BRAND PERFORMANCE REPORT

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

As of August 2021

Rank	Brand	Average rating per consumer	Percentage of 5-star reviews
1	ARTISTRY	9.91	30.51%
2	Beautyblog	9.81	84.82%
3	Wonderful Beauty	9.61	53.52%
4	Nu Skin	9.51	100%
5	NewLash	9.5	75%
6	EtamVeda	9.5	100%
7	eSalon	9.47	100%
8	ElizaveGuy	9.44	39.29%
9	Dr. Bronner's	9.32	81.25%
10	EcoTools	9.3	40%
11	Aquaphor	9.19	100%
12	Archipelago Botanicals	9.18	17.86%
13	CND	9.15	34.43%
14	Clarisonic	9.11	62.50%
15	ESCADA	9.11	100%
16	Smith's	9.07	100%
17	Tweezerman	9.06	45.37%
18	Yankee Candle Company	9.05	71.43%
19	Moroccanoil	9.02	59.09%
20	Olay®	9.02	100%
21	Paula's Choice	9.9	75.27%
22	Bioelements	8.96	85.85%
23	Farmers	8.96	67.86%
24	Vera Wang	8.95	58.82%
25	Ouai	8.91	61.29%
26	Kiss	8.9	60.87%
27	Yo!Yo	8.9	100%
28	Colleseum/Lotus Pro	8.84	50.94%
29	Dolce & Gabbana	8.83	24.29%
30	SexiCocktail	8.82	100%
31	Juicy Couture	8.83	71.43%
32	Ralph Lauren	8.83	35.38%
33	Borghese	8.82	100%
34	CHI	8.82	57.45%
35	Mona Norman	8.81	100%
36	CPI	8.81	72.22%
37	Kerastase	8.79	48.85%
38	Trillium Organics	8.79	71.43%
39	Trish McEvoy	8.78	60.19%
40	Burberry	8.77	100%
41	Arbonne	8.76	81.76%
42	China Glaze	8.76	72.73%
43	Grassroots Research Labs	8.75	84.85%
44	Zermed	8.75	94.74%
45	alchimie forever	8.74	100%
46	DHC	8.72	40.23%
47	Hawaiian Tropic	8.71	100%
48	Jack	8.71	60.47%
49	Shu Uemura	8.71	25.67%
50	Estee	8.68	55.75%
51	Bulgari	8.68	52.70%
52	La Roche-Posay	8.68	44.83%
53	Mary Kay	8.68	61.29%
54	AHAVA	8.67	62%
55	Bobbi Brown	8.67	57.85%
56	Obagi	8.67	79.07%
57	Caswell-Massey	8.66	27.04%
58	Giovanni	8.66	53.19%
59	Chanel	8.65	75.85%
60	Eminence	8.65	70.79%
61	Jan Marini Skin Research	8.65	53.45%
62	Lubriderm	8.65	100%
63	Queen Helene	8.65	100%
64	Bath & Body Works	8.64	78.01%
65	Spartan	8.64	100%
66	Je Maxine	8.63	19.74%
67	Purexology	8.62	67.12%
68	Zirh	8.62	62.84%
69	Aubrey Organics	8.61	57.85%
70	Marc Jacobs	8.61	79.69%
71	C.O. Bigelow	8.57	63.29%
72	Origins	8.57	85.10%
73	Softsys	8.57	100%
74	MAC	8.56	48.99%
75	MoroccanOil	8.55	57.14%
76	Shiseido	8.55	80.83%
77	Urban Decay	8.55	92.09%
78	L'Occitane	8.54	66.85%
79	Olay	8.54	79.56%
80	Desert Essence	8.53	52.78%
81	KMS	8.53	60.86%
82	NARS	8.53	65%
83	Mark	8.52	61.64%
84	Paul Mitchell	8.52	83.47%
85	Art Balm	8.52	87.88%
86	Biolage	8.5	77.78%
87	Calvin Klein	8.5	40.32%
88	Jane Iredale	8.5	84.44%
89	Purpose	8.5	100%
90	Calgon	8.49	100%
91	Crabtree & Evelyn	8.49	44.29%
92	Essie	8.49	57.14%
93	Make Up For Ever	8.48	48.98%
