

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

As of September 2011			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	Nu Skin	9.91	85.71%
2	ElanVeda	9.72	100.00%
3	It Cosmetics	9.44	80.00%
4	Eco Tools	9.42	100.00%
5	Dr. Bronner's	9.37	73.33%
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	9.09	58.82%
11	Bioelements	9.05	65.85%
12	Dolce & Gabbana	9.04	32.43%
13	Kiss	9.03	62.86%
14	Palmers	9.02	43.75%
15	Clarisonic	9.01	100.00%
16	Vera Wang	8.99	56.25%
17	CHI	8.97	52.27%
18	Tweezerman	8.95	48.51%
19	Colorescience Pro	8.94	53.52%
20	Paula's Choice	8.93	68.42%
21	Burberry	8.91	65.00%
22	Eminence	8.9	54.32%
23	Kerastase	8.9	58.43%
24	YoYo	8.9	100.00%
25	Juicy Couture	8.89	36.67%
26	SkinCeuticals	8.88	88.64%
27	Ralph Lauren	8.87	73.53%
28	Curel	8.86	92.86%
29	OPI	8.86	70.31%
30	Merle Norman	8.85	56.46%
31	Aubrey Organics	8.81	58.62%
32	Trillium Organics	8.79	9.09%
33	Borghese	8.78	53.57%
34	Johnson's	8.77	95.45%
35	Obagi	8.77	74.42%
36	Trish McEvoy	8.77	59.26%
37	AHAVA	8.76	62.11%
38	Zenmed	8.75	94.74%
39	Shu Uemura	8.74	25.86%
40	Pureology	8.73	65.08%
41	Bulgari	8.71	51.35%
42	Essie	8.71	60.00%
43	Arbonne	8.7	86.99%
44	Caress	8.7	87.50%
45	Grassroots Research Labs	8.7	63.51%
46	Softlips	8.7	100.00%
47	Bath & Body Works	8.69	84.38%
48	Joico	8.68	60.47%
49	La Roche-Posay	8.68	46.72%
50	Boscia	8.67	85.19%
51	DHC	8.67	32.76%
52	Hawaiian Tropic	8.67	89.47%
53	Mary Kay	8.67	97.64%
54	Lubriderm	8.66	70.59%
55	Chanel	8.65	74.78%
56	Giovanni	8.65	74.07%
57	NYX	8.64	56.52%
58	Queen Helene	8.62	43.55%
59	Shiseido	8.62	83.25%
60	Calvin Klein	8.61	33.87%
61	Jan Marini Skin Research	8.61	55.36%
62	Origins	8.6	88.16%
63	Paul Mitchell	8.59	78.26%
64	Purpose	8.59	100.00%
65	Urban Decay	8.59	87.20%
66	C.O. Bigelow	8.58	61.29%
67	Jo Malone	8.58	26.77%
68	MAC	8.58	67.65%
69	Olay	8.58	91.67%
70	Guerlain	8.57	36.24%
71	Mark	8.56	96.95%
72	ModelCo	8.56	53.03%
73	Biolage	8.55	78.00%
74	Kieh'l's	8.55	69.04%
75	Nars	8.55	71.57%
76	Suki	8.55	83.33%
77	Eucerin	8.54	84.62%
78	L'Occitane	8.54	81.98%
79	Vaseline	8.54	110.00%
80	Britney Spears	8.53	85.71%
81	Pantene	8.52	87.69%
82	St. Ives	8.51	88.14%
83	The Body Shop	8.5	70.95%
84	Fresh	8.49	78.13%
85	Marc Jacobs	8.49	62.16%
86	Prescriptives	8.49	80.65%
87	Aveeno	8.48	81.02%
88	the Balm	8.47	62.50%
89	Bobbi Brown	8.46	74.84%
90	Estee Lauder	8.46	83.38%
91	Jane Iredale	8.46	69.30%
92	Make Up For Ever	8.45	45.79%
93	Desert Essence	8.44	31.52%
94	Giorgio Armani	8.44	37.19%
95	Nature's Gate	8.44	56.80%
96	Crabtree & Evelyn	8.43	46.27%
97	Dermalogica	8.43	77.98%
98	Dior	8.43	69.94%
99	Infusium	8.43	54.84%
100	Redken	8.43	78.29%
101	Avene	8.41	64.15%
102	Acuvue	8.38	100.00%
103	DKNY	8.38	72.22%
104	Napoleon Perdis	8.38	25.66%
105	Dr. Brandt	8.37	63.16%
106	Herbal Essences	8.37	101.56%
107	Laura Mercier	8.37	61.03%
108	Bonne Bell	8.36	100.00%
109	Lancome	8.36	76.90%
110	100% Pure	8.35	64.86%
111	Aquolina	8.35	84.62%
112	Aussie	8.35	96.15%
113	Caudalie	8.35	97.67%
114	CARGO	8.34	79.25%
115	Clinique	8.34	98.95%
116	La Mer	8.34	70.27%
117	Carmex	8.33	100.00%
118	Frederic Fekkai	8.32	71.54%
119	La Prairie	8.32	48.25%
120	Philosophy	8.32	73.42%
121	Graham Webb	8.31	58.43%
122	Cetaphil	8.3	100.00%
123	NeXXus	8.3	55.91%
124	YonKa	8.3	66.07%
125	Dr. Hauschka	8.29	62.11%
126	Burt's Bees	8.28	96.69%
127	Sebastian	8.27	52.25%
128	Anastasia	8.26	61.36%
129	Patricia Wexler M.D.	8.26	89.47%
130	Aveda	8.25	92.95%
131	Max Factor	8.25	88.00%
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	Yes To	8.24	78.38%
