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 2013

Rank	Brand	Average rating per brand	Percentage of products reviewed
1	ARTISTRY	9.91	30.51%
2	Beecology	9.81	84.62%
3	Mirabella Beauty	9.81	53.52%
4	Nu Skin	9.71	100%
5	NovaLash	9.6	75%
6	ElanVeda	9.5	100%
7	eSalon	9.47	100%
8	It Cosmetics	9.44	89.39%
9	Dr. Bronner's	9.32	81.25%
10	EcoTools	9.3	45%
11	Aquaphor	9.19	50%
12	Archipelago Botanicals	9.16	17.86%
13	CND	9.15	34.43%
14	Clarisonic	9.11	62.50%
15	ESCADA	9.11	51.61%
16	Smith's	9.07	100%
17	Tweezerman	9.06	45.37%
18	Yankee Candle Company	9.05	96.77%
19	Moroccanoil	9.02	59.09%

20	Oral-B	9.02	18.33%
21	Paula's Choice	9	75.27%
22	Bioelements	8.98	65.85%
23	Palmers	8.96	47.89%
24	Vera Wang	8.93	58.82%
25	Curel	8.91	81.25%
26	Kiss	8.9	60.87%
27	YoYo	8.9	100%
28	Colorescience Pro	8.89	56.94%
29	Dolce & Gabbana	8.89	24.29%
30	SkinCeuticals	8.86	68.25%
31	Juicy Couture	8.83	50%
32	Ralph Lauren	8.83	35.06%
33	Borghese	8.82	53.51%
34	CHI	8.82	57.45%
35	Merle Norman	8.81	59.21%
36	OPI	8.81	72.22%
37	Kerastase	8.79	48.65%
38	Trillium Organics	8.79	9.09%
39	Trish McEvoy	8.78	60.19%
40	Burberry	8.77	55.56%
41	Arbonne	8.76	81.76%
42	China Glaze	8.76	72.73%
43	Grassroots Research Labs	8.75	64.86%
44	Zenmed	8.75	94.74%
45	Johnson's	8.74	49.25%
46	DHC	8.72	40.23%

47	Hawaiian Tropic	8.71	90%
48	Joico	8.71	65.17%
49	Shu Uemura	8.71	25.67%
50	Caress	8.69	93.75%
51	Bulgari	8.68	52.70%
52	La Roche-Posay	8.68	44.83%
53	Mary Kay	8.68	97.01%
54	AHAVA	8.67	62%
55	Britney Spears	8.67	85.71%
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	56.79%
61	Jan Marini Skin Research	8.65	53.45%
62	Lubriderm	8.65	50%
63	Queen Helene	8.65	43.55%
64	Bath & Body Works	8.64	78.01%
65	Guerlain	8.64	36.32%
66	Jo Malone	8.63	19.34%
67	Pureology	8.62	67.12%
68	Zoya	8.62	63.64%
69	Aubrey Organics	8.61	57.85%
70	Marc Jacobs	8.6	63.64%
71	C.O. Bigelow	8.57	63.29%
72	Origins	8.57	85.10%
73	Softlips	8.57	100%
74	MAC	8.56	68.99%

75	ModelCo	8.55	52.24%
76	Shiseido	8.55	80.63%
77	Urban Decay	8.55	92.09%
78	L'Occitane	8.54	88.33%
79	Olay	8.54	79.56%
80	Desert Essence	8.53	34.78%
81	KMS	8.53	60.66%
82	NARS	8.53	65%
83	Mark	8.52	81.65%
84	Paul Mitchell	8.52	83.47%
85	the Balm	8.52	67.86%
86	Biolage	8.5	77.78%
87	Calvin Klein	8.5	40.32%
88	Jane Iredale	8.5	66.94%
89	Purpose	8.5	100%
90	Calgon	8.49	65.63%
91	Crabtree & Evelyn	8.49	44.20%
92	Essie	8.49	57.14%
93	Make Up For Ever	8.48	49.59%
94	Pantene	8.47	79.31%
95	Prescriptives	8.47	81.45%
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	25.56%
100	Buxom	8.44	55%
101	The Body Shop	8.44	73.37%

