

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 February 2012			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	Artistry	9.98	100.00%
2	Nu Skin	9.84	100.00%
3	ElanVeda	9.61	100.00%
4	EcoTools	9.43	100.00%
5	It Cosmetics	9.4	68.75%
6	Dr. Bronner's	9.36	73.33%
7	Archipelago Botanicals	9.16	18.18%
8	Oral-B	9.13	11.11%
9	CND	9.11	36.21%
10	Palmers	9.05	43.28%
11	Smith's	9.04	100.00%
12	Clarisonic	9.03	100.00%
13	Dolce & Gabbana	9.03	34.21%
14	Bioelements	9.02	65.85%
15	Moroccanoil	9.01	58.82%
16	Kiss	8.99	62.86%
17	Tweezerman	8.98	47.12%
18	Paula's Choice	8.95	74.07%
19	Colorescience Pro	8.94	52.78%
20	Vera Wang	8.94	57.58%
21	CHI	8.93	56.82%
22	Juicy Couture	8.92	40.00%
23	Ralph Lauren	8.91	73.53%
24	SkinCeuticals	8.91	81.25%
25	Kerastase	8.9	60.67%
26	YoYo	8.9	100.00%
27	Burberry	8.89	66.67%
28	Curel	8.89	86.67%
29	Eminence	8.83	54.32%
30	Merle Norman	8.8	56.46%
31	OPI	8.8	68.66%
32	Trillium Organics	8.79	9.09%
33	Aubrey Organics	8.77	56.20%
34	Borghese	8.77	54.46%
35	Trish McEvoy	8.77	59.26%
36	Joico	8.75	62.79%
37	Zenmed	8.75	94.74%
38	Grassroots Research Labs	8.73	63.51%
39	Johnson's	8.73	33.87%
40	Shu Uemura	8.73	25.86%
41	Arbonne	8.72	87.92%
42	DHC	8.71	36.21%
43	La Roche-Posay	8.71	48.39%
44	Caress	8.7	87.50%
45	Obagi	8.7	74.42%
46	Pureology	8.7	66.67%
47	Hawaiian Tropic	8.68	89.47%
48	Mary Kay	8.68	96.90%
49	AHAVA	8.67	63.92%
50	Bath & Body Works	8.67	71.12%
51	Essie	8.67	63.41%
52	Lubriderm	8.66	66.67%
53	Queen Helene	8.66	43.55%
54	Chanel	8.64	76.09%
55	Bulgari	8.63	51.35%
56	Giovanni	8.63	57.14%
57	Jan Marini Skin Research	8.63	55.36%
58	Weleda	8.63	46.34%
59	Softlips	8.62	100.00%
60	Boscia	8.61	100.00%
61	Shiseido	8.61	81.13%
62	Calvin Klein	8.59	35.48%
63	Guerlain	8.59	36.24%
64	Origins	8.59	87.10%
65	C.O. Bigelow	8.58	62.42%
66	MAC	8.58	67.44%
67	Urban Decay	8.58	92.97%
68	Olay	8.57	90.64%
69	Biolage	8.56	78.00%
70	Marc Jacobs	8.56	58.54%
71	NYX Cosmetics	8.56	57.14%
72	Mark	8.55	93.38%
73	Nars	8.55	69.44%
74	Jo Malone	8.54	27.56%
75	Vaseline	8.54	104.76%
76	Eucerin	8.53	88.46%
77	L'Occitane	8.53	86.46%
78	Paul Mitchell	8.53	82.61%
79	St. Ives	8.51	89.83%
80	Kiehl's	8.5	68.69%
81	ModelCo	8.5	53.03%
82	Pantene	8.5	87.22%
83	the Balm	8.5	66.67%
84	Jane Iredale	8.49	69.57%
85	Prescriptives	8.49	80.65%
86	Giorgio Armani	8.48	38.21%
87	The Body Shop	8.48	71.82%
88	Crabtree & Evelyn	8.47	43.05%
89	Suki	8.47	84.21%
90	Aveeno	8.46	78.62%
91	Britney Spears	8.46	85.71%
92	Purpose	8.46	100.00%
