

# BRAND PERFORMANCE REPORT



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

As Of March 2009

Rank	Brand	Percent of Products with at least one user review	Average User Rating
1	Archipelago Botanicals	18.82%	9.2
2	Bioelements	67.95%	9.1
3	CHI	41.03%	9.1
4	Ralph Lauren	62.50%	9.0
5	Colorescience	60.94%	9.0
6	Pureology	81.08%	9.0
7	Vera Wang	57.14%	9.0
8	Burberry	70.59%	9.0
9	Kerastase	64.86%	9.0
10	Boscia	100%	9.0
11	OPI	63.89%	8.9
12	Borghese	61.29%	8.9
13	Essie	63.89%	8.9
14	SkinCeuticals	89.74%	8.9
15	Aubrey Organics	53.57%	8.9
16	Merle Norman	45.26%	8.9
17	Trish McEvoy	41.67%	8.8
18	Caress	100%	8.8
19	Trillium Organics	6.67%	8.8
20	Joico	65.38%	8.8
21	Obagi	87.88%	8.8
22	Bath & Body Works	84.62%	8.8
23	La Roche-Posay	51%	8.8
24	AHAVA	67.05%	8.8
25	Giorgio Armani	35%	8.8
26	Johnson's	100%	8.7
27	Mark	94.44%	8.7
28	Curel	91.67%	8.7
29	Giovanni	72.73%	8.7
30	Calvin Klein	32.76%	8.7
31	Lubriderm	83.33%	8.7

32	Infusium	100%	8.7
33	St. Ives	100%	8.7
34	Shu Uemura	25.93%	8.7
35	Olay	95.87%	8.7
36	Origins	85.41%	8.7
37	Urban Decay	88.61%	8.7
38	Shiseido	89.01%	8.7
39	The Body Shop	66.06%	8.7
40	Chanel	74.88%	8.7
41	Mary Kay	96.77%	8.7
42	Dr. Brandt	84.62%	8.7
43	Tweezerman	45.74%	8.6
44	Sebastian	44.79%	8.6
45	Fresh	80.90%	8.6
46	Pantene	97.30%	8.6
47	MAC	69.92%	8.6
48	Aveeno	87.36%	8.6
49	Paul Mitchell	81.63%	8.6
50	Hawaiian Tropic	89.19%	8.6
51	Guerlain	35.38%	8.6
52	Kiehl's	65.82%	8.6
53	Eucerin	100%	8.6
54	Estee Lauder	79.64%	8.6
55	Herbal Essences	96.36%	8.6
56	Biolage	85.71%	8.5
57	L'Occitane	59.26%	8.5
58	C.O. Bigelow	61.59%	8.5
59	Nature's Gate	57.80%	8.5
60	Nars	70.33%	8.5
61	Yves Saint Laurent	44.07%	8.5
62	Redken	88.71%	8.5
63	Dior	65.22%	8.5
64	Cetaphil	100%	8.5
65	H2O+	56.08%	8.5
66	Bobbi Brown	79.67%	8.5
67	Prescriptives	77.50%	8.5
68	Clinique	100.80%	8.5
69	Jane Iredale	69.64%	8.5
70	Make Up For Ever	38.71%	8.5
71	the Balm	56.52%	8.5
72	Philosophy	78.57%	8.5
73	Vaseline	111.11%	8.5
74	Laura Mercier	61.96%	8.4
75	Carmex	100%	8.4

76	Max Factor	87.50%	8.4
77	Lancome	79.71%	8.4
78	Arbonne	81.95%	8.4
79	Burt's Bees	95.21%	8.4
80	Caudalie	92.50%	8.4
81	Bonne Bell	91.30%	8.4
82	Dermalogica	81.32%	8.4
83	Aussie	96%	8.4
84	Anastasia	66.67%	8.4
85	Boots	35.19%	8.4
86	Dr. Hauschka	68.29%	8.3
87	T3	52.78%	8.3
88	Nexus	56.76%	8.3
89	Acuvue	100%	8.3
90	Crabtree & Evelyn	53.01%	8.3
91	Goody	18.99%	8.3
92	Amazing Cosmetics	75.86%	8.3
93	CARGO	77.55%	8.3
94	Pur Minerals	46.67%	8.3
95	Frederic Fekkai	76.70%	8.3
96	Abba	100%	8.3
97	Jason	63.25%	8.3
98	Elizabeth Arden	51.72%	8.3
99	Nioxin	64.29%	8.3
100	PHYTO	62.67%	8.3
101	Aveda	85.59%	8.3
102	Sunsilk	95.45%	8.3
103	YonKa	62.50%	8.2
104	TreSemme	83.72%	8.2
105	Patricia Wexler M.D.	93.75%	8.2
106	Tigi	72.67%	8.2
107	Korres Natural Products	50.96%	8.2
108	Head and Shoulders	104.35%	8.2
109	Tarte	75.71%	8.2
110	Gillette	93.33%	8.2
111	La Mer	73.53%	8.2
112	Biosilk	50%	8.2
113	Banana Boat	77.36%	8.2
114	Sexy Hair	50%	8.2
115	Flirt!	94.29%	8.2
116	Noxzema	92%	8.2
117	Nivea	96.15%	8.2
118	American Beauty	66.67%	8.2
119	Vichy Laboratories	60.38%	8.2

