

GENE-UP[®]

PROBIOTIC SPECIES ID

DEVELOPED IN PARTNERSHIP WITH 

SPECIES-LEVEL IDENTIFICATION IN 90 MINUTES OR LESS*

GENE-UP[®] PROBIOTIC SPECIES ID, developed through bioMérieux's xPRO™ Program in partnership with NOW Foods Inc., is the first-of-its-kind commercialized species-level identification PCR solution for species-level identification of probiotics, empowering dietary supplement manufacturers, reference labs, and co-manufacturers to meet rising demands for label transparency and operational efficiency.

GENE-UP[®] PROBIOTIC SPECIES ID VS OTHER AVAILABLE METHODS



GENE-UP[®]
PROBIOTIC
SPECIES ID



OTHER
AVAILABLE
METHODS

SPECIES-LEVEL IDENTIFICATION	●	●
LOW-TOUCH IN-HOUSE TESTING	●	⊗
RESULTS IN 90 MINUTES OR LESS*	●	⊗
OPTIMIZED COST	●	⊗
SUPPORTS LABEL CLAIM COMPLIANCE	●	●
CO-DEVELOPED WITH NOW FOODS INC. FOR REAL-WORLD CREDIBILITY	●	⊗

● YES ⊗ NO

*Workflow time may vary based on test volume and operational condition