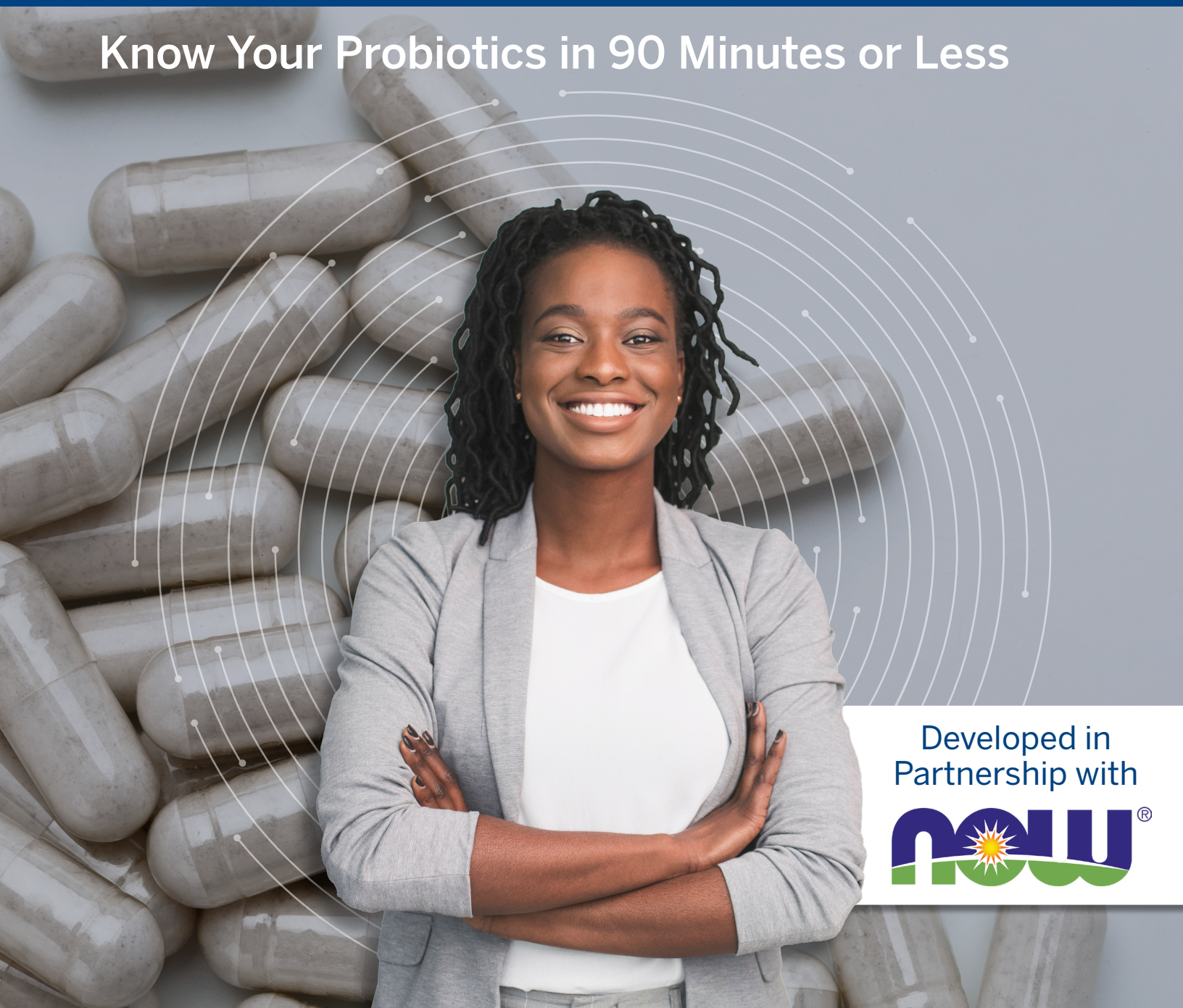




BIOMÉRIEUX

GENE-UP[®] PROBIOTIC SPECIES ID

Know Your Probiotics in 90 Minutes or Less



Developed in
Partnership with



Your Trusted Partner in Augmented Diagnostics

PIONEERING DIAGNOSTICS

CONFIRM PROBIOTIC SPECIES WITHOUT THE WAIT

Developed through bioMérieux's xPRO™ Program in partnership with NOW®, GENE-UP® PROBIOTIC SPECIES ID is the first of-its-kind commercialized rapid, on-site PCR solution designed for species-level verification of common probiotic organisms' species across raw materials and finished products.

With results in 90 minutes or less*, this solution helps to remove the cost, complexity, and delays of other available methods—helping quality teams move faster, retain control of their data, and confidently support probiotic label claims.

How It Works



SAMPLE PREPARATION: ~10 MINUTES

LYSIS: ~10 MINUTES

PCR & DATA ANALYSIS: ~60 MINUTES

GENE-UP[®] PROBIOTIC SPECIES ID Impact

- **RAPID:** Significantly reduces time-to-result – from days to results in 90 minutes or less*
- **SIMPLE:** Easy PCR workflow for anyone in any lab
- **RELIABLE:** Species-level verification to strengthen label-claim confidence and brand trust
- **EFFICIENT:** Accelerates product release while minimizing external testing costs and delays
- **ACCESSIBLE:** Delivers greater data ownership and operational flexibility



“Our partnership with bioMérieux to develop GENE-UP[®] PROBIOTIC SPECIES ID lets us quickly get accurate, on-site results in under 90 minutes—helping us stay efficient, reduce waste, and consistently deliver products that meet label claims and protect our brand.”

Maria Mendres, Microbiology Manager, NOW



ORDERING INFORMATION

GENE-UP[®] PROBIOTIC SPECIES ID | 96 tests/kit
SEVERAL SPECIES ID PANELS AVAILABLE
LYOPHILIZED FORMAT



LEARN MORE ABOUT GENE-UP[®] PROBIOTIC SPECIES ID

Visit our website for more details on the most innovative rapid test for species ID.

[biomerieux.com/
gene-up-probiotic-species-id](http://biomerieux.com/gene-up-probiotic-species-id)

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

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