120	Vincent Longo	50%	8.1
121	Lush	96.39%	8.1
122	Rusk	63.44%	8.1
123	Raw Natural Beauty	64%	8.1
124	Bumble and bumble	78.43%	8.1
125	Dove	98.68%	8.1
126	Kinerase	77.14%	8.1
127	Kiss My Face	85%	8.1
128	Avalon Organics	92.59%	8.1
129	Clarins	74.89%	8.1
130	Bourjois	73.17%	8.1
131	Victoria's Secret	85.71%	8.1
132	Paula Dorf	49.18%	8.1
133	Pond's	89.47%	8.1
134	Ojon	100%	8.1
135	Lumene	50.68%	8.1
136	Avon	84.93%	8.1
137	Oscar Blandi	72.73%	8.1
138	Secret	100%	8.0
139	Bare Escentuals	78.69%	8.0
140	Vidal Sassoon	51.72%	8.0
141	Benefit	90.78%	8.0
142	Peter Thomas Roth	59.79%	8.0
143	Alterna	75.86%	8.0
144	Laura Geller	33.54%	8.0
145	Mario Badescu Skin Care	56.21%	8.0
146	La Prairie	49.48%	8.0
147	GloMinerals	51.95%	8.0
148	Crest	96.97%	8.0
149	Hard Candy	78.38%	7.9
150	Clairol	100%	7.9
151	Bliss	96.51%	7.9
152	Coppertone	89.19%	7.9
153	Sephora	76.26%	7.9
154	Chapstick	100%	7.9
155	Smashbox	87.79%	7.9
156	Blistex	100%	7.9
157	Jonathan Product	77.78%	7.9
158	Sonia Kashuk	85.96%	7.9
159	Suave	96.77%	7.9
160	GoSMILE	100%	7.8
161	Ulta	36.12%	7.8
162	Almay	98.86%	7.8
163	VO5	96.67%	7.8

164	E.L.F.	67.33%	7.8
165	Rimmel London	89.33%	7.8
166	Neutrogena	102.25%	7.8
167	Frizz-Ease	100%	7.8
168	Pevonia Botanica	44.64%	7.8
169	Garnier	96.77%	7.7
170	Jane	97.44%	7.7
171	DDF	86.21%	7.7
172	RoC	88.89%	7.7
173	CoverGirl	97.14%	7.7
174	Matrix	80.33%	7.7
175	Lola	34.21%	7.7
176	L'Oreal	81.30%	7.7
177	Prestige	50%	7.6
178	Charles Worthington	47.37%	7.6
179	Clearasil	73.91%	7.6
180	Revlon	76.33%	7.6
181	N.Y.C. New York Color	93.48%	7.6
182	Wet n Wild	77.17%	7.6
183	LORAC	83.58%	7.5
184	Tom's of Maine	100%	7.5
185	Ambi	100%	7.5
186	Wen	80.95%	7.4
187	Biore	92.59%	7.4
188	Stila	76.84%	7.4
189	Physicians Formula	78.95%	7.4
190	John Frieda	74.55%	7.4
191	Murad	89.47%	7.4
192	Blinc	100%	7.4
193	MD Skincare by Dr. Dennis Gross	53.33%	7.4
194	Too Faced	81.54%	7.3
195	Clean & Clear	95.24%	7.3
196	Jergens	100%	7.3
197	Listerine	100%	7.3
198	Rene Furterer	46.34%	7.3
199	DuWop	80.85%	7.2
200	Juice Beauty	100%	7.2
201	Maybelline New York	99.10%	7.1
202	Sally Hansen	78.51%	7.1
203	Skyn Iceland	100%	7.1
204	N.V. Perricone M.D. Cosmeceuticals	56.96%	7.0
205	ProActiv	100%	7.0
206	Conair	58.42%	7.0
207	Supersmile	80%	7.0

208	Marc Anthony	55.38%	6.9
209	Fusion Beauty	78.95%	6.9
210	Schick	66.67%	6.7
211	Samy	67.39%	6.6
212	Got2b	91.18%	6.5