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## **Beauty Factory Is Launched for Girls Only**

*Create, design and promote your products*

Whenever we see that games are being developed especially for targets basically ignored in the past (young female gamers, in this case), we are absolutely happy: this is the right way to keep the industry growing and our girlfriends sympathetic of our obsessive gaming habits! One of the most recent companies that plan to take care of **female gamers'** needs is City Interactive and, thanks to its new Premiere Silver brand which brings quality games for dirt cheap prices, it manages to do so quite well. Beauty Factory is the name of the game for girls and it is a casual-like real time strategy and time management title. If you understood nothing out of this, here's the long story: you will become the CEO of a beauty product company and you'll have to research for and develop ingredients, scent composition for perfumes and cosmetics. Then, you will have to choose the packaging and design of your products, promote them by launching marketing campaigns and make your business grow until you reach the top - and once you do it, stay there! The game offers the possibility to create perfumes, shades, nail polish, lipstick and mascara - all by combining the ingredients, finding the best matches and testing the final products in order to offer your customers the best experience. And, who knows, maybe the game will teach you some precious things about the industry that you will continue doing the same thing in real life, too! Beauty Factory is just one of the six brand new PC games launched this month by City Interactive, **priced just £4.99** in the UK. And, since the others might not necessarily be games you would strive to play (racing, FPS titles and so on), this could be the one which will convince you to put your Sims 2 copy away for a while.