



Brilliance™ CampyCount

Brilliance™ CampyCount Agar - a chromogenic selective medium for the enumeration of *C. jejuni* and *C. coli* from poultry and related samples.

OBSERVATION MADE SIMPLE

- Dark red colonies on a clear background

QUANTITATIVE

- Novel selectivity enable accurate, quantitative recovery of target organisms*

ACCURATE CALCULATION

- Transparent medium allows enumeration on plate readers

EASY IDENTIFICATION

- Reduced *Campylobacter* swarming for improved isolation of individual colonies



Available from:

remel

Part of Thermo Fisher Scientific

800-255-6730

www.remel.com

Brilliance™ CampyCount Agar

Brilliance™ CampyCount Agar is a new medium specifically designed for accurate, specific and easy enumeration of *C. jejuni* and *C. coli*, as opposed to presence/absence testing. It is a highly selective, easy-to-read agar medium for the presumptive identification and enumeration of *C. jejuni* and *C. coli* from poultry and related samples.

Brilliance CampyCount Agar is a transparent medium which makes identification of *C. jejuni* and *C. coli* significantly easier than on traditional charcoal or blood containing agars. It contains an indicator that, when metabolized by the target organisms, changes color. As it builds up in the cells it turns colonies dark red, making all *C. jejuni* and *C. coli* colonies readily identifiable.

The components of Brilliance CampyCount Agar have been carefully designed to maximize growth of *C. jejuni* and *C. coli* while inhibiting non-target organisms. This defined formulation means the medium can be used to accurately enumerate the loading of *C. jejuni* and *C. coli* on poultry carcasses and related samples.



Protocol for enumeration of *C. jejuni* and *C. coli* using Brilliance CampyCount Agar

Day 0: Plating

Dilute sample in appropriate diluent

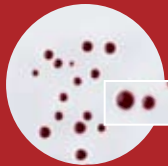
In duplicate, spread 0.1ml of appropriate dilution onto 2 x Brilliance CampyCount Agar plates.

Incubate for 48h ± 1h at 41.5°C in a microaerophilic atmosphere



Day 2: Results

If present, select at least 5 well isolated, dark red colonies



Confirm using O.B.I.S. Campy

Alternatively confirm colonies using standard ISO methods.



Campylobacter Food Poisoning

Campylobacter is a leading cause of enteric disease in most developed countries. The organism is endemic in many poultry populations; 98% of food-borne infections are caused by *C. jejuni* and *C. coli*.

In recent years, there have been numerous improvements in animal husbandry and carcass processing that have reduced the prevalence of *Campylobacter* in poultry. However, it is unfeasible that the complete elimination of *Campylobacter* can be brought about in the near future. To reduce human infection, it is generally accepted that further reduction in the levels of *Campylobacter* on the fowl is a more feasible goal. In order to bring this about, a shift in industry standards from a presence/absence testing to enumeration needs to occur. Brilliance CampyCount Agar makes this transition easy.

The table below shows the results of Brilliance CampyCount Agar validated against mCCDA in accordance with ISO/TS 10272-2:2006. Sensitivity was tested using a total of 81 *Campylobacter* strains isolated from poultry and associated environments and specificity was tested using 139 non-target strains.

Media	Specificity (n=139)	Sensitivity (n=81)
mCCDA	91%	100%
Brilliance CampyCount Agar	99%	100%

NEW Brilliance CampyCount Agar

Brilliance CampyCount Agar (prepared) (Remel)
(Not for IVD use)

Format Pkg Size REF

Monoplate 10/Pk R110168

The Remel and Oxoid range of products offer the complete solution for *Campylobacter* testing needs.

Dehydrated Media and Additives for Broth Media

Bolton Broth Base (Oxoid)	500G	Each	CM0983B
Bolton Broth Base Selective Supplement (Oxoid)	For 500ml	10/Pk	SR0183E
Bolton Broth Selective Supplement (modified) (Oxoid)	For 500ml	10/Pk	SR0208E
Campylobacter Growth Supplement (Oxoid)	For 500ml	10/Pk	SR0232E

Dehydrated Media and Additives for Plated Media

Campylobacter Blood-Free Selective Agar Base (Remel)	500G	Each	R452722
Campylobacter Blood-Free Selective Agar Base (Oxoid)	500G	Each	CM0739B
Campylobacter Agar Base (Karmali) (Oxoid)	500G	Each	CM0935B
Campylobacter Selective Supplement (Karmali) (Oxoid)	For 500ml	10/Pk	SR0167E
Karmali Selective Supplement (modified) (Oxoid)	For 500ml	10/Pk	SR0205E
CCDA Selective Supplement (Oxoid)	For 500ml	10/Pk	SR0155E
	For 2L	10/Pk	SR0155H

Atmosphere Generation

Anaeropack Rectangular Jar	2.5L	Each	R685025
Anaeropack Rectangular Jar	7.0L	Each	R685070
AnaeroPack - MicroAero - jar gas generator		20/Pk	R681005
Anaeropouch - Bag For use with R682005	6" x 12"	20/Pk	R686001
Anaeropouch - Clip For use with R682005		10/Pk	R686005
Anaeropouch - MicroAero - pouch gas generator		20/Pk	R682005

Quality Control Organisms

<i>Campylobacter coli</i> ATCC 43478™*	Culti-Loop	5/Pk	R4609387
<i>Campylobacter jejuni</i> ATCC 33291™*	Culti-Loop	5/Pk	R4601400
<i>Escherichia coli</i> ATCC 25922™*	Culti-Loop	5/Pk	R4607050
<i>Staphylococcus aureus</i> ATCC 25923™*	Culti-Loop	5/Pk	R4607010
<i>Candida albicans</i> ATCC 10231™*	Culti-Loop	5/Pk	R4601503

For more information about chromogenic media and other products, please visit www.remel.com or contact your local Technical Sales Representative

Limitations: Brilliance CampyCount Agar is for laboratory use only, by experienced microbiologists. It must not be used beyond the stated expiry date, or if the product shows any signs of deterioration. Media should be validated by the end-user, under local conditions. Identifications on Brilliance CampyCount Agar are presumptive and should be confirmed.

 * Look for the ATCC Licensed Derivative Emblem™ for products derived from ATCC® cultures.