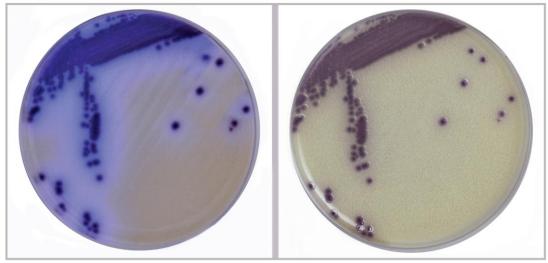


## For Immediate Release:

## Differentiate the big three Vibrio pathogens on one Plate

HardyCHROM<sup>TM</sup> Vibrio was developed as a medium for differentiating *V. cholerae*, *V. parahaemolyticus*, and *V. vulnificus* from other Vibrios based on colony color and fluorescence.



Deadly pathogens *V. cholerae* and *V. vulnificus* are differentiated from other *Vibrios* by their magenta coloration and fluorescence under UV light.

The deadly pathogens *V. cholerae* and *V. vulnificus* are differentiated from other Vibrios by their magenta coloration and from each other by the fluorescence of *V. vulnificus* under UV light.

**Santa Maria, California; April 1, 2015** – Hardy Diagnostics, an ISO certified biomedical firm, is pleased to announce the release of HardyCHROM<sup>TM</sup> Vibrio, a highly selective culture medium recommended for use in the primary screening, isolation, and differentiation of Vibrio pathogens.

The shellfish pathogen *V. parahaemolyticus* is differentiated from other Vibrios such as *V. alginolyticus* by its teal coloration. The deadly pathogens *V. cholerae* and *V. vulnificus* are differentiated from other Vibrios by their magenta coloration and from each other by the fluorescence of *V. vulnificus* under UV light.



HardyCHROM<sup>TM</sup> Vibrio is the only chromogenic media to differentiate *V. cholera*, *V. parahaemolyticus* and *V. vulnificus* on the same plate. The fluorogenic reaction adds another dimension for thorough differentiation. Independent studies showed superior performance compared to the traditional TCBS agar method. HardyCHROM<sup>TM</sup> Vibrio has been shown to reduce costs compared to other more expensive screening methods such as PCR. HardyCHROM<sup>TM</sup> Vibrio is also available in the CRITERION<sup>TM</sup> Dehydrated Culture Media format as well as the prepared plated media. The HardyCHROM<sup>TM</sup> Vibrio formula has a patent pending.

## ABOUT HARDY DIAGNOSTICS

Hardy Diagnostics is an employee owned company that is an FDA licensed and ISO 13485 certified manufacturer of medical devices for microbiological procedures in both clinical and industrial laboratories. The company manufactures over 3,500 products for the culture and identification of bacteria and fungi from its Santa Maria, California headquarters and its Springboro, Ohio facility. Currently over 9,000 laboratories are serviced by Hardy Diagnostics throughout the nation.

The company was founded in 1980 by Jay Hardy, a Clinical Laboratory Scientist from Santa Barbara, CA. Today, Hardy Diagnostics maintains nine distribution centers throughout the U.S. and exports products to over 65 foreign distributors.

The company's mission is to partner with its laboratory customers to prevent and diagnose disease. For more information, visit www.HardyDiagnostics.com

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