

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 April 2013			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	ARTISTRY	9.9	23.70%
2	Beecology	9.8	84.60%
3	Nu Skin	9.7	100.00%
4	eSalon	9.6	100.00%
5	ElanVeda	9.5	100.00%
6	It Cosmetics	9.4	89.20%
7	Dr. Bronner's	9.3	75.00%
8	EcoTools	9.3	66.70%
9	Aquaphor	9.2	50.00%
10	Archipelago Botanicals	9.2	17.60%
11	Clarisonic	9.1	56.30%
12	CND	9.1	34.40%
13	Smith's	9.1	100.00%
14	Yankee Candle Company	9.0	96.80%
15	Moroccanoil	9.0	61.90%
16	Oral-B	9.0	16.70%
17	Palmers	9.0	47.10%
18	Tweezerman	9.0	45.40%
19	Paula's Choice	9.0	75.30%
20	Bioelements	9.0	65.90%
21	Vera Wang	8.9	58.80%
22	Curel	8.9	81.30%
23	YoYo	8.9	100.00%
24	Colorescience Pro	8.9	56.90%
25	Kiss	8.9	60.90%
26	Dolce & Gabbana	8.9	20.30%
27	Juicy Couture	8.9	46.90%
28	Ralph Lauren	8.9	33.80%
29	SkinCeuticals	8.9	67.70%
30	China Glaze	8.8	72.70%
31	CHI	8.8	57.50%
32	OPI	8.8	70.80%
33	Kerastase	8.8	48.70%
34	Burberry	8.8	55.60%
35	Borghese	8.8	53.50%
36	Trillium Organics	8.8	9.10%
37	Arbonne	8.8	79.30%
38	Merle Norman	8.8	60.00%
39	Trish McEvoy	8.8	60.20%
40	Johnson's	8.8	46.30%
41	Zenmed	8.8	94.70%
42	Grassroots Research Labs	8.7	64.90%
43	DHC	8.7	39.10%
44	Joico	8.7	65.20%
45	Shu Uemura	8.7	25.40%
46	Hawaiian Tropic	8.7	92.30%
47	La Roche-Posay	8.7	46.70%
48	Carress	8.7	93.80%
49	Pureology	8.7	66.70%
50	Bulgari	8.7	51.40%
51	Giovanni	8.7	53.20%
52	Mary Kay	8.7	98.50%
53	Obagi	8.7	79.10%
54	AHAVA	8.7	62.00%
55	Bath & Body Works	8.7	78.00%
56	Britney Spears	8.7	85.70%
57	Chanel	8.7	75.70%
58	Eminence	8.7	55.60%
59	Guerlain	8.7	36.30%
60	Jan Marini Skin Research	8.7	53.50%
61	Lubriderm	8.7	50.00%
62	Zoya	8.6	60.00%
63	Caswell-Massey	8.6	27.00%
64	Jo Malone	8.6	19.30%
65	Marc Jacobs	8.6	58.10%
66	Aubrey Organics	8.6	57.90%
67	Queen Helene	8.6	43.60%
68	C.O. Bigelow	8.6	63.30%
69	Essie	8.6	60.50%
70	MAC	8.6	68.40%
71	Origins	8.6	84.70%
72	Urban Decay	8.6	92.00%
73	Olay	8.6	79.70%
74	Shiseido	8.6	79.70%
75	Softlips	8.6	50.00%
76	ModelCo	8.5	52.20%
77	Calvin Klein	8.5	40.30%
78	KMS	8.5	63.30%
79	L'Occitane	8.5	88.30%
80	NARS	8.5	67.20%
81	Mark	8.5	86.50%
82	Paul Mitchell	8.5	80.20%
83	the Balm	8.5	67.90%
84	Biolage	8.5	77.80%
85	Desert Essence	8.5	34.80%
86	Jane Iredale	8.5	67.50%
87	Kiehl's	8.5	64.40%
88	Purpose	8.5	100.00%
89	Crabtree & Evelyn	8.5	42.90%
90	Giorgio Armani	8.5	25.60%
91	Pantene	8.5	76.90%
92	Prescriptives	8.5	81.50%
93	St. Ives	8.5	84.60%
94	Make Up For Ever	8.5	49.20%
