

Digital Beauty Takes Another Step Forward with Perfect365's New Explorer Community

New Community Allows Makeup Lovers to Try on Looks from their Favorite YouTube and Instagram Artists in Real-time

(Fremont, CA – July 21, 2016) [Perfect365](#)[®], the free makeup and beauty app loved by celebrities and more than 80 million users, today announced its Explorer community, a new section of the app where users can browse styles and try on makeup looks from their favorite YouTube and Instagram artists. Explorer launched today with more than 40 brand new looks, and will be updated daily with fresh designs, tips, products and more. This new community can be accessed by tapping the compass icon at the bottom of the Perfect365 home screen. Explorer will be available exclusively for iOS users, with an Android version coming in the next month.

With so many beauty consumers turning to social media for the latest makeup trends and tips, Explorer allows users to browse makeup looks from their favorite YouTube and Instagram makeup artists all in one place. As part of its introduction, Perfect365 is partnering with seven new artists that are now part of the Explorer community, known for their beautiful and creative makeup designs showcased on their Instagram and YouTube pages. Current artists include [Adele](#), [Alexis](#), [Ashley](#), [Carol](#), [Mayra](#), [Natalie](#), and [Tiffany](#). The Explorer community will continue to grow as more artists are added.

Using superior Face Detection technology and digital makeup tools, the Perfect365 team has digitized these artists' real-life makeup designs, allowing users to browse the looks and immediately try them on using real-time video. When they find a look they love, users can snap a screenshot, shop the products used, and "Fave" styles to find later.

"We see this as another step forward in the advancement of digital beauty and we are thrilled to connect our users with the artists and creators they love through Explorer," said Vickie Wei, Director of Marketing at Perfect365. "These artists are creating makeup looks and tutorials our users love, so it was a natural step to offer them to our community within the app. We've worked hard to put our users' favorite features in one place, so they can browse and try new looks, tutorials, makeup tips, and products with a single tap, then immediately share with friends for an even more engaging virtual makeup experience."

Perfect365 is one-of-a-kind because it uses advanced Face Detection technology that allows for the most accurate virtual makeup placement possible, both on photos and in live video. As a result, any makeup design looks realistic because the app knows exactly where eyeshadow should be applied, how to contour the cheekbones and even where to place eyeliner. With more than 200 one-tap makeup looks, over 20 customizable makeup and tweaking tools, Style it! clothing and accessory recommendations, and step-by-step tutorials for recreating looks in real-life, Perfect365 has become the go-to app for selfie, makeup and fashion enthusiasts around the world.

The app has become the makeup and entertainment industries' fully customizable digital platform, allowing users to try on looks from GSN's hit TV show [Skin Wars](#), Universal's *The Huntsman: Winter's War*, and Sony's *Pixels*. Users also benefit from the app's "try before you buy and apply" digital makeup looks from top brands including celebrity makeup artist Susan Thompson's eponymous label, Michelle Pham's beauty box etsy, and the fast growing indie label Nudestix. As a part of its commitment to building a leading beauty platform for consumers and businesses, Perfect365 seeks to actively engage in partnerships with beauty brands, retailers and artists. For more information about product partnership opportunities, please contact bd@perfect365.com. For more information about artist partnership opportunities, please contact beautysquad@perfect365.com.

For more information on Perfect365, high-res images, and screenshots, please visit perfect365.arcsoft.com. The app is available for iOS ([iPhone](#), [iPad](#)), [Android](#) (phone and tablet) and Windows 8 devices. Follow @Perfect365 on Twitter, @Perfect365_official on Instagram and at www.facebook.com/Perfect365 on Facebook.

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For further information or press images and video, please contact Bella PR:

Susan Small
s.small@bellapr.com
212.868.8183

Leesa Raab
l.raab@bellapr.com

Lauren Verini
l.verini@bellapr.com