



BRAND PERFORMANCE REPORT

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

As Of May 2009

Rank	Brand	Percent of Products with at least one user review	Average User Rating
1	Dolce & Gabbana	43.48%	9.24
2	Archipelago Botanicals	18.82%	9.2
3	CHI	46.15%	9.15
4	Ralph Lauren	65.63%	9.05
5	Vera Wang	64.29%	9.01
6	Bioelements	67.95%	9
7	Burberry	70.59%	8.98
8	Kerastase	67.57%	8.97
9	Boscia	100%	8.95
10	Colorescience	60.94%	8.92
11	OPI	68.06%	8.91
12	Pureology	78.05%	8.91
13	Essie	63.89%	8.9
14	Paula's Choice	77.42%	8.9
15	Aubrey Organics	57.14%	8.87
16	Borghese	61.29%	8.85
17	Merle Norman	45.99%	8.85
18	Trish McEvoy	42.59%	8.83
19	Obagi	87.88%	8.82
20	Caress	100%	8.81
21	SkinCeuticals	89.74%	8.8
22	Curel	91.67%	8.78
23	Trillium Organics	6.67%	8.78
24	Bath & Body Works	85.71%	8.77
25	Giovanni	72.73%	8.77
26	AHAVA	67.05%	8.75
27	DHC	26.59%	8.73
28	Shu Uemura	27.98%	8.73
29	Johnson's	100%	8.72
30	Joico	65.38%	8.72
31	Calvin Klein	32.76%	8.71
32	La Roche-Posay	51%	8.71
33	Giorgio Armani	36%	8.7
34	Lubriderm	83.33%	8.7
35	Tweezerman	45.26%	8.7
36	Shiseido	90.66%	8.69

37	Infusium	100%	8.68
38	Mark	94.44%	8.68
39	Mary Kay	97.58%	8.68
40	Origins	85.41%	8.67
41	Olay	96.69%	8.66
42	Dr. Brandt	84.62%	8.65
43	Guerlain	36.32%	8.65
44	St. Ives	100%	8.65
45	Chanel	74.40%	8.64
46	Urban Decay	92.41%	8.64
47	Marc Jacobs	50%	8.63
48	The Body Shop	67.38%	8.63
49	Fresh	82.02%	8.61
50	Paul Mitchell	83.67%	8.61
51	Aveeno	87.37%	8.6
52	Pantene	96.08%	8.6
53	Sebastian	43%	8.6
54	Hawaiian Tropic	89.19%	8.59
55	Kiehl's	65.82%	8.59
56	MAC	71.05%	8.58
57	Eucerin	100%	8.57
58	Herbal Essences	91.80%	8.56
59	the Balm	60.87%	8.56
60	Biolage	88.10%	8.54
61	C.O. Bigelow	59.59%	8.54
62	Redken	82.96%	8.54
63	Yves Saint Laurent	48.31%	8.54
64	L'Occitane	60%	8.53
65	Nars	71.43%	8.52
66	Estee Lauder	82.63%	8.51
67	Vaseline	111.11%	8.5
68	Nature's Gate	62.39%	8.49
69	Prescriptives	80.83%	8.49
70	Bobbi Brown	78.74%	8.48
71	Jane Iredale	69.64%	8.47
72	Dior	68.32%	8.46
73	Laura Mercier	61.96%	8.45
74	Clinique	97.31%	8.44
75	Make Up For Ever	41.24%	8.44
76	Philosophy	85.71%	8.44
77	Cetaphil	100%	8.42
78	H2O+	57.43%	8.42
79	Bonne Bell	91.30%	8.41
80	Lancome	80.43%	8.41
81	Dermalogica	82.42%	8.4
82	Arbonne	82.71%	8.39
83	Carmex	100%	8.38
84	Crabtree & Evelyn	54.22%	8.38
85	Burt's Bees	97.95%	8.37
86	T3	55.56%	8.37
87	Aussie	96%	8.36
88	Boots	37.72%	8.36

