

BRAND PERFORMANCE REPORT



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

As Of April 2009

Rank	Brand	Percent of Products with at least one user review	Average User Rating
1	Archipelago Botanicals	9.2	18.82%
2	CHI	9.15	46.15%
3	Ralph Lauren	9.05	65.63%
4	Vera Wang	9.01	64.29%
5	Bioelements	9	67.95%
6	Burberry	8.99	70.59%
7	Kerastase	8.96	67.57%
8	Boscia	8.94	100%
9	Paula's Choice	8.93	77.42%
10	Colorescience	8.91	60.94%
11	Pureology	8.9	86.49%
12	Essie	8.89	63.89%
13	OPI	8.89	68.06%
14	Aubrey Organics	8.86	57.14%
15	Borghese	8.85	61.29%
16	DHC	8.85	26.01%
17	Merle Norman	8.85	45.26%
18	SkinCeuticals	8.84	89.74%
19	Trish McEvoy	8.83	42.59%
20	Caress	8.82	100%
21	Obagi	8.81	87.88%
22	Trillium Organics	8.78	6.67%
23	Bath & Body Works	8.77	86.15%
24	La Roche-Posay	8.76	51%
25	Giovanni	8.75	72.73%
26	Shu Uemura	8.74	27.57%
27	AHAVA	8.73	67.05%
28	Curel	8.73	91.67%
29	Giorgio Armani	8.73	35%
30	Joico	8.72	65.38%
31	Johnson's	8.71	100%
32	Calvin Klein	8.7	32.76%
33	Lubriderm	8.7	83.33%
34	Shiseido	8.69	90.66%
35	Infusium	8.68	100%
36	Mark	8.68	94.44%

37	Origins	8.68	85.41%
38	Olay	8.67	96.69%
39	Tweezerman	8.67	45.74%
40	Chanel	8.65	75.86%
41	Mary Kay	8.65	97.58%
42	St. Ives	8.65	100%
43	Urban Decay	8.65	92.41%
44	Dr. Brandt	8.64	84.62%
45	Guerlain	8.64	36.32%
46	The Body Shop	8.64	66.89%
47	Fresh	8.63	80.90%
48	Marc Jacobs	8.61	50%
49	Pantene	8.61	95.42%
50	Paul Mitchell	8.6	83.67%
51	Sebastian	8.6	43%
52	Aveeno	8.59	88.51%
53	Hawaiian Tropic	8.59	89.19%
54	Kiehl's	8.58	65.82%
55	MAC	8.58	71.05%
56	Eucerin	8.57	100%
57	Herbal Essences	8.56	100%
58	Yves Saint Laurent	8.55	47.46%
59	Biolage	8.54	88.10%
60	C.O. Bigelow	8.54	62.32%
61	L'Occitane	8.54	60%
62	the Balm	8.54	60.87%
63	Nature's Gate	8.53	61.47%
64	Estee Lauder	8.52	83.38%
65	Nars	8.52	71.43%
66	Redken	8.52	88.89%
67	Vaseline	8.5	111.11%
68	Prescriptives	8.49	80%
69	Dior	8.48	68.32%
70	Bobbi Brown	8.47	79.84%
71	Jane Iredale	8.47	69.64%
72	Laura Mercier	8.46	61.96%
73	Pur Minerals	8.46	50%
74	H2O+	8.45	56.08%
75	Cetaphil	8.44	100%
76	Clinique	8.44	100.80%
77	Philosophy	8.44	84.52%
78	Make Up For Ever	8.43	40.86%
79	Carmex	8.41	100%
80	Lancome	8.4	80.43%
81	Arbonne	8.39	82.71%
82	Dermalogica	8.39	82.42%
83	Bonne Bell	8.38	91.30%
84	Boots	8.38	36.96%
85	Max Factor	8.38	89.58%
86	Anastasia	8.37	66.67%
87	Aussie	8.37	96%
88	Burt's Bees	8.37	97.95%

