



BRAND PERFORMANCE REPORT

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

As Of January 2009

Rank	Brand	Percent of Products with at least one user review	Average User Rating
1	Archipelago Botanicals	18.82%	9.2
2	Bioelements	69.74%	9.2
3	CHI	41.03%	9.1
4	Pureology	81.08%	9.1
5	Ralph Lauren	62.50%	9.0
6	Colorescience	60.94%	9.0
7	Kerastase	63.51%	9.0
8	Vera Wang	57.14%	9.0
9	Boscia	100%	8.9
10	OPI	63.89%	8.9
11	Essie	61.11%	8.9
12	Trish McEvoy	39.81%	8.9
13	Borghese	61.29%	8.9
14	Aubrey Organics	53.57%	8.9
15	Merle Norman	42.34%	8.9
16	Joico	64.10%	8.9
17	SkinCeuticals	89.74%	8.9
18	Caress	100%	8.8
19	Trillium Organics	6.67%	8.8
20	Bath & Body Works	84.10%	8.8
21	Obagi	87.88%	8.8
22	AHAVA	67.05%	8.8
23	Giorgio Armani	44.30%	8.8
24	Mark	93.33%	8.7
25	St. Ives	100%	8.7
26	Johnson's	100%	8.7
27	Calvin Klein	58.06%	8.7
28	Giovanni	72.73%	8.7
29	Olay	92.56%	8.7
30	Lubriderm	83.33%	8.7
31	Origins	83.26%	8.7
32	Shiseido	89.01%	8.7
33	Shu Uemura	26.03%	8.7
34	The Body Shop	65.40%	8.7
35	Urban Decay	85.90%	8.7
36	Dr. Brandt	97.06%	8.7

37	Infusium	100%	8.7
38	Chanel	73.27%	8.7
39	Fresh	79.78%	8.6
40	Hawaiian Tropic	89.19%	8.6
41	Sebastian	43.75%	8.6
42	Tweezerman	45.74%	8.6
43	Pantene	96.62%	8.6
44	Mary Kay	97.58%	8.6
45	Aveeno	87.36%	8.6
46	MAC	69.17%	8.6
47	Paul Mitchell	81.63%	8.6
48	Estee Lauder	79.69%	8.6
49	Eucerin	100%	8.6
50	Herbal Essences	104.08%	8.6
51	Guerlain	38.54%	8.6
52	Kiehl's	66.03%	8.6
53	C.O. Bigelow	61.59%	8.5
54	L'Occitane	59.26%	8.5
55	H2O+	55.41%	8.5
56	Nature's Gate	58.33%	8.5
57	Biolage	85.71%	8.5
58	Yves Saint Laurent	44.44%	8.5
59	Cetaphil	100%	8.5
60	Jane Iredale	69.64%	8.5
61	Nars	70.33%	8.5
62	Redken	94.02%	8.5
63	Bobbi Brown	79.67%	8.5
64	Dior	63.98%	8.5
65	Philosophy	76.79%	8.5
66	Caudalie	85%	8.5
67	Clinique	101.24%	8.5
68	Prescriptives	77.31%	8.5
69	Carmex	100%	8.4
70	Max Factor	76.09%	8.4
71	Abba	100%	8.4
72	Burt's Bees	93.84%	8.4
73	Make Up For Ever	38.89%	8.4
74	Lancome	78.26%	8.4
75	Laura Mercier	60.87%	8.4
76	the Balm	56.52%	8.4
77	Vaseline	111.11%	8.4
78	Aussie	96%	8.4
79	Dermalogica	81.32%	8.4
80	Anastasia	61.11%	8.4
81	Arbonne	78.95%	8.4
82	Bonne Bell	91.30%	8.3
83	Boots	34.94%	8.3
84	Crabtree & Evelyn	53.01%	8.3
85	Dr. Hauschka	68.29%	8.3
86	Korres Natural Products	50%	8.3
87	Nioxin	64.29%	8.3
88	T3	50%	8.3

