

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

As of August 2011

Rank	Brand	Average rating per brand	Percentage of products reviewed
1	Nu Skin	9.91	92.31%
2	ElanVeda	9.72	100.00%
3	It Cosmetics	9.44	80.00%
4	Eco Tools	9.4	100.00%
5	Dr. Bronner's	9.39	73.33%
6	Archipelago Botanicals	9.15	18.82%
7	Oral-B	9.11	11.11%
8	Moroccanoil	9.1	58.82%
9	CND	9.09	34.48%
10	Smith's	9.09	100.00%
11	Bioelements	9.04	65.85%
12	Dolce & Gabbana	9.04	34.29%
13	Kiss	9.04	62.86%
14	Palmers	9.02	42.19%
15	Clarisonic	9.01	100.00%
16	Vera Wang	8.99	56.25%
17	CHI	8.97	52.27%
18	Burberry	8.95	65.00%
19	Tweezerman	8.95	48.51%
20	Colorescience Pro	8.94	54.29%
21	Paula's Choice	8.93	73.24%
22	Eminence	8.9	54.32%
23	Kerastase	8.9	58.43%
24	YoYo	8.9	100.00%
25	Ralph Lauren	8.88	73.53%
26	SkinCeuticals	8.88	88.64%
27	Juicy Couture	8.87	36.67%
28	Curel	8.86	92.86%
29	OPI	8.86	70.31%
30	Merle Norman	8.85	56.46%
31	Obagi	8.82	74.42%
32	Aubrey Organics	8.81	58.62%
33	Trillium Organics	8.79	9.09%
34	Borghese	8.78	53.57%
35	AHAVA	8.77	62.11%
36	Johnson's	8.77	95.45%
37	Shu Uemura	8.76	25.86%
38	Trish McEvoy	8.76	59.26%
39	Zenmed	8.75	94.74%
40	Pureology	8.73	65.08%
41	Bulgari	8.71	51.35%
42	Softlips	8.71	100.00%
43	Arbonne	8.7	86.99%
44	Caress	8.7	87.50%
45	Essie	8.7	60.00%
46	Grassroots Research Labs	8.7	63.51%
47	Bath & Body Works	8.69	87.10%
48	Boscia	8.69	88.46%
49	La Roche-Posay	8.68	45.90%
50	Hawaiian Tropic	8.67	89.47%
51	Joico	8.67	61.18%
52	Mary Kay	8.67	97.64%
53	NYX	8.67	55.07%
54	DHC	8.66	32.76%
55	Lubriderm	8.66	70.59%
56	Chanel	8.65	73.91%
57	Giovanni	8.65	74.07%
58	Queen Helene	8.63	43.55%
59	Calvin Klein	8.61	33.87%
60	Jan Marini Skin Research	8.61	55.36%
61	Shiseido	8.61	82.76%
62	Origins	8.6	87.76%
63	Urban Decay	8.6	87.20%
64	MAC	8.59	68.77%
65	Jo Malone	8.58	26.77%
66	Olay	8.58	91.67%
67	Paul Mitchell	8.58	78.26%
68	Purpose	8.58	100.00%
69	C.O. Bigelow	8.57	61.84%
70	Guerlain	8.57	36.24%
71	Mark	8.56	98.44%
72	ModelCo	8.56	53.03%
73	Biologie	8.55	78.00%
74	Nars	8.55	71.57%
75	Suki	8.55	83.33%
76	Eucerin	8.54	84.62%
77	Kiehl's	8.54	69.39%
78	L'Occitane	8.54	81.98%
79	Vaseline	8.54	110.00%
80	Britney Spears	8.53	78.57%
81	Pantene	8.52	86.82%
82	St. Ives	8.51	89.66%
83	Fresh	8.5	78.13%
84	The Body Shop	8.5	70.78%
85	Aveeno	8.49	81.02%
86	Prescriptives	8.49	80.65%
87	Marc Jacobs	8.48	62.16%
88	Bobbi Brown	8.47	74.84%
