



BRAND PERFORMANCE REPORT

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

As of August 2009

| Rank | Brand | Average rating per brand | Percentage of products reviewed |
|------|------------------------|--------------------------|---------------------------------|
| 1 | Dr. Bronner's | 9.39 | 76.47% |
| 2 | It Cosmetics | 9.39 | 82.14% |
| 3 | Archipelago Botanicals | 9.21 | 18.82% |
| 4 | Dolce & Gabbana | 9.21 | 47.83% |
| 5 | CHI | 9.17 | 48.72% |
| 6 | Ralph Lauren | 9.06 | 65.63% |
| 7 | Vera Wang | 9.02 | 64.29% |
| 8 | Bioelements | 8.99 | 69.23% |
| 9 | Burberry | 8.99 | 70.59% |
| 10 | Boscia | 8.96 | 100.00% |
| 11 | Colorescience | 8.93 | 60.94% |
| 12 | Kerastase | 8.93 | 66.67% |
| 13 | OPI | 8.92 | 70.83% |
| 14 | Essie | 8.9 | 63.89% |
| 15 | Softlips | 8.89 | 100.00% |
| 16 | Paula's Choice | 8.88 | 77.42% |
| 17 | Pureology | 8.87 | 82.93% |
| 18 | Tweezerman | 8.87 | 46.32% |
| 19 | Merle Norman | 8.86 | 49.64% |
| 20 | Borghese | 8.85 | 61.29% |
| 21 | Eminence | 8.84 | 56.16% |
| 22 | Obagi | 8.83 | 87.88% |
| 23 | SkinCeuticals | 8.82 | 85.71% |
| 24 | Aubrey Organics | 8.81 | 57.14% |
| 25 | Curel | 8.8 | 91.67% |
| 26 | Trillium Organics | 8.78 | 6.67% |
| 27 | Trish McEvoy | 8.78 | 43.52% |
| 28 | DHC | 8.76 | 27.17% |

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|----|---------------------------|------|---------|
| 29 | AHAVA | 8.75 | 67.05% |
| 30 | Bath & Body Works | 8.75 | 84.85% |
| 31 | Shu Uemura | 8.74 | 27.69% |
| 32 | Infusium | 8.73 | 100.00% |
| 33 | Johnson's | 8.73 | 100.00% |
| 34 | La Roche-Posay | 8.73 | 50.50% |
| 35 | Caress | 8.72 | 100.00% |
| 36 | Joico | 8.71 | 65.38% |
| 37 | Calvin Klein | 8.69 | 32.76% |
| 38 | Mary Kay | 8.69 | 97.58% |
| 39 | Mark | 8.68 | 94.51% |
| 40 | Lubriderm | 8.67 | 83.33% |
| 41 | Giovanni | 8.66 | 72.73% |
| 42 | Guerlain | 8.66 | 35.81% |
| 43 | Shiseido | 8.66 | 88.77% |
| 44 | Olay | 8.65 | 91.60% |
| 45 | Origins | 8.65 | 85.90% |
| 46 | St. Ives | 8.65 | 95.00% |
| 47 | Marc Jacobs | 8.64 | 47.06% |
| 48 | Urban Decay | 8.64 | 87.06% |
| 49 | Chanel | 8.63 | 72.77% |
| 50 | Dr. Brandt | 8.63 | 60.00% |
| 51 | Giorgio Armani | 8.63 | 35.58% |
| 52 | The Body Shop | 8.62 | 68.70% |
| 53 | Fresh | 8.61 | 81.11% |
| 54 | Hawaiian Tropic | 8.6 | 89.19% |
| 55 | Aveeno | 8.59 | 87.00% |
| 56 | Kiehl's | 8.59 | 63.69% |
| 57 | MAC | 8.59 | 67.83% |
| 58 | Pantene | 8.59 | 97.39% |
| 59 | Paul Mitchell | 8.59 | 83.67% |
| 60 | Queen Helene | 8.59 | 32.26% |
| 61 | Sebastian | 8.59 | 40.19% |
| 62 | the Balm | 8.59 | 60.87% |
| 63 | Eucerin | 8.57 | 100.00% |
| 64 | Suki | 8.57 | 88.24% |
| 65 | C.O. Bigelow | 8.56 | 60.27% |
| 66 | Yves Saint Laurent Beauty | 8.56 | 44.88% |

