



# BRAND PERFORMANCE REPORT

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

As Of February 2009

Rank	Brand	Percent of Products with at least one user review	Average User Rating
1	Archipelago Botanicals	18.8%	9.2
2	CHI	41.0%	9.1
3	Bioelements	69.7%	9.1
4	Pureology	81.1%	9.0
5	Ralph Lauren	62.5%	9.0
6	Colorescience	60.9%	9.0
7	Kerastase	63.5%	9.0
8	Boscia	100.0%	9.0
9	Vera Wang	57.1%	9.0
10	OPI	63.9%	8.9
11	Essie	63.9%	8.9
12	Aubrey Organics	53.6%	8.9
13	Borghese	61.3%	8.9
14	Joico	65.4%	8.9
15	SkinCeuticals	89.7%	8.9
16	Merle Norman	43.8%	8.8
17	Trish McEvoy	39.8%	8.8
18	Caress	100.0%	8.8
19	Trillium Organics	6.7%	8.8
20	Bath & Body Works	84.1%	8.8
21	Obagi	87.9%	8.8
22	AHAVA	67.1%	8.8
23	Giorgio Armani	44.3%	8.8
24	La Roche-Posay	51.0%	8.8
25	Mark	93.3%	8.7
26	St. Ives	100.0%	8.7
27	Johnson's	100.0%	8.7
28	Calvin Klein	56.3%	8.7
29	Giovanni	72.7%	8.7
30	Olay	92.6%	8.7
31	Lubriderm	83.3%	8.7
32	Shu Uemura	26.0%	8.7
33	Infusium	100.0%	8.7
34	Origins	83.3%	8.7
35	Shiseido	89.0%	8.7
36	Urban Decay	85.9%	8.7

37	The Body Shop	65.6%	8.7
38	Chanel	74.3%	8.7
39	Dr. Brandt	97.1%	8.7
40	Sebastian	43.8%	8.7
41	Fresh	79.8%	8.6
42	Hawaiian Tropic	89.2%	8.6
43	Mary Kay	97.6%	8.6
44	Tweezerman	45.7%	8.6
45	Pantene	96.6%	8.6
46	Aveeno	87.4%	8.6
47	MAC	69.9%	8.6
48	Paul Mitchell	81.6%	8.6
49	Eucerin	100.0%	8.6
50	Kiehl's	66.7%	8.6
51	Herbal Essences	104.1%	8.6
52	Estee Lauder	80.0%	8.6
53	Guerlain	38.1%	8.6
54	C.O. Bigelow	61.6%	8.6
55	L'Occitane	59.3%	8.5
56	Biolage	85.7%	8.5
57	H2O+	55.4%	8.5
58	Nature's Gate	58.3%	8.5
59	Yves Saint Laurent	44.4%	8.5
60	Bobbi Brown	79.7%	8.5
61	Redken	94.0%	8.5
62	Cetaphil	100.0%	8.5
63	Dior	64.0%	8.5
64	Nars	70.3%	8.5
65	Philosophy	76.8%	8.5
66	Clinique	100.4%	8.5
67	Jane Iredale	69.6%	8.5
68	Prescriptives	77.3%	8.4
69	Abba	100.0%	8.4
70	Make Up For Ever	38.7%	8.4
71	Burt's Bees	93.8%	8.4
72	Carmex	100.0%	8.4
73	Max Factor	82.6%	8.4
74	the Balm	56.5%	8.4
75	Caudalie	90.0%	8.4
76	Lancome	78.3%	8.4
77	Laura Mercier	61.4%	8.4
78	Vaseline	111.1%	8.4
79	Anastasia	63.9%	8.4
80	Arbonne	79.0%	8.4
81	Aussie	96.0%	8.4
82	Dermalogica	81.3%	8.4
83	Boots	34.9%	8.4
84	Bonne Bell	91.3%	8.3
85	Dr. Hauschka	68.3%	8.3
86	T3	52.8%	8.3
87	Nioxin	64.3%	8.3
88	Korres Natural Products	50.0%	8.3

