

BRAND PERFORMANCE REPORT			total beauty MEDIA GROUP
This chart breaks down product ratings and reviews for all brands with at least 100 consumer reviews.			
As of July 2012			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	ARTISTRY	9.96	15.25%
2	Nu Skin	9.78	100.00%
3	ElanVeda	9.5	100.00%
4	EcoTools	9.46	87.50%
5	It Cosmetics	9.39	70.91%
6	Dr. Bronner's	9.32	75.00%
7	Aquaphor	9.22	50.00%
8	Archipelago Botanicals	9.16	18.18%
9	CND	9.12	36.84%
10	Clarisonic	9.1	114.29%
11	Oral-B	9.07	16.67%
12	Smith's	9.07	100.00%
13	Moroccanoil	9.03	52.63%
14	Tweezerman	9.02	46.23%
15	Bioelements	9.01	65.85%
16	Dolce & Gabbana	9.01	20.31%
17	Paula's Choice	8.99	78.05%
18	Palmers	8.97	46.27%
19	Kiss	8.95	63.38%
20	China Glaze	8.91	88.89%
21	Curel	8.91	86.67%
22	Vera Wang	8.91	60.61%
23	YoYo	8.9	100.00%
24	Ralph Lauren	8.89	32.89%
25	Juicy Couture	8.88	41.94%
26	Kerastase	8.88	48.60%
27	SkinCeuticals	8.88	67.21%
28	CHI	8.87	55.32%
29	Colorescience Pro	8.87	55.56%
30	Burberry	8.83	57.69%
31	Eminence	8.8	54.32%
32	OPI	8.8	69.57%
33	Borghese	8.79	53.51%
34	Merle Norman	8.79	58.11%
35	Trillium Organics	8.79	9.09%
36	Trish McEvoy	8.78	59.26%
37	Zenmed	8.75	94.74%
38	Johnson's	8.74	32.84%
39	DHC	8.73	37.36%
40	Grassroots Research Labs	8.73	63.51%
41	Arbonne	8.72	89.26%
42	La Roche-Posay	8.72	49.19%
43	Obagi	8.72	76.74%
44	Shu Uemura	8.72	25.68%
45	Joico	8.71	67.44%
46	Caress	8.69	93.75%
47	Hawaiian Tropic	8.69	92.31%
48	Mary Kay	8.68	97.71%
49	Pureology	8.68	74.60%
50	AHAVA	8.67	63.92%
51	Aubrey Organics	8.67	57.85%
52	Bath & Body Works	8.66	73.40%
53	Chanel	8.66	76.62%
54	Bulgari	8.65	51.35%
55	Lubriderm	8.65	61.11%
56	Caswell-Massey	8.64	27.18%
57	Guerlain	8.64	35.75%
58	Jan Marini Skin Research	8.64	55.36%
59	Queen Helene	8.63	43.55%
60	Giovanni	8.62	68.57%
61	Shiseido	8.6	80.00%
62	Urban Decay	8.6	93.08%
63	Calvin Klein	8.59	37.10%
64	Essie	8.59	63.41%
65	Jo Malone	8.59	27.56%
66	Origins	8.59	87.10%
67	Weleda	8.59	46.34%
68	KMS	8.58	60.00%
69	C.O. Bigelow	8.57	63.69%
70	Marc Jacobs	8.57	57.14%
71	Olay	8.57	75.60%
72	Softlips	8.57	100.00%
73	MAC	8.56	67.92%
74	Mark	8.54	90.71%
75	NYX Cosmetics	8.54	64.44%
76	NARS	8.53	70.91%
77	Paul Mitchell	8.53	82.20%
78	the Balm	8.53	70.83%
79	Britney Spears	8.52	85.71%
80	Kieh'l's	8.52	72.91%
81	L'Occitane	8.52	88.97%
82	ModelCo	8.52	53.03%
83	Boschia	8.51	92.86%
84	Jane Iredale	8.51	68.38%
85	Biologie	8.49	77.55%
86	Desert Essence	8.49	32.61%
87	St. Ives	8.49	82.81%
88	Crabtree & Evelyn	8.48	43.24%
89	Giorgio Armani	8.48	27.88%
90	Pantene	8.48	82.39%
