



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

As of May 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	Moroccanoil	9.11	58.82%
6	Oral-B	9.1	11.11%
7	CND	9.08	34.48%
8	Kiss	9.08	61.43%
9	Smith's	9.08	100.00%
10	Palmers	9.06	42.19%
11	Bioelements	9.04	65.85%
12	Dolce & Gabbana	9.03	34.38%
13	CHI	8.99	53.49%
14	Clarisonic	8.99	100.00%
15	Vera Wang	8.99	58.06%
16	Colorescience Pro	8.98	54.29%
17	Burberry	8.97	65.00%
18	Tweezerman	8.95	48.51%
19	Kerastase	8.92	58.43%
20	Ralph Lauren	8.92	70.59%
21	Paula's Choice	8.91	77.61%
22	YoYo	8.91	100.00%
23	SkinCeuticals	8.9	88.64%
24	Eminence	8.89	54.32%
25	Curel	8.88	85.71%
26	OPI	8.87	68.75%
27	Boscia	8.86	95.83%
28	Merle Norman	8.86	59.85%
29	Obagi	8.86	74.42%
30	Juicy Couture	8.85	36.67%
31	Softlips	8.82	100.00%
32	Aubrey Organics	8.8	58.26%
33	Borghese	8.8	53.64%
34	AHAHA	8.79	62.11%
35	DHC	8.79	29.89%
36	Trillium Organics	8.79	9.09%
37	Johnson's	8.76	95.45%
38	Shu Uemura	8.75	25.26%
39	Zenmed	8.75	94.74%
40	Pureology	8.74	68.33%
41	NYX	8.73	71.43%
42	Trish McEvoy	8.73	59.26%
43	Arbonne	8.71	86.99%
44	Bulgari	8.71	51.35%
45	Caress	8.71	100.00%
46	Essie	8.71	60.00%
47	Bath & Body Works	8.7	88.15%
48	Joico	8.7	63.41%
49	La Roche-Posay	8.7	45.90%
50	Mary Kay	8.68	97.66%
51	Hawaiian Tropic	8.67	86.84%
52	Queen Helene	8.67	40.32%
53	Chanel	8.66	74.34%
54	Lubriderm	8.66	70.59%
55	Calvin Klein	8.65	35.59%
56	Giovanni	8.64	74.07%
57	Infusium	8.62	51.61%
58	Shiseido	8.62	86.60%
59	Jan Marini Skin Research	8.61	55.36%
60	Purpose	8.61	100.00%
61	MAC	8.59	68.90%
62	Mark	8.59	84.82%
63	Origins	8.59	87.76%
64	Urban Decay	8.59	88.79%
65	Jo Malone	8.58	26.77%
66	L'Occitane	8.58	68.01%
67	Olay	8.58	91.46%
68	Paul Mitchell	8.58	78.95%
69	Suki	8.57	83.33%
70	C.O. Bigelow	8.56	62.42%
71	Guerlain	8.56	36.24%
72	Kieh!'s	8.56	69.79%
73	ModelCo	8.56	53.03%
74	The Body Shop	8.56	70.57%
75	Biologie	8.55	78.00%
76	Nars	8.55	72.00%
77	Vaseline	8.55	110.00%
78	Eucerin	8.54	84.62%
79	Pantene	8.53	86.82%
80	St. Ives	8.52	89.66%
81	Aveeno	8.51	84.13%
82	Britney Spears	8.51	78.57%
83	Make Up For Ever	8.5	44.44%
84	Fresh	8.49	78.95%
85	Prescriptives	8.49	80.65%
86	Aquolina	8.48	84.62%
87	Desert Essence	8.47	27.47%
88	Estee Lauder	8.47	83.33%
89	Bobbi Brown	8.46	76.00%
90	Jane Iredale	8.46	69.91%
91	the Balm	8.46	52.50%
92	Crabtree & Evelyn	8.45	50.83%
93	Dior	8.45	70.18%
94	Giorgio Armani	8.44	37.50%
95	Redken	8.44	75.28%
96	Dermalogica	8.43	78.50%
97	Nature's Gate	8.43	60.68%
98	DKNY	8.4	66.67%
99	Herbal Essences	8.39	101.56%
100	Laura Mercier	8.39	61.14%
101	Lancome	8.38	80.60%
102	Marc Jacobs	8.38	47.22%
103	Bonne Bell	8.37	100.00%
104	CARGO	8.37	78.43%
105	Dr. Brandt	8.37	63.16%
106	Acuvue	8.36	100.00%
107	Carmex	8.36	100.00%
108	Clinique	8.36	98.94%
109	Philosophy	8.36	73.79%
110	Yes To	8.36	77.42%
111	100% Pure	8.35	68.57%
112	Aussie	8.35	96.08%
113	Cetaphil	8.35	100.00%
114	La Mer	8.35	70.27%
115	La Prairie	8.34	48.25%
116	Caudalie	8.32	93.02%
117	Frederic Fekkai	8.31	70.49%
118	Graham Webb	8.31	58.43%
119	Nexus	8.31	50.54%
120	Dr. Hauschka	8.3	67.05%
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	52.25%
127	Amazing Cosmetics	8.27	82.76%
128	Patricia Wexler M.D.	8.27	86.84%
129	Max Factor	8.26	89.80%
130	H2O+	8.25	59.46%
131	T3	8.25	56.41%
132	Flirt!	8.24	88.37%
133	Vincent Longo	8.24	54.76%
134	Korres Natural Products	8.23	56.25%
135	Sunsilk	8.23	95.83%
136	Vichy Laboratories	8.23	44.19%
