

BRAND PERFORMANCE REPORT

This chart breaks down product ratings and reviews for all brands with at least 100 consumer reviews.

As of October 2009

Rank	Brand	Average rating per brand	Percentage of products reviewed
1	It Cosmetics	9.4	79.30%
2	Dr. Bronner's	9.36	76.50%
3	Dolce & Gabbana	9.22	45.80%
4	Archipelago Botanicals	9.21	18.80%
5	Smith's	9.2	75.00%
6	CHI	9.18	48.70%
7	Vera Wang	9.02	64.30%
8	Burberry	9	66.70%
9	Bioelements	8.99	69.20%
10	CND	8.99	35.90%
11	Ralph Lauren	8.99	66.70%
12	Tweezerman	8.94	46.30%
13	Boschia	8.93	100.00%
14	Colorescience	8.93	60.90%
15	Kerastase	8.93	66.70%
16	Merle Norman	8.92	54.70%
17	Paula's Choice	8.92	79.00%
18	Softlips	8.92	100.00%
19	OPI	8.91	70.80%
20	Essie	8.9	64.90%
21	Pureology	8.88	75.60%
22	Borghese	8.85	60.00%
23	Eminence	8.84	56.20%
24	Obagi	8.83	78.40%
25	SkinCeuticals	8.82	88.10%
26	Aubrey Organics	8.81	58.00%
27	Curel	8.81	84.60%
28	DHC	8.81	28.30%
29	Infusium	8.79	100.00%
30	Trillium Organics	8.79	9.10%
31	Trish McEvoy	8.78	43.50%
32	AHAVA	8.75	67.10%
33	Bath & Body Works	8.75	85.90%
34	Shu Uemura	8.75	26.90%
35	Johnson's	8.74	100.00%
36	Joico	8.74	65.40%

37	La Roche-Posay	8.73	50.00%
38	Caress	8.7	100.00%
39	Calvin Klein	8.69	32.80%
40	Mark	8.69	94.60%
41	Giovanni	8.68	69.60%
42	Mary Kay	8.68	97.60%
43	Lubriderm	8.67	62.50%
44	Guerlain	8.65	35.80%
45	Olay	8.65	93.20%
46	St. Ives	8.65	93.00%
47	Origins	8.64	87.20%
48	Shiseido	8.64	89.30%
49	Giorgio Armani	8.63	34.60%
50	Chanel	8.61	72.00%
51	Dr. Brandt	8.61	61.80%
52	The Body Shop	8.61	68.90%
53	Urban Decay	8.61	89.40%
54	Kiehl's	8.6	61.90%
55	Aveeno	8.59	83.30%
56	Fresh	8.58	78.50%
57	MAC	8.58	67.60%
58	Pantene	8.58	98.00%
59	Queen Helene	8.58	32.30%
60	Eucerin	8.57	100.00%
61	Hawaiian Tropic	8.57	89.20%
62	Marc Jacobs	8.57	47.10%
63	Suki	8.57	88.20%
64	Biolage	8.56	80.40%
65	Paul Mitchell	8.56	81.20%
66	C.O. Bigelow	8.55	59.90%
67	the Balm	8.55	60.90%
68	Redken	8.53	80.90%
69	Vaseline	8.53	110.50%
70	Estee Lauder	8.52	83.90%
71	L'Occitane	8.52	61.10%
72	Nars	8.51	69.90%
73	Herbal Essences	8.48	103.30%
74	Dior	8.47	66.70%
75	Jane Iredale	8.47	69.60%
76	Prescriptives	8.47	79.80%
77	Bobbi Brown	8.46	76.50%
78	Dermalogica	8.46	81.50%
79	Make Up For Ever	8.45	41.20%
80	Philosophy	8.43	81.60%

81	Clinique	8.42	95.90%
82	H2O+	8.42	57.40%
83	Laura Mercier	8.42	60.60%
84	Bonne Bell	8.41	95.70%
85	Lancome	8.41	80.70%
86	Nature's Gate	8.41	61.80%
87	Carmex	8.4	100.00%
88	Cetaphil	8.4	100.00%
89	Nexus	8.39	54.60%
90	Aussie	8.38	98.00%
91	Crabtree & Evelyn	8.38	54.80%
92	Burt's Bees	8.35	97.30%
93	Goody	8.35	20.40%
94	Acuvue	8.34	100.00%
95	Caudalie	8.34	97.60%
96	Frederic Fekkai	8.34	79.10%
97	Arbonne	8.33	88.00%
98	Boots	8.32	40.30%
99	Dr. Hauschka	8.32	68.30%
100	CARGO	8.31	77.60%
101	Max Factor	8.31	91.70%
102	Sexy Hair	8.3	58.10%
103	Sebastian	8.29	45.80%
104	T3	8.29	58.30%
105	Vincent Longo	8.29	54.80%
106	La Mer	8.28	69.40%
107	Patricia Wexler M.D.	8.28	86.10%
108	YonKa	8.27	66.10%
109	Korres Natural Products	8.26	54.60%
110	TreSemme	8.26	87.50%
111	Amazing Cosmetics	8.25	75.90%
112	American Beauty	8.25	68.60%
113	Jason	8.25	64.20%
114	Aveda	8.24	88.10%
115	Sunsilk	8.24	93.80%
116	Anastasia	8.22	66.70%
117	Elizabeth Arden	8.21	53.60%
118	Abba	8.19	100.00%
119	Biosilk	8.19	51.90%
120	Nioxin	8.18	67.90%
121	Head and Shoulders	8.17	104.40%
122	PHYTO	8.17	66.70%
123	Banana Boat	8.16	83.00%
124	Clarins	8.16	76.40%