91	Prescriptives	8.48	81.45%
92	Make Up For Ever	8.47	49.57%
93	The Body Shop	8.47	72.48%
94	Avene	8.46	64.15%
95	Fresh	8.45	81.25%
96	Suki	8.44	80.95%
97	Vaseline	8.44	73.53%
98	Buxom	8.43	71.43%
99	Napoleon Perdis	8.43	24.58%
100	Nature's Gate	8.43	57.48%
101	Purpose	8.43	100.00%
102	Aveeno	8.42	73.51%
103	DKNY	8.42	68.42%
104	Estee Lauder	8.42	82.40%
105	Bobbi Brown	8.41	72.50%
106	Dermalogica	8.39	74.78%
107	Dior	8.38	70.62%
108	Acuvue	8.37	90.00%
109	Redken	8.37	71.28%
110	Aquolina	8.36	84.62%
111	CARGO	8.36	79.63%
112	Infusium	8.36	64.52%
113	Bonne Bell	8.35	100.00%
114	Lancome	8.34	70.74%
115	100% Pure	8.33	66.67%
116	Aussie	8.33	96.43%
117	Carmex	8.33	75.00%
118	YonKa	8.33	66.07%
119	Dr. Brandt	8.31	64.91%
120	Graham Webb	8.31	58.43%
121	La Mer	8.31	71.05%
122	Laura Mercier	8.31	57.94%
123	Nexxus	8.31	54.37%
124	Clinique	8.3	98.29%
125	Frederic Fekkai	8.3	65.67%
126	Herbal Essences	8.29	98.51%
127	Cetaphil	8.28	100.00%
128	Goody	8.28	23.45%
129	Sebastian	8.28	50.86%
130	philosophy	8.27	91.38%
131	Dr. Hauschka	8.26	60.82%
132	La Prairie	8.26	53.51%
133	Patricia Wexler M.D.	8.26	94.44%
134	EOS	8.25	100.00%
135	Max Factor	8.25	88.00%
136	T3	8.25	52.38%
137	Caudalie	8.24	93.33%
138	Aveda	8.23	92.40%
139	Banana Boat	8.23	85.19%
140	Burt's Bees	8.23	98.03%
141	Flirt!	8.23	88.64%
142	H2O+	8.23	59.06%
143	Sunsilk	8.22	95.83%
144	Tarte	8.21	81.00%
145	Pond's	8.19	73.08%
146	American Beauty	8.18	64.29%
147	Anastasia	8.18	61.22%
148	Korres Natural Products	8.18	55.37%
149	Laura Geller	8.17	57.14%
150	Lush	8.17	76.39%
151	Vichy Laboratories	8.17	44.83%
152	Alba	8.16	44.54%
153	Jason	8.16	60.61%
154	Paula Dorf	8.15	50.82%
155	Remington	8.15	31.17%
156	Lumene	8.14	52.41%
157	Clarins	8.13	75.83%
158	Biotherm	8.12	52.76%
159	Bourjois	8.12	79.27%
160	Dove	8.12	80.10%
161	PHYTO	8.12	62.92%
162	Gillette	8.11	21.57%
163	Bumble and bumble	8.1	72.58%
164	Nivea	8.09	89.13%
165	Pur Minerals	8.09	63.33%
166	GloMinerals	8.08	39.42%
167	Vincent Longo	8.08	52.27%
168	Abba	8.07	100.00%
169	Boots	8.07	45.45%
170	Eucerin	8.07	84.62%
171	Venus	8.07	65.38%
172	Amazing Cosmetics	8.06	80.00%
173	Thierry Mugler	8.06	51.35%
174	Freeman	8.05	67.86%
175	Raw Natural Beauty	8.04	68.00%
176	Sexy Hair	8.04	63.64%
177	Victoria's Secret	8.04	75.77%
178	Biosilk	8.03	60.38%
179	Mitchum	8.03	100.00%
180	Peter Thomas Roth	8.03	58.73%
181	Ojon	8.02	76.00%
182	Dr. Denese	8	62.50%
183	Jennifer Lopez	7.98	55.00%
184	Rusk	7.98	68.42%
185	Abreva	7.97	100.00%
186	Goldwell	7.97	32.32%
187	Avon	7.96	84.75%
188	TIGI	7.96	73.56%
