

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

As of June 2011			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	Nu Skin	9.91	92.31%
2	It Cosmetics	9.45	86.11%
3	Dr. Bronner's	9.39	73.33%
4	Archipelago Botanicals	9.15	18.82%
5	Oral-B	9.11	11.11%
6	CND	9.09	34.48%
7	Moroccanoil	9.09	58.82%
8	Smith's	9.08	100.00%
9	Kiss	9.05	61.43%
10	Bioelements	9.04	65.85%
11	Dolce & Gabbana	9.04	32.35%
12	Palmers	9.03	42.19%
13	Clarisonic	8.99	100.00%
14	Vera Wang	8.99	58.06%
15	CHI	8.98	52.27%
16	Colorescience Pro	8.98	54.29%
17	Tweezerman	8.96	48.51%
18	Burberry	8.95	65.00%
19	Paula's Choice	8.92	77.61%
20	YoYo	8.91	100.00%
21	Kerastase	8.9	58.43%
22	Eminence	8.89	54.32%
23	Curel	8.88	85.71%
24	OPI	8.88	70.31%
25	Ralph Lauren	8.88	73.53%
26	SkinCeuticals	8.88	88.64%
27	Juicy Couture	8.87	36.67%
28	Obagi	8.86	74.42%
29	Merle Norman	8.85	60.14%
30	Aubrey Organics	8.81	58.62%
31	Borghese	8.8	53.57%
32	AHAVA	8.79	62.11%
33	Trillium Organics	8.79	9.09%
34	Johnson's	8.77	95.45%
35	Boscia	8.76	95.83%
36	Shu Uemura	8.76	25.61%
37	Zenmed	8.75	94.74%
38	DHC	8.74	32.18%
39	Pureology	8.74	64.06%
40	Softlips	8.73	100.00%
41	Trish McEvoy	8.73	59.26%
42	Arbonne	8.72	86.99%
43	NYX	8.72	50.72%
44	Bulgari	8.71	51.35%
45	Caress	8.71	87.50%
46	Joico	8.71	61.18%
47	Essie	8.7	60.00%
48	La Roche-Posay	8.7	45.90%
49	Bath & Body Works	8.69	88.73%
50	Mary Kay	8.67	97.66%
51	Hawaiian Tropic	8.66	89.47%
52	Chanel	8.65	74.78%
53	Lubriderm	8.65	70.59%
54	Giovanni	8.64	74.07%
55	Calvin Klein	8.62	35.59%
56	Queen Helene	8.62	41.94%
57	Jan Marini Skin Research	8.61	55.36%
58	Purpose	8.61	100.00%
59	Shiseido	8.61	86.15%
60	L'Occitane	8.6	75.27%
61	Origins	8.6	87.76%
62	MAC	8.59	69.60%
63	Jo Malone	8.58	26.77%
64	Olay	8.58	90.42%
65	Suki	8.58	83.33%
66	C.O. Bigelow	8.57	62.00%
67	Infusium	8.57	51.61%
68	Kiehl's	8.57	68.88%
69	Paul Mitchell	8.57	78.26%
70	Urban Decay	8.57	89.09%
71	Guerlain	8.56	36.24%
72	Mark	8.56	94.44%
73	ModelCo	8.56	53.03%
74	Eucerin	8.55	84.62%
75	Nars	8.55	72.00%
76	Biologie	8.54	78.00%
77	Vaseline	8.54	110.00%
78	Britney Spears	8.52	78.57%
79	Pantene	8.52	86.82%
80	The Body Shop	8.52	70.78%
81	St. Ives	8.51	89.66%
82	Aveeno	8.5	81.34%
83	Fresh	8.5	78.95%
84	Marc Jacobs	8.49	63.89%
85	Prescriptives	8.49	80.65%
86	Make Up For Ever	8.48	44.86%
87	Estee Lauder	8.47	83.33%
88	Bobbi Brown	8.46	76.00%
89	Jane Iredale	8.46	69.91%
