

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 May 2012			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	ARTISTRY	9.96	100.00%
2	Nu Skin	9.8	100.00%
3	ElanVeda	9.52	100.00%
4	EcoTools	9.45	87.50%
5	It Cosmetics	9.43	76.00%
6	Dr. Bronner's	9.34	68.75%
7	Archipelago Botanicals	9.16	18.18%
8	CND	9.12	36.84%
9	Clarisonic	9.08	114.29%
10	Oral-B	9.07	16.67%
11	Smith's	9.05	100.00%
12	Bioelements	9.03	65.85%
13	Dolce & Gabbana	9.02	20.63%
14	Moroccanoil	9.01	55.56%
15	Tweezerman	9	46.67%
16	Palmers	8.99	44.78%
17	Paula's Choice	8.98	75.31%
18	Kiss	8.95	63.38%
19	SkinCeuticals	8.92	85.42%
20	CHI	8.91	57.78%
21	Curel	8.91	86.67%
22	Vera Wang	8.91	57.58%
23	Ralph Lauren	8.9	73.53%
24	YoYo	8.9	100.00%
25	Kerastase	8.89	62.07%
26	China Glaze	8.87	88.89%
27	Burberry	8.86	63.64%
28	Colorescience Pro	8.86	55.56%
29	Juicy Couture	8.86	40.00%
30	OPI	8.81	71.64%
31	Eminence	8.8	54.32%
32	Merle Norman	8.8	57.14%
33	Trillium Organics	8.79	9.09%
34	Borghese	8.78	54.46%
35	DHC	8.78	36.21%
36	Trish McEvoy	8.78	59.26%
37	Zenmed	8.76	94.74%
38	Joico	8.75	65.12%
39	Shu Uemura	8.74	25.86%
40	Arbonne	8.73	89.26%
41	Grassroots Research Labs	8.73	63.51%
42	Johnson's	8.73	29.85%
43	Caress	8.71	87.50%
44	La Roche-Posay	8.71	48.39%
45	Obagi	8.71	76.74%
46	Pureology	8.71	71.88%
47	Hawaiian Tropic	8.7	87.18%
48	Aubrey Organics	8.69	56.20%
49	Mary Kay	8.69	97.69%
50	AHAVA	8.67	63.92%
51	Bath & Body Works	8.67	72.20%
52	Caswell-Massey	8.66	27.18%
53	Chanel	8.65	76.09%
54	Lubriderm	8.65	61.11%
55	Queen Helene	8.65	43.55%
56	Bulgari	8.64	51.35%
57	Essie	8.64	63.41%
58	Giovanni	8.63	57.14%
59	Guerlain	8.63	36.07%
60	Jan Marini Skin Research	8.63	55.36%
61	Weleda	8.63	46.34%
62	Shiseido	8.6	80.75%
63	Jo Malone	8.59	27.56%
64	Origins	8.59	87.10%
65	Urban Decay	8.59	93.75%
66	Calvin Klein	8.58	35.48%
67	KMS	8.58	60.00%
68	MAC	8.58	67.73%
69	Marc Jacobs	8.58	57.14%
70	Softlips	8.58	100.00%
71	C.O. Bigelow	8.57	62.42%
72	Olay	8.57	91.28%
73	NYX Cosmetics	8.56	66.67%
74	Biologie	8.55	78.00%
75	Mark	8.55	93.38%
76	NARS	8.54	70.09%
77	Paul Mitchell	8.54	82.61%
78	Boscia	8.53	100.00%
79	Eucerin	8.53	92.31%
80	Vaseline	8.53	69.70%
81	Kiehl's	8.52	74.75%
82	L'Occitane	8.52	88.54%
83	ModelCo	8.52	53.03%
84	St. Ives	8.51	79.69%
85	the Balm	8.51	70.83%
86	Jane Iredale	8.5	69.57%
87	Britney Spears	8.49	85.71%
88	Pantene	8.49	87.97%
89	Prescriptives	8.49	80.65%
90	Purpose	8.49	100.00%
91	Giorgio Armani	8.48	38.21%
92	Make Up For Ever	8.48	47.71%
93	Avene	8.47	64.15%
