

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 August 2014			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	Mirabella Beauty	9.81	52.80%
2	ARTISTRY	9.80	39.00%
3	Beecology	9.80	92.30%
4	Nu Skin	9.70	100.00%
5	ElanVeda	9.54	100.00%
6	Novalash	9.52	75.00%
7	eSalon	9.42	20.00%
8	It Cosmetics	9.40	72.20%
9	Dr. Bronner's	9.34	81.30%
10	EcoTools	9.23	36.00%
11	CeraVe	9.19	66.70%
12	Aquaphor	9.16	75.00%
13	Archipelago Botanicals	9.16	17.90%
14	CND	9.14	32.80%
15	Tweezerman	9.10	45.00%
16	Pristine Beauty	9.06	100.00%
17	Yankee Candle Company	9.06	96.80%
18	Smith's	9.04	100.00%
19	Clarisonic	9.03	72.20%
20	ESCADA	9.02	56.30%
21	Moroccanoil	9.00	51.90%
22	Bioelements	8.96	66.30%
23	Palmers	8.93	50.70%
24	Paula's Choice	8.93	82.70%
25	Vera Wang	8.93	58.80%
26	Curel	8.91	76.50%
27	Oral-B	8.91	21.30%
28	YoYo	8.90	100.00%
29	Basis	8.89	100.00%
30	Colorescience Pro	8.89	56.20%
31	Kiss	8.87	59.20%
32	Dolce & Gabbana	8.84	23.20%
33	Borghese	8.83	50.00%
34	Juicy Couture	8.83	50.00%
35	Ralph Lauren	8.81	34.60%
36	SkinCeuticals	8.81	60.30%
37	Merle Norman	8.80	50.00%
38	OPI	8.80	71.20%
39	Trillium Organics	8.79	9.10%
40	CHI	8.78	52.60%
41	China Glaze	8.78	53.30%
42	KERASTASE	8.78	43.70%
43	Arbonne	8.77	81.50%
44	Johnson's	8.75	49.30%
45	Zenmed	8.75	94.70%
46	DHC	8.74	41.50%
47	Bulgari	8.73	52.00%
48	Burberry	8.72	48.40%
49	Caress	8.72	94.70%
50	Joico	8.72	66.30%
51	Grassroots Research Labs	8.70	64.90%
52	Shu Uemura	8.70	25.70%
53	Umagi	8.69	79.10%
54	Trish McEvoy	8.69	60.60%
55	AHAVA	8.68	57.70%
56	Giovanni	8.68	57.50%
57	Mary Kay	8.68	97.80%
58	Zoya	8.68	72.70%
59	Caswell-Massey	8.67	27.00%
60	Hawaiian Tropic	8.66	92.50%
61	Queen Helene	8.66	43.60%
62	Chanel	8.65	75.80%
63	Eminence	8.65	56.80%
64	Guerlain	8.65	35.10%
65	Lubriderm	8.65	50.00%
66	Bath & Body Works	8.64	79.00%
67	Jo Malone	8.64	19.30%
68	Britney Spears	8.63	85.70%
69	La Roche-Posay	8.63	45.50%
70	Jan Marini Skin Research	8.62	53.50%
71	Pureology	8.62	62.50%
72	Aubrey Organics	8.59	47.30%
73	Marc Jacobs Beauty	8.59	48.50%
74	C.O. Bigelow	8.58	63.30%
75	Desert Essence	8.58	33.30%
76	Origins	8.57	84.60%
77	L'Occitane	8.55	84.20%
78	M.A.C.	8.55	69.60%
79	Olay	8.54	76.80%
80	Softlips	8.54	100.00%
81	Urban Decay	8.54	87.10%
82	Crabtree & Evelyn	8.52	46.00%
83	ModelCo	8.52	52.20%
84	Paul Mitchell	8.52	83.50%
85	the Balm	8.52	73.30%
86	Jane Iredale	8.51	63.80%
87	KMS	8.51	58.50%
88	Nars	8.51	52.60%
89	Purpose	8.51	100.00%
90	Shiseido	8.51	77.50%
91	Calgon	8.50	65.60%
92	Mark	8.50	66.30%
93	Calvin Klein	8.49	41.30%
94	St. Ives	8.48	85.50%
95	Biologie	8.47	76.10%
96	Essie	8.47	56.90%
97	Prescriptives	8.47	81.50%
98	Suki	8.47	72.00%
99	Pantene	8.46	78.70%
