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microBYTES™

A Hardy Diagnostics eNewsletter



January, 2015

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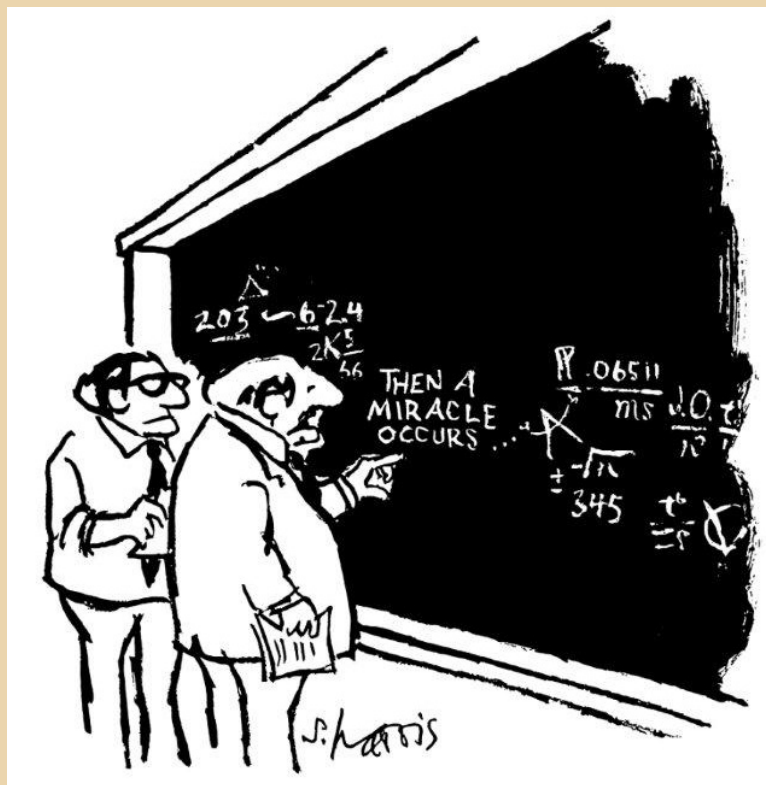
COMPACT DRY



Do you perform colony counts in your lab? Then you will want to try out the new Compact Dry. What's so special about Compact Dry?

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Micro Musings...



"I think you should be more explicit here in step two."

Watch flu viruses attack and multiply

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* * *

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- Anaerobic Microbiology
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- Cosmetics
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- And more...

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[Watch](#) this clever video created for NPR by medical animator, David Bolinsky. In this short video, he shows how a flu virus attaches to a mucosal cell, takes command of the cells replication machinery, and produces a multitude of dastardly progeny.



Mickey's Measles

Magic Kingdom Turns Tragic



* * *

Brainteasers



Brainteasers goes to Hollywood this month. How well do you know the oldies?

[Start here...](#)

Looking back to 2003

Superbowl Commercials

What's more fun...the game or the commercials?



[Here](#) is what is considered by Yahoo to be the best



A trip to The Magic Kingdom, otherwise known as the "Happiest Place on Earth," may get you more than you bargained for. A measles outbreak has been reported in recent weeks at Disneyland and Disney's California Adventure theme parks. The outbreak has expanded to at least 59 confirmed cases of the disease in patients ranging from seven months to 70 years of age. Of the 59 cases, 42 had visited one of the California Disney parks since mid-December to early January. Since Disney attracts visitors from far and wide, the disease has now spread to Utah, Washington, Colorado, Oregon, and Mexico.

California state officials have confirmed vaccination status for 34 of these cases: 28 had never been vaccinated, one was partially vaccinated, and five were fully vaccinated. Of the 28 unvaccinated, six were too young since the first dose of the MMR (measles, mumps, and rubella) vaccine begins at 12 to 15 months of age. The second dose is given between the ages of four and six.

Prior to 1991, only one dose was given, but it is believed the second dose provides increased immunity. Persons born before 1957 are considered immune since measles was so widespread before introduction of the vaccine, but the age distribution of these most recent cases appears to show otherwise. If you are uncertain of your vaccination status or if you plan on visiting public places like theme parks, airports, or international travel, getting immunized to protect

Superbowl commercial of
all time...

* * *

*Making life easier
for the microbiologist...*

CarboFerm

Hardy's CarboFerm offers a quick
and reliable way to identify
Neisseria and *Moraxella* species
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Watch this short video and find out
how easy it is!

View the IFU

Order now...

* * *

CRITERION

your health is encouraged.



Measles is a completely preventable disease and it
has been eliminated in the U.S. since 2000. The
vaccine has been in use since 1963; however,
measles still exists in other areas of the world, and
travelers can still spread the disease.

Persons infected with the virus can be infectious
for nine days. Symptoms typically include: high
fever, cough, runny nose, red (pink) eyes and,
within a few days, a rash appears on the neck and
face and spreads to the rest of the body. Measles
is airborne and highly infectious; it can spread by
droplets from coughs and sneezes often before the
person realizes they are sick. Viral particles in
these droplets can remain viable in the air and on
environmental surfaces for up to two hours.