89	Acuvue	100%	8.3
90	Nexxus	56.76%	8.3
91	PHYTO	62.67%	8.3
92	Amazing Cosmetics	75.86%	8.3
93	Patricia Wexler M.D.	93.75%	8.3
94	Elizabeth Arden	51.34%	8.3
95	Goody	18.99%	8.3
96	Frederic Fekkai	76.70%	8.3
97	Jason	63.25%	8.3
98	CARGO	77.55%	8.3
99	Aveda	83.90%	8.3
100	Pur Minerals	46.67%	8.2
101	Sexy Hair	50%	8.2
102	Sunsilk	90.91%	8.2
103	Tigi	71.43%	8.2
104	Flirt!	94.29%	8.2
105	TreSemme	89.61%	8.2
106	Head and Shoulders	104.35%	8.2
107	Tarte	75%	8.2
108	Banana Boat	77.36%	8.2
109	Biosilk	50%	8.2
110	Noxzema	92%	8.2
111	American Beauty	66.67%	8.2
112	Avalon Organics	92.59%	8.2
113	Vincent Longo	50%	8.2
114	Gillette	92.86%	8.1
115	Dove	98.68%	8.1
116	Nivea	84.62%	8.1
117	Bumble and bumble	77.55%	8.1
118	Kinerase	77.14%	8.1
119	La Mer	73.53%	8.1
120	Lush	93.98%	8.1
121	Kiss My Face	85%	8.1
122	Raw Natural Beauty	64%	8.1
123	Victoria's Secret	84.92%	8.1
124	Bourjois	73.17%	8.1
125	Clarins	74.45%	8.1
126	Pond's	89.47%	8.1
127	Ojon	100%	8.1
128	Paula Dorf	49.18%	8.1
129	Secret	100%	8.1
130	Avon	83.99%	8.1
131	Rusk	61.29%	8.1
132	Alterna	75.86%	8.0
133	Vidal Sassoon	51.72%	8.0
134	Benefit	88.65%	8.0
135	Bare Escentuals	79.66%	8.0
136	Lumene	50.69%	8.0
137	Oscar Blandi	72.73%	8.0
138	Blistex	100%	8.0
139	GloMinerals	50.65%	8.0
140	La Prairie	48.96%	8.0

141	Bliss	96.51%	8.0
142	Clairol	100%	8.0
143	Crest	96.97%	8.0
144	Hard Candy	78.38%	7.9
145	Laura Geller	32.92%	7.9
146	Peter Thomas Roth	56.70%	7.9
147	Coppertone	89.19%	7.9
148	Sephora	75.07%	7.9
149	Mario Badescu Skin Care	55.56%	7.9
150	Smashbox	86.26%	7.9
151	Chapstick	100%	7.9
152	E.L.F.	79.45%	7.9
153	Jonathan Product	72.22%	7.9
154	Suave	96.77%	7.9
155	Almay	95.45%	7.8
156	GoSMILE	100%	7.8
157	Sonia Kashuk	84.21%	7.8
158	Ulta	35.24%	7.8
159	Neutrogena	100.90%	7.8
160	VO5	96.67%	7.8
161	Garnier	94.62%	7.8
162	Rimmel London	85.33%	7.8
163	CoverGirl	97.14%	7.8
164	Pevonia Botanica	44.64%	7.8
165	Matrix	80.33%	7.7
166	Frizz-Ease	100%	7.7
167	DDF	84.48%	7.7
168	Jane	92.31%	7.7
169	L'Oreal	79.68%	7.7
170	RoC	88.89%	7.7
171	Charles Worthington	45.26%	7.6
172	Clearasil	69.57%	7.6
173	Ambi	100%	7.6
174	Lola	34.21%	7.6
175	Revlon	72.65%	7.6
176	Tom's of Maine	100%	7.6
177	N.Y.C. New York Color	93.48%	7.6
178	Wet n Wild	77.17%	7.6
179	LORAC	83.58%	7.5
180	Stila	72.63%	7.5
181	Physicians Formula	76.69%	7.5
182	Biore	92.59%	7.5
183	Wen	80.95%	7.5
184	Blinc	100%	7.4
185	Murad	88.16%	7.4
186	John Frieda	83.33%	7.4
187	Rene Furterer	46.34%	7.3
188	Clean & Clear	95.24%	7.3
189	Jergens	100%	7.3
190	MD Skincare by Dr. Dennis Gross	60%	7.3
191	Listerine	100%	7.2
192	Too Faced	80%	7.2

193	DuWop	78.72%	7.2
194	Juice Beauty	100%	7.2
195	Maybelline New York	99.09%	7.1
196	Sally Hansen	77.09%	7.1
197	N.V. Perricone M.D. Cosmeceuticals	55.70%	7.1
198	Conair	58.42%	7.1
199	Skyn Iceland	100%	7.1
200	Marc Anthony	55.38%	7.0
201	Supersmile	80%	7.0
202	Fusion Beauty	78.95%	6.9
203	Schick	62.50%	6.8
204	Samy	63.04%	6.7
205	ProActiv	100%	6.6
206	Got2b	91.18%	6.5