

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

As of November 2009			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	It Cosmetics	9.41	79.31%
2	Dr. Bronner's	9.37	76.47%
3	Archipelago Botanicals	9.21	18.82%
4	Smith's	9.19	75.00%
5	CHI	9.18	51.28%
6	Dolce & Gabbana	9.18	45.83%
7	Vera Wang	9.02	64.29%
8	Bioelements	9.01	69.23%
9	CND	9	35.19%
10	Burberry	8.96	66.67%
11	Tweezerman	8.95	46.88%
12	Boscia	8.94	100.00%
13	Colorescience	8.94	60.94%
14	Paula's Choice	8.93	79.03%
15	Softlips	8.93	100.00%
16	Kerastase	8.92	66.67%
17	Merle Norman	8.92	54.74%
18	Ralph Lauren	8.91	69.70%
19	OPI	8.88	72.22%
20	Clarisonic	8.86	100.00%
21	Essie	8.86	64.86%
22	Borghese	8.85	58.76%
23	Pureology	8.84	75.56%
24	Obagi	8.83	78.95%
25	Eminence	8.82	56.16%
26	Aubrey Organics	8.81	58.04%
27	Curel	8.81	84.62%
28	Desert Essence	8.79	32.00%
29	Infusium	8.79	100.00%
30	SkinCeuticals	8.79	90.48%
31	Trillium Organics	8.79	9.09%
32	Trish McEvoy	8.78	43.52%
33	DHC	8.77	28.32%
34	La Roche-Posay	8.77	50.00%
35	Shu Uemura	8.77	27.24%
36	AHAVA	8.75	67.05%
37	Joico	8.75	65.38%
38	Bath & Body Works	8.74	87.94%
39	Johnson's	8.73	100.00%
40	Caress	8.71	100.00%
41	Calvin Klein	8.7	32.76%
42	Giovanni	8.69	69.57%
43	Mary Kay	8.69	97.58%
44	Lubriderm	8.67	62.50%
45	Mark	8.67	95.65%
46	Queen Helene	8.65	33.87%
47	Olay	8.64	93.23%
48	Shiseido	8.64	89.30%
49	Chanel	8.63	72.94%
50	Giorgio Armani	8.62	35.45%
51	Origins	8.62	86.50%
52	St. Ives	8.61	93.18%
53	Urban Decay	8.61	92.94%
54	The Body Shop	8.6	68.75%
55	Aveeno	8.59	85.19%
56	MAC	8.59	69.66%
57	Guerlain	8.58	36.28%
58	Pantene	8.58	98.69%
59	Hawaiian Tropic	8.57	89.19%
60	Paul Mitchell	8.57	81.19%
61	Suki	8.57	88.24%
62	the Balm	8.57	60.87%
63	C.O. Bigelow	8.56	61.90%
64	DKNY	8.56	71.43%
65	Dr. Brandt	8.56	61.82%
66	Eucerin	8.56	100.00%
67	Kiehl's	8.56	64.16%
68	Biolage	8.55	80.43%
69	Fresh	8.53	80.65%
70	L'Occitane	8.53	61.11%
71	Vaseline	8.53	105.00%
72	Estee Lauder	8.52	86.01%
73	Marc Jacobs	8.52	50.00%
74	Nars	8.52	69.89%
75	Redken	8.51	82.98%
76	Dior	8.48	67.27%
77	Bobbi Brown	8.47	76.52%
78	Herbal Essences	8.47	103.28%
79	Jane Iredale	8.47	69.64%
80	Prescriptives	8.47	79.84%
81	Make Up For Ever	8.46	43.30%
82	Dermalogica	8.45	81.52%
83	Clinique	8.43	96.67%
84	Laura Mercier	8.42	61.17%
85	Bonne Bell	8.41	95.65%
86	Carmex	8.4	100.00%
87	Cetaphil	8.4	100.00%
88	Nature's Gate	8.4	61.82%
89	Philosophy	8.4	82.58%
90	Lancome	8.39	80.70%
91	Nexxus	8.39	54.55%
92	Crabtree & Evelyn	8.38	54.82%
93	Goody	8.37	20.71%
94	Aussie	8.36	98.00%
95	H2O+	8.36	57.43%
96	Frederic Fekkai	8.35	80.00%
97	Acuvue	8.34	100.00%
98	Burt's Bees	8.34	98.63%
99	Arbonne	8.33	87.97%
100	CARGO	8.33	77.55%
101	Caudalie	8.33	97.56%
102	Max Factor	8.32	91.67%
103	Sexy Hair	8.31	60.81%
104	Korres Natural Products	8.3	54.63%
105	T3	8.3	58.33%
106	Amazing Cosmetics	8.29	75.86%
107	Avene	8.29	72.34%
108	La Mer	8.28	69.44%
109	Vincent Longo	8.28	54.76%
110	YonKa	8.28	66.07%
111	Boots	8.27	40.25%
112	Graham Webb	8.27	57.30%
113	Patricia Wexler M.D.	8.27	86.11%
114	Jason	8.26	65.00%
115	TreSemme	8.26	88.64%
116	Dr. Hauschka	8.25	68.29%
117	Sebastian	8.25	48.54%
118	Aveda	8.23	88.56%
119	Abba	8.22	100.00%
120	Sunsilk	8.22	95.83%
