

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 August 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	77.78%
5	It Cosmetics	9.39	68.42%
6	Dr. Bronner's	9.32	75.00%
7	Aquaphor	9.21	50.00%
8	Archipelago Botanicals	9.16	18.18%
9	CND	9.12	36.21%
10	Clarisonic	9.11	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	76.19%
18	Palmers	8.97	46.27%
19	Kiss	8.95	63.38%
20	China Glaze	8.92	88.89%
21	Curel	8.91	86.67%
22	Vera Wang	8.91	58.82%
23	YoYo	8.9	100.00%
24	Ralph Lauren	8.89	32.89%
25	SkinCeuticals	8.89	67.21%
26	Juicy Couture	8.88	41.94%
27	Kerastase	8.88	48.60%
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	Merle Norman	8.8	58.11%
33	OPI	8.8	69.57%
34	Borghese	8.79	53.51%
35	Trillium Organics	8.79	9.09%
36	Trish McEvoy	8.78	59.26%
37	Zenmed	8.75	94.74%
38	Grassroots Research Labs	8.73	63.51%
39	Johnson's	8.73	37.31%
40	Obagi	8.72	76.74%
41	Shu Uemura	8.72	25.60%
42	Arbonne	8.71	89.26%
43	DHC	8.71	37.93%
44	Joico	8.71	67.44%
45	La Roche-Posay	8.71	50.00%
46	Caress	8.7	93.75%
47	Hawaiian Tropic	8.69	92.31%
48	Pureology	8.68	71.21%
49	AHAVA	8.67	63.92%
50	Aubrey Organics	8.67	57.85%
51	Bulgari	8.66	51.35%
52	Chanel	8.66	76.29%
53	Mary Kay	8.66	97.71%
54	Bath & Body Works	8.65	73.94%
55	Lubriderm	8.65	61.11%
56	Caswell-Massey	8.64	27.18%
57	Jan Marini Skin Research	8.64	55.36%
58	Guerlain	8.63	35.75%
59	Queen Helene	8.63	43.55%
60	Giovanni	8.62	68.57%
61	Zoya	8.62	66.67%
62	Essie	8.6	61.90%
63	Urban Decay	8.6	93.18%
64	Calvin Klein	8.59	37.10%
65	Jo Malone	8.59	27.34%
66	Weleda	8.59	46.34%
67	KMS	8.58	60.00%
68	Marc Jacobs	8.58	55.81%
69	Origins	8.58	86.75%
70	Shiseido	8.58	80.00%
71	C.O. Bigelow	8.57	63.69%
72	Olay	8.57	77.03%
73	Softlips	8.57	100.00%
74	MAC	8.56	67.82%
75	NYX Cosmetics	8.55	65.56%
76	Mark	8.54	90.07%
77	L'Occitane	8.53	88.40%
78	NARS	8.53	70.54%
79	Paul Mitchell	8.53	82.20%
80	Britney Spears	8.52	85.71%
81	Kiehl's	8.52	72.20%
82	ModelCo	8.52	53.03%
83	Jane Iredale	8.51	68.38%
84	the Balm	8.5	68.00%
85	Biolage	8.49	77.55%
86	Desert Essence	8.49	32.61%
87	Giorgio Armani	8.49	27.88%
88	St. Ives	8.49	84.38%
89	Crabtree & Evelyn	8.48	43.24%
90	Pantene	8.48	82.39%
91	Prescriptives	8.48	81.45%
92	Make Up For Ever	8.47	50.00%
93	Avene	8.46	64.15%
94	The Body Shop	8.46	72.64%
95	Napoleon Perdis	8.45	24.37%
96	Vaseline	8.45	76.47%
97	Fresh	8.44	81.25%
98	Suki	8.44	80.95%
99	Nature's Gate	8.43	57.48%
100	Purpose	8.43	100.00%