In recent years, it has become popular in some
pockets of the U.S. population, especially in
California, to delay or avoid vaccinating children
using the "personal belief exemption." The
consequence of this is an increased risk of
outbreaks. As a result, California instituted a new
state law beginning in the 2014-2015 school season
that required parents who opt out to meet with a
care provider to discuss vaccines and preventable
illness. Unvaccinated children are vulnerable to
infection by highly communicable diseases, and
they pose a threat to themselves and the greater
population. As a result of the new state law,
California opt out rates began to decline this year.

Measles is not a trivial illness. There can be serious



Why should you be interested in Hardy's CRITERION dehydrated culture media?

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- Hardy ships anywhere in the world.
- Products are competitively priced. Price quotes welcome.
- Quality is continually tested in Hardy's 3,500 prepared media products.

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* * *

and devastating health consequences, including pneumonia, encephalitis, and death. From 1989-1991, a measles outbreak ravaged California and other states in the U.S., resulting in 17,000 cases and 70 deaths. In addition, the disease has made a comeback in recent years due to a large increase in cases abroad. In 2014, there were over 600 cases of the disease in the U.S., mostly in pockets of unvaccinated children. The change in the vaccine opt out rate may be too late to make a difference this year, but it's hopeful the silver lining from this most recent outbreak may be an eye-opener to the benefits of vaccination.

by Kerry Pierce, MS, RM(NRCM)

Keeping up with the flu epidemic...

Viral Transport



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* * *

Here's how we can help...

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* * *

Optical oddities...



What is it?

Scroll to the bottom of this column for answer.

*"Believe half of what you see
and none of what you hear."*

~ Marvin Gaye ~

RUBES



That's how many distribution centers Hardy Diagnostics maintains to serve you.



[click here](#)

to watch a short video describing our distribution network that delivers fast and reliable service to your lab! [Click here](#) to find out which one services your home town.



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Think about it...



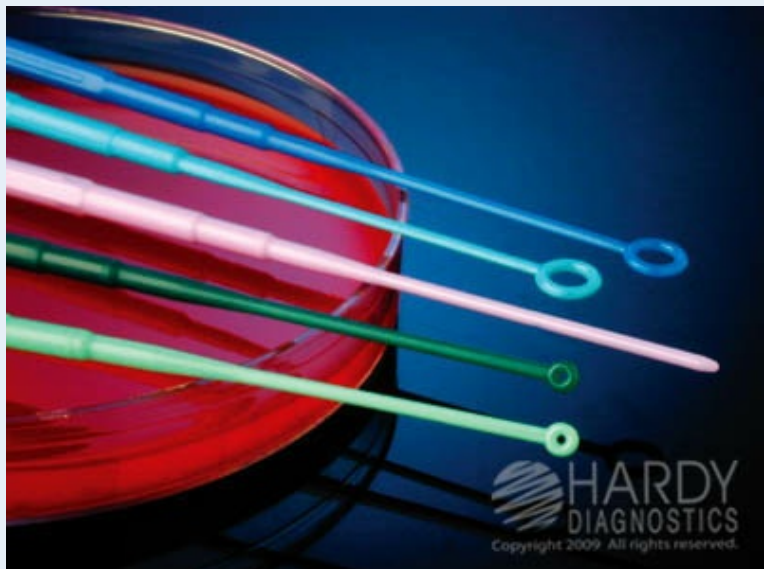
[Find more](#)

of Leigh Rubin's cartoon humor.

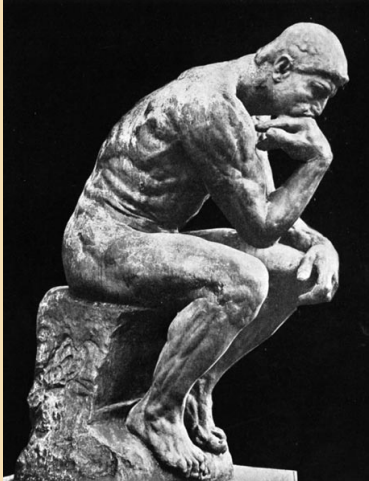
Want to [book Leigh](#) as a speaker at your next event?

Just the way you want it...

SpeedStreaks



Disposable sterile loops make your day go faster! Try out Hardy's complete line of SpeedStreaks and see for yourself. They are available in the 1 or 10ul size; also available in flexible or rigid plastic.



* If a stealth bomber crashes in a forest, will it make a sound?

* If a turtle doesn't have a shell, is he homeless or naked?

* Why don't sheep shrink when it rains?

* Can vegetarians eat animal crackers?

* If the police arrest a mime, do they tell him he has the right to remain silent?

