

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

As of December 2009

| Rank | Brand                              | Average rating per brand | Percentage of products reviewed |
|------|------------------------------------|--------------------------|---------------------------------|
| 1    | Nu Skin                            | 9.94                     | 100.00%                         |
| 2    | It Cosmetics                       | 9.41                     | 79.31%                          |
| 3    | Dr. Bronner's                      | 9.37                     | 76.47%                          |
| 4    | Archipelago Botanicals             | 9.21                     | 18.82%                          |
| 5    | Smith's                            | 9.2                      | 75.00%                          |
| 6    | Dolce & Gabbana                    | 9.18                     | 45.83%                          |
| 7    | CHI                                | 9.15                     | 51.28%                          |
| 8    | Bioelements                        | 9.01                     | 69.23%                          |
| 9    | CND                                | 9.01                     | 35.19%                          |
| 10   | Vera Wang                          | 9.01                     | 64.29%                          |
| 11   | Burberry                           | 8.97                     | 66.67%                          |
| 12   | Tweezerman                         | 8.96                     | 47.92%                          |
| 13   | Merle Norman                       | 8.95                     | 57.66%                          |
| 14   | Colorescience Pro                  | 8.94                     | 58.46%                          |
| 15   | NYX                                | 8.94                     | 80.00%                          |
| 16   | Paula's Choice                     | 8.94                     | 79.03%                          |
| 17   | Kerastase                          | 8.92                     | 63.29%                          |
| 18   | Ralph Lauren                       | 8.92                     | 69.70%                          |
| 19   | Softlips                           | 8.92                     | 100.00%                         |
| 20   | Boscia                             | 8.9                      | 100.00%                         |
| 21   | Clarisonic                         | 8.9                      | 100.00%                         |
| 22   | YoYo                               | 8.88                     | 100.00%                         |
| 23   | Borghese                           | 8.87                     | 58.76%                          |
| 24   | OPI                                | 8.87                     | 72.22%                          |
| 25   | Essie                              | 8.86                     | 64.86%                          |
| 26   | Obagi                              | 8.86                     | 78.95%                          |
| 27   | Pureology                          | 8.86                     | 77.78%                          |
| 28   | Eminence                           | 8.85                     | 57.53%                          |
| 29   | Aubrey Organics                    | 8.82                     | 58.93%                          |
| 30   | Curel                              | 8.82                     | 92.31%                          |
| 31   | Desert Essence                     | 8.79                     | 32.00%                          |
| 32   | Infusium                           | 8.79                     | 100.00%                         |
| 33   | La Roche-Posay                     | 8.79                     | 49.51%                          |
| 34   | SkinCeuticals                      | 8.79                     | 90.48%                          |
| 35   | Trillium Organics                  | 8.79                     | 9.09%                           |
| 36   | DHC                                | 8.78                     | 29.48%                          |
| 37   | Joico                              | 8.77                     | 65.38%                          |
| 38   | Shu Uemura                         | 8.76                     | 27.24%                          |
| 39   | AHAVA                              | 8.75                     | 67.05%                          |
| 40   | Bath & Body Works                  | 8.74                     | 88.44%                          |
| 41   | Johnson's                          | 8.73                     | 100.00%                         |
| 42   | Trish McEvoy                       | 8.73                     | 44.44%                          |
| 43   | Calvin Klein                       | 8.71                     | 34.48%                          |
| 44   | Mary Kay                           | 8.71                     | 97.58%                          |
| 45   | Caress                             | 8.7                      | 100.00%                         |
| 46   | Giovanni                           | 8.68                     | 69.57%                          |
| 47   | Queen Helene                       | 8.68                     | 33.87%                          |
| 48   | Lubriderm                          | 8.67                     | 68.75%                          |
| 49   | Mark                               | 8.67                     | 95.65%                          |
| 50   | Chanel                             | 8.64                     | 72.73%                          |
| 51   | Olay                               | 8.64                     | 93.23%                          |
| 52   | Shiseido                           | 8.64                     | 89.30%                          |
| 53   | Origins                            | 8.63                     | 86.13%                          |
| 54   | Giorgio Armani                     | 8.61                     | 35.45%                          |
| 55   | St. Ives                           | 8.61                     | 91.30%                          |
| 56   | The Body Shop                      | 8.61                     | 69.74%                          |
| 57   | Urban Decay                        | 8.6                      | 90.80%                          |
| 58   | Aveeno                             | 8.59                     | 86.11%                          |