89	Estee Lauder	8.47	83.33%
90	Make Up For Ever	8.47	45.79%
91	Jane Iredale	8.46	69.30%
92	Crabtree & Evelyn	8.45	47.45%
93	the Balm	8.45	62.50%
94	Desert Essence	8.44	31.52%
95	Giorgio Armani	8.44	37.19%
96	Nature's Gate	8.44	56.80%
97	Dermalogica	8.43	77.98%
98	Dior	8.43	69.94%
99	Infusium	8.43	54.84%
100	Napoleon Perdis	8.43	25.66%
101	Redken	8.43	78.74%
102	Aquolina	8.42	84.62%
103	Avene	8.41	64.15%
104	DKNY	8.4	72.22%
105	Acuvue	8.37	100.00%
106	Bonne Bell	8.37	100.00%
107	Dr. Brandt	8.37	63.16%
108	Herbal Essences	8.37	101.56%
109	Lancome	8.37	76.51%
110	Laura Mercier	8.37	61.03%
111	La Prairie	8.36	48.25%
112	100% Pure	8.35	64.86%
113	Aussie	8.35	96.15%
114	CARGO	8.35	79.25%
115	Carmex	8.34	100.00%
116	Clinique	8.34	98.95%
117	Caudalie	8.33	95.35%
118	La Mer	8.33	70.27%
119	Philosophy	8.33	73.42%
120	Frederic Fekkai	8.32	71.54%
121	Cetaphil	8.31	100.00%
122	Graham Webb	8.31	58.43%
123	YonKa	8.3	66.07%
124	Dr. Hauschka	8.29	65.56%
125	NeXXus	8.29	54.84%
126	Burt's Bees	8.28	97.33%
127	Patricia Wexler M.D.	8.27	89.47%
128	Sebastian	8.27	52.25%
129	Aveda	8.26	92.95%
130	Anastasia	8.25	61.36%
131	Max Factor	8.25	89.80%
132	T3	8.25	55.00%
133	Flirt!	8.24	86.36%
134	Vichy Laboratories	8.24	44.19%
135	Vincent Longo	8.24	54.12%
136	Amazing Cosmetics	8.23	80.00%
137	Korres Natural Products	8.23	57.14%
138	Pond's	8.23	89.47%
139	Sunsilk	8.23	95.83%
140	Banana Boat	8.22	83.02%
141	H2O+	8.22	59.46%
142	Yes To	8.2	75.68%
143	Jason	8.19	62.99%
144	Tarte	8.19	78.89%
145	American Beauty	8.18	62.50%
146	Lumene	8.18	52.87%
147	Goody	8.17	22.89%
148	Paula Dorf	8.17	50.82%
149	Lush	8.16	75.56%
150	Biotherm	8.14	51.97%
151	Boots	8.13	44.56%
152	Pur Minerals	8.13	63.33%
153	Alba	8.12	42.86%
154	EOS	8.12	66.67%
155	Bumble and bumble	8.11	81.48%
156	Dove	8.11	96.82%
157	Clarins	8.1	74.27%
158	Mitchum	8.1	100.00%
159	NIVEA	8.1	94.87%
160	PHYTO	8.1	65.06%
161	Venus	8.09	85.71%
162	Biosilk	8.08	59.62%
163	Bourjois	8.08	76.83%
164	Abba	8.07	100.00%
165	Nioxin	8.07	61.29%
166	Sexy Hair	8.07	63.51%
167	Carol's Daughter	8.06	33.33%
168	Peter Thomas Roth	8.06	59.48%
169	Alterna	8.05	81.67%
170	Ojon	8.05	82.22%
171	Tigi	8.04	72.99%
172	GloMinerals	8.03	41.41%
173	Raw Natural Beauty	8.03	68.00%
174	Rusk	8.03	68.82%
175	Victoria's Secret	8.03	75.82%
176	Dr. Denese	8.02	62.50%
177	Jennifer Lopez	8.01	57.89%
178	Milani	7.99	70.27%
179	Kinerase	7.98	79.49%
