

BRAND PERFORMANCE REPORT			totalbeauty MEDIA GROUP
This chart breaks down product ratings and reviews for all brands with at least 100 consumer reviews.			
As of October 2011			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	Nu Skin	9.88	100.00%
2	ElanVeda	9.72	100.00%
3	It Cosmetics	9.43	80.00%
4	Dr. Bronner's	9.37	73.33%
5	Eco Tools	9.37	100.00%
6	Archipelago Botanicals	9.15	18.82%
7	Oral-B	9.11	11.11%
8	Smith's	9.11	100.00%
9	CND	9.1	36.21%
10	Moroccanoil	9.1	58.82%
11	Dolce & Gabbana	9.06	35.14%
12	Bioelements	9.02	65.85%
13	Clarisonic	9.02	71.43%
14	Kiss	9.02	62.86%
15	Palmers	9.02	43.75%
16	Vera Wang	8.99	56.25%
17	CHI	8.96	52.27%
18	Tweezerman	8.95	47.12%
19	Colorescience Pro	8.94	52.78%
20	Paula's Choice	8.93	72.73%
21	Burberry	8.91	65.00%
22	Eminence	8.9	54.32%
23	Juicy Couture	8.9	36.67%
24	YoYo	8.9	100.00%
25	Kerastase	8.89	59.55%
26	Ralph Lauren	8.89	73.53%
27	SkinCeuticals	8.89	88.64%
28	Curel	8.86	86.67%
29	OPI	8.86	69.23%
30	Merle Norman	8.84	56.46%
31	Borghese	8.79	53.57%
32	Trillium Organics	8.79	9.09%
33	AHAVA	8.77	62.11%
34	Johnson's	8.77	95.45%
35	Obagi	8.77	74.42%
36	Trish McEvoy	8.77	59.26%
37	Aubrey Organics	8.76	56.20%
38	Zenmed	8.75	94.74%
39	Shu Uemura	8.74	25.86%
40	Pureology	8.73	63.08%
41	Bulgari	8.71	51.35%
42	Arbonne	8.7	86.99%
43	Caress	8.7	87.50%
44	Essie	8.7	60.00%
45	Grassroots Research Labs	8.7	63.51%
46	Joico	8.69	60.47%
47	La Roche-Posay	8.69	47.54%
48	Softlips	8.69	100.00%
49	Bath & Body Works	8.68	82.83%
50	DHC	8.68	34.48%
51	Hawaiian Tropic	8.67	89.47%
52	Mary Kay	8.67	97.64%
53	Lubriderm	8.66	70.59%
54	Chanel	8.65	75.22%
55	Giovanni	8.65	74.07%
56	Boscia	8.64	88.89%
57	NYX	8.64	55.71%
58	Queen Helene	8.64	43.55%
59	Shiseido	8.62	82.44%
60	Jan Marini Skin Research	8.61	55.36%
61	C.O. Bigelow	8.59	61.54%
62	MAC	8.59	67.25%
63	Origins	8.59	88.16%
64	Purpose	8.59	100.00%
65	Urban Decay	8.59	86.61%
66	Guerlain	8.58	36.24%
67	Jo Malone	8.58	26.77%
68	Olay	8.58	91.67%
69	Paul Mitchell	8.58	79.13%
70	Calvin Klein	8.57	33.87%
71	Mark	8.56	96.21%
72	Biolage	8.55	78.00%
73	Nars	8.55	70.87%
74	Suki	8.55	83.33%
75	Eucerin	8.54	88.46%
76	Kiehl's	8.54	69.04%
77	L'Occitane	8.54	83.04%
78	Vaseline	8.54	110.00%
79	Pantene	8.51	87.69%
80	St. Ives	8.51	88.14%
81	Marc Jacobs	8.5	56.10%
82	ModelCo	8.5	53.03%
83	Fresh	8.49	78.13%
84	Prescriptives	8.49	80.65%
85	The Body Shop	8.49	71.62%
86	Britney Spears	8.48	85.71%
87	the Balm	8.48	62.50%
88	Aveeno	8.47	81.02%