189	Sonia Kashuk	7.95	67.86%
190	Elizabeth Arden	7.94	51.50%
191	Givenchy	7.93	28.47%
192	bareMinerals	7.92	56.85%
193	Kinerase	7.92	80.00%
194	Alterna	7.9	71.43%
195	Avalon Organics	7.88	47.46%
196	Noxzema	7.88	92.31%
197	Crest	7.87	75.38%
198	Kiss My Face	7.87	81.69%
199	Nioxin	7.87	55.56%
200	Sephora	7.87	76.98%
201	Yes To	7.87	76.19%
202	Charles Worthington	7.86	48.42%
203	Coppertone	7.86	79.55%
204	Jonathan Product	7.86	77.27%
205	Mario Badescu Skin Care	7.86	62.75%
206	Milani	7.86	77.03%
207	Secret	7.85	81.48%
208	Smashbox	7.85	83.13%
209	Head & Shoulders	7.84	74.29%
210	Vidal Sassoon	7.84	57.38%
211	Carol's Daughter	7.83	34.35%
212	Benefit	7.82	89.80%
213	Pevonia Botanica	7.82	49.11%
214	Josie Maran	7.8	62.50%
215	GoSMILE	7.78	60.00%
216	Yves Saint Laurent Beauty	7.78	33.67%
217	Bliss	7.76	87.76%
218	Prestige	7.76	61.54%
219	Bare Escentuals	7.73	80.43%
220	Oscar Blandi	7.72	65.00%
221	TRESemme	7.7	72.07%
222	Neutrogena	7.69	84.00%
223	Too Faced	7.69	78.81%
224	Matrix	7.68	31.10%
225	E.L.F.	7.66	84.67%
226	Blistex	7.65	94.74%
227	DDF	7.65	75.76%
228	LORAC	7.65	83.15%
229	Suave	7.63	80.70%
230	Ote Henriksen	7.62	66.67%
231	Almay	7.61	81.58%
232	Rimmel London	7.6	87.29%
233	Lola	7.59	36.84%
234	Jane	7.57	97.44%
235	Stila	7.56	72.66%
236	Clairol	7.55	60.00%
237	Frizz-Ease	7.55	100.00%
238	Juice Beauty	7.5	96.30%
239	VO5	7.49	75.00%
240	Wella	7.48	26.92%
241	Garnier	7.47	75.78%
242	L'Oreal	7.45	81.96%
243	Jergens	7.43	77.78%
244	Chapstick	7.42	88.24%
245	John Frieda	7.42	82.14%
246	Physicians Formula	7.42	82.27%
247	RoC	7.39	64.10%
248	Cosmedicine	7.36	78.95%
249	Murad	7.36	84.62%
250	Tom's of Maine	7.34	95.00%
251	Dr. Dennis Gross Skincare	7.33	55.77%
252	Revlon	7.33	84.19%
253	AMBI	7.32	78.57%
254	DuWop	7.32	79.25%
255	Clean & Clear	7.31	87.30%
256	CoverGirl	7.31	95.33%
257	Wet n Wild	7.31	87.16%
258	Blinc	7.3	71.43%
259	Biore	7.29	97.06%
260	Clearasil	7.27	76.67%
261	Hard Candy	7.26	86.73%
262	Listerine	7.26	28.57%
263	Ulta	7.23	67.10%
264	Wen	7.23	96.77%
265	Rene Furterer	7.19	42.11%
266	Taiika	7.11	54.84%
267	N.Y.C. New York Color	7.1	95.74%
268	Schick	7.03	75.00%
269	Marc Anthony	7.01	50.60%
270	Maybelline New York	7.01	95.98%
271	Supersmile	6.97	61.54%
272	got2b	6.94	79.31%
273	Sally Hansen	6.87	80.80%
274	REMBRANDT	6.85	88.89%
275	Fusion Beauty	6.82	69.57%
276	Skyn Iceland	6.81	72.00%
277	N.V. Perricone M.D. Cosmeceuticals	6.69	70.37%
278	ProActiv	6.66	93.10%
279	Conair	6.6	55.25%
280	Organix	6.29	74.29%
281	Samy	6.14	69.23%
282	StriVectin	5.85	59.09%
283	Smooth Away	2.83	100.00%