137	Banana Boat	8.2	83.02%
138	Pond's	8.2	89.47%
139	Alba	8.19	42.86%
140	Jason	8.19	62.99%
141	Tarte	8.19	79.55%
142	American Beauty	8.18	62.50%
143	Goody	8.18	22.80%
144	Lumene	8.18	52.87%
145	Boots	8.17	44.56%
146	Paula Dorf	8.17	50.82%
147	Lush	8.16	80.33%
148	PHYTO	8.15	62.65%
149	Dove	8.12	97.37%
150	Bumble and bumble	8.11	78.18%
151	Clarins	8.11	74.27%
152	Nivea	8.09	91.67%
153	Venus	8.09	78.57%
154	Abba	8.08	100.00%
155	Alterna	8.08	80.00%
156	Biosilk	8.08	59.62%
157	Jennifer Lopez	8.08	55.56%
158	Biotherm	8.07	51.18%
159	Bourjois	8.07	76.83%
160	Nioxin	8.06	65.52%
161	Pur Minerals	8.06	61.67%
162	Elizabeth Arden	8.05	53.60%
163	Peter Thomas Roth	8.05	59.48%
164	Dr. Denese	8.04	62.50%
165	Ojon	8.04	80.00%
166	Raw Natural Beauty	8.04	68.00%
167	Victoria's Secret	8.04	74.07%
168	GloMinerals	8.03	40.40%
169	Sexy Hair	8.03	63.51%
170	Tigi	8.03	72.99%
171	Rusk	8.02	68.82%
172	Carol's Daughter	8	31.09%
173	Laura Geller	7.99	34.88%
174	Avon	7.98	83.39%
175	Kinerase	7.98	79.49%
176	Bare Escentuals	7.97	89.39%
177	Freeman	7.96	61.54%
178	Milani	7.96	67.12%
179	TRESemme	7.95	89.69%
180	Oscar Blandi	7.94	64.10%
181	Sonia Kashuk	7.94	85.71%
182	Abreva	7.93	100.00%
183	Givenchy	7.93	26.28%
184	Benefit	7.92	92.31%
185	Noxzema	7.92	100.00%
186	Head and Shoulders	7.91	96.00%
187	Secret	7.91	95.24%
188	Sephora	7.91	76.69%
189	Kiss My Face	7.9	87.69%
190	Wella	7.9	22.54%
191	Avalon Organics	7.89	45.76%
192	Smashbox	7.89	88.51%
193	Crest	7.87	70.18%
194	Jonathan Product	7.87	79.07%
195	Pevonia Botanica	7.85	46.43%
196	Coppertone	7.83	76.74%
197	Vidal Sassoon	7.83	60.34%
198	Charles Worthington	7.81	48.42%
199	Gillette	7.81	66.67%
200	Bliss	7.79	91.49%
201	Blistex	7.79	100.00%
202	GoSMILE	7.78	62.07%
203	E.L.F.	7.77	83.21%
204	Yves Saint Laurent Beauty	7.77	47.41%
205	Neutrogena	7.74	99.27%
206	Clairol	7.72	77.78%
207	Mario Badescu Skin Care	7.72	60.13%
208	Prestige	7.72	60.00%
209	Almay	7.71	97.80%
210	Rimmel London	7.66	86.41%
211	LORAC	7.65	85.71%
212	Suave	7.64	83.52%
213	DDF	7.62	86.44%
214	Too Faced	7.6	83.13%
215	VOS	7.6	72.92%
216	Lola	7.59	36.84%
217	Chapstick	7.58	82.35%
218	Frizz-Ease	7.58	100.00%
219	Matrix	7.58	66.67%
220	Ulta	7.58	50.00%
221	RoC	7.56	80.77%
222	Stila	7.54	74.14%
223	Garnier	7.53	90.76%
224	Jane	7.52	97.44%
225	L'Oreal	7.5	84.13%
226	Ole Henriksen	7.49	69.23%
227	Jergens	7.42	83.33%
228	John Frieda	7.42	88.46%
229	Bhinc	7.41	66.67%
230	CoverGirl	7.41	94.37%
231	Tom's of Maine	7.41	94.74%
232	Murad	7.4	88.89%
233	Biore	7.38	96.97%
234	Revlon	7.38	79.23%
235	Physicians Formula	7.37	85.47%
236	Ambi	7.36	100.00%
237	Clean & Clear	7.34	89.29%
238	Clearasil	7.33	83.33%
239	Hard Candy	7.33	84.78%
240	Dr. Dennis Gross Skincare	7.32	59.18%
241	Juice Beauty	7.3	96.30%
242	DuWop	7.29	78.85%
243	Wet n Wild	7.29	81.73%
244	Listerine	7.25	100.00%
245	N.Y.C. New York Color	7.23	95.74%
246	Rene Furterer	7.22	43.48%
247	Cosmedicine	7.21	73.68%
248	Wen	7.14	63.33%
249	Talika	7.1	54.84%
250	Maybelline New York	7.02	97.28%
251	Marc Anthony	6.97	60.61%
252	Got2b	6.96	81.63%
253	Supersmile	6.94	66.67%
254	Sally Hansen	6.92	81.22%
255	Schick	6.92	88.89%
256	Fusion Beauty	6.83	69.57%
257	N.V. Perricone M.D. Cosmeceuticals	6.82	69.14%
258	Organix	6.82	76.92%
259	Skyn Iceland	6.79	68.00%
260	Rembrandt	6.76	66.67%
261	ProActiv	6.74	96.15%
262	Conair	6.6	60.10%
263	Samy	6.18	72.00%
264	StriVectin	5.65	91.67%
265	Smooth Away	2.79	100.00%