89	Estee Lauder	8.46	82.95%
90	Giorgio Armani	8.46	37.19%
91	Jane Iredale	8.46	69.30%
92	Bobbi Brown	8.45	74.84%
93	Make Up For Ever	8.45	46.30%
94	Avene	8.44	64.15%
95	Desert Essence	8.44	31.52%
96	Infusium	8.44	54.84%
97	Nature's Gate	8.44	56.80%
98	Crabtree & Evelyn	8.43	41.70%
99	Dermalogica	8.43	77.98%
100	Dior	8.42	70.52%
101	Napoleon Perdis	8.4	25.66%
102	Redken	8.39	77.97%
103	Acuvue	8.38	100.00%
104	DKNY	8.38	72.22%
105	Dr. Brandt	8.37	63.16%
106	Herbal Essences	8.37	101.56%
107	Lancome	8.36	76.66%
108	Laura Mercier	8.36	60.71%
109	100% Pure	8.35	64.86%
110	Aquolina	8.35	84.62%
111	Aussie	8.35	89.47%
112	Bonne Bell	8.35	100.00%
113	CARGO	8.35	79.25%
114	La Mer	8.35	70.27%
115	Caudalie	8.34	97.67%
116	Clinique	8.34	98.61%
117	Philosophy	8.32	72.77%
118	Carmex	8.31	100.00%
119	Frederic Fekkai	8.31	70.40%
120	Graham Webb	8.31	58.43%
121	NeXXus	8.31	55.91%
122	Cetaphil	8.3	100.00%
123	Dr. Hauschka	8.3	62.11%
124	YonKa	8.3	66.07%
125	Burt's Bees	8.28	96.05%
126	T3	8.27	55.00%
127	Anastasia	8.26	61.36%
128	Patricia Wexler M.D.	8.26	89.47%
129	Sebastian	8.26	50.43%
130	Aveda	8.25	93.78%
131	Flirt!	8.25	86.36%
132	Max Factor	8.25	88.00%
133	Vincent Longo	8.24	54.12%
134	Pond's	8.23	89.47%
135	Sunsilk	8.23	95.83%
136	Banana Boat	8.22	83.02%
137	H2O+	8.22	59.46%
138	La Prairie	8.22	51.75%
139	Korres Natural Products	8.21	57.14%
140	Vichy Laboratories	8.21	44.19%
141	Jason	8.19	61.07%
142	Tarte	8.19	80.00%
143	Amazing Cosmetics	8.18	80.00%
144	American Beauty	8.18	62.50%
145	Goody	8.18	22.89%
146	Lumene	8.18	51.23%
147	Paula Dorf	8.18	50.82%
148	Lush	8.17	75.91%
149	Yes To	8.17	76.32%
150	Laura Geller	8.16	44.25%
151	Alba	8.13	42.86%
152	Boots	8.12	44.81%
153	Clarins	8.12	74.58%
154	PHYTO	8.12	63.53%
155	Bumble and bumble	8.11	83.33%
156	Dove	8.11	98.08%
157	Mitchum	8.11	100.00%
158	Pur Minerals	8.11	63.33%
159	Biotherm	8.1	51.97%
160	EOS	8.09	66.67%
161	Nioxin	8.09	62.50%
162	Nivea	8.09	88.37%
163	Venus	8.09	85.71%
164	Biosilk	8.08	61.54%
165	Bourjois	8.08	76.83%
166	Sexy Hair	8.08	63.51%
167	Abba	8.07	100.00%
168	Alterna	8.05	80.33%
169	Ojon	8.05	82.22%
170	Peter Thomas Roth	8.04	59.48%
171	GloMinerals	8.03	41.41%
172	Raw Natural Beauty	8.03	68.00%
173	Rusk	8.03	68.82%
174	Tigi	8.03	72.99%
175	Victoria's Secret	8.03	76.23%
176	Carol's Daughter	8.02	33.59%
177	Dr. Denese	8.02	62.50%
178	Jennifer Lopez	8.01	57.89%
179	Milani	7.99	72.97%
180	Sonia Kashuk	7.98	81.82%
181	Avon	7.97	84.47%
