

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

As of January 2010

Rank	Brand	Average rating per brand	Percentage of products reviewed
1	Nu Skin	9.92	100.00%
2	NovaLash	9.73	76.19%
3	It Cosmetics	9.39	79.31%
4	Dr. Bronner's	9.37	75.00%
5	Archipelago Botanicals	9.21	18.82%
6	Smith's	9.2	75.00%
7	Dolce & Gabbana	9.18	45.83%
8	CHI	9.12	53.85%
9	CND	9.05	36.36%
10	Vera Wang	9.02	64.29%
11	Bioelements	9.01	69.23%
12	Burberry	8.98	66.67%
13	NYX	8.96	80.00%
14	Tweezerman	8.96	47.92%
15	Colorscience Pro	8.94	58.46%
16	Merle Norman	8.94	58.39%
17	Paula's Choice	8.94	79.03%
18	Softlips	8.92	100.00%
19	Boscia	8.91	100.00%
20	Ralph Lauren	8.91	69.70%
21	YoYo	8.89	100.00%
22	Kerastase	8.88	63.29%
23	Borghese	8.87	57.00%
24	Obagi	8.87	75.00%
25	OPI	8.87	71.43%
26	Pureology	8.87	74.47%
27	Clarisonic	8.86	100.00%
28	Eminence	8.85	57.53%
29	Essie	8.85	64.86%
30	Infusium	8.83	100.00%
31	Aubrey Organics	8.82	58.93%
32	Curel	8.82	92.31%
33	SkinCeuticals	8.82	90.48%
34	Desert Essence	8.79	31.58%
35	La Roche-Posay	8.79	49.51%
36	Trillium Organics	8.79	9.09%
37	Shu Uemura	8.76	27.14%
38	AHAVA	8.75	66.29%
39	Bath & Body Works	8.74	68.50%
40	DHC	8.74	29.48%
41	Johnson's	8.74	100.00%
42	Joico	8.74	65.38%
43	Mary Kay	8.71	97.58%
44	Calvin Klein	8.71	34.48%
45	Trish McEvoy	8.7	45.37%
46	Caress	8.69	100.00%
47	Queen Helene	8.69	35.48%
48	Giovanni	8.68	69.57%
49	Lubriderm	8.68	68.75%
50	Mark	8.67	95.65%
51	Chanel	8.64	72.40%
52	Olay	8.64	89.86%
53	Shiseido	8.64	89.30%
54	Origins	8.63	86.13%
55	The Body Shop	8.61	68.81%
56	Giorgio Armani	8.61	35.45%
57	St. Ives	8.6	91.30%
58	Urban Decay	8.6	90.80%
59	Aveeno	8.59	87.04%
60	MAC	8.59	69.86%
61	Pantene	8.58	98.68%
62	Hawaiian Tropic	8.58	89.19%
63	Biologie	8.56	82.61%
64	Guerlain	8.56	36.11%
65	Paul Mitchell	8.56	80.39%
66	C.O. Bigelow	8.55	61.07%
67	Eucerin	8.55	100.00%
68	Suki	8.55	88.24%
69	Nars	8.54	71.28%
70	Estee Lauder	8.53	86.87%
71	DKNY	8.53	71.43%
72	Dr. Brandt	8.53	61.82%
73	Kiehl's	8.52	63.13%
74	L'Occitane	8.52	61.85%
75	Marc Jacobs	8.52	50.00%
76	the Balm	8.52	58.33%
77	Fresh	8.51	80.65%
78	Vaseline	8.51	110.00%
79	Redken	8.5	83.10%
80	Make Up For Ever	8.5	44.33%
81	Bobbi Brown	8.49	77.61%
82	Dior	8.49	67.27%
83	Prescriptives	8.48	79.84%
84	Jane Iredale	8.47	69.64%
85	Dermalogica	8.46	81.72%
86	Herbal Essences	8.46	103.28%
87	Bonne Bell	8.43	95.65%
88	Clinique	8.42	97.07%
89	Cetaphil	8.41	100.00%
90	Nexxus	8.41	57.14%
91	Lancome	8.4	81.05%
92	Philosophy	8.4	80.92%
93	Carmex	8.39	75.00%
94	Laura Mercier	8.39	61.70%
95	Crabtree & Evelyn	8.38	54.82%
96	H2O+	8.37	58.11%
97	Nature's Gate	8.37	61.26%
98	Aussie	8.36	98.00%
99	Frederic Fekkai	8.36	80.00%
100	Acuvue	8.35	100.00%
101	Caudalie	8.33	97.56%
102	Goody	8.33	20.82%
103	Arbonne	8.33	87.97%
104	Burt's Bees	8.33	98.63%
105	Max Factor	8.33	91.67%
106	CARGO	8.32	77.55%
107	Sexy Hair	8.31	60.81%
108	YonKa	8.29	66.07%
109	Amazing Cosmetics	8.28	75.86%
110	Korres Natural Products	8.28	55.56%
111	La Mer	8.28	72.22%
112	Patricia Wexler M.D.	8.28	86.49%
113	Vincent Longo	8.28	54.76%
114	Graham Webb	8.27	57.30%
115	Boots	8.27	41.52%
116	T3	8.27	58.33%
117	Dr. Hauschka	8.26	69.51%
118	Sebastian	8.26	50.49%
119	TreSemme	8.25	90.91%
120	Avene	8.24	72.34%
121	Jennifer Lopez	8.24	58.82%
122	Aveda	8.24	88.56%
