



Introducing HiCynth™ - Chemically Defined Media

5th generation INNOVENTION 2015 in MICROBIOLOGY MEDIA



INNOVENTION 2015
Innovative Passion
Fires Inventive Minds

“Change is the watchword of progression.”

After a journey of a thousand miles in the field of ‘Make in India Vision’ and our relentless efforts in lowering the carbon footprint, HiMedia does it again. The innovative minds have come up with a revolutionary range of products called “HiCynth™ Media” thus becoming pioneers in the introduction of Chemically Defined Microbiology Media.

At a time when the regulatory bodies are posing challenges towards the use of animal based peptones and genetically modified organism/ plant, the replacement of these peptones with completely defined chemical components can be considered as the need of the hour. It not only mitigates the safety risks of animal and plant hydrolysates by being free from BSE/TSE/GMO but also contributes towards the responsibility of sustainable environment.

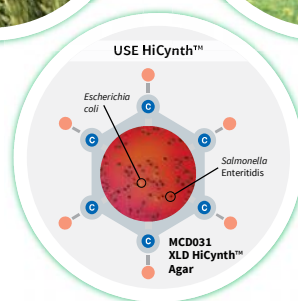
“HiCynth™ Media” the latest innovation, the first of its kind, the 5th generation as we term it in our range of Dehydrated Culture Media makes use of specially developed HiCynth™ peptones. These proprietary chemically defined peptones used in the formulations meet the nutritional requirements of microorganisms in a defined manner. They substitute the undefined organic sources of animal and plant based origin peptones thereby reducing the risk of process related impurities ensuring increased consistency. Thus the component variability



in animal and plant hydrolysates can be overcome by the component consistency of synthetic ingredients.

Advantages :

- » Increased consistency
- » Improved reproducibility
- » Comparable productivity
- » Reduced risk



Did You Know?

Today's "Make in India" vision was HiMedia's dream come true 40 years ago by becoming the first ever Dehydrated Culture Media manufacturer to facilitate the Indian scientists to work with ease.

“Success doesn't come easy - it is the continuous endeavor of creative minds, tireless efforts and a determined goal.”

PRODUCT LISTING

- » Dehydrated Culture Media
 - Powdered
 - Granulated
 - Encapsulated
 - HiVeg™
 - HiCynth™
- » Ready Prepared Media
- » Antimicrobial Susceptibility
- » Lyophilized ATCC Cultures
- » Stains and Indicators
- » Animal and Vegetable Hydrolysates