| 59   | MAC                                | 8.59                     | 69.42%                          |
| 60   | Guerlain                           | 8.58                     | 36.28%                          |
| 61   | Pantene                            | 8.58                     | 98.69%                          |
| 62   | Hawaiian Tropic                    | 8.57                     | 89.19%                          |
| 63   | Biolage                            | 8.56                     | 82.61%                          |
| 64   | Paul Mitchell                      | 8.56                     | 81.19%                          |
| 65   | C.O. Bigelow                       | 8.55                     | 61.90%                          |
| 66   | DKNY                               | 8.55                     | 71.43%                          |
| 67   | Eucerin                            | 8.55                     | 100.00%                         |
| 68   | Nars                               | 8.55                     | 70.97%                          |
| 69   | Suki                               | 8.55                     | 88.24%                          |
| 70   | Kiehl's                            | 8.54                     | 64.00%                          |
| 71   | Dr. Brandt                         | 8.53                     | 61.82%                          |
| 72   | Estee Lauder                       | 8.53                     | 86.90%                          |
| 73   | Fresh                              | 8.52                     | 80.65%                          |
| 74   | L'Occitane                         | 8.52                     | 61.85%                          |
| 75   | Marc Jacobs                        | 8.52                     | 50.00%                          |
| 76   | the Balm                           | 8.52                     | 60.87%                          |
| 77   | Vaseline                           | 8.51                     | 110.00%                         |
| 78   | Make Up For Ever                   | 8.5                      | 44.33%                          |
| 79   | Redken                             | 8.5                      | 83.10%                          |
| 80   | Dior                               | 8.49                     | 67.27%                          |
| 81   | Prescriptives                      | 8.48                     | 79.84%                          |
| 82   | Bobbi Brown                        | 8.47                     | 76.87%                          |
| 83   | Jane Iredale                       | 8.47                     | 69.64%                          |
| 84   | Dermalogica                        | 8.46                     | 80.65%                          |
| 85   | Herbal Essences                    | 8.46                     | 103.28%                         |
| 86   | Bonne Bell                         | 8.42                     | 95.65%                          |
| 87   | Carmex                             | 8.42                     | 100.00%                         |
| 88   | Cetaphil                           | 8.42                     | 100.00%                         |
| 89   | Clinique                           | 8.42                     | 97.79%                          |
| 90   | Nexxus                             | 8.41                     | 55.84%                          |
| 91   | Lancome                            | 8.4                      | 81.05%                          |
| 92   | Laure Mercier                      | 8.4                      | 61.70%                          |
| 93   | Philosophy                         | 8.4                      | 82.58%                          |
| 94   | Crabtree & Evelyn                  | 8.38                     | 54.82%                          |
| 95   | H2O+                               | 8.38                     | 58.11%                          |
| 96   | Nature's Gate                      | 8.37                     | 61.82%                          |
| 97   | Aussie                             | 8.36                     | 98.00%                          |
| 98   | Acuvue                             | 8.35                     | 100.00%                         |
| 99   | Frederic Fekkai                    | 8.35                     | 80.00%                          |
| 100  | Arbonne                            | 8.33                     | 87.97%                          |
| 101  | Burt's Bees                        | 8.33                     | 98.63%                          |
| 102  | CARGO                              | 8.33                     | 77.55%                          |
| 103  | Caudalie                           | 8.33                     | 97.56%                          |
| 104  | Goody                              | 8.33                     | 20.53%                          |
| 105  | Max Factor                         | 8.33                     | 91.67%                          |
| 106  | Sexy Hair                          | 8.31                     | 60.81%                          |
| 107  | Korres Natural Products            | 8.3                      | 55.56%                          |
| 108  | Amazing Cosmetics                  | 8.29                     | 75.86%                          |
| 109  | Patricia Wexler M.D.               | 8.29                     | 83.78%                          |
| 110  | Vincent Longo                      | 8.28                     | 54.76%                          |
| 111  | YonKa                              | 8.28                     | 66.07%                          |
| 112  | Boots                              | 8.27                     | 41.01%                          |
| 113  | Graham Webb                        | 8.27                     | 57.30%                          |
| 114  | T3                                 | 8.27                     | 58.33%                          |
| 115  | La Mer                             | 8.26                     | 69.44%                          |
| 116  | Sebastian                          | 8.26                     | 48.54%                          |
| 117  | Avene                              | 8.25                     | 72.34%                          |
| 118  | Dr. Hauschka                       | 8.25                     | 68.29%                          |
| 119  | TreSemme                           | 8.25                     | 90.91%                          |