125	Flirt!	8.16	94.40%
126	Avalon Organics	8.15	89.30%
127	Bumble and bumble	8.15	82.40%
128	Tarte	8.15	78.40%
129	Lush	8.14	91.70%
130	Vichy Laboratories	8.14	63.00%
131	Biotherm	8.13	50.40%
132	Dove	8.13	98.70%
133	Ojon	8.13	94.40%
134	Pur Minerals	8.12	55.00%
135	Tigi	8.12	74.50%
136	Paula Dorf	8.11	50.80%
137	Pond's	8.11	89.50%
138	Bourjois	8.1	75.60%
139	Nivea	8.1	100.00%
140	La Prairie	8.09	48.20%
141	Gillette	8.08	100.00%
142	Lumene	8.07	52.70%
143	Dr. Denese	8.06	59.00%
144	Oscar Blandi	8.06	70.60%
145	Alterna	8.04	79.70%
146	Rusk	8.04	63.40%
147	Kiss My Face	8.03	90.20%
148	Kinerase	8.02	85.70%
149	Raw Natural Beauty	8.02	68.00%
150	Avon	8.01	85.80%
151	Benefit	8	91.30%
152	Noxzema	8	100.00%
153	Bare Escentuals	7.99	86.90%
154	Victoria's Secret	7.99	81.30%
155	GloMinerals	7.98	50.00%
156	Peter Thomas Roth	7.98	60.40%
157	Laura Geller	7.96	33.50%
158	Sephora	7.95	77.90%
159	Crest	7.94	94.40%
160	Secret	7.94	92.90%
161	Sonia Kashuk	7.94	84.50%
162	Hard Candy	7.89	56.70%
163	Clairol	7.88	100.00%
164	Coppertone	7.88	89.20%
165	Bliss	7.87	96.50%
166	Smashbox	7.87	88.60%
167	Vidal Sassoon	7.85	55.20%
168	Blistex	7.84	100.00%
169	E.L.F.	7.84	80.80%
170	GoSMILE	7.84	94.40%

171	Jonathan Product	7.84	83.30%
172	Mario Badescu Skin Care	7.84	57.50%
173	Milani	7.8	77.80%
174	Pevonia Botanica	7.8	45.50%
175	DDF	7.79	87.90%
176	Almay	7.78	98.90%
177	Suave	7.77	98.40%
178	Neutrogena	7.76	100.00%
179	Yves Saint Laurent Beauty	7.76	44.60%
180	Ulta	7.75	39.70%
181	Wella	7.75	28.50%
182	Rimmel London	7.74	91.10%
183	VO5	7.74	96.70%
184	Chapstick	7.71	100.00%
185	Frizz-Ease	7.69	100.00%
186	Garnier	7.69	94.90%
187	RoC	7.69	75.00%
188	Jane	7.64	97.40%
189	Matrix	7.64	79.00%
190	Charles Worthington	7.62	48.40%
191	CoverGirl	7.62	99.10%
192	LORAC	7.62	84.70%
193	Prestige	7.62	58.00%
194	Lola	7.59	36.80%
195	L'Oreal	7.58	86.40%
196	Revlon	7.55	77.60%
197	Wen	7.53	60.00%
198	Clearasil	7.51	78.30%
199	Tom's of Maine	7.51	100.00%
200	Stila	7.49	74.00%
201	Bline	7.48	80.00%
202	Ambi	7.46	100.00%
203	Too Faced	7.46	85.30%
204	Murad	7.44	92.10%
205	Wet n Wild	7.43	79.40%
206	Jergens	7.38	100.00%
207	John Frieda	7.38	91.20%
208	Biore	7.37	96.30%
209	N.Y.C. New York Color	7.37	93.50%
210	Clean & Clear	7.34	90.90%
211	Physicians Formula	7.34	82.90%
212	DuWop	7.3	83.30%
213	Listerine	7.28	100.00%
214	MD Skincare by Dr. Dennis Gross	7.28	55.60%

215	Juice Beauty	7.26	100.00%
216	Rene Furterer	7.23	44.70%
217	Ole Henriksen	7.2	66.70%
218	Cosmedicine	7.12	77.80%
219	Talika	7.09	50.00%
220	Maybelline New York	7.04	97.40%
221	Sally Hansen	7.01	80.40%
222	Marc Anthony	6.97	58.50%
223	N.V. Perricone M.D. Cosmeceuticals	6.97	60.50%
224	Supersmile	6.94	80.00%
225	ProActiv	6.92	100.00%
226	Skyn Iceland	6.91	100.00%
227	Conair	6.82	60.70%
228	Fusion Beauty	6.82	75.00%
229	Schick	6.76	88.90%
230	Got2b	6.66	89.20%
231	Samy	6.65	71.70%
232	Smooth Away	2.82	100.00%

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