



This chart breaks down product ratings and reviews for all brands with at least 100 consumer reviews.

As of April 2011			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	Nu Skin	9.91	84.62%
2	It Cosmetics	9.45	86.11%
3	Dr. Bronner's	9.38	73.33%
4	Archipelago Botanicals	9.15	18.82%
5	Smith's	9.13	100.00%
6	Moroccanoil	9.11	58.82%
7	Oral-B	9.1	11.11%
8	Kiss	9.09	60.00%
9	CND	9.08	34.48%
10	Palmers	9.06	40.63%
11	Bioelements	9.04	65.85%
12	Dolce & Gabbana	9.02	34.38%
13	CHI	9	51.16%
14	Clarisonic	9	100.00%
15	Burberry	8.99	68.42%
16	Vera Wang	8.99	58.06%
17	Colorescience Pro	8.98	55.07%
18	Tweezerman	8.96	48.51%
19	Ralph Lauren	8.93	70.59%
20	Kerastase	8.92	58.43%
21	Paula's Choice	8.91	77.61%
22	YoYo	8.91	100.00%
23	Eminence	8.89	54.32%
24	Juicy Couture	8.89	36.67%
25	SkinCeuticals	8.89	86.36%
26	Curel	8.88	85.71%
27	OPI	8.88	68.75%
28	Merle Norman	8.86	59.12%
29	Obagi	8.86	72.73%
30	Boscia	8.85	100.00%
31	AHAVA	8.81	62.11%
32	NYX	8.81	65.31%
33	Aubrey Organics	8.8	58.26%
34	DHC	8.79	29.89%
35	Trillium Organics	8.79	9.09%
36	Zenmed	8.79	94.74%
37	Softlips	8.78	100.00%
38	Borghese	8.77	53.64%
39	Shu Uemura	8.77	25.26%
40	Johnson's	8.76	95.45%
41	La Roche-Posay	8.75	46.28%
42	Pureology	8.75	68.33%
43	Trish McEvoy	8.73	59.26%
44	Caress	8.71	100.00%
45	Essie	8.71	60.00%
46	Bath & Body Works	8.7	88.15%
47	Bulgari	8.7	51.35%
48	Calvin Klein	8.7	35.59%
49	Arbonne	8.69	86.99%
50	Joico	8.69	62.20%
51	Mary Kay	8.68	96.88%
52	Queen Helene	8.67	40.32%
53	Chanel	8.66	74.34%
54	Lubriderm	8.66	70.59%
55	Hawaiian Tropic	8.64	89.19%
56	Giovanni	8.63	76.92%
57	Infusium	8.63	51.61%
58	Shiseido	8.62	86.60%
59	Jan Marini Skin Research	8.61	55.36%
60	Purpose	8.61	100.00%
61	Mark	8.6	85.59%
62	Origins	8.6	87.35%
63	MAC	8.59	69.54%
64	Olay	8.59	90.80%
65	Urban Decay	8.59	85.85%
66	Jo Malone	8.58	26.77%
67	Kieh!'s	8.57	68.75%
68	Paul Mitchell	8.57	78.76%
69	Suki	8.57	88.24%
70	Guerlain	8.56	36.24%
71	ModelCo	8.56	53.03%
72	The Body Shop	8.56	70.23%
73	Biolage	8.55	78.00%
74	C.O. Bigelow	8.55	61.74%
75	L'Occitane	8.55	62.87%
76	Nars	8.55	72.00%
77	Eucerin	8.54	84.62%
78	Vaseline	8.54	110.00%
79	Pantene	8.53	84.50%
80	Aveeno	8.52	82.54%
81	St. Ives	8.52	89.66%
82	Britney Spears	8.51	78.57%
83	Desert Essence	8.5	27.47%
84	Fresh	8.49	78.95%
85	Make Up For Ever	8.49	42.99%
86	Prescriptives	8.49	80.65%
87	Aquolina	8.48	84.62%