95	DKNY	8.5	73.70%
96	Suki	8.5	77.30%
97	The Body Shop	8.4	72.00%
98	Buxom	8.4	50.00%
99	Avene	8.4	61.80%
100	Fresh	8.4	76.70%
101	Weleda	8.4	50.00%
102	NYX Cosmetics	8.4	64.60%
103	Aveeno	8.4	74.40%
104	Bobbi Brown	8.4	64.50%
105	Dermalogica	8.4	74.60%
106	Estee Lauder	8.4	78.50%
107	Nature's Gate	8.4	57.50%
108	Vaseline	8.4	72.10%
109	Carmex	8.4	75.00%
110	Dior	8.4	52.60%
111	Goody	8.4	25.70%
112	Bonne Bell	8.4	100.00%
113	Infusium	8.4	67.70%
114	Redken	8.3	70.40%
115	CARGO	8.3	75.40%
116	Napoleon Perdis	8.3	25.80%
117	Aussie	8.3	96.40%
118	Graham Webb	8.3	58.40%
119	Lancome	8.3	69.70%
120	YonKa	8.3	66.10%
121	Acuvue	8.3	90.00%
122	Aquolina	8.3	84.60%
123	Frederic Fekkai	8.3	65.90%
124	Laura Mercier	8.3	56.00%
125	Sarah Jessica Parker	8.3	68.80%
126	Boscia	8.3	89.70%
127	Clinique	8.3	92.60%
128	Dr. Brandt	8.3	58.70%
129	Sebastian	8.3	50.00%
130	Herbal Essences	8.3	84.90%
131	100% Pure	8.3	61.90%
132	philosophy	8.3	85.80%
133	H2O+	8.2	55.30%
134	Max Factor	8.2	88.00%
135	American Beauty	8.2	69.60%
136	Pond's	8.2	73.30%
137	Sunsilk	8.2	95.80%
138	Anastasia	8.2	60.40%
139	Cetaphil	8.2	78.60%
140	EOS	8.2	100.00%
141	Korres	8.2	55.90%
142	La Mer	8.2	57.10%
143	Nexus	8.2	55.40%
144	Banana Boat	8.2	85.20%
145	Burt's Bees	8.2	74.80%
146	Aveda	8.2	93.20%
147	Flirt!	8.2	86.70%
148	La Prairie	8.2	40.80%
149	Patricia Wexler M.D.	8.2	94.40%
150	T3	8.2	53.50%
151	Alba	8.2	47.50%
152	Dr. Hauschka	8.2	60.20%
153	Lush	8.2	75.20%
154	Caudalie	8.2	91.50%
155	Laura Geller	8.2	38.60%
156	Tarte	8.2	78.50%
157	Jason	8.2	62.10%
158	Paula Dorf	8.2	50.80%
159	Remington	8.2	32.10%
160	Biotherm	8.1	37.60%
161	Clarins	8.1	60.80%
162	Dove	8.1	75.90%
163	Gillette	8.1	14.70%
164	PHYTO	8.1	62.90%
165	Vichy Laboratories	8.1	44.60%
166	Bourjois	8.1	80.50%
167	Eucerin	8.1	76.70%
168	Nivea	8.1	89.80%
169	Lumene	8.1	53.30%
170	Bumble and bumble	8.1	54.30%
171	Abba	8.1	100.00%
172	Venus	8.1	65.40%
173	Vincent Longo	8.1	52.30%
174	Boots	8.1	43.80%
175	Pur Minerals	8.1	54.20%
176	Sexy Hair	8.1	63.30%
177	Biosilk	8.1	62.30%
178	Freeman	8.1	65.50%
179	Victoria's Secret	8.1	76.10%
180	GloMinerals	8.0	39.40%
181	Raw Natural Beauty	8.0	68.00%
182	Amazing Cosmetics	8.0	75.00%
183	Mitchum	8.0	100.00%
184	Peter Thomas Roth	8.0	59.50%
185	Thierry Mugler	8.0	46.30%
186	Dr. Denese	8.0	59.50%
187	Ojon	8.0	76.90%
188	Goldwell	8.0	32.30%
189	Sonia Kashuk	8.0	46.00%
190	Abreva	8.0	100.00%
191	Avon	8.0	85.60%
192	Jennifer Lopez	8.0	60.00%
193	Rusk	8.0	61.90%