| 120  | Aveda                              | 8.24                     | 88.56%                          |
| 121  | Jason                              | 8.23                     | 65.00%                          |
| 122  | Abba                               | 8.22                     | 100.00%                         |
| 123  | Anastasia                          | 8.22                     | 66.67%                          |
| 124  | Sunsilk                            | 8.22                     | 95.83%                          |
| 125  | American Beauty                    | 8.21                     | 68.63%                          |
| 126  | Elizabeth Arden                    | 8.21                     | 54.04%                          |
| 127  | Tarte                              | 8.2                      | 80.00%                          |
| 128  | Vichy Laboratories                 | 8.2                      | 59.65%                          |
| 129  | Nioxin                             | 8.19                     | 67.86%                          |
| 130  | Clarins                            | 8.18                     | 77.29%                          |
| 131  | Flirt!                             | 8.18                     | 94.44%                          |
| 132  | Head and Shoulders                 | 8.17                     | 104.35%                         |
| 133  | Banana Boat                        | 8.16                     | 83.02%                          |
| 134  | Avalon Organics                    | 8.15                     | 89.29%                          |
| 135  | Biosilk                            | 8.15                     | 51.92%                          |
| 136  | Biotherm                           | 8.13                     | 50.39%                          |
| 137  | Dove                               | 8.13                     | 94.34%                          |
| 138  | Ojon                               | 8.13                     | 94.44%                          |
| 139  | Bumble and bumble                  | 8.12                     | 82.35%                          |
| 140  | Nivea                              | 8.12                     | 100.00%                         |
| 141  | Paula Dorf                         | 8.12                     | 50.82%                          |
| 142  | Pur Minerals                       | 8.12                     | 55.00%                          |
| 143  | Lush                               | 8.11                     | 93.75%                          |
| 144  | Pond's                             | 8.11                     | 89.47%                          |
| 145  | Bourjois                           | 8.1                      | 76.83%                          |
| 146  | La Prairie                         | 8.1                      | 49.07%                          |
| 147  | Tigi                               | 8.1                      | 74.53%                          |
| 148  | PHYTO                              | 8.09                     | 68.00%                          |
| 149  | Alterra                            | 8.07                     | 79.66%                          |
| 150  | Oscar Blandi                       | 8.06                     | 66.67%                          |
| 151  | Lumene                             | 8.05                     | 53.38%                          |
| 152  | Raw Natural Beauty                 | 8.04                     | 68.00%                          |
| 153  | Gillette                           | 8.03                     | 100.00%                         |
| 154  | Dr. Denese                         | 8.02                     | 61.54%                          |
| 155  | Kinerase                           | 8.02                     | 88.57%                          |
| 156  | Noxzema                            | 8.02                     | 100.00%                         |
| 157  | Kiss My Face                       | 8.01                     | 90.16%                          |
| 158  | Rusk                               | 8.01                     | 64.52%                          |
| 159  | Victoria's Secret                  | 8.01                     | 80.75%                          |
| 160  | Avon                               | 8                        | 85.71%                          |
| 161  | Benefit                            | 8                        | 90.85%                          |
| 162  | Bare Escentuals                    | 7.99                     | 89.23%                          |
| 163  | GloMinerals                        | 7.98                     | 47.06%                          |
| 164  | Laura Geller                       | 7.97                     | 34.15%                          |
| 165  | Peter Thomas Roth                  | 7.95                     | 62.38%                          |
| 166  | Secret                             | 7.95                     | 100.00%                         |
| 167  | Crest                              | 7.94                     | 94.44%                          |
| 168  | Goldwell                           | 7.94                     | 29.29%                          |
| 169  | Sephora                            | 7.93                     | 78.57%                          |
| 170  | Sonia Kashuk                       | 7.93                     | 84.48%                          |
| 171  | Smashbox                           | 7.9                      | 89.29%                          |
| 172  | Clairol                            | 7.89                     | 100.00%                         |
| 173  | Coppertone                         | 7.89                     | 89.19%                          |
| 174  | Vidal Sassoon                      | 7.88                     | 55.17%                          |
| 175  | Bliss                              | 7.87                     | 96.51%                          |
| 176  | Blistex                            | 7.87                     | 100.00%                         |
| 177  | Mario Badescu Skin Care            | 7.87                     | 57.52%                          |
| 178  | GoSMILE                            | 7.82                     | 94.44%                          |
| 179  | Jonathan Product                   | 7.81                     | 83.33%                          |
| 180  | Wella                              | 7.81                     | 28.47%                          |
