



# BRAND PERFORMANCE REPORT

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

As Of July 2009

Rank	Brand	Average User Rating	Percent of Products with at least one user review
1	Dr. Bronner's	9.39	76.47%
2	Archipelago Botanicals	9.21	18.82%
3	Dolce & Gabbana	9.21	47.83%
4	CHI	9.16	48.72%
5	Ralph Lauren	9.06	65.63%
6	Vera Wang	9.02	64.29%
7	Bioelements	8.99	69.23%
8	Burberry	8.99	70.59%
9	Boscia	8.96	100%
10	Softlips	8.96	100%
11	Paula's Choice	8.93	77.42%
12	Colorescience	8.92	60.94%
13	Kerastase	8.92	67.57%
14	OPI	8.92	69.44%
15	Essie	8.9	63.89%
16	Aubrey Organics	8.87	57.14%
17	Pureology	8.87	82.93%
18	Borghese	8.85	61.29%
19	Merle Norman	8.85	46.72%
20	Obagi	8.82	87.88%
21	SkinCeuticals	8.81	92.31%
22	Caress	8.78	100%
23	Curel	8.78	91.67%
24	Trillium Organics	8.78	6.67%
25	Trish McEvoy	8.78	43.52%
26	Bath & Body Works	8.76	85.71%
27	La Roche-Posay	8.76	50.50%
28	Tweezerman	8.76	46.32%
29	AHAVA	8.75	67.05%
30	DHC	8.75	27.17%
31	Shu Uemura	8.73	27.73%
32	Johnson's	8.72	100%
33	Giovanni	8.71	72.73%
34	Infusium	8.71	100%
35	Joico	8.7	65.38%
36	Calvin Klein	8.69	32.76%

37	Mary Kay	8.68	97.58%
38	Shiseido	8.68	90.66%
39	Giorgio Armani	8.67	36%
40	Mark	8.67	94.44%
41	Lubriderm	8.66	83.33%
42	Olay	8.65	90.77%
43	Origins	8.65	85.47%
44	Guerlain	8.64	36.32%
45	Urban Decay	8.64	93.67%
46	Chanel	8.63	74.04%
47	Dr. Brandt	8.63	76.74%
48	Marc Jacobs	8.63	50%
49	Queen Helene	8.63	30.65%
50	St. Ives	8.63	100%
51	The Body Shop	8.62	68.53%
52	Fresh	8.61	82.02%
53	Hawaiian Tropic	8.6	89.19%
54	Pantene	8.6	97.39%
55	Paul Mitchell	8.6	83.67%
56	Sebastian	8.6	39.62%
57	the Balm	8.59	60.87%
58	Aveeno	8.58	90.53%
59	Kiehl's	8.58	64.85%
60	MAC	8.58	71.80%
61	Eucerin	8.57	100%
62	C.O. Bigelow	8.56	60.27%
63	Yves Saint Laurent Beauty	8.55	45.97%
64	Biolage	8.54	88.10%
65	Redken	8.54	83.70%
66	L'Occitane	8.53	60.37%
67	Nars	8.52	71.43%
68	Vaseline	8.52	111.11%
69	Herbal Essences	8.51	103.28%
70	Estee Lauder	8.5	82.99%
71	Bobbi Brown	8.48	78.74%
72	Jane Iredale	8.48	69.64%
73	Prescriptives	8.48	79.67%
74	Dior	8.46	67.90%
75	Nature's Gate	8.46	62.39%
76	Philosophy	8.44	85.29%
77	Carmex	8.43	100%
78	Clinique	8.43	97.69%
79	Laura Mercier	8.43	61.96%
80	Make Up For Ever	8.43	42.27%
81	Dermalogica	8.42	82.42%
82	H2O+	8.42	57.43%
83	Bonne Bell	8.41	91.30%
84	Cetaphil	8.4	100%
85	Lancome	8.4	81.16%
86	Crabtree & Evelyn	8.38	54.82%
87	Aussie	8.37	96%
88	Burt's Bees	8.36	97.93%