89	Acuvue	8.35	100%
90	T3	8.35	55.56%
91	Crabtree & Evelyn	8.34	54.22%
92	Dr. Hauschka	8.33	68.29%
93	Nexus	8.33	54.55%
94	CARGO	8.32	77.55%
95	Goody	8.31	18.99%
96	Nioxin	8.31	67.86%
97	Frederic Fekkai	8.3	79.61%
98	Caudalie	8.29	95%
99	Abba	8.28	100%
100	Amazing Cosmetics	8.26	75.86%
101	Aveda	8.26	86.02%
102	Sunsilk	8.25	89.36%
103	Jason	8.24	64.96%
104	Patricia Wexler M.D.	8.24	96.88%
105	Biosilk	8.23	50%
106	YonKa	8.23	62.50%
107	PHYTO	8.22	65.33%
108	Tigi	8.22	73.29%
109	TreSemme	8.22	86.05%
110	Head and Shoulders	8.21	104.35%
111	La Mer	8.21	71.43%
112	Elizabeth Arden	8.2	52.77%
113	Vichy Laboratories	8.2	60.38%
114	American Beauty	8.19	66.67%
115	Banana Boat	8.18	77.36%
116	Korres Natural Products	8.17	52.88%
117	Flirt!	8.16	94.29%
118	Gillette	8.16	100%
119	Kinerase	8.15	80%
120	Lush	8.15	100%
121	Vincent Longo	8.15	50%
122	Kiss My Face	8.14	91.67%
123	Nivea	8.14	96.15%
124	Sexy Hair	8.14	54.05%
125	Avalon Organics	8.13	92.59%
126	Tarte	8.13	77.14%
127	Bumble and bumble	8.12	80.39%
128	Clarins	8.12	75.33%
129	Dove	8.12	99.34%
130	Oscar Blandi	8.12	72.73%
131	Bourjois	8.11	73.17%
132	Noxzema	8.11	96%
133	Ojon	8.1	100%
134	Pond's	8.1	89.47%
135	Biotherm	8.09	49.19%
136	Paula Dorf	8.08	50.82%
137	Raw Natural Beauty	8.08	64%
138	Victoria's Secret	8.06	87.29%
139	Lumene	8.05	50.68%
140	Avon	8.03	86.90%

141	Benefit	8.02	90.78%
142	La Prairie	8.02	48%
143	Laura Geller	8.02	33.54%
144	Bare Escentuals	8.01	86.89%
145	Rusk	8.01	63.44%
146	Secret	8.01	92.31%
147	GloMinerals	7.99	51.95%
148	Alterna	7.98	75.86%
149	Dr. Denese	7.97	58.97%
150	Peter Thomas Roth	7.96	60.82%
151	Crest	7.95	100%
152	Mario Badescu Skin Care	7.94	56.86%
153	Sephora	7.94	78.40%
154	Blistex	7.93	100%
155	Clairol	7.93	100%
156	Hard Candy	7.93	78.38%
157	Sonia Kashuk	7.93	85.96%
158	Coppertone	7.91	89.19%
159	Smashbox	7.9	90.08%
160	Bliss	7.88	96.51%
161	Vidal Sassoon	7.88	53.45%
162	Suave	7.87	96.77%
163	GoSMILE	7.86	100%
164	Jonathan Product	7.86	77.78%
165	Ulta	7.84	37.44%
166	E.L.F.	7.83	72.28%
167	Chapstick	7.79	100%
168	Almay	7.78	98.86%
169	Pevonia Botanica	7.78	44.64%
170	DDF	7.77	87.93%
171	Rimmel London	7.76	89.33%
172	Frizz-Ease	7.75	100%
173	Milani	7.75	71.11%
174	Neutrogena	7.75	103.15%
175	VO5	7.75	96.67%
176	Matrix	7.74	80.33%
177	Wella	7.73	28.89%
178	Garnier	7.72	96.77%
179	Jane	7.69	97.44%
180	Lola	7.69	34.21%
181	RoC	7.68	94.44%
182	CoverGirl	7.67	97.17%
183	L'Oreal	7.64	84.35%
184	Prestige	7.63	52%
185	Charles Worthington	7.58	47.37%
186	LORAC	7.58	86.57%
187	Clearasil	7.56	78.26%
188	Revlon	7.56	77.14%
189	Wen	7.56	85.71%
190	Wet n Wild	7.55	78.26%
191	Tom's of Maine	7.52	100%
192	Stila	7.47	77.89%

193	N.Y.C. New York Color	7.46	93.48%
194	Ambi	7.45	100%
195	Ole Henriksen	7.44	64.58%
196	Physicians Formula	7.43	81.20%
197	Bline	7.42	100%
198	Murad	7.41	89.47%
199	Too Faced	7.41	86.15%
200	Biore	7.39	92.59%
201	John Frieda	7.38	83.64%
202	MD Skincare by Dr. Dennis Gross	7.36	53.33%
203	Clean & Clear	7.33	95.24%
204	Jergens	7.3	100%
205	DuWop	7.28	82.98%
206	Rene Furterer	7.28	46.34%
207	Listerine	7.27	100%
208	Juice Beauty	7.25	100%
209	N.V. Perricone M.D. Cosmeceuticals	7.1	59.49%
210	Maybelline New York	7.09	99.10%
211	Sally Hansen	7.08	79.39%
212	Skyn Iceland	7.03	100%
213	ProActiv	7.02	100%
214	Supersmile	6.97	80%
215	Conair	6.96	58.95%
216	Marc Anthony	6.89	56.92%
217	Schick	6.79	77.78%
218	Fusion Beauty	6.77	78.95%
219	Samy	6.67	69.57%
220	Got2b	6.59	91.18%