100	Giorgio Armani	8.45	25.50%
101	Kiehl's	8.44	62.80%
102	Make Up For Ever	8.44	45.30%
103	Goody	8.42	26.00%
104	The Body Shop	8.42	72.00%
105	Carmex	8.41	75.00%
106	Avon	8.40	54.70%
107	Vaseline	8.40	77.30%
108	Bobbi Brown	8.39	63.10%
109	Buxom	8.39	59.10%
110	Dermalogica	8.39	70.30%
111	DKNY	8.39	75.00%
112	Fresh	8.38	75.90%
113	Weleda	8.38	53.40%
114	Aveeno	8.37	76.80%
115	Napoleon Perdis	8.37	28.00%
116	Estee Lauder	8.36	74.00%
117	Kate Somerville	8.36	35.80%
118	CARGO	8.35	69.40%
119	Dior	8.35	53.90%
120	Infusium	8.33	67.70%
121	NYX Cosmetics	8.33	70.30%
122	Redken	8.33	70.80%
123	Aquolina	8.32	84.60%
124	Aussie	8.32	69.30%
125	Lancôme	8.32	70.80%
126	Acuvue	8.31	90.00%
127	Graham Webb	8.31	58.40%
128	Dr. Brandt	8.30	56.70%
129	Nature's Gate	8.30	59.10%
130	Sebastian	8.30	49.20%
131	Frederic Fekkai	8.29	65.50%
132	Laura Mercier	8.29	53.10%
133	Anastasia	8.28	61.80%
134	Bonne Bell	8.28	95.80%
135	Pixi	8.28	38.50%
136	Boscia	8.26	77.10%
137	Clinique	8.26	89.70%
138	Korres	8.25	55.60%
139	Pond's	8.25	90.60%
140	Nexus	8.24	58.10%
141	philosophy	8.24	74.20%
142	YonKa	8.24	66.10%
143	American Beauty	8.23	69.60%
144	Herbal Essences	8.23	85.70%
145	La Prairie	8.23	43.10%
146	Sarah Jessica Parker	8.23	68.80%
147	Banana Boat	8.22	85.20%
148	EOS	8.22	100.00%
149	La Mer	8.22	59.20%
150	Max Factor	8.22	90.00%
151	Patricia Wexler M.D.	8.21	94.40%
152	Sunsilk	8.21	95.80%
153	Burt's Bees	8.20	78.40%
154	H2O+	8.20	53.20%
155	Laura Geller	8.19	42.80%
156	Aveda	8.18	94.40%
157	Flirt!	8.18	86.70%
158	Paula Dorf	8.18	50.80%
159	Tarte	8.18	80.90%
160	Lush	8.17	79.80%
161	Vichy Laboratories	8.17	45.50%
162	Cetaphil	8.16	80.00%
163	Dr. Hauschka	8.16	61.20%
164	Remington	8.16	31.70%
165	100% Pure	8.15	54.00%
166	Alba	8.14	49.60%
167	Freeman Feeling Beautiful	8.13	76.00%
168	T3	8.13	48.90%
169	Biotherm	8.12	39.30%
170	Bourjois	8.12	80.50%
171	Caudalie	8.12	78.20%
172	Clarins	8.12	62.20%
173	Dove	8.12	67.80%
174	Jason	8.11	62.40%
175	Lumene	8.11	54.50%
176	Abba	8.10	100.00%
177	Eucerin	8.10	80.70%
178	PHYTO	8.10	62.20%
179	Boots	8.08	44.30%
180	Nivea	8.08	92.20%
181	Raw Natural Beauty	8.08	68.00%
182	GloMinerals	8.07	40.40%
183	Biosilk	8.06	64.20%
184	Victoria's Secret	8.06	76.70%
185	Dr. Denese	8.04	61.90%
186	Mally	8.04	46.50%
187	Sonia Kashuk	8.04	42.90%
188	Bumble and bumble	8.03	58.90%
189	Peter Thomas Roth	8.03	56.30%
190	Simple	8.03	85.00%
191	Thierry Mugler	8.03	45.20%
192	Amazing Cosmetics	8.02	75.00%
193	Pur Minerals	8.02	52.60%
194	Colgate	8.01	40.50%
195	Gillette	8.01	32.20%
196	Mitchum	8.01	100.00%
197	Goldwell	8.00	32.30%
198	Ojon	8.00	78.90%
199	Sexy Hair	7.99	63.20%
200	Abreva	7.98	100.00%
201	Rusk	7.97	62.30%
202	Avon	7.96	84.90%
