



BRAND PERFORMANCE REPORT

As Of December 2008

Rank	Brand	Percent of Products with at least one user review	Average User Rating
1	Aquaphor	100.0%	9.2
2	CHI	35.9%	9.1
3	Bioelements	61.6%	9.1
4	Archipelago Botanicals	20.0%	9.1
5	Pureology	81.1%	9.0
6	Ralph Lauren	57.1%	9.0
7	Colorescience	51.3%	9.0
8	Vera Wang	39.5%	8.9
9	Boscia	44.9%	8.9
10	Essie	46.8%	8.9
11	Aubrey Organics	53.0%	8.9
12	OPI	27.9%	8.9
13	SkinCeuticals	44.3%	8.9
14	Borghese	54.3%	8.8
15	Joico	29.4%	8.8
16	Trillium Organics	6.7%	8.8
17	Obagi	31.6%	8.8
18	Giorgio Armani	43.8%	8.8
19	AHAVA	32.4%	8.8
20	Caress	70.6%	8.7
21	Merle Norman	39.9%	8.7
22	Bath & Body Works	35.1%	8.7
23	Olay	37.9%	8.7
24	Calvin Klein	56.3%	8.7
25	Lubriderm	83.3%	8.7
26	Dr. Brandt	75.0%	8.7
27	Shiseido	66.8%	8.7
28	The Body Shop	36.5%	8.7
29	Infusium	50.0%	8.6
30	Hawaiian Tropic	41.8%	8.6
31	Pantene	51.5%	8.6
32	Mary Kay	78.9%	8.6
33	Shu Uemura	21.6%	8.6
34	Tweezerman	39.4%	8.6
35	Fresh	14.3%	8.6
36	Aveeno	42.9%	8.6
37	Herbal Essences	45.1%	8.6
38	Paul Mitchell	40.8%	8.6
39	Origins	74.9%	8.5

40	Guerlain	16.8%	8.5
41	C.O. Bigelow	59.0%	8.5
42	Caudalie	69.4%	8.5
43	H2O+	31.7%	8.5
44	Biolage	12.5%	8.5
45	Jane Iredale	41.1%	8.5
46	Estee Lauder	43.2%	8.5
47	Sebastian	15.5%	8.5
48	Dior	39.0%	8.5
49	Curel	78.6%	8.5
50	Philosophy	13.8%	8.5
51	Cetaphil	80.0%	8.4
52	mark.	70.9%	8.4
53	Max Factor	32.1%	8.4
54	ABBA	57.6%	8.4
55	Trish McEvoy	31.9%	8.4
56	Carmex	75.0%	8.4
57	Anastasia	57.9%	8.4
58	the Balm	33.3%	8.4
59	Prescriptives	62.3%	8.4
60	Vaseline	50.0%	8.4
61	Aussie	84.2%	8.4
62	Yves Saint Laurent	32.5%	8.4
63	Korres Natural Products	36.0%	8.4
64	Arbonne	74.5%	8.4
65	Redken	53.9%	8.4
66	Bonne Bell	72.4%	8.4
67	Dr. Hauschka	65.1%	8.3
68	Urban Decay	32.2%	8.3
69	Make Up For Ever	35.1%	8.3
70	Bobbi Brown	66.0%	8.3
71	Clinique	41.9%	8.3
72	T3	18.4%	8.3
73	Nexus	19.1%	8.3
74	Laura Mercier	28.2%	8.3
75	St. Ives	74.5%	8.3
76	Dermalogica	51.0%	8.3
77	JASON	60.2%	8.3
78	PHYTO	15.6%	8.3
79	Amazing Cosmetics	66.7%	8.3
80	Goody	19.0%	8.3
81	Elizabeth Arden	31.4%	8.3
82	MAC	65.1%	8.3
83	Sunsilk	87.0%	8.3
84	Lancome	26.1%	8.3
85	CARGO	30.5%	8.2
86	Patricia Wexler M.D.	39.5%	8.2
87	Avalon Organics	92.6%	8.2
88	YonKa	56.5%	8.2
89	Head & Shoulders	85.7%	8.2
90	Sexy Hair	51.4%	8.2
91	American Beauty	69.4%	8.2

