | OD500nm | Calmagite Dye |
| Malachite Green Phosphate Assay Kit (BA0048) | Colorimetric | Serum, urine, saliva, sweat, tissue culture, food, environment etc | OD620nm | Improved Malachite Green |
| Malate Assay Kit (BA0129) | Colorimetric | Malate in food, juice, beverage and other agricultural products | OD565nm | MTT |
| Maltose Assay Kit (BA0132) | Colorimetric/Fluorometric | Serum, urine, food and beverages, etc | OD570nm, FL530/585nm | Genie Red |
| Nitric Oxide Assay Kit (BA0007) | Colorimetric | Plasma, serum, urine, tissue/cells and foods | OD540nm | Improved Greiss Method |
| Sialic Acid Assay Kit (BA0058) | Colorimetric/Fluorometric | Serum, plasma, saliva, milk etc | OD549nm, FL555/585nm | Improved Warren Method |
| Starch Assay Kit (BA0068) | Colorimetric/Fluorometric | Biological, agriculture, food etc | OD570nm, FL530/585nm | Genie Red |
| Succinate Assay Kit (BA0149) | Colorimetric/Fluorometric | Food, beverage, agricultural products and other biological samples | OD570nm, FL530/585nm | Genie Red |
| Sucrose Assay Kit (BA0151) | Colorimetric | Serum, plasma, urine, saliva, milk, culture medium, food, beverage, agriculture etc | OD565nm | MTT |

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|------------------------------------|--------------|---|--------------------|--|
| Sulfate Assay Kit (BA0057) | Colorimetric | Serum, urine, food and environment | OD600nm | Improved method utilizes quantitative formation of insoluble barium sulfate in polyethylene glycol |
| Urea Assay Kit (BA0050) | Colorimetric | Serum, plasma, urine, milk, cell/tissue culture, bronchoalveolar lavage (BAL), food, beverage and environment | OD520nm (Chemical) | Improved Jung Method |
| Urease Activity Assay Kit (BA0061) | Colorimetric | Biological, environment etc | OD670nm | Berthelot Method |
| Uric Acid Assay Kit (BA0049) | Colorimetric | Serum, plasma, urine and other biological samples | OD590nm | Improved method utilizes 2,4,6-tripyridyl-s-triazine that forms a blue colored complex specifically with iron in the presence of uric acid |



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