

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 June 2012			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	ARTISTRY	9.96	100.00%
2	Nu Skin	9.8	100.00%
3	ElanVeda	9.52	100.00%
4	EcoTools	9.46	87.50%
5	It Cosmetics	9.4	78.00%
6	Dr. Bronner's	9.35	68.75%
7	Archipelago Botanicals	9.16	18.18%
8	CND	9.11	36.84%
9	Clarisonic	9.1	114.29%
10	Oral-B	9.07	16.67%
11	Smith's	9.06	100.00%
12	Bioelements	9.02	65.85%
13	Dolce & Gabbana	9.01	20.63%
14	Moroccanoil	9.01	52.63%
15	Tweezerman	9	46.23%
16	Palmers	8.99	44.78%
17	Paula's Choice	8.99	77.78%
18	Kiss	8.95	63.38%
19	Curel	8.91	86.67%
20	SkinCeuticals	8.91	67.21%
21	Vera Wang	8.91	60.61%
22	China Glaze	8.9	88.89%
23	Ralph Lauren	8.9	32.89%
24	YoYo	8.9	100.00%
25	CHI	8.89	57.78%
26	Kerastase	8.89	47.66%
27	Burberry	8.86	60.87%
28	Colorescience Pro	8.86	55.56%
29	Juicy Couture	8.85	40.00%
30	OPI	8.81	71.64%
31	Eminence	8.8	54.32%
32	Merle Norman	8.8	57.14%
33	Trillium Organics	8.79	9.09%
34	Borghese	8.78	54.46%
35	Trish McEvoy	8.78	59.26%
36	Zenmed	8.76	94.74%
37	DHC	8.74	36.78%
38	Joico	8.74	66.28%
39	Grassroots Research Labs	8.73	63.51%
40	Johnson's	8.73	29.85%
41	Shu Uemura	8.73	25.77%
42	Arbonne	8.72	89.26%
43	Caress	8.71	93.75%
44	La Roche-Posay	8.71	48.39%
45	Hawaiian Tropic	8.7	89.74%
46	Obagi	8.7	76.74%
47	Aubrey Organics	8.69	57.02%
48	Mary Kay	8.69	97.69%
49	Pureology	8.69	73.02%
50	AHAVA	8.67	63.92%
51	Bath & Body Works	8.67	72.20%
52	Caswell-Massey	8.66	27.18%
53	Chanel	8.66	76.19%
54	Bulgari	8.65	51.35%
55	Lubriderm	8.65	61.11%
56	Guerlain	8.63	36.07%
57	Jan Marini Skin Research	8.63	55.36%
58	Queen Helene	8.62	43.55%
59	Essie	8.6	63.41%
60	Urban Decay	8.6	94.53%
61	Calvin Klein	8.59	35.48%
62	Jo Malone	8.59	27.56%
63	Shiseido	8.59	80.75%
64	Weleda	8.59	46.34%
65	Giovanni	8.58	60.00%
66	KMS	8.58	60.00%
67	NYX Cosmetics	8.58	68.24%
68	Origins	8.58	87.10%
69	C.O. Bigelow	8.57	63.06%
70	MAC	8.57	68.02%
71	Olay	8.57	75.00%
72	Softlips	8.57	100.00%
73	Marc Jacobs	8.55	57.14%
74	Mark	8.55	93.38%
75	Biolage	8.54	78.00%
76	NARS	8.54	71.30%
77	Paul Mitchell	8.54	83.62%
78	Boschia	8.53	100.00%
79	Eucerin	8.53	92.31%
80	the Balm	8.53	70.83%
81	Kieh'l's	8.52	73.63%
82	L'Occitane	8.52	89.58%
83	ModelCo	8.52	53.03%
84	St. Ives	8.51	79.69%
85	Britney Spears	8.5	85.71%
86	Jane Iredale	8.5	69.57%
87	Make Up For Ever	8.49	51.82%
88	Pantene	8.49	81.12%
89	Prescriptives	8.49	81.45%
90	Purpose	8.49	100.00%
91	Vaseline	8.49	69.70%
92	Desert Essence	8.48	32.61%
93	Giorgio Armani	8.48	27.88%
94	Avene	8.47	64.15%
