

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 January 2014			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	ARTISTRY	9.83	37%
2	Mirabella Beauty	9.81	54%
3	Beecology	9.78	85%
4	Nu Skin	9.71	100%
5	Novalash	9.52	75%
6	ElanVeda	9.5	100%
7	It Cosmetics	9.44	73%
8	eSalon	9.42	100%
9	Dr. Bronner's	9.33	81%
10	CeraVe	9.25	57%
11	EcoTools	9.22	36%
12	Aquaphor	9.19	75%
13	Archipelago Botanicals	9.16	18%
14	CND	9.13	33%
15	Clarisonic	9.1	69%
16	Tweezerman	9.08	45%
17	ESCADA	9.07	55%
18	Smith's	9.04	100%
19	Yankee Candle Company	9.04	97%
20	Bioelements	8.99	67%
21	Moroccanoil	8.99	50%
22	Paula's Choice	8.95	82%
23	Vera Wang	8.93	59%
24	Curel	8.92	81%
25	Oral-B	8.91	20%
26	Kiss	8.9	61%
27	Palmers	8.9	51%
28	YoYo	8.9	100%
29	Colorescience Pro	8.89	57%
30	Dolce & Gabbana	8.84	25%
31	Juicy Couture	8.83	50%
32	Borghese	8.82	54%
33	SkinCeuticals	8.82	70%
34	Merle Norman	8.81	62%
35	OPI	8.81	71%
36	Ralph Lauren	8.81	35%
37	Kerastase	8.8	47%
38	CHI	8.79	62%
39	Trillium Organics	8.79	9%
40	Arbonne	8.77	83%
41	China Glaze	8.76	73%
42	Johnson's	8.75	49%
43	Zenmed	8.75	95%
44	DHC	8.74	40%
45	Bulgari	8.73	53%
46	Burberry	8.71	54%
47	Joico	8.71	65%
48	Grassroots Research Labs	8.7	65%
49	Shu Uemura	8.7	26%
50	Obagi	8.69	79%
51	AHAVA	8.68	57%
52	Caress	8.68	88%
53	Mary Kay	8.68	98%
54	Caswell-Massey	8.67	27%
55	Giovanni	8.67	55%
56	Hawaiian Tropic	8.67	90%
57	Trish McEvoy	8.67	61%
58	Chanel	8.65	75%
59	Eminence	8.65	57%
60	Jan Marini Skin Research	8.65	53%
61	Lubriderm	8.65	50%
62	Queen Helene	8.65	44%
63	Zoya	8.65	73%
64	Bath & Body Works	8.64	79%
65	Guerlain	8.64	36%
66	Jo Malone	8.64	19%
67	Pureology	8.63	66%
68	Britney Spears	8.62	86%
69	Marc Jacobs	8.61	62%
70	Aubrey Organics	8.6	47%
71	La Roche-Posay	8.6	46%
72	C.O. Bigelow	8.57	63%
73	Origins	8.57	85%
74	MAC	8.55	69%
75	Desert Essence	8.54	34%
76	L'Occitane	8.54	88%
77	Olay	8.54	80%
78	Urban Decay	8.54	94%
79	KMS	8.53	61%
80	Softlips	8.53	100%
81	the Balm	8.53	72%
82	ModelCo	8.52	52%
83	Shiseido	8.52	80%
84	Jane Iredale	8.51	66%
85	Mark	8.51	67%
86	NARS	8.51	63%
87	Paul Mitchell	8.51	83%
88	Purpose	8.51	100%
89	Crabtree & Evelyn	8.5	45%
90	Biologie	8.49	76%
91	Calgon	8.49	66%
92	Calvin Klein	8.48	41%
93	Essie	8.48	59%
94	Make Up For Ever	8.48	47%
95	Prescriptives	8.48	81%
96	St. Ives	8.47	87%
97	Suki	8.47	82%
98	Giorgio Armani	8.46	25%