203	Vincent Longo	7.96	45.70%
204	Josie Maran	7.95	60.80%
205	Alterna	7.94	69.80%
206	Noxzema	7.93	96.30%
207	Givenchy	7.91	28.00%
208	Kiss My Face	7.91	84.30%
209	BareMinerals	7.90	60.70%
210	Milani	7.90	76.90%
211	Nioxin	7.90	56.80%
212	Tigi	7.90	73.10%
213	Crest	7.89	68.90%
214	Charles Worthington	7.87	48.40%
215	Elizabeth Arden	7.87	47.30%
216	Jennifer Lopez	7.87	60.00%
217	Kinerase	7.87	72.70%
218	Coppertone	7.86	66.00%
219	Avalon Organics	7.84	47.50%
220	Benefit	7.84	82.70%
221	Sephora	7.84	72.30%
222	Smashbox	7.84	82.30%
223	Yves Saint Laurent Beauty	7.84	36.80%
224	Head & Shoulders	7.83	78.40%
225	Jonathan Product	7.83	75.60%
226	Mario Badescu Skin Care	7.83	63.60%
227	Pevonia Botanica	7.83	49.10%
228	Secret	7.83	93.10%
229	Prestige	7.80	58.20%
230	Vidal Sassoon	7.79	43.40%
231	LORAC	7.76	82.90%
232	Matrix	7.76	34.90%
233	Too Faced	7.75	81.60%
234	Bliss	7.73	54.40%
235	E.L.F.	7.73	88.30%
236	GoSMILE	7.73	61.30%
237	Blistex	7.72	100.00%
238	Bare Escentuals	7.71	35.20%
239	Ole Henriksen	7.70	64.10%
240	Neutrogena	7.68	89.60%
241	Suave	7.67	77.20%
242	Carol's Daughter	7.66	32.60%
243	DDF	7.65	71.80%
244	Oscar Blandi	7.65	60.50%
245	Stila	7.60	75.30%
246	Wella	7.60	30.50%
247	Yes To	7.60	57.30%
248	Lola	7.59	36.80%
249	Tresemme	7.57	77.40%
250	Almay	7.54	91.90%
251	Rimmel London	7.54	85.40%
252	John Frieda	7.53	64.90%
253	Jane	7.52	95.10%
254	Frizz-Ease	7.51	97.00%
255	Juice Beauty	7.51	46.30%
256	Cosmeclinique	7.49	79.00%
257	Jergens	7.46	82.40%
258	Wen	7.45	97.10%
259	Clairol	7.44	55.80%
260	Garnier	7.42	80.70%
261	L'OREAL	7.42	66.60%
262	RoC	7.42	62.20%
263	VO5	7.41	65.50%
264	Physicians Formula	7.38	85.10%
265	Wet n Wild	7.37	87.40%
266	Murad	7.36	74.80%
267	Chapstick	7.34	94.10%
268	Dr. Dennis Gross Skincare	7.34	50.80%
269	Revlon	7.33	68.80%
270	Clean & Clear	7.31	88.40%
271	CoverGirl	7.30	90.90%
272	Blinc	7.29	100.00%
273	DuWop	7.29	79.30%
274	Bior	7.28	97.30%
275	Hard Candy	7.27	79.50%
276	Tom's of Maine	7.27	95.00%
277	Ulla	7.26	62.30%
278	Clearasil	7.24	59.60%
279	AMBI	7.23	85.70%
280	Listerine	7.21	38.10%
281	Rene Furterer	7.20	40.60%
282	Bio-Oil	7.18	100.00%
283	Schick	7.16	64.30%
284	Talika	7.06	47.20%
285	got2b	7.04	85.50%
286	Maybelline New York	7.04	90.90%
287	N.Y.C. New York Color	7.03	95.80%
288	Marc Anthony	6.99	44.00%
289	Supersmile	6.93	50.00%
290	Fusion Beauty	6.89	69.60%
291	Sally Hansen	6.89	63.30%
292	REMBRANDT	6.82	72.70%
293	New York Color	6.80	62.50%
294	Skyn Iceland	6.78	72.00%
295	N.V. Perricone M.D. Cosmeceuticals	6.70	70.40%
296	ProActiv	6.69	86.80%
297	Conair	6.59	55.40%
298	Organix	6.54	69.60%
299	Samy	6.17	69.20%
300	StriVectin	5.95	51.20%
301	Smooth Away	2.82	100.00%