88	the Balm	8.48	62.50%
89	Bobbi Brown	8.47	77.03%
90	Estee Lauder	8.47	83.33%
91	Jane Iredale	8.46	69.91%
92	Dior	8.45	70.18%
93	Nature's Gate	8.45	60.68%
94	Crabtree & Evelyn	8.44	50.28%
95	Giorgio Armani	8.44	37.50%
96	Redken	8.44	76.14%
97	Carmex	8.42	100.00%
98	Dermalogica	8.42	79.25%
99	Laura Mercier	8.4	61.46%
100	DKNY	8.39	70.59%
101	Herbal Essences	8.39	101.56%
102	Lancome	8.38	80.60%
103	Marc Jacobs	8.38	47.22%
104	Bonne Bell	8.37	100.00%
105	Dr. Brandt	8.37	63.16%
106	Acuvue	8.36	100.00%
107	Clinique	8.36	99.29%
108	Philosophy	8.36	73.79%
109	Aussie	8.35	98.00%
110	CARGO	8.35	76.47%
111	Cetaphil	8.35	100.00%
112	La Mer	8.35	70.27%
113	Nexus	8.35	48.39%
114	Yes To	8.35	77.42%
115	100% Pure	8.33	68.57%
116	La Prairie	8.33	48.25%
117	Caudalie	8.32	93.02%
118	Frederic Fekkai	8.32	70.49%
119	Graham Webb	8.31	58.43%
120	Dr. Hauschka	8.3	68.60%
121	YonKa	8.3	66.07%
122	Avene	8.29	62.26%
123	Burt's Bees	8.29	96.64%
124	Anastasia	8.28	64.29%
125	Aveda	8.28	92.12%
126	Sebastian	8.28	51.35%
127	Max Factor	8.26	89.80%
128	Patricia Wexler M.D.	8.26	86.84%
129	Amazing Cosmetics	8.25	82.76%
130	H2O+	8.25	59.46%
131	T3	8.25	56.41%
132	Vincent Longo	8.24	54.76%
133	Sunsilk	8.23	95.83%
134	Flirt!	8.22	88.37%
135	Korres Natural Products	8.22	56.25%
136	Vichy Laboratories	8.22	44.71%
137	Tarte	8.2	80.23%
138	Alba	8.19	42.86%
139	Banana Boat	8.19	83.02%
140	Boots	8.19	43.80%
141	Jason	8.19	62.99%
142	Pond's	8.19	89.47%
143	American Beauty	8.18	62.50%
144	Lumene	8.18	52.87%
145	Goody	8.17	22.59%
146	Paula Dorf	8.17	50.82%
147	Lush	8.16	80.33%
148	PHYTO	8.14	63.41%
149	Clarins	8.12	74.27%
150	Dove	8.12	98.67%
151	Bumble and bumble	8.11	79.63%
152	Freeman	8.11	57.69%
153	Venus	8.09	78.57%
154	Abba	8.08	100.00%
155	Alterna	8.08	80.00%
156	Jennifer Lopez	8.08	55.56%
157	Nivea	8.08	91.67%
158	Biosilk	8.07	59.62%
159	Biotherm	8.07	51.18%
160	Bourjois	8.07	76.83%
161	Nioxin	8.06	65.52%
162	Peter Thomas Roth	8.05	58.62%
163	Tigi	8.05	72.83%
164	Dr. Denese	8.04	62.50%
165	Elizabeth Arden	8.04	54.25%
166	Ojon	8.04	80.00%
167	GloMinerals	8.03	41.24%
168	Raw Natural Beauty	8.03	68.00%
169	Sexy Hair	8.03	63.51%
170	Victoria's Secret	8.03	73.66%
171	Carol's Daughter	8.02	29.41%
172	Pur Minerals	8.02	60.00%
173	Rusk	8.02	68.82%
174	TRESemme	8	88.66%
175	Avon	7.98	83.47%
176	Bare Escentuals	7.98	88.72%
177	Kinerase	7.98	79.49%
