



BRAND PERFORMANCE REPORT

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

As Of September 2009

Rank	Brand	Average User Rating	Percent of Products with at least one user review
1	It Cosmetics	9.41	79.31%
2	Dr. Bronner's	9.39	76.47%
3	Dolce & Gabbana	9.22	47.83%
4	Archipelago Botanicals	9.21	18.82%
5	CHI	9.17	48.72%
6	Ralph Lauren	9.06	65.63%
7	Vera Wang	9.02	64.29%
8	Burberry	9	70.59%
9	Bioelements	8.99	69.23%
10	Boscia	8.96	100%
11	Colorescience	8.93	60.94%
12	Kerastase	8.93	66.67%
13	OPI	8.92	70.83%
14	Essie	8.91	63.89%
15	Merle Norman	8.91	54.74%
16	Softlips	8.91	100%
17	Paula's Choice	8.89	77.42%
18	Pureology	8.88	75.56%
19	Tweezerman	8.87	46.32%
20	Borghese	8.84	61.29%
21	Eminence	8.84	56.16%
22	Obagi	8.83	85.29%
23	SkinCeuticals	8.82	85.71%
24	Aubrey Organics	8.81	57.14%
25	Curel	8.8	84.62%
26	Trillium Organics	8.78	4.55%
27	Trish McEvoy	8.78	43.52%
28	DHC	8.77	27.75%
29	AHAVA	8.76	67.05%
30	Bath & Body Works	8.75	85.35%
31	Infusium	8.75	100%
32	Shu Uemura	8.74	27.17%
33	Johnson's	8.73	100%
34	Joico	8.73	65.38%
35	La Roche-Posay	8.73	50%
36	Caress	8.72	100%

37	Calvin Klein	8.69	32.76%
38	Mary Kay	8.69	97.58%
39	Mark	8.68	94.51%
40	Guerlain	8.67	35.81%
41	Lubriderm	8.67	83.33%
42	Giovanni	8.66	69.57%
43	Shiseido	8.66	88.77%
44	Olay	8.65	92.42%
45	St. Ives	8.65	92.86%
46	Marc Jacobs	8.64	47.06%
47	Origins	8.64	85.90%
48	Chanel	8.63	72.09%
49	Dr. Brandt	8.63	60%
50	Urban Decay	8.63	88.24%
51	Giorgio Armani	8.62	34.58%
52	Fresh	8.61	81.11%
53	The Body Shop	8.61	68.70%
54	Hawaiian Tropic	8.6	89.19%
55	Kiehl's	8.59	62.21%
56	Pantene	8.59	98.04%
57	Queen Helene	8.59	32.26%
58	Aveeno	8.58	83.18%
59	MAC	8.58	66.90%
60	Paul Mitchell	8.58	82.83%
61	the Balm	8.58	60.87%
62	Eucerin	8.57	100%
63	Suki	8.57	88.24%
64	Biologie	8.56	88.10%
65	Sebastian	8.56	40.19%
66	C.O. Bigelow	8.55	60.27%
67	Redken	8.54	80.71%
68	Vaseline	8.53	111.11%
69	Estee Lauder	8.52	83.63%
70	L'Occitane	8.52	61.11%
71	Nars	8.52	69.89%
72	Herbal Essences	8.48	103.28%
73	Jane Iredale	8.48	69.64%
74	Dior	8.46	67.48%
75	Prescriptives	8.46	79.84%
76	Bobbi Brown	8.45	77.69%
77	Dermalogica	8.45	82.42%
78	Make Up For Ever	8.45	41.24%
79	Nature's Gate	8.45	61.82%
80	Laura Mercier	8.44	60.64%
81	Clinique	8.43	97.36%
82	Philosophy	8.43	81.46%
83	Yves Saint Laurent Beauty	8.43	44.96%
84	Bonne Bell	8.42	95.65%
85	Carmex	8.42	100%
86	H2O+	8.42	57.43%
87	Cetaphil	8.4	100%
88	Lancome	8.4	81.36%