102	DKNY	8.43	73.68%
103	Kate Somerville	8.42	38.10%
104	Avene	8.41	61.82%
105	Fresh	8.41	76.42%
106	Carmex	8.4	75%
107	Weleda	8.4	53.49%
108	Bobbi Brown	8.39	64.17%
109	Dermalogica	8.39	74.58%
110	NYX Cosmetics	8.39	66.09%
111	Vaseline	8.39	74.42%
112	Aveeno	8.38	75.16%
113	Goody	8.38	26.13%
114	Estee Lauder	8.37	78.15%
115	Bonne Bell	8.36	95.83%
116	Dior	8.36	54.12%
117	Nature's Gate	8.35	58.27%
118	CARGO	8.34	71.67%
119	Redken	8.34	71.57%
120	Napoleon Perdis	8.33	25%
121	Aussie	8.32	66.67%
122	Infusium	8.32	67.74%
123	Lancome	8.32	69.97%
124	Aquolina	8.31	84.62%
125	Graham Webb	8.31	58.43%
126	YonKa	8.31	66.07%
127	Boscia	8.3	86.67%
128	Dr. Brandt	8.3	60.32%
129	Laura Mercier	8.3	55.22%

130	Pixi	8.3	52.11%
131	Acuvue	8.29	90%
132	Clinique	8.29	93.63%
133	Frederic Fekkai	8.29	66.67%
134	Sebastian	8.29	50%
135	La Prairie	8.26	43.42%
136	100% Pure	8.25	61.90%
137	Herbal Essences	8.25	85.23%
138	American Beauty	8.24	69.64%
139	Korres	8.24	56.25%
140	philosophy	8.24	85.77%
141	H2O+	8.23	55.28%
142	La Mer	8.23	57.14%
143	Max Factor	8.23	90%
144	Pond's	8.23	80%
145	Remington	8.23	32.05%
146	Sarah Jessica Parker	8.23	68.75%
147	Anastasia	8.22	61.11%
148	Banana Boat	8.22	85.19%
149	Sunsilk	8.22	95.83%
150	Aveda	8.21	93.60%
151	Burt's Bees	8.21	76.70%
152	Cetaphil	8.21	85.71%
153	Nexxus	8.2	55.36%
154	T3	8.2	53.49%
155	Alba	8.19	49.17%
156	Laura Geller	8.19	39.35%

157	Lush	8.19	78.31%
158	Tarte	8.19	82.11%
159	Dr. Hauschka	8.18	60.20%
160	EOS	8.18	100%
161	Flirt!	8.18	86.67%
162	Patricia Wexler M.D.	8.18	94.44%
163	Paula Dorf	8.18	50.82%
164	Jason	8.16	62.88%
165	Caudalie	8.15	89.58%
166	Gillette	8.15	21.65%
167	Vichy Laboratories	8.14	43.75%
168	Biotherm	8.13	37.57%
169	Bourjois	8.12	80.49%
170	Clarins	8.12	61.36%
171	Dove	8.12	76.09%
172	Eucerin	8.12	80%
173	Lumene	8.1	53.29%
174	Nivea	8.1	89.80%
175	PHYTO	8.09	62.92%
176	Abba	8.08	100%
177	Bumble and bumble	8.07	59.26%
178	Raw Natural Beauty	8.07	68%
179	Sexy Hair	8.07	65.82%
180	Vincent Longo	8.07	52.27%
181	Boots	8.06	43.40%
182	Victoria's Secret	8.06	77.36%
183	Biosilk	8.05	62.26%
184	GloMinerals	8.05	39.42%

185	Freeman Feeling Beautiful	8.04	64%
186	Pur Minerals	8.04	54.17%
187	Amazing Cosmetics	8.03	75%
188	Dr. Denese	8.03	61.90%
189	Thierry Mugler	8.03	46.34%
190	Peter Thomas Roth	8.01	60.31%
191	Goldwell	8	32.32%
192	Ojon	8	76.92%
193	Mitchum	7.99	100%
194	Abreva	7.97	100%
195	Avon	7.97	85.60%
196	Sonia Kashuk	7.97	49.61%
197	Rusk	7.96	62.86%
198	Alterna	7.92	72.29%
199	TIGI	7.92	73.03%
200	Milani	7.91	76%
201	Noxzema	7.91	100%
202	bareMinerals	7.9	61.45%
203	Kiss My Face	7.89	83.10%
204	Crest	7.88	78.46%
205	Elizabeth Arden	7.88	46.47%
206	Givenchy	7.88	28.97%
207	Kinerase	7.88	72.73%
208	Charles Worthington	7.87	48.42%
209	Coppertone	7.87	66.04%
210	Josie Maran	7.87	60.87%
211	Nioxin	7.87	56.76%