99	Kiehl's	8.46	65%
100	Pantene	8.46	82%
101	The Body Shop	8.43	73%
102	Buxom	8.41	62%
103	Goody	8.41	26%
104	Weleda	8.41	53%
105	Avene	8.4	63%
106	Carmex	8.4	75%
107	Fresh	8.4	78%
108	Vaseline	8.4	73%
109	Bobbi Brown	8.39	67%
110	Dermalogica	8.39	74%
111	Aveeno	8.38	75%
112	DKNY	8.38	74%
113	Estee Lauder	8.37	78%
114	Kate Somerville	8.37	36%
115	CARGO	8.34	72%
116	Dior	8.34	55%
117	Redken	8.34	73%
118	Napoleon Perdis	8.33	27%
119	NYX Cosmetics	8.33	64%
120	Aquolina	8.32	85%
121	Aussie	8.32	68%
122	Infusium	8.32	68%
123	Lancome	8.32	71%
124	Nature's Gate	8.32	59%
125	Graham Webb	8.31	58%
126	Dr. Brandt	8.3	58%
127	YonKa	8.3	66%
128	Acuvue	8.29	90%
129	Frederic Fekkai	8.29	67%
130	Laura Mercier	8.29	54%
131	Sebastian	8.29	50%
132	Bonne Bell	8.28	96%
133	Boscia	8.27	81%
134	Clinique	8.27	96%
135	La Prairie	8.26	43%
136	Pixi	8.26	54%
137	Anastasia	8.25	61%
138	Korres	8.25	57%
139	philosophy	8.25	86%
140	Pond's	8.25	87%
141	Herbal Essences	8.24	88%
142	American Beauty	8.23	70%
143	La Mer	8.23	57%
144	Max Factor	8.23	90%
145	Sarah Jessica Parker	8.23	69%
146	H2O+	8.22	54%
147	Nexus	8.22	56%
148	Sunsilk	8.22	96%
149	Banana Boat	8.21	85%
150	Burt's Bees	8.21	78%
151	Laura Geller	8.2	41%
152	100% Pure	8.19	62%
153	Aveda	8.19	95%
154	Cetaphil	8.19	80%
155	Lush	8.19	80%
156	Patricia Wexler M.D.	8.19	94%
157	Flirt!	8.18	87%
158	Paula Dorf	8.18	51%
159	Remington	8.18	32%
160	Tarte	8.18	82%
161	EOS	8.17	100%
162	Alba	8.16	50%
163	Biotherm	8.15	39%
164	Caudalie	8.15	86%
165	Dr. Hauschka	8.15	61%
166	T3	8.15	53%
167	Vichy Laboratories	8.14	47%
168	Gillette	8.13	22%
169	Lumene	8.13	54%
170	Mally	8.13	45%
171	Bourjois	8.12	80%
172	Clarins	8.12	62%
173	Dove	8.11	76%
174	Jason	8.11	62%
175	Abba	8.1	100%
176	Eucerin	8.1	81%
177	Freeman Feeling Beautiful	8.1	72%
178	Nivea	8.09	90%
179	PHYTO	8.09	62%
180	Boots	8.07	44%
181	Raw Natural Beauty	8.07	68%
182	Biosilk	8.05	62%
183	Bumble and bumble	8.05	60%
184	GloMinerals	8.05	40%
185	Victoria's Secret	8.05	76%
186	Dr. Denese	8.04	62%
187	Amazing Cosmetics	8.03	75%
188	Peter Thomas Roth	8.03	61%
189	Thierry Mugler	8.03	46%
190	Pur Mineralts	8.02	56%
191	Goldwell	8	32%
192	Ojon	8	77%
193	Sexy Hair	8	66%
194	Sonia Kashuk	8	43%
195	Mitchum	7.99	100%
196	Abreva	7.98	100%
197	Rusk	7.98	63%
198	Avon	7.96	85%
199	Vincent Longo	7.95	46%
200	Alterna	7.94	71%