101	Aveeno	8.42	73.20%
102	Buxom	8.42	62.50%
103	DKNY	8.42	68.42%
104	Estee Lauder	8.41	82.22%
105	Bobbi Brown	8.4	71.17%
106	Dermalogica	8.39	74.78%
107	Dior	8.39	71.19%
108	Infusium	8.38	64.52%
109	Aquolina	8.36	84.62%
110	Boscia	8.36	92.86%
111	CARGO	8.36	79.63%
112	Redken	8.36	72.31%
113	Bonne Bell	8.35	100.00%
114	100% Pure	8.33	66.67%
115	Aussie	8.33	96.43%
116	Carmex	8.33	75.00%
117	Lancome	8.33	70.62%
118	YonKa	8.33	66.07%
119	La Mer	8.32	69.23%
120	Dr. Brandt	8.31	64.91%
121	Graham Webb	8.31	58.43%
122	Laura Mercier	8.31	57.94%
123	Clinique	8.3	97.96%
124	Frederic Fekkai	8.3	65.67%
125	Herbal Essences	8.29	98.51%
126	Acuvue	8.28	90.00%
127	Goody	8.28	23.45%
128	Nexus	8.28	54.37%
129	Sebastian	8.28	50.86%
130	philosophy	8.27	91.38%
131	Cetaphil	8.26	100.00%
132	Dr. Hauschka	8.26	60.82%
133	EOS	8.26	100.00%
134	Patricia Wexler M.D.	8.26	94.44%
135	Caudalie	8.24	93.33%
136	H2O+	8.24	59.33%
137	La Prairie	8.24	53.51%
138	Max Factor	8.24	88.00%
139	Aveda	8.23	92.40%
140	Banana Boat	8.23	85.19%
141	Burt's Bees	8.23	98.03%
142	Flirt!	8.23	88.64%
143	Sunsilk	8.22	95.83%
144	T3	8.22	52.38%
145	Tarte	8.22	79.41%
146	Korres Natural Products	8.19	54.47%
147	Pond's	8.19	73.08%
148	American Beauty	8.18	64.29%
149	Anastasia	8.18	61.22%
150	Lush	8.17	76.39%
151	Vichy Laboratories	8.17	44.83%
152	Jason	8.16	60.61%
153	Paula Dorf	8.16	50.82%
154	Laura Geller	8.15	56.15%
155	Remington	8.15	31.17%
156	Lumene	8.14	52.41%
157	Biotherm	8.12	52.76%
158	Bourjois	8.12	79.27%
159	Clarins	8.12	75.83%
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	Pur Minerals	8.1	61.29%
165	Nivea	8.09	89.13%
166	Alba	8.08	45.38%
167	GloMinerals	8.08	39.42%
168	Vincent Longo	8.08	52.27%
169	Abba	8.07	100.00%
170	Amazing Cosmetics	8.07	80.00%
171	Eucerin	8.07	84.62%
172	Venus	8.07	65.38%
173	Thierry Mugler	8.06	51.35%
174	Boots	8.05	45.45%
175	Mitchum	8.05	100.00%
176	Biosilk	8.04	60.38%
177	Raw Natural Beauty	8.04	68.00%
178	Sexy Hair	8.04	63.64%
179	Victoria's Secret	8.04	75.48%
180	Freeman	8.03	67.86%
181	Peter Thomas Roth	8.03	59.52%
182	Ojon	8.02	76.00%
183	Dr. Denese	8	62.50%
184	Jennifer Lopez	7.98	55.00%
185	Rusk	7.98	68.42%
186	Abreva	7.97	100.00%
187	Goldwell	7.97	32.32%
188	Avon	7.96	84.75%
189	TIGI	7.96	73.56%
190	Sonia Kashuk	7.95	67.06%
191	Elizabeth Arden	7.94	51.50%
192	Givenchy	7.94	28.47%
193	bareMinerals	7.92	57.23%
194	Kinerase	7.92	80.00%
195	Alterna	7.91	71.43%
196	Noxzema	7.88	92.31%
