



Taaz.com to Revolutionize How Women Experience Beauty

A life-like, fun and easy way to create virtual makeovers on the Internet.

San Diego, CA ([PRWEB](#)) March 20, 2008 -- Photometria, a San Diego-based technology company today announced the launch of a unique, new website for women, www.taaz.com.

This fun and easy to use website gives women the opportunity to "try on" makeup and hairstyles from the convenience of their homes. From creating the perfect smoky eye to painting on a dramatic ruby-red lip for a night out on the town, taaz.com allows women to become their very own makeup artist and express themselves and their aspirations.

Users start by uploading their own digital photo on taaz.com and then experiment with thousands of colors and shades in products ranging from foundation and concealer to multi-tone eye shadow and lip gloss, and even colored contact lenses. The experience is addictively engaging, personalized and simply loads of fun. With the addition of a hairstyle or change of hair color, the look is complete. The effects are immediate, simple to use and most importantly, extremely realistic.

To learn how to really create a daring, hot club look or a casual look for school or work, taaz.com offers engaging beauty, fashion and style tips and articles from experts. Taaz.com then recommends beauty products to help women achieve that look in real life. Besides color, recommendations factor in other criteria that are specified by that particular user. Makeovers can be saved and users can print them out, email them to friends, put them on greeting cards, or use them as online profile pictures on Facebook or MySpace. Taaz.com also has Social Networking capabilities where users can share images and makeovers with friends who can rate the look, provide comments and suggestions, and even add their own touch to the makeover -- making it a social experience akin to going to the mall with friends.

"Unbeknownst to the user, a few simple mouse clicks harness some of today's most advanced photo enhancement algorithms," said Dr. David Kriegman, co-founder of taaz.com and a leading researcher in Computer Science. "Ease of use along with life-like realism enables women to celebrate and explore their beauty aspirations," he added.

By delivering an ultra high-quality makeover online that is as customized as an in-person makeover at home or in a high-end department store, women have a new way to explore, enhance, experiment, enjoy and indulge in the world of cosmetics and beauty.

About Taaz.com

Taaz.com is a virtual makeover web site where women can try on makeup and hairstyles using their own photo in a way that is life-like, fun and easy to use. Learn more about Taaz.com and the revolutionary new virtual makeover technology at <http://www.taaz.com>

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Online Web 2.0 Version

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