123	Anastasia	8.23	66.67%
124	Jason	8.23	65.00%
125	Abba	8.22	100.00%
126	Carol's Daughter	8.22	20.00%
127	Sunsilk	8.22	95.83%
128	American Beauty	8.21	68.63%
129	Elizabeth Arden	8.2	53.81%
130	Tarte	8.2	75.95%
131	Vichy Laboratories	8.2	56.67%
132	Nioxin	8.19	67.86%
133	Flirt!	8.17	91.89%
134	Hairt and Shoulders	8.17	104.35%
135	Clarins	8.17	77.29%
136	Banana Boat	8.16	83.02%
137	Avalon Organics	8.15	89.29%
138	Biosilk	8.15	51.92%
139	Biotherm	8.14	50.39%
140	Dove	8.13	94.94%
141	Nivea	8.13	96.30%
142	Ojon	8.13	94.44%
143	Pond's	8.13	89.47%
144	Bumble and bumble	8.12	82.35%
145	Lush	8.12	93.75%
146	Paula Dorf	8.12	50.82%
147	Bourjois	8.1	76.83%
148	La Prairie	8.1	49.07%
149	Tigi	8.1	71.86%
150	PHYTO	8.09	68.00%
151	Alterna	8.07	79.66%
152	Oscar Blandi	8.06	66.67%
153	Lumene	8.05	53.38%
154	Pur Minerals	8.04	55.00%
155	Raw Natural Beauty	8.04	68.00%
156	Gillette	8.03	100.00%
157	Noxzema	8.03	100.00%
158	Dr. Denese	8.02	61.54%
159	Kinerase	8.02	88.57%
160	Kiss My Face	8.01	91.80%
161	Victoria's Secret	8.01	80.37%
162	Avon	8	85.57%
163	Rusk	8	64.52%
164	Bare Escentuals	7.99	89.26%
165	Benefit	7.99	91.50%
166	GloMinerals	7.98	47.06%
167	Laura Geller	7.97	34.15%
168	Peter Thomas Roth	7.96	62.38%
169	Secret	7.95	100.00%
170	Crest	7.94	94.44%
171	Goldwell	7.94	29.29%
172	Sephora	7.93	78.35%
173	Sonia Kashuk	7.91	84.48%
174	Smashbox	7.9	89.29%
175	Clairol	7.89	100.00%
176	Coppertone	7.89	89.19%
177	Mario Badescu Skin Care	7.88	57.52%
178	Vidal Sassoon	7.88	55.17%
179	Bliss	7.87	96.51%
180	Blistex	7.84	100.00%
181	GoSMILE	7.83	94.44%
182	Jonathan Product	7.81	83.33%
183	Wella	7.81	28.47%
184	Pevonia Botanica	7.8	45.54%
185	E.L.F.	7.79	82.86%
186	Milani	7.78	67.31%
187	Almay	7.77	98.86%
188	DDF	7.77	87.93%
189	Neutrogena	7.75	102.53%
190	Yves Saint Laurent Beauty	7.75	44.70%
191	Suave	7.74	98.41%
192	Ulta	7.74	40.09%
193	VO5	7.72	86.67%
194	Rimmel London	7.7	87.80%
195	Hard Candy	7.69	72.22%
196	Charles Worthington	7.68	48.42%
197	Frizz-Ease	7.68	100.00%
198	Chapstick	7.67	100.00%
199	Matrix	7.66	80.65%
200	Garnier	7.65	95.05%
201	Prestige	7.65	60.00%
202	LORAC	7.63	85.53%
203	RoC	7.61	79.17%
204	Lola	7.6	36.84%
205	CoverGirl	7.6	96.00%
206	Jane	7.59	97.44%
207	L'Oreal	7.58	85.82%
208	Too Faced	7.56	86.96%
209	Revlon	7.55	78.46%
210	Tom's of Maine	7.55	100.00%
211	Blink	7.5	80.00%
212	Clearasil	7.48	78.26%
213	Stila	7.48	71.15%
214	Murad	7.44	92.11%
215	Wet n Wild	7.4	80.43%
216	John Frieda	7.39	94.74%
217	Ambi	7.38	100.00%
218	Biore	7.38	96.77%
219	Dr. Dennis Gross Skincare	7.38	55.56%
220	Jergens	7.38	90.00%
221	Wen	7.36	60.00%
222	N.Y.C. New York Color	7.35	95.65%
223	Physicians Formula	7.35	83.22%
224	Clean & Clear	7.33	89.58%
225	Listerine	7.3	100.00%
226	DuWop	7.27	85.42%
227	Juice Beauty	7.24	100.00%
228	Rene Furterer	7.23	44.71%
229	Ole Henriksen	7.18	88.75%
230	Talika	7.18	56.67%
231	Maybelline New York	7.05	89.39%
232	Cosmedicine	7.04	77.78%
233	Sally Hansen	7.02	80.87%
234	Marc Anthony	7.01	60.00%
235	Supersmile	6.94	80.00%
236	ProActiv	6.91	100.00%
237	Fusion Beauty	6.85	75.00%
238	Skyn Iceland	6.83	100.00%
239	N.V. Perricone M.D. Cosmeceuticals	6.81	64.20%
240	Schick	6.76	88.89%
241	Conair	6.74	60.73%
242	Got2b	6.71	85.37%
243	Samy	6.54	73.91%
244	Smooth Away	2.74	100.00%