197	Yes To	7.88	64.00%
198	Charles Worthington	7.87	48.42%
199	Crest	7.87	75.38%
200	Nioxin	7.87	55.56%
201	Avalon Organics	7.86	47.46%
202	Coppertone	7.86	79.55%
203	Jonathan Product	7.86	77.27%
204	Mario Badescu Skin Care	7.86	62.75%
205	Sephora	7.86	74.14%
206	Head & Shoulders	7.85	74.29%
207	Kiss My Face	7.85	81.69%
208	Secret	7.85	81.48%
209	Smashbox	7.84	82.63%
210	Vidal Sassoon	7.84	57.38%
211	Milani	7.83	77.03%
212	Benefit	7.82	87.62%
213	Josie Maran	7.81	62.50%
214	Pevonia Botanica	7.81	49.11%
215	Yves Saint Laurent Beauty	7.79	34.17%
216	GoSMILE	7.78	60.00%
217	Prestige	7.78	61.54%
218	Bliss	7.75	87.00%
219	Bare Escentuals	7.73	82.61%
220	Oscar Blandi	7.72	65.00%
221	Carol's Daughter	7.69	34.35%
222	Matrix	7.69	31.71%
223	Too Faced	7.69	78.81%
224	TRESemme	7.69	71.43%
225	Neutrogena	7.68	83.47%
226	E.L.F.	7.67	84.67%
227	LORAC	7.67	85.39%
228	Blistex	7.66	94.74%
229	DDF	7.65	75.76%
230	Suave	7.64	82.46%
231	Almay	7.6	83.33%
232	Rimmel London	7.6	88.14%
233	Lola	7.59	36.84%
234	Ole Henriksen	7.59	65.45%
235	Jane	7.57	97.44%
236	Stila	7.57	72.66%
237	Frizz-Ease	7.56	100.00%
238	Clairol	7.54	62.50%
239	Juice Beauty	7.5	96.30%
240	Wella	7.49	27.47%
241	VO5	7.47	77.08%
242	Garnier	7.46	76.54%
243	L'Oreal	7.44	81.38%
244	Jergens	7.43	77.78%
245	Chapstick	7.42	88.24%
246	John Frieda	7.42	82.14%
247	Physicians Formula	7.41	82.27%
248	RoC	7.39	62.50%
249	Cosmeceuticals	7.36	78.95%
250	Murad	7.36	84.62%
251	AMBI	7.33	78.57%
252	Dr. Dennis Gross Skincare	7.33	55.77%
253	Clean & Clear	7.32	83.33%
254	DuWop	7.32	79.25%
255	Revlon	7.32	83.94%
256	Tom's of Maine	7.31	95.00%
257	Wet n Wild	7.31	87.16%
258	CoverGirl	7.3	94.70%
259	Biore	7.29	97.06%
260	Blinc	7.28	71.43%
261	Clearasil	7.26	76.67%
262	Listerine	7.25	28.57%
263	Wen	7.25	96.77%
264	Ulta	7.24	67.10%
265	Hard Candy	7.23	75.22%
266	Rene Furterer	7.19	42.11%
267	N.Y.C. New York Color	7.11	95.74%
268	Talika	7.11	54.84%
269	Schick	7.03	75.00%
270	Marc Anthony	7.01	50.60%
271	Maybelline New York	7	95.98%
272	Supersmile	6.97	61.54%
273	got2b	6.95	81.03%
274	Sally Hansen	6.87	81.20%
275	REMBRANDT	6.85	88.89%
276	Fusion Beauty	6.82	69.57%
277	Skyn Iceland	6.81	72.00%
278	N.V. Perricone M.D. Cosmeceuticals	6.69	70.37%
279	ProActiv	6.66	93.10%
280	Conair	6.6	55.00%
281	Organix	6.31	74.29%
282	Samy	6.14	69.23%
283	StriVectin	5.85	59.09%
284	Smooth Away	2.85	100.00%
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