

Food & Agri Assay Guide

AssayGenie 

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



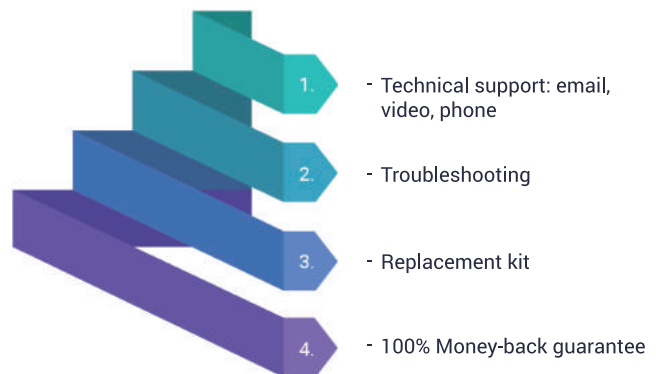
SEÁN MAC FHEARRAIGH PhD
CTO & co-founder of Reagent Genie

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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PRODUCT	READOUT	SAMPLES	DETECTION	MECHANISM
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

ELISAGenie



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AntibodyGenie



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