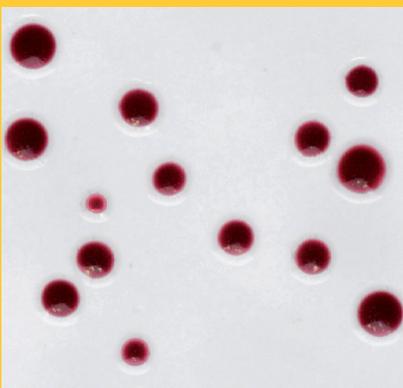




# Brilliance™ CampyCount



**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 enables 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

\* Patent pending

## Oxoid *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 metabolised by the target organisms, changes colour. 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 maximise 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

+

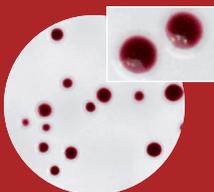
In duplicate, spread 0.1ml of appropriate dilution onto 2 x *Brilliance* CampyCount Agar plates



Incubate for 48h ± 1h at 41.5°C in a microaerobic 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. However, 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%
<i>Brilliance</i> CampyCount Agar	99%	100%

### *Brilliance* CampyCount Agar

	SIZE/FORMAT	ORDER CODE
<i>Brilliance</i> CampyCount Agar (ready-to-use 90mm plates)	10 plates	PO1185A

The Oxoid product range offers the complete solution for all your *Campylobacter* testing needs

#### Broth Media

Bolton Broth Base		500g	CM0983B
Bolton Broth Selective Supplement	(for 500ml medium)	10 vials	SR0183E
Bolton Broth Selective Supplement (modified)	(for 500ml medium)	10 vials	SR0208E
Campylobacter Growth Supplement	(for 500ml medium)	10 vials	SR0232E

#### Plate Media

Campylobacter Blood-Free Selective Agar Base		500g	CM0739B
Campylobacter Agar Base (Karmali)		500 g	CM0935B
Campylobacter Selective Supplement (Karmali)	(for 500ml medium)	10 vials	SR0167E
Karmali Selective Supplement (modified)	(for 500ml medium)	10 vials	SR0205E
CCDA Selective Supplement	(for 500ml medium)	10 vials	SR0155E
	(for 2.0 litres medium)	10 vials	SR0155H

#### Atmosphere Generation

AnaeroJar		1 jar	AG0025A
CampyGen™	(for use in 2.5 litre jar)	2.5 litre	CN0025A
	(for use in 3.5 litre jar)	3.5 litre	CN0035A
CampyGen Compact		20 sachets	CN0020C
Campylobacter Gas Generating Kits	(for jars over 3 litres)	10 sachets	BR0056A
	(for jars under 3 litres)	10 sachets	BR0060A

#### Quality Control Organisms

<i>Campylobacter coli</i> ATCC® 33559™†		5 loops	CL9039
<i>Campylobacter jejuni</i> ATCC® 33291™†		5 loops	CL1400
<i>Escherichia coli</i> ATCC® 25922™†		5 loops	CL7050
<i>Staphylococcus aureus</i> ATCC® 25923™†		5 loops	CL7010
<i>Candida albicans</i> ATCC® 10231™†		5 loops	CL1503

For more information about the Oxoid *Brilliance* range of chromogenic media and other products, please visit [www.oxoid.com](http://www.oxoid.com) or talk to your local Oxoid representative.

**Limitations** Oxoid *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 sign of deterioration. Media should be validated by the end-user, under local conditions. Identifications on *Brilliance* CampyCount Agar are presumptive and should be confirmed.



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DEDICATED TO MICROBIOLOGY

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