93	Desert Essence	8.45	31.52%
94	Fresh	8.45	80.21%
95	Avene	8.44	64.15%
96	Estee Lauder	8.44	82.07%
97	Make Up For Ever	8.44	45.87%
98	Bobbi Brown	8.43	74.36%
99	Buxom	8.42	76.92%
100	Nature's Gate	8.42	57.48%
101	Dior	8.41	69.71%
102	Infusium	8.41	64.52%
103	Napoleon Perdis	8.41	25.22%
104	DKNY	8.4	72.22%
105	Dermalogica	8.39	77.27%
106	Acuvue	8.38	100.00%
107	Redken	8.37	74.19%
108	Aquolina	8.36	84.62%
109	CARGO	8.36	79.25%
110	100% Pure	8.35	64.86%
111	Aussie	8.35	92.86%
112	Bonne Bell	8.34	100.00%
113	Herbal Essences	8.34	101.56%
114	Lancome	8.34	76.16%
115	La Mer	8.33	71.05%
116	Laura Mercier	8.33	57.21%
117	Clinique	8.32	98.96%
118	NeXXus	8.32	51.46%
119	Philosophy	8.32	81.86%
120	Carmex	8.31	85.71%
121	Dr. Brandt	8.31	64.91%
122	Graham Webb	8.31	58.43%
123	Frederic Fekkai	8.3	69.23%
124	YonKa	8.3	66.07%
125	Cetaphil	8.29	100.00%
126	Patricia Wexler M.D.	8.28	89.47%
127	Flirt!	8.27	88.64%
128	Sebastian	8.27	50.00%
129	Burt's Bees	8.26	98.03%
130	Caudalie	8.26	97.67%
131	EOS	8.26	100.00%
132	Dr. Hauschka	8.25	61.46%
133	Max Factor	8.25	88.00%
134	T3	8.25	55.00%
135	Aveda	8.23	94.29%
136	H2O+	8.22	59.06%
137	La Prairie	8.22	52.63%
138	Sunsilk	8.22	95.83%
139	Banana Boat	8.21	81.48%
140	Pond's	8.21	89.47%
141	Vichy Laboratories	8.21	44.19%
142	American Beauty	8.18	62.50%
143	Anastasia	8.18	59.57%
144	Jason	8.18	60.61%
145	Korres Natural Products	8.18	56.78%
146	Laura Geller	8.18	54.44%
147	Tarte	8.18	78.57%
148	Lush	8.17	74.65%
149	Alba	8.14	43.70%
150	Goody	8.14	22.64%
151	Clarins	8.13	75.42%
152	Lumene	8.13	53.05%
153	Mitchum	8.13	100.00%
154	PHYTO	8.13	63.64%
155	Vincent Longo	8.13	52.27%
156	Biotherm	8.12	52.76%
157	Dove	8.12	96.20%
158	Paula Dorf	8.12	50.82%
159	Venus	8.12	86.67%
160	Boots	8.11	45.06%
161	Bourjois	8.11	76.83%
162	Bumble and bumble	8.1	85.19%
163	Pur Minerals	8.09	63.33%
164	Nivea	8.08	90.91%
165	Abba	8.07	100.00%
166	Amazing Cosmetics	8.07	80.00%
167	Peter Thomas Roth	8.07	59.50%
168	Sexy Hair	8.07	63.51%
169	Alterna	8.06	68.00%
170	Biosilk	8.05	61.54%
171	GloMinerals	8.05	39.81%
172	Victoria's Secret	8.04	76.17%
173	Ojon	8.03	77.55%
174	Raw Natural Beauty	8.03	68.00%
175	Remington	8.02	31.43%
176	Rusk	8.01	68.09%
177	Dr. Denese	8	62.50%
178	Milani	8	72.97%
179	Jennifer Lopez	7.99	57.89%
180	Tigi	7.99	72.99%
181	Yes To	7.98	73.81%
182	Avon	7.97	85.08%
183	Carol's Daughter	7.97	34.35%
184	Sonia Kashuk	7.97	65.06%
185	Givenchy	7.95	28.37%
186	Goldwell	7.95	31.31%
187	Elizabeth Arden	7.94	53.36%
188	Freeman	7.94	69.81%