89	Crabtree & Evelyn	8.38	54.82%
90	Aussie	8.37	98%
91	Nexus	8.37	54.55%
92	Boots	8.36	39.24%
93	Burt's Bees	8.36	97.93%
94	Caudalie	8.35	95.12%
95	Acuvue	8.34	100%
96	Arbonne	8.34	87.22%
97	Goody	8.34	20.18%
98	Frederic Fekkai	8.33	79.05%
99	Max Factor	8.33	91.67%
100	Dr. Hauschka	8.32	68.29%
101	CARGO	8.3	77.55%
102	Patricia Wexler M.D.	8.29	86.11%
103	T3	8.29	58.33%
104	La Mer	8.27	71.43%
105	Vincent Longo	8.27	54.76%
106	Amazing Cosmetics	8.26	75.86%
107	Aveda	8.26	88.14%
108	American Beauty	8.25	68.63%
109	Sexy Hair	8.25	58.11%
110	TreSemme	8.25	87.50%
111	Jason	8.24	64.17%
112	Korres Natural Products	8.24	53.27%
113	Sunsilk	8.24	91.67%
114	YonKa	8.23	62.50%
115	Anastasia	8.22	66.67%
116	Biosilk	8.21	51.92%
117	Elizabeth Arden	8.21	53.62%
118	PHYTO	8.2	66.67%
119	Abba	8.19	100%
120	Banana Boat	8.18	83.02%
121	Head and Shoulders	8.18	104.35%
122	Nioxin	8.18	67.86%
123	Clarins	8.17	76.42%
124	Avalon Organics	8.16	89.29%
125	Tarte	8.16	75.34%
126	Bumble and bumble	8.15	82.35%
127	Flirt!	8.15	94.44%
128	Lush	8.15	90.43%
129	Pond's	8.15	89.47%
130	Tigi	8.15	74.53%
131	Gillette	8.14	100%
132	Pur Minerals	8.14	55%
133	Vichy Laboratories	8.14	62.96%
134	Dove	8.13	99.34%
135	Bourjois	8.12	75.61%
136	Ojon	8.12	97.14%
137	Nivea	8.11	100%
138	Paula Dorf	8.11	50.82%
139	Biotherm	8.09	50%
140	Kinerase	8.09	85.71%

141	La Prairie	8.09	48.15%
142	Dr. Denese	8.06	58.97%
143	Lumene	8.06	52.70%
144	Rusk	8.06	63.44%
145	Oscar Blandi	8.05	70.59%
146	Avon	8.03	86.61%
147	Kiss My Face	8.03	91.67%
148	Laura Geller	8.02	33.54%
149	Raw Natural Beauty	8.02	68%
150	Alterna	8	79.66%
151	Benefit	8	90.67%
152	Bare Escentuals	7.99	84.62%
153	Victoria's Secret	7.99	80.58%
154	GloMinerals	7.98	50%
155	Noxzema	7.98	100%
156	Peter Thomas Roth	7.97	60.40%
157	Secret	7.97	92.86%
158	Sonia Kashuk	7.97	84.48%
159	Crest	7.94	94.44%
160	Sephora	7.94	77.81%
161	Hard Candy	7.9	86.49%
162	Milani	7.89	75.56%
163	Bliss	7.88	96.51%
164	Smashbox	7.88	88.49%
165	Clairol	7.87	100%
166	Coppertone	7.87	89.19%
167	E.L.F.	7.87	79.81%
168	Blistex	7.86	100%
169	Vidal Sassoon	7.85	55.17%
170	GoSMILE	7.84	94.44%
171	Jonathan Product	7.83	80.56%
172	Mario Badescu Skin Care	7.83	56.86%
173	Pevonia Botanica	7.8	45.54%
174	Almay	7.79	98.86%
175	Suave	7.78	98.39%
176	DDF	7.77	87.93%
177	Ulta	7.77	39.21%
178	Neutrogena	7.76	101.74%
179	Rimmel London	7.76	89.87%
180	Matrix	7.73	79.03%
181	VO5	7.73	96.67%
182	Wella	7.73	28.47%
183	Chapstick	7.71	100%
184	Garnier	7.69	96.81%
185	Frizz-Ease	7.68	100%
186	RoC	7.67	77.27%
187	Prestige	7.65	56%
188	Jane	7.64	97.44%
189	Charles Worthington	7.63	48.42%
190	CoverGirl	7.63	97.39%
191	L'Oreal	7.59	85.61%
192	LORAC	7.58	80.56%

193	Lola	7.57	36.84%
194	Wen	7.55	85.71%
195	Revlon	7.54	77.24%
196	Clearasil	7.51	78.26%
197	Tom's of Maine	7.5	100%
198	Stila	7.49	74%
199	Blinc	7.46	100%
200	Ambi	7.45	100%
201	Wet n Wild	7.45	78.26%
202	Murad	7.44	92.11%
203	Too Faced	7.43	83.82%
204	John Frieda	7.39	89.47%
205	MD Skincare by Dr. Dennis Gross	7.39	53.33%
206	Jergens	7.38	100%
207	N.Y.C. New York Color	7.38	93.48%
208	Physicians Formula	7.36	82.14%
209	Biore	7.35	96.30%
210	Clean & Clear	7.33	95.24%
211	DuWop	7.29	83.33%
212	Listerine	7.29	100%
213	Ole Henriksen	7.27	64.58%
214	Juice Beauty	7.26	100%
215	Rene Furterer	7.24	44.71%
216	Talika	7.09	50%
217	Maybelline New York	7.05	96.58%
218	N.V. Perricone M.D. Cosmeceuticals	7.01	59.26%
219	Sally Hansen	7.01	80%
220	Supersmile	7	80%
221	Marc Anthony	6.94	58.46%
222	ProActiv	6.92	100%
223	Skyn Iceland	6.91	100%
224	Conair	6.83	60.21%
225	Fusion Beauty	6.81	78.95%
226	Schick	6.79	88.89%
227	Got2b	6.7	91.67%
228	Samy	6.64	71.74%
229	Smooth Away	2.87	100%