94	Perlane	8.47	79.31%
95	Prescriptives	8.47	100%
96	St. Ives	8.47	84.62%
97	Suki	8.47	81.82%
98	Kiehl's	8.46	64.53%
99	Giorgio Armani	8.45	25.58%
100	Bausch	8.44	100%
101	The Body Shop	8.44	73.37%
102	DKNY	8.43	71.88%
103	Kate Somerville	8.42	58.10%
104	Avene	8.41	61.82%
105	Fresh	8.41	72.22%
106	Carmex	8.4	75%
107	Weleda	8.4	53.49%
108	Bobbi Brown	8.39	57.14%
109	Dermalogica	8.39	74.58%
110	NYX Cosmetics	8.39	60.29%
111	Vaseline	8.39	74.42%
112	Aveeno	8.38	75.16%
113	Goody	8.38	100%
114	Estee Lauder	8.37	78.15%
115	Bonne Bell	8.36	54.12%
116	Dior	8.36	54.12%
117	Nature's Gate	8.35	54.29%
118	CARGO	8.34	71.43%
119	Redken	8.34	71.57%
120	Neutrexin Perfect	8.33	100%
121	Aveda	8.32	68.61%
122	Infusium	8.32	67.74%
123	Lancome	8.32	69.49%
124	Aquolina	8.31	84.62%
125	Estee Lauder	8.31	66.13%
126	Yonka	8.31	66.07%
127	Boscia	8.3	86.67%
128	Dr.Brandt	8.3	82.35%
129	Laura Mercier	8.3	55.22%
130	Ardell	8.3	100%
131	Acuvue	8.29	90%
132	Clinique	8.29	83.93%
133	Frederic Fekkai	8.29	66.67%
134	Sebastian	8.29	50%
135	La Prairie	8.28	41.67%
136	100% Pure	8.26	81.58%
137	Herbal Essences	8.25	85.23%
138	American Beauty	8.24	100%
139	Korres	8.24	56.25%
140	philosophy	8.24	67.77%
141	HOU	8.23	55.28%
142	La Mer	8.23	57.14%
143	Max Factor	8.23	80%
144	Pond's	8.23	80%
145	Sephora	8.23	100%
146	Sarah Jessica Parker	8.23	68.75%
147	Anastasia	8.22	61.11%
148	Banana Boat	8.22	91.18%
149	Sunsilk	8.22	95.83%
150	Avista	8.21	80.56%
151	Burt's Bees	8.21	76.75%
152	Cataphil	8.21	71.43%
153	Nexxus	8.2	72.36%
154	T3	8.2	53.49%
155	Alba	8.19	61.17%
156	Laura Geller	8.19	39.35%
157	Lush	8.19	74.71%
158	Tarte	8.19	61.17%
159	Dr. Hauschka	8.18	60.23%
160	ECS	8.18	100%
161	Flirt!	8.18	66.67%
162	Patricia Wexler M.D.	8.18	94.44%
163	Paula Dorf	8.18	55.56%
164	Jason	8.17	62.86%
165	Caudalie	8.15	61.89%
166	Gillette	8.15	21.85%
167	Vichy Laboratories	8.14	43.75%
168	Biotherm	8.13	57.27%
169	Bourjois	8.12	80.49%
170	Clarins	8.12	78.26%
171	Olive	8.12	78.09%
172	Eucerin	8.12	80%
173	Lumene	8.1	80.39%
174	Nivea	8.1	89.86%
175	PHYTO	8.09	67.86%
176	Abba	8.08	100%
177	Bumble and bumble	8.07	58.29%
178	Nikki Reboul Beauty	8.07	100%
179	Sexy Hair	8.07	65.82%
180	Vincent Longo	8.07	61.29%
181	Pond's	8.06	80%
182	Sunsilk	8.06	100%
183	Sarah Jessica Parker	8.05	68.75%
184	Bare Escentuals	8.04	61.11%
185	Benefit	8.04	61.11%
186	Sunsilk	8.02	95.83%
187	Avalon	8.01	100%
188	Burt's Bees	8.01	76.75%
189	Caterpillt	8.01	71.43%
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