95	Crabtree & Evelyn	8.47	43.24%
96	The Body Shop	8.47	72.15%
97	Fresh	8.45	81.25%
98	Aveeno	8.43	74.00%
99	Buxom	8.43	71.43%
100	Napoleon Perdis	8.43	25.00%
101	Nature's Gate	8.43	57.48%
102	Suki	8.42	80.00%
103	DKNY	8.41	72.22%
104	Estee Lauder	8.41	82.35%
105	Bobbi Brown	8.4	73.42%
106	Dermalogica	8.4	76.79%
107	Dior	8.39	70.45%
108	Aquolina	8.38	84.62%
109	Acuvue	8.37	90.00%
110	Bonne Bell	8.37	100.00%
111	Infusium	8.37	64.52%
112	Redken	8.37	73.40%
113	CARGO	8.35	79.25%
114	Lancome	8.35	70.00%
115	100% Pure	8.33	66.67%
116	Aussie	8.33	96.43%
117	Carmex	8.33	85.71%
118	La Mer	8.32	71.05%
119	Nexus	8.32	54.37%
120	Clinique	8.31	98.97%
121	Frederic Fekkai	8.31	65.67%
122	Graham Webb	8.31	58.43%
123	Laura Mercier	8.31	59.13%
124	YonKa	8.31	66.07%
125	Dr. Brandt	8.3	64.91%
126	Herbal Essences	8.3	103.13%
127	Cetaphil	8.29	100.00%
128	philosophy	8.28	92.11%
129	Sebastian	8.28	50.86%
130	Dr. Hauschka	8.27	61.46%
131	Patricia Wexler M.D.	8.27	92.11%
132	Goody	8.26	23.18%
133	La Prairie	8.26	53.51%
134	T3	8.26	52.38%
135	Caudalie	8.25	93.33%
136	Burt's Bees	8.24	98.03%
137	Max Factor	8.24	88.00%
138	Aveda	8.23	92.77%
139	EOS	8.23	100.00%
140	Flirt!	8.23	88.64%
141	Banana Boat	8.22	85.19%
142	H2O+	8.22	59.06%
143	Sunsilk	8.22	95.83%
144	Tarte	8.22	82.65%
145	Korres Natural Products	8.2	56.78%
146	Anastasia	8.19	61.22%
147	Pond's	8.19	73.08%
148	American Beauty	8.18	64.29%
149	Lush	8.18	75.35%
150	Jason	8.16	60.61%
151	Laura Geller	8.16	55.56%
152	Mitchum	8.16	100.00%
153	Paula Dorf	8.15	50.82%
154	Alba	8.14	44.54%
155	Lumene	8.14	53.05%
156	PHYTO	8.14	63.64%
157	Vichy Laboratories	8.14	44.83%
158	Biotherm	8.12	52.76%
159	Clarins	8.12	75.83%
160	Dove	8.12	79.59%
161	Bourjois	8.1	79.27%
162	Bumble and bumble	8.1	81.82%
163	Gillette	8.1	19.61%
164	Nivea	8.1	89.13%
165	Pur Minerals	8.1	63.33%
166	Vincent Longo	8.08	52.27%
167	Abba	8.07	100.00%
168	Boots	8.07	45.57%
169	Sexy Hair	8.07	63.64%
170	Amazing Cosmetics	8.06	80.00%
171	GloMinerals	8.06	39.81%
172	Remington	8.06	29.87%
173	Thierry Mugler	8.06	51.35%
174	Venus	8.06	61.54%
175	Peter Thomas Roth	8.05	60.33%
176	Victoria's Secret	8.05	75.38%
177	Biosilk	8.04	61.54%
178	Raw Natural Beauty	8.04	68.00%
179	Ojon	8.02	76.00%
180	Freeman	8.01	71.70%
181	Dr. Denese	8	62.50%
182	Rusk	7.99	68.09%
183	Jennifer Lopez	7.98	55.00%
184	Goldwell	7.97	32.32%
185	Sonia Kashuk	7.97	65.48%
186	Avon	7.96	84.43%
187	TIGI	7.96	73.56%
188	Abreva	7.95	100.00%
189	Elizabeth Arden	7.94	53.75%
190	bareMinerals	7.92	57.24%