90	Crabtree & Evelyn	8.45	49.73%
91	the Balm	8.45	62.50%
92	Desert Essence	8.44	31.52%
93	Giorgio Armani	8.44	37.19%
94	Dior	8.43	70.76%
95	Napoleon Perdis	8.43	25.66%
96	Nature's Gate	8.43	56.80%
97	Redken	8.43	75.28%
98	Aquolina	8.42	84.62%
99	Avene	8.41	64.15%
100	Dermalogica	8.41	77.27%
101	DKNY	8.4	66.67%
102	Bonne Bell	8.39	100.00%
103	Herbal Essences	8.38	101.56%
104	Lancome	8.38	79.54%
105	Dr. Brandt	8.37	63.16%
106	Laura Mercier	8.37	61.14%
107	Acuvue	8.36	100.00%
108	100% Pure	8.35	68.57%
109	Aussie	8.35	94.23%
110	Carmex	8.35	100.00%
111	La Mer	8.35	70.27%
112	Philosophy	8.35	71.83%
113	CARGO	8.34	79.25%
114	Clinique	8.34	98.94%
115	La Prairie	8.34	48.25%
116	Caudalie	8.33	95.35%
117	Cetaphil	8.33	100.00%
118	Frederic Fekkai	8.32	72.13%
119	Graham Webb	8.31	58.43%
120	NeXXus	8.31	53.76%
121	Dr. Hauschka	8.3	65.56%
122	YonKa	8.3	66.07%
123	Anastasia	8.29	62.79%
124	Burt's Bees	8.29	96.64%
125	Yes To	8.29	73.53%
126	Patricia Wexler M.D.	8.27	86.84%
127	Sebastian	8.27	52.25%
128	Aveda	8.26	92.95%
129	Flirt!	8.24	88.37%
130	Max Factor	8.24	89.80%
131	Vichy Laboratories	8.24	44.19%
132	Vincent Longo	8.24	54.76%
133	Amazing Cosmetics	8.23	80.00%
134	Sunsilk	8.23	95.83%
135	T3	8.23	56.41%
136	Banana Boat	8.22	83.02%
137	Korres Natural Products	8.22	57.14%
138	H2O+	8.21	59.46%
139	Pond's	8.21	89.47%
140	Goody	8.21	22.80%
141	Jason	8.19	62.99%
142	American Beauty	8.18	62.50%
143	Lumene	8.18	52.87%
144	Tarte	8.18	79.77%
145	Lush	8.17	77.17%
146	Paula Dorf	8.17	50.82%
147	EOS	8.16	66.67%
148	Boots	8.14	44.56%
149	Alba	8.12	42.86%
150	Clarins	8.12	74.27%
151	PHYTO	8.12	63.86%
152	Pur Minerals	8.12	63.33%
153	Bumble and bumble	8.11	80.00%
154	Dove	8.11	96.82%
155	Venus	8.1	85.71%
156	Abba	8.08	100.00%
157	Nivea	8.08	94.74%
158	Biotherm	8.07	51.18%
159	Bourjois	8.07	76.83%
160	Nioxin	8.07	65.52%
161	Sexy Hair	8.07	63.51%
162	Biosilk	8.06	59.62%
163	Ojon	8.06	80.00%
164	Peter Thomas Roth	8.06	59.48%
165	Alterna	8.05	81.67%
166	Carol's Daughter	8.05	35.25%
167	Dr. Denese	8.05	62.50%
168	Victoria's Secret	8.04	75.72%
169	Elizabeth Arden	8.03	53.39%
170	GloMinerals	8.03	40.40%
171	Raw Natural Beauty	8.03	68.00%
172	Rusk	8.03	68.82%
173	Tigi	8.03	72.99%
174	Jennifer Lopez	8.01	57.89%
175	Avon	7.98	83.57%
176	Kinerase	7.98	79.49%
177	Laura Geller	7.97	35.06%
178	Bare Escentuals	7.96	87.88%
179	Sonia Kashuk	7.96	83.08%