89	Nexus	8.36	54.55%
90	Acuvue	8.35	100%
91	Max Factor	8.35	89.58%
92	Arbonne	8.34	83.46%
93	Boots	8.34	38.73%
94	Caudalie	8.33	97.50%
95	Dr. Hauschka	8.33	68.29%
96	Frederic Fekkai	8.32	79.61%
97	Goody	8.32	19.88%
98	T3	8.31	58.33%
99	Anastasia	8.29	66.67%
100	CARGO	8.29	77.55%
101	Pur Minerals	8.29	51.67%
102	Patricia Wexler M.D.	8.27	96.88%
103	Vincent Longo	8.27	54.76%
104	Amazing Cosmetics	8.26	75.86%
105	Aveda	8.26	88.14%
106	Nioxin	8.25	67.86%
107	Sunsilk	8.25	91.67%
108	Jason	8.23	64.96%
109	PHYTO	8.23	65.33%
110	TreSemme	8.23	87.21%
111	YonKa	8.23	62.50%
112	Biosilk	8.22	50%
113	La Mer	8.22	71.43%
114	Elizabeth Arden	8.21	53.62%
115	Head and Shoulders	8.21	104.35%
116	Korres Natural Products	8.21	54.81%
117	Abba	8.19	100%
118	Sexy Hair	8.19	55.41%
119	American Beauty	8.18	66.67%
120	Banana Boat	8.18	81.13%
121	Lush	8.18	100%
122	Tigi	8.18	73.91%
123	Flirt!	8.16	94.44%
124	Avalon Organics	8.15	92.59%
125	Clarins	8.15	76.32%
126	Bumble and bumble	8.14	82.35%
127	Kinerase	8.14	80%
128	Pond's	8.14	89.47%
129	Vichy Laboratories	8.14	62.26%
130	Tarte	8.13	75.34%
131	Dove	8.12	99.34%
132	Nivea	8.12	96.15%
133	Ojon	8.12	100%
134	Gillette	8.11	100%
135	Bourjois	8.1	74.39%
136	Noxzema	8.1	95.83%
137	Biotherm	8.09	50%
138	La Prairie	8.09	52%
139	Paula Dorf	8.09	50.82%
140	Lumene	8.06	52.05%

141	Raw Natural Beauty	8.06	68%
142	Kiss My Face	8.05	91.67%
143	Rusk	8.05	63.44%
144	Avon	8.03	87.63%
145	Oscar Blandi	8.03	72.73%
146	Alterna	8.02	77.97%
147	Benefit	8.02	92.41%
148	Bare Escentuals	8	87.90%
149	Laura Geller	8	33.54%
150	Victoria's Secret	8	79.13%
151	Dr. Denese	7.99	58.97%
152	GloMinerals	7.98	51.95%
153	Secret	7.98	92.86%
154	Sephora	7.95	79.29%
155	Crest	7.94	100%
156	Peter Thomas Roth	7.94	62.89%
157	Milani	7.93	73.33%
158	Sonia Kashuk	7.93	85.96%
159	Clairol	7.9	100%
160	Coppertone	7.9	89.19%
161	Bliss	7.89	96.51%
162	Hard Candy	7.89	83.78%
163	Mario Badescu Skin Care	7.89	56.86%
164	Smashbox	7.89	88.24%
165	Vidal Sassoon	7.89	55.17%
166	Blistex	7.86	100%
167	GoSMILE	7.84	100%
168	Jonathan Product	7.83	80.56%
169	E.L.F.	7.8	77.23%
170	Pevonia Botanica	7.8	45.54%
171	Almay	7.79	98.86%
172	Suave	7.79	98.39%
173	DDF	7.77	87.93%
174	Rimmel London	7.76	88.31%
175	VO5	7.76	96.67%
176	Matrix	7.75	80.33%
177	Chapstick	7.74	100%
178	Neutrogena	7.74	103.59%
179	Ulta	7.73	39.21%
180	Wella	7.73	28.89%
181	Lola	7.71	34.21%
182	RoC	7.71	94.44%
183	Frizz-Ease	7.7	100%
184	Garnier	7.7	96.77%
185	CoverGirl	7.64	97.25%
186	Prestige	7.62	54%
187	Charles Worthington	7.61	47.37%
188	Jane	7.61	97.44%
189	L'Oreal	7.6	84.96%
190	Clearasil	7.57	78.26%
191	LORAC	7.57	86.57%
192	Revlon	7.56	77.55%

193	Wen	7.53	85.71%
194	Tom's of Maine	7.5	100%
195	Stila	7.49	77.89%
196	Wet n Wild	7.48	78.26%
197	Bline	7.45	100%
198	Murad	7.43	92.11%
199	Ambi	7.42	100%
200	N.Y.C. New York Color	7.41	93.48%
201	MD Skincare by Dr. Dennis Gross	7.38	53.33%
202	Too Faced	7.38	87.69%
203	Biore	7.37	92.59%
204	John Frieda	7.37	89.09%
205	Physicians Formula	7.37	85.71%
206	Clean & Clear	7.36	95.24%
207	Ole Henriksen	7.34	64.58%
208	DuWop	7.3	82.98%
209	Jergens	7.3	100%
210	Listerine	7.28	100%
211	Juice Beauty	7.24	100%
212	Rene Furterer	7.24	46.34%
213	Talika	7.09	51.72%
214	Maybelline New York	7.05	99.10%
215	Sally Hansen	7.05	79.82%
216	N.V. Perricone M.D. Cosmeceuticals	7.03	59.49%
217	Skyn Iceland	7.03	100%
218	Supersmile	7	80%
219	Marc Anthony	6.94	56.92%
220	ProActiv	6.93	100%
221	Conair	6.91	59.69%
222	Fusion Beauty	6.81	78.95%
223	Schick	6.79	77.78%
224	Got2b	6.68	94.12%
225	Samy	6.64	71.74%
226	Smooth Away	2.86	100%