194	Josie Maran	7.9	58.70%
195	TIGI	7.9	72.90%
196	bareMinerals	7.9	60.10%
197	Noxzema	7.9	96.20%
198	Alterna	7.9	74.40%
199	Elizabeth Arden	7.9	45.50%
200	Coppertone	7.9	67.30%
201	Crest	7.9	78.50%
202	Kinerase	7.9	72.70%
203	Milani	7.9	76.00%
204	Charles Worthington	7.9	48.40%
205	Nioxin	7.9	58.30%
206	Givenchy	7.9	29.00%
207	Kiss My Face	7.9	81.70%
208	Avalon Organics	7.9	47.50%
209	Sephora	7.9	75.30%
210	Head & Shoulders	7.8	78.40%
211	Secret	7.8	89.30%
212	Smashbox	7.8	82.20%
213	Mario Badescu Skin Care	7.8	62.30%
214	Pevonia Botanica	7.8	49.10%
215	Benefit	7.8	84.40%
216	Yves Saint Laurent Beauty	7.8	34.80%
217	Matrix	7.8	34.50%
218	Vidal Sassoon	7.8	53.90%
219	Jonathan Product	7.8	77.30%
220	GoSMILE	7.8	58.10%
221	Prestige	7.8	58.20%
222	Bliss	7.7	59.50%
223	LORAC	7.7	81.40%
224	Bare Escentuals	7.7	32.30%
225	Carol's Daughter	7.7	32.10%
226	Too Faced	7.7	83.10%
227	E.L.F.	7.7	85.10%
228	Neutrogena	7.7	88.40%
229	Yes To	7.7	61.40%
230	Blistex	7.7	95.00%
231	DDF	7.7	76.10%
232	Ole Henriksen	7.7	66.70%
233	Suave	7.7	76.40%
234	Oscar Blandi	7.6	64.10%
235	TRESemme	7.6	76.00%
236	Lola	7.6	36.80%
237	Almay	7.6	85.60%
238	Rimmel London	7.6	88.70%
239	Stila	7.6	69.00%
240	Jane	7.6	97.40%
241	Wella	7.5	29.90%
242	Frizz-Ease	7.5	93.90%
243	Juice Beauty	7.5	63.40%
244	John Frieda	7.5	61.40%
245	Jergens	7.5	75.00%
246	Garnier	7.5	81.50%
247	Clairol	7.4	53.10%
248	Cosmeceutic	7.4	79.00%
249	L'Oreal	7.4	69.30%
250	Physicians Formula	7.4	83.10%
251	VO5	7.4	79.20%
252	Wen	7.4	103.10%
253	RoC	7.4	61.40%
254	Murad	7.4	83.30%
255	Revlon	7.3	63.30%
256	Chapstick	7.3	88.20%
257	Clean & Clear	7.3	83.80%
258	DuWop	7.3	79.30%
259	Biore	7.3	100.00%
260	CoverGirl	7.3	93.80%
261	Dr. Dennis Gross Skincare	7.3	57.40%
262	Wet n Wild	7.3	87.30%
263	Tom's of Maine	7.3	95.00%
264	AMBI	7.3	78.60%
265	Blinc	7.3	100.00%
266	Hard Candy	7.3	77.90%
267	Listerine	7.3	33.30%
268	Clearasil	7.2	65.70%
269	Ulta	7.2	60.80%
270	Rene Furterer	7.2	43.20%
271	Talika	7.1	50.00%
272	Schick	7.1	64.30%
273	N.Y.C. New York Color	7.1	95.80%
274	Marc Anthony	7.0	51.80%
275	Maybelline New York	7.0	93.90%
276	got2b	7.0	80.30%
277	Supersmile	6.9	69.20%
278	Sally Hansen	6.9	64.60%
279	Fusion Beauty	6.9	69.60%
280	REMBRANDT	6.9	72.70%
281	Skyn Iceland	6.8	72.00%
282	ProActiv	6.7	84.20%
283	N.V. Perricone M.D. Cosmeceuticals	6.6	70.40%
284	Conair	6.6	55.00%
285	Organix	6.4	62.20%
286	Samy	6.2	69.20%
287	StriVectin	5.8	56.30%
288	Smooth Away	2.8	100.00%