121	American Beauty	8.21	68.63%
122	Elizabeth Arden	8.21	53.62%
123	Anastasia	8.2	66.67%
124	Head and Shoulders	8.18	104.35%
125	Nioxin	8.18	67.86%
126	Vichy Laboratories	8.18	62.96%
127	Clarins	8.17	76.86%
128	Tarte	8.17	79.73%
129	Banana Boat	8.16	83.02%
130	Flirt!	8.16	94.44%
131	Avalon Organics	8.15	89.29%
132	Biosilk	8.15	51.92%
133	Bumble and bumble	8.14	82.35%
134	Dove	8.14	99.35%
135	Biotherm	8.13	50.39%
136	Lush	8.13	93.75%
137	Nivea	8.13	100.00%
138	Pond's	8.13	89.47%
139	Pur Minerals	8.12	55.00%
140	Tigi	8.12	74.53%
141	Ojon	8.11	94.44%
142	Paula Dorf	8.11	50.82%
143	Bourjois	8.1	76.83%
144	La Prairie	8.1	49.07%
145	PHYTO	8.08	66.67%
146	Oscar Blandi	8.06	66.67%
147	Alterna	8.04	79.66%
148	Raw Natural Beauty	8.04	68.00%
149	Gillette	8.03	100.00%
150	Lumene	8.03	53.38%
151	Rusk	8.03	64.52%
152	Avon	8.01	85.37%
153	Dr. Denese	8.01	58.97%
154	Kinerase	8.01	88.57%
155	Kiss My Face	8.01	90.16%
156	Noxzema	8	100.00%
157	Bare Escentuals	7.99	89.23%
158	Benefit	7.99	92.67%
159	Peter Thomas Roth	7.99	61.39%
160	Victoria's Secret	7.99	80.28%
161	GloMinerals	7.98	50.00%
162	Laura Geller	7.97	33.54%
163	Sephora	7.95	78.51%
164	Sonia Kashuk	7.95	84.48%
165	Crest	7.94	94.44%
166	Goldwell	7.94	29.29%
167	Secret	7.94	92.86%
168	Clairol	7.89	100.00%
169	Coppertone	7.89	89.19%
170	Smashbox	7.89	88.57%
171	Bliss	7.87	96.51%
172	Blistex	7.87	100.00%
173	Mario Badescu Skin Care	7.87	57.52%
174	Hard Candy	7.85	66.67%
175	Vidal Sassoon	7.85	55.17%
176	GoSMILE	7.81	94.44%
177	Jonathan Product	7.81	83.33%
178	Pevonia Botanica	7.8	45.54%
179	E.L.F.	7.79	83.65%
180	Almay	7.78	98.86%
181	Milani	7.77	76.09%
182	Suave	7.77	98.39%
183	Wella	7.77	28.47%
184	DDF	7.76	87.93%
185	Neutrogena	7.76	101.26%
186	Ulta	7.74	40.09%
187	Yves Saint Laurent Beauty	7.73	45.04%
188	Rimmel London	7.71	90.12%
189	VO5	7.71	96.67%
190	Chapstick	7.7	100.00%
191	RoC	7.69	75.00%
192	Frizz-Ease	7.68	100.00%
193	Garnier	7.67	96.94%
194	Jane	7.67	97.44%
195	Matrix	7.66	79.03%
196	LORAC	7.64	83.78%
197	Charles Worthington	7.63	48.42%
198	CoverGirl	7.61	99.13%
199	Prestige	7.61	58.00%
200	L'Oreal	7.58	86.35%
201	Lola	7.58	36.84%
202	Clearasil	7.56	78.26%
203	Revlon	7.55	78.05%
204	Too Faced	7.54	88.24%
205	Tom's of Maine	7.53	100.00%
206	Bliinc	7.51	80.00%
207	Stila	7.48	74.00%
208	Murad	7.44	92.11%
209	Wet n Wild	7.42	79.35%
210	Ambi	7.38	100.00%
211	Jergens	7.38	100.00%
212	N.Y.C. New York Color	7.37	93.48%
213	Biore	7.36	84.38%
214	John Frieda	7.36	94.74%
215	Physicians Formula	7.35	83.69%
216	Clean & Clear	7.32	87.50%
217	Listerine	7.29	100.00%
218	MD Skincare by Dr. Dennis Gross	7.29	55.56%
219	Juice Beauty	7.28	100.00%
220	DuWop	7.27	85.42%
221	Wen	7.27	60.00%
222	Ole Henriksen	7.22	66.67%
223	Rene Furterer	7.19	44.71%
224	Cosmedicine	7.14	77.78%
225	Talika	7.09	50.00%
226	Maybelline New York	7.04	97.44%
227	Sally Hansen	7.01	80.87%
228	Marc Anthony	6.99	58.46%
229	Supersmile	6.94	80.00%
230	ProActiv	6.92	100.00%
231	Fusion Beauty	6.83	75.00%
232	N.V. Perricone M.D. Cosmeceuticals	6.83	62.96%
233	Skyn Iceland	6.82	100.00%
234	Conair	6.79	60.73%
235	Schick	6.74	88.89%
236	Got2b	6.66	89.47%
237	Samy	6.63	71.74%
238	Smooth Away	2.8	100.00%