| 181  | Pevonia Botanica                   | 7.8                      | 45.54%                          |
| 182  | E.L.F.                             | 7.79                     | 82.86%                          |
| 183  | Almay                              | 7.78                     | 98.86%                          |
| 184  | Milani                             | 7.78                     | 76.09%                          |
| 185  | DDF                                | 7.77                     | 87.93%                          |
| 186  | Neutrogena                         | 7.76                     | 101.69%                         |
| 187  | Hard Candy                         | 7.75                     | 70.83%                          |
| 188  | Yves Saint Laurent Beauty          | 7.75                     | 44.70%                          |
| 189  | Suave                              | 7.74                     | 98.41%                          |
| 190  | Ulta                               | 7.73                     | 40.09%                          |
| 191  | VO5                                | 7.72                     | 96.67%                          |
| 192  | Rimmel London                      | 7.71                     | 90.00%                          |
| 193  | Frizz-Ease                         | 7.69                     | 100.00%                         |
| 194  | Chapstick                          | 7.66                     | 100.00%                         |
| 195  | Matrix                             | 7.66                     | 80.65%                          |
| 196  | Charles Worthington                | 7.65                     | 48.42%                          |
| 197  | Garnier                            | 7.65                     | 95.96%                          |
| 198  | Prestige                           | 7.65                     | 60.00%                          |
| 199  | RoC                                | 7.64                     | 75.00%                          |
| 200  | LORAC                              | 7.63                     | 84.21%                          |
| 201  | Jane                               | 7.62                     | 97.44%                          |
| 202  | CoverGirl                          | 7.6                      | 93.60%                          |
| 203  | Lola                               | 7.6                      | 36.84%                          |
| 204  | L'Oreal                            | 7.58                     | 86.35%                          |
| 205  | Too Faced                          | 7.56                     | 88.24%                          |
| 206  | Revlon                             | 7.55                     | 78.46%                          |
| 207  | Tom's of Maine                     | 7.55                     | 100.00%                         |
| 208  | Clearasil                          | 7.52                     | 78.26%                          |
| 209  | Blinc                              | 7.5                      | 80.00%                          |
| 210  | Stila                              | 7.48                     | 74.00%                          |
| 211  | Murad                              | 7.45                     | 92.11%                          |
| 212  | Wet n Wild                         | 7.41                     | 80.43%                          |
| 213  | John Frieda                        | 7.39                     | 94.74%                          |
| 214  | Biore                              | 7.38                     | 90.63%                          |
| 215  | Jergens                            | 7.38                     | 85.00%                          |
| 216  | MD Skincare by Dr. Dennis Gross    | 7.38                     | 55.56%                          |
| 217  | Ambi                               | 7.37                     | 100.00%                         |
| 218  | Physicians Formula                 | 7.35                     | 83.22%                          |
| 219  | Clean & Clear                      | 7.34                     | 89.58%                          |
| 220  | N.Y.C. New York Color              | 7.34                     | 93.48%                          |
| 221  | Listerine                          | 7.3                      | 100.00%                         |
| 222  | Wen                                | 7.3                      | 60.00%                          |
| 223  | DuWop                              | 7.27                     | 85.42%                          |
| 224  | Juice Beauty                       | 7.24                     | 100.00%                         |
| 225  | Reine Furterer                     | 7.2                      | 44.71%                          |
| 226  | Ole Henriksen                      | 7.16                     | 66.67%                          |
| 227  | Talika                             | 7.15                     | 53.33%                          |
| 228  | Maybelline New York                | 7.05                     | 98.29%                          |
| 229  | Cosmedicine                        | 7.04                     | 77.78%                          |
| 230  | Sally Hansen                       | 7.02                     | 80.87%                          |
| 231  | Marc Anthony                       | 6.99                     | 58.46%                          |
| 232  | Supersmile                         | 6.94                     | 80.00%                          |
| 233  | ProActiv                           | 6.91                     | 100.00%                         |
| 234  | Fusion Beauty                      | 6.85                     | 75.00%                          |
| 235  | Skyn Iceland                       | 6.83                     | 100.00%                         |
| 236  | N.V. Perricone M.D. Cosmeceuticals | 6.81                     | 64.20%                          |
| 237  | Schick                             | 6.76                     | 88.89%                          |
| 238  | Conair                             | 6.75                     | 60.73%                          |
| 239  | Got2b                              | 6.67                     | 89.74%                          |
| 240  | Samy                               | 6.54                     | 73.91%                          |
| 241  | Smooth Away                        | 2.82                     | 100.00%                         |