

'The Dress' debate rages on: 23andMe tackling genetics behind illusion

The Internet has finally recovered from [the great dress debate of 2015](#), but [genetic testing firm 23andMe](#) is still focused on finding out whether its users see black and blue or white and gold.

The Google-backed company has begun polling users about what colours they see in the now infamous dress in order to figure out what role genetics may play in colour perception.

The test is based on [the image of a black and blue dress that became a viral sensation in February](#) thanks to an optical illusion that caused some to see the dress as white and gold.

Experts attributed the variation in colour to everything from the way the brain interprets the light coming into your eyes, to the type of screen the image is viewed on. Of course, at the heart of the matter is the fact that the original image of the dress is overexposed, causing the photo to be washed out.

23andMe's poll has been sent to the more than 850,000 customers who have submitted their saliva for genetic testing, as part of the company's home test kit program. The kits offer users the chance to peek into their genetic code for clues about their ancestral past.

Read full, original article: [DNA testing firm trying to figure out genetics behind "The Dress"](#)