137	Amazing Cosmetics	8.23	80.00%
138	Sunsilk	8.23	95.83%
139	Banana Boat	8.22	83.02%
140	H2O+	8.22	59.46%
141	Pond's	8.22	89.47%
142	Korres Natural Products	8.21	57.14%
143	Jason	8.19	62.99%
144	American Beauty	8.18	62.50%
145	Lumene	8.18	52.53%
146	Tarte	8.18	78.89%
147	Goody	8.17	22.89%
148	Paula Dorf	8.17	50.82%
149	Lush	8.16	75.56%
150	Laura Geller	8.14	42.53%
151	Pur Minerals	8.14	63.33%
152	Alba	8.13	42.86%
153	Boots	8.11	44.81%
154	Bumble and bumble	8.11	83.33%
155	Clarins	8.11	74.27%
156	Dove	8.11	96.79%
157	Biotherm	8.1	51.97%
158	Nivea	8.1	94.87%
159	PHYTO	8.1	63.53%
160	Mitchum	8.09	100.00%
161	Venus	8.09	85.71%
162	Biosilk	8.08	59.62%
163	Bourjois	8.08	76.83%
164	Sexy Hair	8.08	63.51%
165	Abba	8.07	100.00%
166	Carol's Daughter	8.07	33.33%
167	EOS	8.07	66.67%
168	Nioxin	8.07	61.29%
169	Alterna	8.05	80.33%
170	Ojon	8.05	82.22%
171	Peter Thomas Roth	8.04	59.48%
172	Tigi	8.04	72.99%
173	GloMinerals	8.03	41.41%
174	Raw Natural Beauty	8.03	68.00%
175	Victoria's Secret	8.03	76.23%
176	Dr. Denese	8.02	62.50%
177	Rusk	8.02	68.82%
178	Jennifer Lopez	8.01	57.89%
179	Avon	7.97	84.44%
180	Milani	7.97	71.62%
181	Sonia Kashuk	7.97	81.82%
182	Bare Escentuals	7.96	85.71%
183	Elizabeth Arden	7.95	52.96%
184	Abreva	7.94	100.00%
185	Kinerase	7.93	80.00%
186	TRESemme	7.92	91.75%
187	FREEMAN	7.91	67.31%
188	Secret	7.91	95.65%
189	Avalon Organics	7.9	45.76%
190	Benefit	7.9	88.07%
191	Sephora	7.9	76.88%
192	Givenchy	7.89	28.26%
193	Kiss My Face	7.89	81.43%
194	Head and Shoulders	7.88	96.00%
195	Crest	7.86	72.41%
196	Noxzema	7.86	100.00%
197	Smashbox	7.86	84.18%
198	Charles Worthington	7.85	48.42%
199	Pevonia Botanica	7.85	46.43%
200	Vidal Sassoon	7.85	60.34%
201	Coppertone	7.84	81.40%
202	Jonathan Product	7.84	79.07%
203	Wella	7.84	23.73%
204	Oscar Blandi	7.83	64.10%
205	Bliss	7.8	91.49%
206	GoSMILE	7.78	62.07%
207	Mario Badescu Skin Care	7.78	61.44%
208	Yves Saint Laurent Beauty	7.78	47.45%
209	Prestige	7.76	61.54%
210	Blistex	7.75	100.00%
211	Gillette	7.74	63.16%
212	E.L.F.	7.72	80.99%
213	Neutrogena	7.71	98.57%
214	Clairol	7.69	77.78%
215	Almay	7.67	97.80%
216	Rimmel London	7.66	85.59%
217	DDF	7.64	86.67%
218	Suave	7.63	92.31%
219	Too Faced	7.62	63.06%
220	LORAC	7.61	85.71%
221	Matrix	7.6	66.67%
222	Lola	7.59	36.84%
223	VO5	7.59	72.92%
224	Frizz-Ease	7.56	100.00%
225	Chapstick	7.53	88.24%
226	Jane	7.53	97.44%
227	Garnier	7.52	90.83%
228	Stila	7.51	77.59%
229	RoC	7.49	80.77%
230	Ole Henriksen	7.48	69.23%
231	L'Oreal	7.47	84.20%
232	Jergens	7.42	83.33%
233	John Frieda	7.41	87.01%
234	Blinc	7.4	66.67%
235	Physicians Formula	7.39	80.65%
236	CoverGirl	7.38	94.41%
237	Tom's of Maine	7.38	94.74%
238	Murad	7.37	90.36%
239	Juice Beauty	7.36	96.30%
240	Ulta	7.36	64.50%
241	Ambi	7.35	90.00%
242	Revlon	7.35	80.53%
243	Biore	7.34	96.97%
244	Clean & Clear	7.34	89.66%
245	Cosmeceuticals	7.34	78.95%
246	Dr. Dennis Gross Skincare	7.34	59.18%
247	Hard Candy	7.33	86.02%
248	Clearasil	7.32	83.33%
249	DuWop	7.3	79.25%
250	Wet n Wild	7.3	84.91%
251	Listerine	7.26	71.43%
252	Rene Furterer	7.2	43.48%
253	N.Y.C. New York Color	7.18	95.74%
254	Wen	7.17	63.33%
255	Talika	7.1	54.84%
256	Maybelline New York	7.01	95.33%
257	Schick	6.98	88.89%
258	Marc Anthony	6.97	50.63%
259	Got2b	6.96	80.77%
260	Supersmile	6.94	66.67%
261	Sally Hansen	6.89	81.71%
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	6.75	70.37%
266	ProActiv	6.7	89.29%
267	Organix	6.56	79.31%
268	Conair	6.55	58.62%
269	Samy	6.15	72.00%
270	StriVectin	5.72	73.33%
271	Smooth Away	2.78	100.00%