189	Abreva	7.93	100.00%
190	bareMinerals	7.92	54.48%
191	Kinerase	7.92	80.00%
192	Nioxin	7.9	62.50%
193	Sephora	7.9	78.55%
194	Noxzema	7.89	100.00%
195	Kiss My Face	7.88	81.69%
196	Avalon Organics	7.87	47.46%
197	Benefit	7.86	83.08%
198	Charles Worthington	7.86	48.42%
199	Crest	7.86	76.67%
200	Pevonia Botanica	7.86	47.32%
201	Secret	7.86	95.83%
202	Jonathan Product	7.85	77.27%
203	Smashbox	7.85	84.66%
204	Vidal Sassoon	7.85	57.38%
205	Coppertone	7.84	79.55%
206	Head and Shoulders	7.83	82.76%
207	Mario Badescu Skin Care	7.82	62.09%
208	Josie Maran	7.81	73.53%
209	Prestige	7.81	61.54%
210	Yves Saint Laurent Beauty	7.79	46.10%
211	Bliss	7.78	89.58%
212	GoSMILE	7.78	60.00%
213	TRESemme	7.77	90.82%
214	Oscar Blandi	7.76	65.00%
215	Gillette	7.75	52.38%
216	Bare Escentuals	7.72	83.72%
217	E.L.F.	7.71	83.67%
218	Neutrogena	7.69	98.61%
219	Blistex	7.68	94.74%
220	Almay	7.64	94.74%
221	DDF	7.64	83.87%
222	Rimmel London	7.64	86.32%
223	Suave	7.64	88.89%
224	LORAC	7.63	85.88%
225	Too Faced	7.63	78.26%
226	Clairol	7.6	77.78%
227	Lola	7.59	36.84%
228	Frizz-Ease	7.57	100.00%
229	Jane	7.54	97.44%
230	Matrix	7.54	61.73%
231	Stila	7.54	73.17%
232	VO5	7.52	72.92%
233	Garnier	7.5	85.71%
234	Chapstick	7.47	88.24%
235	Ole Henriksen	7.46	66.67%
236	Wella	7.46	26.37%
237	L'Oreal	7.45	79.74%
238	John Frieda	7.43	80.95%
239	Jergens	7.42	74.07%
240	Physicians Formula	7.42	74.88%
241	RoC	7.42	53.85%
242	Juice Beauty	7.41	96.30%
243	Blinc	7.4	66.67%
244	Murad	7.35	85.23%
245	CoverGirl	7.34	94.04%
246	Tom's of Maine	7.34	90.00%
247	Dr. Dennis Gross Skincare	7.33	58.00%
248	Revlon	7.33	81.99%
249	Clean & Clear	7.32	82.26%
250	Cosmeceuticne	7.32	78.95%
251	DuWop	7.32	79.25%
252	Biore	7.31	96.97%
253	Hard Candy	7.31	84.54%
254	Wet n Wild	7.31	85.32%
255	Ambi	7.3	100.00%
256	Clearasil	7.28	76.92%
257	Listerine	7.27	85.71%
258	Ulta	7.25	67.10%
259	Wen	7.21	67.74%
260	Rene Furterer	7.18	43.48%
261	N.Y.C. New York Color	7.12	95.74%
262	Talika	7.11	54.84%
263	Maybelline New York	7	94.77%
264	Marc Anthony	6.98	50.63%
265	Schick	6.97	66.67%
266	Supersmile	6.97	61.54%
267	Got2b	6.94	81.48%
268	Sally Hansen	6.87	81.45%
269	Fusion Beauty	6.84	69.57%
270	Skyn Iceland	6.81	72.00%
271	Rembrandt	6.8	54.55%
272	N.V. Perricone M.D. Cosmeceuticals	6.68	70.37%
273	ProActiv	6.67	86.21%
274	Conair	6.58	56.87%
275	Organix	6.33	86.21%
276	Samy	6.11	69.23%
277	StriVectin	5.59	59.09%
278	Smooth Away	2.81	100.00%
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