89	Acuvue	100.0%	8.3
90	Crabtree & Evelyn	53.0%	8.3
91	Goody	19.0%	8.3
92	Nexus	55.4%	8.3
93	PHYTO	62.7%	8.3
94	Amazing Cosmetics	75.9%	8.3
95	Frederic Fekkai	76.7%	8.3
96	Elizabeth Arden	52.0%	8.3
97	Jason	63.3%	8.3
98	CARGO	77.6%	8.3
99	Patricia Wexler M.D.	93.8%	8.3
100	Pur Minerals	46.7%	8.3
101	Aveda	83.9%	8.2
102	Sexy Hair	50.0%	8.2
103	Sunsilk	90.9%	8.2
104	Tigi	72.1%	8.2
105	Head and Shoulders	104.4%	8.2
106	Tarte	75.0%	8.2
107	TreSemme	81.4%	8.2
108	Biosilk	50.0%	8.2
109	Banana Boat	77.4%	8.2
110	Flirt!	94.3%	8.2
111	La Mer	73.5%	8.2
112	Gillette	92.9%	8.2
113	Noxzema	92.0%	8.2
114	American Beauty	66.7%	8.2
115	Avalon Organics	92.6%	8.2
116	Nivea	88.5%	8.2
117	Bumble and bumble	79.6%	8.1
118	Dove	98.7%	8.1
119	Lush	94.0%	8.1
120	Raw Natural Beauty	64.0%	8.1
121	Kinerase	77.1%	8.1
122	Kiss My Face	85.0%	8.1
123	Vincent Longo	50.0%	8.1
124	Clarins	74.5%	8.1
125	Pond's	89.5%	8.1
126	Victoria's Secret	87.2%	8.1
127	Bourjois	73.2%	8.1
128	Paula Dorf	49.2%	8.1
129	Secret	100.0%	8.1
130	Avon	84.7%	8.1
131	Ojon	100.0%	8.1
132	Rusk	61.3%	8.1
133	Vidal Sassoon	51.7%	8.0
134	Bare Escentuals	79.7%	8.0
135	Benefit	90.1%	8.0
136	Lumene	50.0%	8.0
137	Alterna	75.9%	8.0
138	Oscar Blandi	72.7%	8.0
139	Peter Thomas Roth	58.8%	8.0
140	Crest	97.0%	8.0

141	GloMinerals	50.7%	8.0
142	Hard Candy	78.4%	7.9
143	La Prairie	50.0%	7.9
144	Bliss	96.5%	7.9
145	Blistex	100.0%	7.9
146	Clairol	100.0%	7.9
147	Laura Geller	32.9%	7.9
148	Mario Badescu Skin Care	55.6%	7.9
149	Coppertone	89.2%	7.9
150	Sephora	75.4%	7.9
151	Smashbox	86.3%	7.9
152	Jonathan Product	72.2%	7.9
153	Chapstick	100.0%	7.9
154	E.L.F.	80.8%	7.9
155	Suave	96.8%	7.8
156	Ulta	35.7%	7.8
157	Almay	95.5%	7.8
158	GoSMILE	100.0%	7.8
159	Sonia Kashuk	84.2%	7.8
160	Neutrogena	100.9%	7.8
161	Rimmel London	88.0%	7.8
162	VO5	96.7%	7.8
163	Garnier	94.6%	7.8
164	DDF	84.5%	7.8
165	Pevonia Botanica	44.6%	7.8
166	CoverGirl	97.1%	7.7
167	Frizz-Ease	100.0%	7.7
168	Matrix	80.3%	7.7
169	RoC	88.9%	7.7
170	Jane	94.9%	7.7
171	L'Oreal	79.0%	7.7
172	Charles Worthington	45.3%	7.6
173	Clearasil	69.6%	7.6
174	Lola	34.2%	7.6
175	Tom's of Maine	100.0%	7.6
176	Revlon	75.5%	7.6
177	N.Y.C. New York Color	93.5%	7.6
178	Wet n Wild	77.2%	7.6
179	LORAC	83.6%	7.5
180	Ambi	100.0%	7.5
181	Wen	81.0%	7.5
182	Stila	73.7%	7.5
183	Blinc	100.0%	7.5
184	Murad	88.2%	7.5
185	Physicians Formula	76.7%	7.5
186	Biore	92.6%	7.4
187	John Frieda	85.4%	7.4
188	MD Skincare by Dr. Dennis Gross	53.3%	7.4
189	Clean & Clear	95.2%	7.3
190	Jergens	100.0%	7.3
191	Rene Furterer	46.3%	7.3
192	Listerine	100.0%	7.2

193	Too Faced	80.0%	7.2
194	DuWop	78.7%	7.2
195	Juice Beauty	100.0%	7.2
196	N.V. Perricone M.D. Cosmeceuticals	55.7%	7.1
197	Maybelline New York	99.1%	7.1
198	Sally Hansen	77.5%	7.1
199	Conair	58.4%	7.1
200	Skyn Iceland	100.0%	7.0
201	Marc Anthony	55.4%	7.0
202	Supersmile	80.0%	7.0
203	Fusion Beauty	79.0%	6.9
204	ProActiv	100.0%	6.8
205	Schick	62.5%	6.8
206	Samy	67.4%	6.7
207	Got2b	91.2%	6.5