182	Bare Escentuals	7.95	91.43%
183	Abreva	7.94	100.00%
184	Givenchy	7.94	28.37%
185	Kinerase	7.94	80.00%
186	Elizabeth Arden	7.93	52.96%
187	Sephora	7.91	77.03%
188	Avalon Organics	7.9	45.76%
189	Secret	7.9	95.65%
190	Benefit	7.89	85.41%
191	Kiss My Face	7.89	81.43%
192	TRESemme	7.89	91.75%
193	Freeman	7.88	67.31%
194	Head and Shoulders	7.88	96.00%
195	Noxzema	7.87	100.00%
196	Crest	7.86	72.41%
197	Charles Worthington	7.85	48.42%
198	Pevonia Botanica	7.85	46.43%
199	Smashbox	7.85	82.61%
200	Vidal Sassoon	7.85	60.34%
201	Coppertone	7.84	81.40%
202	Jonathan Product	7.84	79.07%
203	Mario Badescu Skin Care	7.8	62.09%
204	Bliss	7.79	91.49%
205	GoSMILE	7.78	60.00%
206	Yves Saint Laurent Beauty	7.78	46.76%
207	Oscar Blandi	7.77	66.67%
208	Prestige	7.76	61.54%
209	Blistex	7.75	100.00%
210	Gillette	7.75	63.16%
211	E.L.F.	7.71	84.03%
212	Neutrogena	7.71	98.93%
213	Almay	7.66	97.80%
214	Ciariol	7.66	77.78%
215	Rimmel London	7.66	87.27%
216	Wella	7.65	24.16%
217	DDF	7.64	86.67%
218	Suave	7.63	92.31%
219	Too Faced	7.62	62.50%
220	LORAC	7.6	85.71%
221	Lola	7.59	36.84%
222	Matrix	7.59	66.67%
223	Frizz-Ease	7.57	100.00%
224	VO5	7.56	72.92%
225	Chapstick	7.54	88.24%
226	Jane	7.53	97.44%
227	Garnier	7.51	90.83%
228	Stila	7.51	77.59%
229	Ole Henriksen	7.48	66.67%
230	L'Oreal	7.47	83.29%
231	RoC	7.46	80.77%
232	Jergens	7.42	83.33%
233	John Frieda	7.41	85.90%
234	Physicians Formula	7.39	80.65%
235	Ambi	7.38	90.00%
236	Bline	7.38	66.67%
237	Juice Beauty	7.38	96.30%
238	CoverGirl	7.37	93.10%
239	Murad	7.37	88.24%
240	Tom's of Maine	7.37	94.74%
241	Biore	7.35	96.97%
242	Cosmeceutics	7.34	78.95%
243	Dr. Dennis Gross Skincare	7.34	59.18%
244	Clean & Clear	7.33	89.66%
245	Revlon	7.33	81.06%
246	Clearasil	7.32	83.33%
247	DuWop	7.3	79.25%
248	Hard Candy	7.29	88.17%
249	Wet n Wild	7.29	84.26%
250	Ulta	7.28	66.23%
251	Listerine	7.27	71.43%
252	Rene Furterer	7.2	43.48%
253	N.Y.C. New York Color	7.18	95.74%
254	Wen	7.18	63.33%
255	Talika	7.11	54.84%
256	Maybelline New York	7	94.70%
257	Marc Anthony	6.97	50.63%
258	Got2b	6.95	80.77%
259	Schick	6.95	88.89%
260	Supersmile	6.94	66.67%
261	Sally Hansen	6.89	81.78%
262	Fusion Beauty	6.81	69.57%
263	Skyn Iceland	6.81	72.00%
264	Rembrandt	6.8	66.67%
265	N.V. Perricone M.D. Cosmeceuticals	6.73	70.37%
266	ProActiv	6.69	89.29%
267	Conair	6.57	58.62%
268	Organix	6.5	82.76%
269	Samy	6.15	72.00%
270	StriVectin	5.64	68.75%
271	Smooth Away	2.81	100.00%
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