94	Crabtree & Evelyn	8.47	43.24%
95	Desert Essence	8.47	32.61%
96	Fresh	8.47	81.25%
97	The Body Shop	8.47	71.82%
98	Buxom	8.44	76.92%
99	Aveeno	8.43	74.00%
100	Nature's Gate	8.43	57.48%
101	Napoleon Perdis	8.42	25.22%
102	Suki	8.42	80.00%
103	Bobbi Brown	8.41	73.42%
104	DKNY	8.41	72.22%
105	Estee Lauder	8.41	82.35%
106	Infusium	8.41	64.52%
107	Dermalogica	8.39	75.89%
108	Dior	8.39	70.45%
109	Bonne Bell	8.37	100.00%
110	Redken	8.37	73.40%
111	Acuvue	8.36	90.00%
112	Aquolina	8.36	84.62%
113	CARGO	8.35	79.25%
114	Lancome	8.35	76.85%
115	100% Pure	8.33	68.42%
116	Aussie	8.33	96.43%
117	Carmex	8.32	85.71%
118	La Mer	8.32	71.05%
119	Nexus	8.32	53.40%
120	Clinique	8.31	99.31%
121	Frederic Fekkai	8.31	72.00%
122	Graham Webb	8.31	58.43%
123	Laura Mercier	8.31	59.13%
124	Cetaphil	8.3	100.00%
125	Dr. Brandt	8.3	64.91%
126	Herbal Essences	8.3	103.13%
127	YonKa	8.3	66.07%
128	philosophy	8.28	91.67%
129	Dr. Hauschka	8.27	61.46%
130	Patricia Wexler M.D.	8.27	92.11%
131	Sebastian	8.27	50.86%
132	T3	8.26	55.00%
133	Burt's Bees	8.25	98.03%
134	Caudalie	8.25	95.45%
135	Max Factor	8.25	88.00%
136	Fliirt!	8.24	88.64%
137	Aveda	8.23	92.77%
138	Goody	8.23	23.18%
139	La Prairie	8.23	52.63%
140	Tarte	8.23	81.63%
141	Banana Boat	8.22	85.19%
142	EOS	8.22	100.00%
143	Sunsilk	8.22	95.83%
144	H2O+	8.21	59.06%
145	Pond's	8.21	73.08%
146	Korres Natural Products	8.2	56.78%
147	Anastasia	8.19	59.18%
148	American Beauty	8.18	64.29%
149	Lush	8.18	75.35%
150	Laura Geller	8.17	55.00%
151	Jason	8.16	60.61%
152	Paula Dorf	8.15	50.82%
153	Lumene	8.14	53.05%
154	Mitchum	8.14	100.00%
155	PHYTO	8.14	63.64%
156	Vichy Laboratories	8.14	44.83%
157	Alba	8.13	44.54%
158	Venus	8.13	87.50%
159	Biotherm	8.12	52.76%
160	Clarins	8.12	75.42%
161	Dove	8.12	77.55%
162	Vincent Longo	8.11	52.27%
163	Bourjois	8.1	76.83%
164	Bumble and bumble	8.1	83.33%
165	Pur Minerals	8.1	63.33%
166	Nivea	8.09	89.13%
167	Sexy Hair	8.08	62.34%
168	Abba	8.07	100.00%
169	Boots	8.07	45.06%
170	Amazing Cosmetics	8.06	80.00%
171	Peter Thomas Roth	8.06	60.33%
172	GloMinerals	8.05	39.81%
173	Victoria's Secret	8.05	75.97%
174	Biosilk	8.04	61.54%
175	Remington	8.04	29.87%
176	Ojon	8.03	76.00%
177	Raw Natural Beauty	8.03	68.00%
178	Dr. Denese	8	62.50%
179	Rusk	7.99	68.09%
180	Freeman	7.98	71.70%
181	Jennifer Lopez	7.98	57.89%
182	Sonia Kashuk	7.97	64.29%
183	TIGI	7.97	73.56%
184	Avon	7.96	85.10%
185	Carol's Daughter	7.96	34.35%
186	Abreva	7.95	100.00%
187	Goldwell	7.95	31.31%
188	Elizabeth Arden	7.94	53.75%
189	Milani	7.94	75.68%
190	Kinerase	7.93	80.00%