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|-----|----------------------|------|---------|
| 67 | Biolage | 8.54 | 88.10% |
| 68 | Redken | 8.54 | 80.71% |
| 69 | L'Occitane | 8.53 | 60.74% |
| 70 | Nars | 8.52 | 69.89% |
| 71 | Vaseline | 8.52 | 111.11% |
| 72 | Estee Lauder | 8.51 | 83.63% |
| 73 | Herbal Essences | 8.49 | 103.28% |
| 74 | Jane Iredale | 8.48 | 69.64% |
| 75 | Bobbi Brown | 8.46 | 78.91% |
| 76 | Dior | 8.46 | 67.48% |
| 77 | Prescriptives | 8.46 | 79.84% |
| 78 | Laura Mercier | 8.45 | 60.96% |
| 79 | Make Up For Ever | 8.45 | 41.24% |
| 80 | Nature's Gate | 8.45 | 61.82% |
| 81 | Dermalogica | 8.44 | 82.42% |
| 82 | Philosophy | 8.44 | 81.92% |
| 83 | Clinique | 8.43 | 97.72% |
| 84 | H2O+ | 8.43 | 57.43% |
| 85 | Carmex | 8.42 | 100.00% |
| 86 | Bonne Bell | 8.41 | 95.65% |
| 87 | Lancome | 8.4 | 80.29% |
| 88 | Cetaphil | 8.39 | 100.00% |
| 89 | Aussie | 8.38 | 98.00% |
| 90 | Crabtree & Evelyn | 8.38 | 54.82% |
| 91 | Nexus | 8.37 | 54.55% |
| 92 | Arbonne | 8.36 | 86.47% |
| 93 | Boots | 8.36 | 38.99% |
| 94 | Burt's Bees | 8.36 | 97.93% |
| 95 | Caudalie | 8.35 | 97.50% |
| 96 | Acuvue | 8.34 | 100.00% |
| 97 | Max Factor | 8.34 | 89.58% |
| 98 | Frederic Fekkai | 8.33 | 80.58% |
| 99 | Goody | 8.33 | 20.18% |
| 100 | Dr. Hauschka | 8.32 | 68.29% |
| 101 | CARGO | 8.3 | 77.55% |
| 102 | Patricia Wexler M.D. | 8.29 | 96.88% |
| 103 | T3 | 8.29 | 58.33% |
| 104 | Aveda | 8.27 | 88.14% |

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|-----|-------------------------|------|---------|
| 105 | La Mer | 8.27 | 71.43% |
| 106 | Vincent Longo | 8.27 | 54.76% |
| 107 | Amazing Cosmetics | 8.26 | 75.86% |
| 108 | Sunsilk | 8.26 | 91.67% |
| 109 | Korres Natural Products | 8.25 | 53.27% |
| 110 | Jason | 8.24 | 63.33% |
| 111 | TreSemme | 8.24 | 87.21% |
| 112 | Sexy Hair | 8.23 | 55.41% |
| 113 | YonKa | 8.23 | 62.50% |
| 114 | Anastasia | 8.21 | 66.67% |
| 115 | Biosilk | 8.21 | 51.92% |
| 116 | Elizabeth Arden | 8.21 | 53.62% |
| 117 | PHYTO | 8.21 | 66.67% |
| 118 | American Beauty | 8.2 | 68.63% |
| 119 | Abba | 8.19 | 100.00% |
| 120 | Banana Boat | 8.18 | 83.02% |
| 121 | Head and Shoulders | 8.18 | 104.35% |
| 122 | Nioxin | 8.18 | 67.86% |
| 123 | Clarins | 8.17 | 76.75% |
| 124 | Avalon Organics | 8.16 | 89.29% |
| 125 | Tarte | 8.16 | 75.34% |
| 126 | Tigi | 8.16 | 73.91% |
| 127 | Bumble and bumble | 8.15 | 82.35% |
| 128 | Lush | 8.15 | 92.31% |
| 129 | Pond's | 8.14 | 89.47% |
| 130 | Vichy Laboratories | 8.14 | 64.15% |
| 131 | Flirt! | 8.13 | 94.44% |
| 132 | Gillette | 8.13 | 100.00% |
| 133 | Ojon | 8.13 | 97.14% |
| 134 | Bourjois | 8.12 | 74.39% |
| 135 | Dove | 8.12 | 99.34% |
| 136 | Pur Minerals | 8.12 | 55.00% |
| 137 | Paula Dorf | 8.11 | 50.82% |
| 138 | Kinerase | 8.1 | 82.86% |
| 139 | Nivea | 8.1 | 100.00% |
| 140 | Biotherm | 8.09 | 50.00% |
| 141 | La Prairie | 8.09 | 52.00% |
| 142 | Dr. Denese | 8.06 | 58.97% |