191	Givenchy	7.92	28.37%
192	Kinerase	7.92	80.00%
193	Carol's Daughter	7.9	34.35%
194	Alterna	7.89	70.13%
195	Kiss My Face	7.89	81.69%
196	Avalon Organics	7.88	47.46%
197	Sephora	7.88	79.16%
198	Crest	7.87	73.85%
199	Nioxin	7.87	55.56%
200	Yes To	7.87	73.81%
201	Charles Worthington	7.86	48.42%
202	Coppertone	7.86	79.55%
203	Jonathan Product	7.86	77.27%
204	Milani	7.86	75.68%
205	Noxzema	7.86	92.31%
206	Benefit	7.85	89.74%
207	Mario Badescu Skin Care	7.85	62.75%
208	Secret	7.85	81.48%
209	Smashbox	7.85	84.66%
210	Vidal Sassoon	7.85	57.38%
211	Head & Shoulders	7.84	68.57%
212	Josie Maran	7.83	62.50%
213	Pevonia Botanica	7.82	49.11%
214	Yves Saint Laurent Beauty	7.8	46.10%
215	GoSMILE	7.78	60.00%
216	Bliss	7.77	89.58%
217	Prestige	7.76	61.54%
218	Bare Escentuals	7.74	84.09%
219	Oscar Blandi	7.74	65.00%
220	TRESemme	7.71	70.27%
221	E.L.F.	7.7	83.89%
222	Neutrogena	7.69	83.09%
223	Too Faced	7.67	79.31%
224	Blistex	7.66	94.74%
225	DDF	7.64	74.24%
226	LORAC	7.64	84.09%
227	Almay	7.62	96.88%
228	Suave	7.62	80.53%
229	Rimmel London	7.6	87.29%
230	Lola	7.59	36.84%
231	Claireol	7.58	55.00%
232	Frizz-Ease	7.56	100.00%
233	Stila	7.56	75.00%
234	Jane	7.55	97.44%
235	Matrix	7.55	61.73%
236	Ole Henriksen	7.55	66.67%
237	VO5	7.49	75.00%
238	Garnier	7.48	72.67%
239	Juice Beauty	7.48	96.30%
240	Wella	7.48	26.37%
241	L'Oreal	7.45	82.46%
242	Physicians Formula	7.43	80.30%
243	Chapstick	7.42	88.24%
244	Jergens	7.42	74.07%
245	John Frieda	7.41	80.95%
246	Cosmeceuticals	7.38	78.95%
247	RoC	7.38	64.10%
248	Murad	7.36	85.56%
249	Tom's of Maine	7.35	95.00%
250	Revlon	7.34	83.82%
251	Blinc	7.33	71.43%
252	Dr. Dennis Gross Skincare	7.33	56.86%
253	Clean & Clear	7.32	85.48%
254	CoverGirl	7.32	94.67%
255	DuWop	7.32	79.25%
256	Clearasil	7.31	76.92%
257	Hard Candy	7.31	86.60%
258	Biore	7.3	97.06%
259	Wet n Wild	7.3	87.16%
260	AMBI	7.29	71.43%
261	Listerine	7.25	28.57%
262	Ulta	7.24	67.10%
263	Wen	7.23	96.77%
264	Rene Furterer	7.18	43.48%
265	N.Y.C. New York Color	7.11	95.74%
266	Talika	7.11	54.84%
267	Maybelline New York	7.01	93.64%
268	Schick	7.01	75.00%
269	Marc Anthony	6.99	50.63%
270	Supersmile	6.97	61.54%
271	got2b	6.95	83.64%
272	Sally Hansen	6.87	80.80%
273	REMBRANDT	6.85	88.89%
274	Fusion Beauty	6.84	69.57%
275	Skyn Iceland	6.81	72.00%
276	N.V. Perricone M.D. Cosmeceuticals	6.68	70.37%
277	ProActiv	6.67	89.66%
278	Conair	6.6	57.35%
279	Organix	6.23	89.66%
280	Samy	6.14	69.23%
281	StriVectin	5.65	59.09%
282	Smooth Away	2.81	100.00%
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