201	Colgate	7.94	41%
202	Noxzema	7.92	96%
203	TIGI	7.92	73%
204	bareMinerals	7.9	62%
205	Crest	7.89	78%
206	Kiss My Face	7.89	83%
207	Nioxin	7.89	57%
208	Elizabeth Arden	7.88	47%
209	Givenchy	7.88	29%
210	Josie Maran	7.88	62%
211	Kinerase	7.88	73%
212	Charles Worthington	7.87	48%
213	Coppertone	7.87	66%
214	Jennifer Lopez	7.87	60%
215	Milani	7.86	77%
216	Avalon Organics	7.85	47%
217	Sephora	7.85	75%
218	Benefit	7.84	85%
219	Jonathan Product	7.83	76%
220	Pevonia Botanica	7.83	49%
221	Secret	7.83	96%
222	Smashbox	7.83	84%
223	Mario Badescu Skin Care	7.82	63%
224	Vidal Sassoon	7.82	46%
225	Yves Saint Laurent Beauty	7.82	37%
226	Head & Shoulders	7.81	78%
227	Prestige	7.77	58%
228	LORAC	7.76	84%
229	Matrix	7.75	35%
230	Too Faced	7.74	84%
231	E.L.F.	7.73	88%
232	GoSMILE	7.73	61%
233	Bliss	7.72	55%
234	Blistex	7.71	100%
235	Ole Henriksen	7.71	66%
236	Bare Escentuals	7.7	34%
237	Carol's Daughter	7.67	34%
238	Neutrogena	7.67	91%
239	Suave	7.66	71%
240	DDF	7.65	73%
241	Yes To	7.65	68%
242	Oscar Blandi	7.64	60%
243	TRESemme	7.6	80%
244	Lola	7.59	37%
245	Stila	7.59	73%
246	Venus	7.59	78%
247	Rimmel London	7.58	89%
248	Wella	7.56	29%
249	Almay	7.55	88%
250	Jane	7.53	97%
251	John Frieda	7.52	67%
252	Frizz-Ease	7.51	97%
253	Juice Beauty	7.5	71%
254	Jergens	7.46	82%
255	Cosmedicine	7.45	79%
256	Clairol	7.44	55%
257	Garnier	7.44	85%
258	L'Oreal	7.42	71%
259	Wen	7.41	103%
260	VO5	7.4	66%
261	RoC	7.39	64%
262	Physicians Formula	7.38	86%
263	Murad	7.37	78%
264	Dr. Dennis Gross Skincare	7.34	54%
265	Wet n Wild	7.34	86%
266	Revlon	7.33	69%
267	Chapstick	7.32	88%
268	Clean & Clear	7.32	87%
269	DuWop	7.31	79%
270	Biore	7.3	95%
271	CoverGirl	7.3	93%
272	Blinc	7.29	100%
273	Ulta	7.26	62%
274	Clearasil	7.25	62%
275	Hard Candy	7.25	78%
276	Tom's of Maine	7.25	95%
277	AMBI	7.23	79%
278	Listerine	7.23	38%
279	Bio-Oil	7.21	100%
280	Rene Furterer	7.2	41%
281	Schick	7.15	64%
282	Talika	7.06	47%
283	Maybelline New York	7.03	92%
284	N.Y.C. New York Color	7.03	96%
285	got2b	7.01	84%
286	Marc Anthony	7.01	46%
287	Supersmile	6.93	50%
288	Sally Hansen	6.88	66%
289	Fusion Beauty	6.87	70%
290	REMBRANDT	6.87	73%
291	Skyn Iceland	6.8	72%
292	ProActiv	6.68	84%
293	N.V. Perricone M.D. Cosmeceuticals	6.66	70%
294	Conair	6.61	55%
295	Organix	6.49	76%
296	Samy	6.17	69%
297	StriVectin	5.88	50%
298	Smooth Away	2.82	100%