92	Flirt!	89.2%	8.2
93	Pur Minerals	45.0%	8.2
94	Kerastase	61.8%	8.2
95	Tigi	69.3%	8.2
96	La Mer	28.7%	8.2
97	Biosilk	48.1%	8.2
98	Eucerin	46.7%	8.1
99	Noxzema	47.9%	8.1
100	Nivea	63.6%	8.1
101	Frederic Fekkai	21.1%	8.1
102	Dove	49.7%	8.1
103	RAW Natural Beauty	59.3%	8.1
104	Vincent Longo	42.0%	8.1
105	Kinerase	64.3%	8.1
106	Paula Dorf	13.9%	8.1
107	NARS	19.4%	8.1
108	Ojon	51.5%	8.1
109	Lush	72.6%	8.1
110	TRESemme	76.7%	8.1
111	Boots	33.8%	8.0
112	Banana Boat	47.1%	8.0
113	Blistex	100.0%	8.0
114	Kiss My Face	29.4%	8.0
115	Rusk	24.3%	8.0
116	Gillette	76.5%	8.0
117	Bare Escentuals	60.4%	8.0
118	Vidal Sassoon	36.1%	8.0
119	Oscar Blandi	70.6%	8.0
120	Lumene	40.7%	8.0
121	Clairol	12.8%	8.0
122	glominerals	27.3%	8.0
123	Laura Geller	24.3%	7.9
124	Crest	94.1%	7.9
125	Peter Thomas Roth	19.2%	7.9
126	Chapstick	81.8%	7.9
127	Aveda	40.5%	7.9
128	Bliss	15.2%	7.9
129	e.l.f.	79.5%	7.9
130	Avon	66.7%	7.9
131	Hard Candy	19.1%	7.9
132	Suave	75.9%	7.9
133	Smashbox	33.2%	7.9
134	Nioxin	29.8%	7.8
135	Mario Badescu Skin Care	55.5%	7.8
136	Sephora	58.5%	7.8
137	Ulta	32.6%	7.8
138	Alterna	74.6%	7.8
139	Secret	100.0%	7.8
140	Benefit	65.8%	7.8
141	Almay	92.2%	7.8
142	Jonathan Product	16.6%	7.8
143	Garnier	38.1%	7.8

144	GO SMiLE	16.2%	7.8
145	La Prairie	19.1%	7.8
146	Rimmel London	65.3%	7.8
147	Neutrogena	64.4%	7.8
148	CoverGirl	49.5%	7.7
149	Pevonia Botanica	20.3%	7.7
150	Chanel	54.0%	7.7
151	Clearasil	69.6%	7.7
152	Frizz-Ease	60.0%	7.7
153	AMBI	56.3%	7.7
154	DDF	41.2%	7.7
155	Matrix	31.8%	7.7
156	RoC	35.9%	7.6
157	Jane	75.6%	7.6
158	Tarte	31.7%	7.6
159	Acuvue	100.0%	7.6
160	Charles Worthington	43.0%	7.6
161	Bourjois	30.7%	7.6
162	Wen	40.5%	7.6
163	Revlon	35.4%	7.5
164	Crabtree & Evelyn	32.0%	7.5
165	N.Y.C. New York Color	91.3%	7.5
166	Sonia Kashuk	48.5%	7.5
167	Bumble and bumble	73.5%	7.5
168	Biore	80.6%	7.4
169	Murad	22.0%	7.4
170	Wet 'n Wild	78.3%	7.4
171	John Frieda	24.4%	7.4
172	LORAC	30.1%	7.3
173	Clarins	39.4%	7.3
174	Clean & Clear	88.4%	7.2
175	Jergens	35.4%	7.2
176	Listerine	100.0%	7.2
177	Physicians Formula	52.3%	7.2
178	Stila	28.5%	7.2
179	DuWop	62.7%	7.2
180	Rene Furterer	16.8%	7.2
181	MD Skincare by Dr. Dennis Gross	26.1%	7.2
182	Conair	22.4%	7.1
183	Marc Anthony	37.6%	7.1
184	N.V. Perricone M.D. Cosmeceuticals	36.1%	7.1
185	Maybelline New York	80.8%	7.1
186	Juice Beauty	20.0%	7.1
187	Sally Hansen	26.4%	7.1
188	Blinc	40.0%	7.1
189	Skyn Iceland	39.5%	7.0
190	Supersmile	40.0%	7.0
191	Too Faced	65.0%	6.9
192	Fusion Beauty	22.7%	6.9
193	VO5	65.9%	6.8
194	Creative Nail Design	25.9%	6.7
195	Schick	62.5%	6.7

196	Samy	60.9%	6.7
197	ProActiv	50.0%	6.6
198	got2b	88.6%	6.5
199	Coppertone	37.9%	6.5
200	Lola	29.2%	6.4
201	Giovanni	65.2%	5.3
202	Klein-Becker	54.5%	4.4

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