89	Acuvue	100%	8.35
90	Anastasia	66.67%	8.35
91	Dr. Hauschka	68.29%	8.34
92	Max Factor	89.58%	8.34
93	Nexus	54.55%	8.33
94	CARGO	77.55%	8.32
95	Frederic Fekkai	79.61%	8.32
96	Goody	19.58%	8.32
97	Caudalie	95%	8.3
98	Pur Minerals	51.67%	8.3
99	Amazing Cosmetics	75.86%	8.26
100	Patricia Wexler M.D.	96.88%	8.26
101	Sunsilk	87.50%	8.26
102	Vincent Longo	54.76%	8.26
103	Aveda	86.02%	8.25
104	Abba	100%	8.24
105	Biosilk	50%	8.23
106	Head and Shoulders	104.35%	8.23
107	Jason	64.96%	8.23
108	Nioxin	67.86%	8.23
109	YonKa	62.50%	8.23
110	Elizabeth Arden	52.77%	8.22
111	PHYTO	65.33%	8.22
112	Tigi	73.29%	8.22
113	TreSemme	86.05%	8.22
114	La Mer	71.43%	8.21
115	Banana Boat	79.25%	8.19
116	Vichy Laboratories	62.26%	8.18
117	Korres Natural Products	52.88%	8.17
118	American Beauty	66.67%	8.16
119	Avalon Organics	92.59%	8.16
120	Lush	100%	8.16
121	Flirt!	94.44%	8.15
122	Sexy Hair	54.05%	8.15
123	Kinerase	80%	8.14
124	Nivea	96.15%	8.14
125	Clarins	75.33%	8.13
126	Noxzema	96%	8.13
127	Bumble and bumble	80.39%	8.12
128	Dove	99.34%	8.12
129	Gillette	100%	8.12
130	Tarte	78.57%	8.12
131	Bourjois	74.39%	8.11
132	Kiss My Face	91.67%	8.11
133	Ojon	100%	8.11
134	Pond's	89.47%	8.11
135	Biotherm	49.19%	8.1
136	Paula Dorf	50.82%	8.09
137	Lumene	51.37%	8.07
138	Raw Natural Beauty	64%	8.04
139	Avon	86.90%	8.03
140	La Prairie	49%	8.03

141	Benefit	90.34%	8.02
142	Oscar Blandi	72.73%	8.02
143	Rusk	63.44%	8.02
144	Victoria's Secret	78.16%	8.02
145	Bare Escentuals	87.10%	8.01
146	GloMinerals	51.95%	8.01
147	Laura Geller	33.54%	8.01
148	Secret	92.86%	8
149	Dr. Denese	58.97%	7.99
150	Peter Thomas Roth	62.89%	7.98
151	Alterna	76.27%	7.97
152	Sephora	79.29%	7.95
153	Sonia Kashuk	85.96%	7.95
154	Crest	100%	7.94
155	Clairol	100%	7.92
156	Coppertone	89.19%	7.9
157	Mario Badescu Skin Care	56.86%	7.9
158	Smashbox	90.08%	7.9
159	Hard Candy	83.78%	7.89
160	Jonathan Product	77.78%	7.89
161	Vidal Sassoon	55.17%	7.89
162	Bliss	96.51%	7.88
163	Blistex	100%	7.87
164	Suave	96.77%	7.86
165	GoSMILE	100%	7.84
166	Ulta	38.33%	7.81
167	Almay	98.86%	7.8
168	E.L.F.	74.26%	7.79
169	VO5	96.67%	7.79
170	Pevonia Botanica	44.64%	7.78
171	Chapstick	90%	7.77
172	Rimmel London	90.67%	7.77
173	Milani	71.11%	7.76
174	Matrix	80.33%	7.75
175	Neutrogena	103.60%	7.75
176	DDF	87.93%	7.74
177	Wella	28.89%	7.73
178	Garnier	96.77%	7.72
179	Lola	34.21%	7.72
180	Frizz-Ease	100%	7.71
181	RoC	94.44%	7.69
182	CoverGirl	96.33%	7.68
183	Jane	97.44%	7.67
184	L'Oreal	84.47%	7.62
185	Prestige	54%	7.6
186	Charles Worthington	47.37%	7.58
187	Wen	85.71%	7.58
188	Clearasil	78.26%	7.57
189	LORAC	86.57%	7.57
190	Revlon	77.14%	7.56
191	Tom's of Maine	100%	7.5
192	Wet n Wild	78.26%	7.5

193	N.Y.C. New York Color	93.48%	7.48
194	Stila	77.89%	7.47
195	Blinc	100%	7.44
196	Too Faced	87.69%	7.43
197	Murad	90.79%	7.42
198	Ambi	100%	7.41
199	Physicians Formula	83.46%	7.41
200	John Frieda	85.45%	7.38
201	Biore	92.59%	7.37
202	MD Skincare by Dr. Dennis Gross	53.33%	7.36
203	Clean & Clear	95.24%	7.35
204	Ole Henriksen	64.58%	7.35
205	Jergens	100%	7.31
206	DuWop	82.98%	7.28
207	Listerine	100%	7.28
208	Rene Furterer	46.34%	7.28
209	Juice Beauty	100%	7.25
210	Sally Hansen	79.39%	7.09
211	Maybelline New York	99.10%	7.08
212	Talika	51.72%	7.08
213	N.V. Perricone M.D. Cosmeceuticals	59.49%	7.06
214	Skyn Iceland	100%	7.03
215	Supersmile	80%	7
216	ProActiv	100%	6.99
217	Conair	59.16%	6.96
218	Marc Anthony	56.92%	6.91
219	Fusion Beauty	78.95%	6.81
220	Schick	77.78%	6.78
221	Samy	69.57%	6.63
222	Got2b	91.18%	6.59