191	bareMinerals	7.92	56.55%
192	Givenchy	7.92	28.37%
193	Alterna	7.89	70.13%
194	Josie Maran	7.89	73.53%
195	Kiss My Face	7.89	81.69%
196	Sephora	7.89	78.78%
197	Avalon Organics	7.88	47.46%
198	Yes To	7.88	73.81%
199	Crest	7.87	72.31%
200	Nioxin	7.87	62.50%
201	Benefit	7.86	88.21%
202	Charles Worthington	7.86	48.42%
203	Jonathan Product	7.86	77.27%
204	Coppertone	7.85	79.55%
205	Noxzema	7.85	92.31%
206	Secret	7.85	95.83%
207	Smashbox	7.85	84.66%
208	Vidal Sassoon	7.85	57.38%
209	Head & Shoulders	7.84	68.57%
210	Mario Badescu Skin Care	7.84	62.75%
211	Pevonia Botanica	7.84	49.11%
212	Yves Saint Laurent Beauty	7.8	46.10%
213	Gillette	7.78	60.00%
214	GoSMILE	7.78	60.00%
215	Bliss	7.77	89.58%
216	Prestige	7.76	61.54%
217	Oscar Blandi	7.74	65.00%
218	Bare Escentuals	7.73	83.72%
219	TRESemme	7.72	68.47%
220	E.L.F.	7.69	85.03%
221	Neutrogena	7.69	81.95%
222	Too Faced	7.69	79.31%
223	Blistex	7.67	94.74%
224	LORAC	7.64	82.95%
225	Suave	7.63	77.88%
226	Almay	7.62	95.79%
227	DDF	7.62	74.24%
228	Rimmel London	7.61	87.18%
229	Clairol	7.59	52.50%
230	Lola	7.59	36.84%
231	Frizz-Ease	7.57	100.00%
232	Stila	7.56	74.80%
233	Jane	7.55	97.44%
234	Matrix	7.55	61.73%
235	Ole Henriksen	7.52	66.67%
236	Wella	7.49	26.37%
237	Garnier	7.48	90.30%
238	VO5	7.48	72.92%
239	Juice Beauty	7.44	96.30%
240	L'Oreal	7.44	81.94%
241	Chapstick	7.43	88.24%
242	Physicians Formula	7.43	78.82%
243	Jergens	7.42	74.07%
244	John Frieda	7.42	80.95%
245	Cosmedicine	7.38	78.95%
246	Murad	7.37	84.44%
247	Tom's of Maine	7.36	95.00%
248	RoC	7.35	64.10%
249	Bilinc	7.34	71.43%
250	Dr. Dennis Gross Skincare	7.33	56.86%
251	Revlon	7.33	83.46%
252	CoverGirl	7.32	94.67%
253	DuWop	7.32	79.25%
254	Hard Candy	7.32	85.57%
255	Biore	7.31	100.00%
256	Clean & Clear	7.31	85.48%
257	Wet n Wild	7.3	87.16%
258	Clearasil	7.29	76.92%
259	AMBI	7.28	71.43%
260	Listerine	7.27	28.57%
261	Wen	7.26	96.77%
262	Ulta	7.25	67.10%
263	Rene Furterer	7.18	43.48%
264	Taila	7.11	54.84%
265	N.Y.C. New York Color	7.1	95.74%
266	Maybelline New York	7.01	85.55%
267	Marc Anthony	6.99	50.63%
268	Schick	6.99	75.00%
269	Supersmile	6.97	61.54%
270	got2b	6.94	83.64%
271	Sally Hansen	6.87	81.12%
272	REMBRANDT	6.85	88.89%
273	Fusion Beauty	6.84	69.57%
274	Skyn Iceland	6.81	72.00%
275	N.V. Perricone M.D. Cosmeceuticals	6.68	70.37%
276	ProActiv	6.68	89.66%
277	Conair	6.6	57.35%
278	Organix	6.3	89.66%
279	Samy	6.14	69.23%
280	StriVectin	5.62	59.09%
281	Smooth Away	2.81	100.00%
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