212	Avalon Organics	7.86	47.46%
213	Jennifer Lopez	7.85	60%
214	Sephora	7.85	75.61%
215	Benefit	7.84	85.71%
216	Head & Shoulders	7.83	78.38%
217	Pevonia Botanica	7.83	49.11%
218	Secret	7.83	96.43%
219	Smashbox	7.83	82.86%
220	Jonathan Product	7.82	77.27%
221	Mario Badescu Skin Care	7.82	62.99%
222	Vidal Sassoon	7.82	46.75%
223	Yves Saint Laurent Beauty	7.81	35.82%
224	Matrix	7.77	34.52%
225	Prestige	7.76	58.18%
226	GoSMILE	7.75	58.06%
227	LORAC	7.74	82.47%
228	Bliss	7.72	60.40%
229	Too Faced	7.72	82.96%
230	Blistex	7.71	95%
231	Bare Escentuals	7.7	33.97%
232	E.L.F.	7.7	86.62%
233	Carol's Daughter	7.68	32.86%
234	Neutrogena	7.67	89.73%
235	Ole Henriksen	7.66	67.80%
236	DDF	7.65	72.86%
237	Suave	7.65	80.31%
238	Oscar Blandi	7.64	64.10%
239	Yes To	7.64	67.24%

240	TRESemme	7.6	78.40%
241	Venus	7.6	72.22%
242	Lola	7.59	36.84%
243	Stila	7.59	71.72%
244	Almay	7.56	86.78%
245	Rimmel London	7.56	90.32%
246	Wella	7.54	29.57%
247	Jane	7.53	97.44%
248	John Frieda	7.52	66.21%
249	Frizz-Ease	7.51	93.94%
250	Juice Beauty	7.5	65.85%
251	Jergens	7.46	84.38%
252	Cosmedicine	7.45	78.95%
253	Clairol	7.44	55.10%
254	Garnier	7.44	84.32%
255	L'Oreal	7.42	71.05%
256	Wen	7.42	103.13%
257	Physicians Formula	7.39	84.83%
258	VO5	7.39	65.52%
259	Murad	7.36	80%
260	RoC	7.36	61.36%
261	Clean & Clear	7.33	85.29%
262	Dr. Dennis Gross Skincare	7.33	57.41%
263	DuWop	7.33	79.25%
264	Revlon	7.32	68.36%
265	Wet n Wild	7.32	87.27%
266	Biore	7.31	100%

267	Chapstick	7.31	88.24%
268	CoverGirl	7.3	93.29%
269	Ulta	7.27	61.96%
270	AMBI	7.26	78.57%
271	Blinc	7.26	100%
272	Hard Candy	7.25	80.70%
273	Listerine	7.25	33.33%
274	Tom's of Maine	7.25	95%
275	Clearasil	7.23	57.14%
276	Rene Furterer	7.2	41%
277	Bio-Oil	7.16	100%
278	Schick	7.14	64.29%
279	N.Y.C. New York Color	7.05	95.83%
280	Talika	7.05	50%
281	Marc Anthony	7.04	47.25%
282	Maybelline New York	7.03	94%
283	got2b	6.97	80.33%
284	Supersmile	6.97	50%
285	Sally Hansen	6.88	65.56%
286	Fusion Beauty	6.86	69.57%
287	REMBRANDT	6.85	72.73%
288	Skyn Iceland	6.8	72%
289	ProActiv	6.69	84.21%
290	N.V. Perricone M.D. Cosmeceuticals	6.64	70.37%
291	Conair	6.61	54.95%
292	Organix	6.42	68.89%
293	Samy	6.17	69.23%
294	StriVectin	5.81	51.43%
295	Smooth Away	2.82	100%

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