180	Abreva	7.93	100.00%
181	Milani	7.93	70.27%
182	Oscar Blandi	7.93	64.10%
183	Secret	7.92	95.65%
184	TRESemme	7.92	90.72%
185	Benefit	7.91	87.21%
186	Freeman	7.91	67.31%
187	Head and Shoulders	7.91	96.00%
188	Kiss My Face	7.91	87.69%
189	Sephora	7.91	76.76%
190	Givenchy	7.9	26.81%
191	Wella	7.9	22.54%
192	Avalon Organics	7.89	45.76%
193	Noxzema	7.87	100.00%
194	Smashbox	7.87	88.51%
195	Crest	7.86	73.68%
196	Jonathan Product	7.85	79.07%
197	Pevonia Botanica	7.85	46.43%
198	Coppertone	7.84	79.07%
199	Vidal Sassoon	7.83	60.34%
200	Gillette	7.82	63.16%
201	Charles Worthington	7.81	48.42%
202	Bliss	7.79	91.49%
203	Blistex	7.78	100.00%
204	GoSMILE	7.78	62.07%
205	Yves Saint Laurent Beauty	7.78	48.15%
206	Mario Badescu Skin Care	7.76	60.78%
207	E.L.F.	7.74	85.07%
208	Neutrogena	7.73	100.00%
209	Prestige	7.72	61.54%
210	Clairol	7.71	77.78%
211	Almay	7.69	97.80%
212	Rimmel London	7.65	83.49%
213	DDF	7.63	86.67%
214	LORAC	7.63	85.71%
215	Suave	7.63	87.91%
216	Too Faced	7.6	81.18%
217	VO5	7.6	72.92%
218	Lola	7.59	36.84%
219	Matrix	7.59	66.67%
220	Frizz-Ease	7.58	100.00%
221	Chapstick	7.56	82.35%
222	Garnier	7.53	90.76%
223	Stila	7.53	74.14%
224	RoC	7.52	80.77%
225	Jane	7.51	97.44%
226	Ole Henriksen	7.5	69.23%
227	L'Oreal	7.49	85.42%
228	Ulta	7.48	51.08%
229	Tom's of Maine	7.42	94.74%
230	Blinc	7.41	66.67%
231	Jergens	7.41	83.33%
232	John Frieda	7.41	88.00%
233	CoverGirl	7.39	93.01%
234	Biore	7.38	96.97%
235	Murad	7.38	89.16%
236	Physicians Formula	7.37	86.63%
237	Revlon	7.37	79.69%
238	Ambi	7.36	90.00%
239	Clean & Clear	7.33	87.93%
240	Cosmeceuticals	7.33	78.95%
241	Juice Beauty	7.33	96.30%
242	Clearasil	7.32	83.33%
243	Dr. Dennis Gross Skincare	7.32	59.18%
244	Hard Candy	7.32	86.96%
245	DuWop	7.3	80.77%
246	Wet n Wild	7.3	82.08%
247	Listerine	7.25	100.00%
248	Rene Furterer	7.22	43.48%
249	N.Y.C. New York Color	7.2	95.74%
250	Wen	7.16	63.33%
251	Talika	7.1	54.84%
252	Maybelline New York	7.01	97.28%
253	Got2b	6.97	83.67%
254	Marc Anthony	6.96	56.34%
255	Schick	6.94	88.89%
256	Supersmile	6.94	66.67%
257	Sally Hansen	6.91	81.71%
258	Organix	6.84	68.97%
259	Fusion Beauty	6.82	69.57%
260	N.V. Perricone M.D. Cosmeceuticals	6.82	69.14%
261	Skyn Iceland	6.79	68.00%
262	Rembrandt	6.76	66.67%
263	ProActiv	6.73	92.59%
264	Conair	6.55	60.10%
265	Samy	6.18	72.00%
266	StriVectin	5.73	91.67%
267	Smooth Away	2.79	100.00%