178	Laura Geller	7.97	34.88%
179	Milani	7.97	65.75%
180	Oscar Blandi	7.97	64.10%
181	Sonia Kashuk	7.96	84.13%
182	Abreva	7.96	100.00%
183	Benefit	7.93	91.72%
184	Noxzema	7.92	100.00%
185	Givenchy	7.91	26.28%
186	Head and Shoulders	7.91	96.00%
187	Sephora	7.91	76.42%
188	Kiss My Face	7.9	89.06%
189	Secret	7.9	95.24%
190	Avalon Organics	7.88	45.76%
191	Smashbox	7.88	88.51%
192	Wella	7.88	22.54%
193	Crest	7.87	70.18%
194	Jonathan Product	7.86	79.07%
195	Coppertone	7.85	76.74%
196	Pevonia Botanica	7.85	46.43%
197	Vidal Sassoon	7.83	60.34%
198	Charles Worthington	7.81	48.42%
199	Gillette	7.81	66.67%
200	Blistex	7.8	100.00%
201	Bliss	7.79	91.49%
202	E.L.F.	7.78	77.10%
203	GoSMILE	7.78	62.07%
204	Yves Saint Laurent Beauty	7.78	46.67%
205	Clairol	7.75	77.78%
206	Mario Badescu Skin Care	7.73	60.13%
207	Neutrogena	7.73	98.90%
208	Almay	7.71	97.83%
209	Prestige	7.69	60.00%
210	Rimmel London	7.69	87.25%
211	LORAC	7.68	86.75%
212	DDF	7.64	86.44%
213	Suave	7.64	86.36%
214	VO5	7.62	72.92%
215	Matrix	7.6	66.67%
216	Frizz-Ease	7.59	93.33%
217	Lola	7.59	36.84%
218	Chapstick	7.58	82.35%
219	Too Faced	7.58	84.15%
220	Ulta	7.58	47.83%
221	RoC	7.56	80.77%
222	Garnier	7.54	90.76%
223	Stila	7.54	73.28%
224	Jane	7.52	97.44%
225	L'Oreal	7.5	82.93%
226	Ole Henriksen	7.49	69.23%
227	Blinc	7.43	66.67%
228	Jergens	7.43	83.33%
229	CoverGirl	7.42	93.62%
230	Tom's of Maine	7.41	94.74%
231	John Frieda	7.4	88.46%
232	Ambi	7.39	100.00%
233	Murad	7.39	88.89%
234	Revlon	7.39	80.16%
235	Biore	7.37	96.97%
236	Physicians Formula	7.36	84.30%
237	Hard Candy	7.35	84.78%
238	Clean & Clear	7.34	89.29%
239	Clearasil	7.33	79.17%
240	Dr. Dennis Gross Skincare	7.32	59.18%
241	DuWop	7.29	78.85%
242	Juice Beauty	7.29	100.00%
243	Wet n Wild	7.27	82.35%
244	Listerine	7.25	100.00%
245	N.Y.C. New York Color	7.22	93.62%
246	Rene Furterer	7.22	43.96%
247	Cosmedicine	7.21	73.68%
248	Wen	7.19	63.33%
249	Talika	7.1	54.84%
250	Maybelline New York	7.02	95.92%
251	Got2b	6.98	81.63%
252	Marc Anthony	6.94	60.61%
253	Sally Hansen	6.94	81.30%
254	Supersmile	6.94	66.67%
255	Schick	6.92	88.89%
256	Organix	6.89	63.64%
257	Fusion Beauty	6.85	80.00%
258	N.V. Perricone M.D. Cosmeceuticals	6.83	69.14%
259	Skyn Iceland	6.79	73.91%
260	Rembrandt	6.76	66.67%
261	ProActiv	6.75	96.15%
262	Conair	6.59	60.10%
263	Samy	6.21	72.00%
264	StriVectin	6.65	91.67%
265	Smooth Away	2.79	100.00%