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|-----|-------------------------|------|---------|
| 143 | Lumene | 8.06 | 52.03% |
| 144 | Raw Natural Beauty | 8.06 | 68.00% |
| 145 | Oscar Blandi | 8.05 | 70.59% |
| 146 | Rusk | 8.05 | 63.44% |
| 147 | Avon | 8.03 | 86.41% |
| 148 | Kiss My Face | 8.03 | 91.67% |
| 149 | Alterna | 8.02 | 77.97% |
| 150 | Benefit | 8.01 | 91.89% |
| 151 | Laura Geller | 8.01 | 33.54% |
| 152 | Bare Escentuals | 8 | 83.85% |
| 153 | Victoria's Secret | 7.99 | 80.58% |
| 154 | GloMinerals | 7.98 | 51.95% |
| 155 | Noxzema | 7.98 | 100.00% |
| 156 | Secret | 7.97 | 92.86% |
| 157 | Peter Thomas Roth | 7.96 | 62.24% |
| 158 | Crest | 7.94 | 100.00% |
| 159 | Sephora | 7.94 | 77.23% |
| 160 | Sonia Kashuk | 7.94 | 84.48% |
| 161 | Blistex | 7.89 | 100.00% |
| 162 | Coppertone | 7.89 | 89.19% |
| 163 | Hard Candy | 7.89 | 83.78% |
| 164 | Milani | 7.89 | 75.56% |
| 165 | Bliss | 7.88 | 96.51% |
| 166 | Smashbox | 7.88 | 87.77% |
| 167 | Clairol | 7.87 | 94.12% |
| 168 | Vidal Sassoon | 7.87 | 55.17% |
| 169 | E.L.F. | 7.86 | 80.20% |
| 170 | GoSMILE | 7.84 | 94.44% |
| 171 | Jonathan Product | 7.83 | 80.56% |
| 172 | Mario Badescu Skin Care | 7.83 | 56.86% |
| 173 | Almay | 7.8 | 98.86% |
| 174 | Pevonia Botanica | 7.8 | 45.54% |
| 175 | Suave | 7.79 | 98.39% |
| 176 | DDF | 7.77 | 87.93% |
| 177 | Neutrogena | 7.77 | 103.08% |
| 178 | Rimmel London | 7.76 | 88.61% |
| 179 | Ulta | 7.76 | 39.21% |
| 180 | Chapstick | 7.73 | 100.00% |

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|-----|--------------------------------|------|---------|
| 181 | Matrix | 7.73 | 80.33% |
| 182 | VO5 | 7.73 | 96.67% |
| 183 | Wella | 7.73 | 28.89% |
| 184 | Frizz-Ease | 7.68 | 100.00% |
| 185 | Garnier | 7.68 | 97.85% |
| 186 | RoC | 7.67 | 77.27% |
| 187 | Prestige | 7.65 | 56.00% |
| 188 | CoverGirl | 7.64 | 95.61% |
| 189 | Jane | 7.64 | 97.44% |
| 190 | Charles Worthington | 7.63 | 48.42% |
| 191 | L'Oreal | 7.62 | 86.57% |
| 192 | Lola | 7.61 | 35.53% |
| 193 | LORAC | 7.58 | 84.06% |
| 194 | Revlon | 7.54 | 77.55% |
| 195 | Wen | 7.53 | 85.71% |
| 196 | Clearasil | 7.5 | 78.26% |
| 197 | Stila | 7.5 | 77.89% |
| 198 | Wet n Wild | 7.5 | 78.26% |
| 199 | Tom's of Maine | 7.49 | 100.00% |
| 200 | Bline | 7.46 | 100.00% |
| 201 | Ambi | 7.45 | 100.00% |
| 202 | Murad | 7.43 | 92.11% |
| 203 | Too Faced | 7.42 | 83.82% |
| 204 | John Frieda | 7.39 | 89.47% |
| 205 | MD Skincare by Dr. Dennis Gros | 7.39 | 53.33% |
| 206 | Jergens | 7.38 | 100.00% |
| 207 | N.Y.C. New York Color | 7.38 | 93.48% |
| 208 | Physicians Formula | 7.35 | 84.44% |
| 209 | Biore | 7.34 | 96.30% |
| 210 | Clean & Clear | 7.33 | 95.24% |
| 211 | Ole Henriksen | 7.32 | 64.58% |
| 212 | DuWop | 7.29 | 83.33% |
| 213 | Listerine | 7.28 | 100.00% |
| 214 | Juice Beauty | 7.26 | 100.00% |
| 215 | Rene Furterer | 7.24 | 44.71% |
| 216 | Talika | 7.09 | 50.00% |
| 217 | Maybelline New York | 7.05 | 99.10% |
| 218 | Sally Hansen | 7.02 | 80.70% |

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|-----|--------------------------------|------|---------|
| 219 | N.V. Perricone M.D. Cosmeceuti | 7.01 | 60.00% |
| 220 | Supersmile | 7 | 80.00% |
| 221 | Skyn Iceland | 6.98 | 100.00% |
| 222 | Marc Anthony | 6.94 | 58.46% |
| 223 | ProActiv | 6.93 | 100.00% |
| 224 | Conair | 6.84 | 60.21% |
| 225 | Fusion Beauty | 6.81 | 78.95% |
| 226 | Schick | 6.78 | 77.78% |
| 227 | Got2b | 6.7 | 88.89% |
| 228 | Samy | 6.64 | 71.74% |
| 229 | Smooth Away | 2.89 | 100.00% |

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