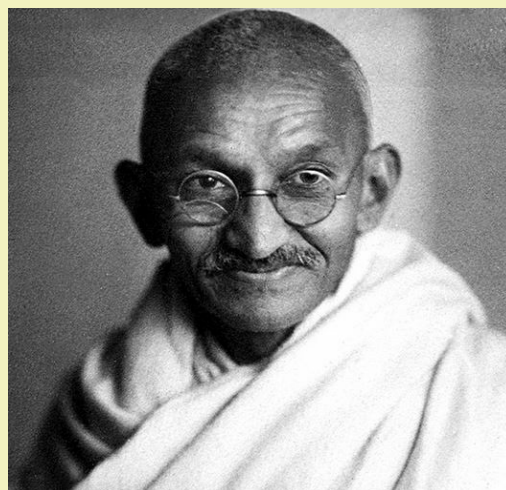
* * *

[Request](#) a sample of SpeedStreaks.

[More information](#) on all types of loops.

[Order](#) some SpeedStreaks.

* * *



*"First they ignore you,
then they laugh at you,
then they fight you,
then you win"*

Mahatma Gandhi
1869 ~ 1948

Wisdom to ponder...



Bono
(Paul David Hewson)

Warning:

Pun Zone Ahead

Irish lead singer and songwriter for the band U2, philanthropist, business man, and venture capitalist. Knighted by Queen Elizabeth II and noted for his philanthropy work in Africa.

"Music can change the world because it can change people."

"Music fills in for words a lot of the time when people don't know what to say, and I think music can be more eloquent than words."

"To be one, to be united is a great thing. But to respect the right to be different is maybe even greater."

"You see, idealism detached from action is just a dream. But idealism allied with pragmatism, with rolling up your sleeves and making the world bend a bit, is very exciting. It's very real. It's very strong."

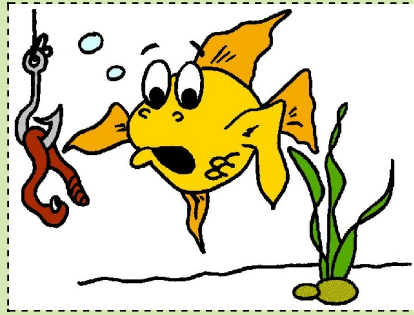
"The less you know, the more you believe."

"Celebrity is ridiculous and silly and it's mad that people like me are listened to - you know, rap stars and movie stars."

"God's Spirit moves through us and the world at a pace that can never be constricted by any one religious paradigm. I love that."

"Music keeps the heart porous in many ways."

"I truly believe that when the history books are written, our age will be remembered for three things: the war on terror, the digital revolution, and what we did - or did not do - to put the fire out in Africa. History,



- When fish are in schools, they sometimes take debate.
- A thief who stole a calendar got twelve months.
- When the smog lifts in Los Angeles, U.C.L.A.
- The batteries were given out free of charge.
- The chicken was banished from the hen house for using foul language.



like God, is watching what we do."



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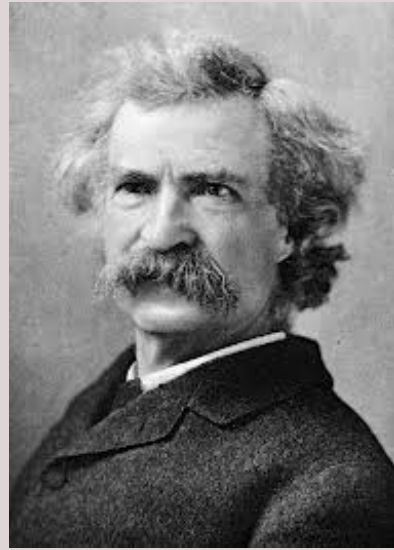
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Did you know?



*"Be careful about reading health books...
you may die of a misprint."*

Mark Twain

Online Ordering Made Easy!



Watch a short video
to learn how easy it is
to order from Hardy on-line!

Pick. Click. You're Done!

* * *

*Our Optical Oddity for this month is a
photo of human gallstones. This photo is
from a collection by two pathology
professors, Christine Iacobuzio-Donahue of*



Memorial Sloan-Kettering Cancer Center and Norman Barker of Johns Hopkins University.

Gallstones can vary in size and shape from as small as a grain of sand to as large as a golf ball. The gallbladder may contain a single large stone or many smaller ones. They can be made up of cholesterol, calcium phosphate, palmitate phosphate, bilirubin, and other bile pigments.

The photo below shows a removed gall bladder revealing many cholesterol stones.



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Below are the factors that increase the risk of experiencing a gall bladder attack due to gall stones:

- *Being female*
- *Being age 60 or older*
- *Being an American Indian*
- *Being a Mexican-American*
- *Being overweight or obese*
- *Being pregnant*
- *Eating a high-fat diet*
- *Eating a high-cholesterol diet*
- *Eating a low-fiber diet*
- *Having a family history of gallstones*
- *Having diabetes*
- *Losing weight very quickly*
- *Taking some cholesterol-lowering medications*



- *Taking medications that contain estrogen, such as hormone therapy drugs*

More information on gallstones.