180	Laura Geller	7.98	35.06%
181	Avon	7.97	84.42%
182	Elizabeth Arden	7.97	53.39%
183	Sonia Kashuk	7.97	81.82%
184	Bare Escentuals	7.96	87.59%
185	Abreva	7.95	100.00%
186	Freeman	7.94	67.31%
187	Wella	7.92	22.99%
188	Secret	7.91	95.65%
189	Avalon Organics	7.9	45.76%
190	Benefit	7.9	88.07%
191	Oscar Blandi	7.9	64.10%
192	Sephora	7.9	76.88%
193	TRESemme	7.9	91.75%
194	Givenchy	7.89	28.26%
195	Kiss My Face	7.89	81.43%
196	Head and Shoulders	7.88	96.00%
197	Noxzema	7.87	100.00%
198	Smashbox	7.87	85.71%
199	Crest	7.86	72.41%
200	Pevonia Botanica	7.85	46.43%
201	Vidal Sassoon	7.85	60.34%
202	Charles Worthington	7.84	48.42%
203	Coppertone	7.84	81.40%
204	Jonathan Product	7.84	79.07%
205	Bliss	7.79	91.49%
206	GoSMILE	7.78	62.07%
207	Yves Saint Laurent Beauty	7.78	47.45%
208	Blistex	7.76	100.00%
209	Mario Badescu Skin Care	7.76	60.78%
210	Prestige	7.75	61.54%
211	Gillette	7.74	63.16%
212	Neutrogena	7.72	98.92%
213	E.L.F.	7.71	80.99%
214	Clairol	7.7	77.78%
215	Almay	7.69	97.80%
216	Rimmel London	7.66	84.68%
217	DDF	7.64	86.67%
218	Suave	7.63	90.11%
219	Too Faced	7.63	63.06%
220	LORAC	7.62	85.71%
221	Matrix	7.6	66.67%
222	Lola	7.59	36.84%
223	VO5	7.59	72.92%
224	Frizz-Ease	7.57	100.00%
225	Chapstick	7.55	88.24%
226	Stila	7.53	76.72%
227	Garnier	7.52	91.60%
228	RoC	7.52	80.77%
229	Jane	7.51	97.44%
230	Ole Henriksen	7.49	69.23%
231	L'Oreal	7.47	84.20%
232	Blinc	7.41	66.67%
233	Jergens	7.41	83.33%
234	John Frieda	7.41	87.01%
235	Murad	7.39	89.16%
236	CoverGirl	7.38	93.75%
237	Physicians Formula	7.38	80.11%
238	Tom's of Maine	7.38	94.74%
239	Biore	7.36	96.97%
240	Clearasil	7.36	83.33%
241	Juice Beauty	7.36	96.30%
242	Uita	7.36	64.50%
243	Ambi	7.35	90.00%
244	Dr. Dennis Gross Skincare	7.34	59.18%
245	Revlon	7.34	97.77%
246	Clean & Clear	7.33	89.66%
247	Cosmeceutics	7.33	78.95%
248	Hard Candy	7.33	86.02%
249	DuWop	7.3	79.25%
250	Wet n Wild	7.29	84.91%
251	Listerine	7.26	100.00%
252	Rene Furterer	7.2	43.48%
253	N.Y.C. New York Color	7.17	95.74%
254	Wen	7.16	63.33%
255	Talika	7.1	54.84%
256	Maybelline New York	7.01	94.67%
257	Got2b	6.98	78.85%
258	Schick	6.98	88.89%
259	Marc Anthony	6.96	50.63%
260	Supersmile	6.94	66.67%
261	Sally Hansen	6.89	81.71%
262	Fusion Beauty	6.82	69.57%
263	Skyn Iceland	6.81	72.00%
264	Rembrandt	6.8	66.67%
265	N.V. Perricone M.D. Cosmeceuticals	6.75	70.37%
266	ProActiv	6.71	89.29%
267	Organix	6.59	79.31%