

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 September 2013			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	ARTISTRY	9.88	31.67%
2	Mirabella Beauty	9.81	53.52%
3	Beecology	9.78	84.62%
4	Nu Skin	9.71	100%
5	NovaLash	9.52	75%
6	ElanVeda	9.5	100%
7	eSalon	9.45	100%
8	It Cosmetics	9.44	88.06%
9	Dr. Bronner's	9.32	81.25%
10	EcoTools	9.24	45%
11	Aquaphor	9.19	75%
12	Archipelago Botanicals	9.16	17.86%
13	CND	9.13	33.33%
14	ESCADA	9.1	51.61%
15	Clarisonic	9.09	62.50%
16	Tweezerman	9.08	45.37%
17	Smith's	9.05	100%
18	Yankee Candle Company	9.05	96.77%
19	Moroccanoil	9.03	59.09%
20	Paula's Choice	9.01	77.66%
21	Bioelements	8.98	65.85%
22	Palmers	8.93	49.30%
23	Vera Wang	8.93	58.82%
24	Curel	8.91	81.25%
25	Oral-B	8.91	20%
26	Kiss	8.9	60.87%
27	YoYo	8.9	100%
28	Colorescience Pro	8.89	56.94%
29	SkinCeuticals	8.86	68.25%
30	Juicy Couture	8.84	50%
31	Dolce & Gabbana	8.83	25.71%
32	Ralph Lauren	8.83	35.06%
33	Borghese	8.82	53.51%
34	CHI	8.82	59.57%
35	Merle Norman	8.81	60.53%
36	OPI	8.81	72.22%
37	Kerastase	8.79	48.65%
38	Trillium Organics	8.79	9.09%
39	Arbonne	8.77	82.94%
40	China Glaze	8.76	72.73%
41	Grassroots Research Labs	8.76	64.86%
42	Zenmed	8.75	94.74%
43	Johnson's	8.74	49.25%
44	DHC	8.72	40.23%
45	Burberry	8.71	55.56%
46	Joico	8.71	65.17%
47	Shu Uemura	8.71	25.67%
48	Caress	8.69	93.75%
49	Bulgari	8.68	52.70%
50	Mary Kay	8.68	95.65%
51	AHAVA	8.67	62%
52	Britney Spears	8.67	85.71%
53	Hawaiian Tropic	8.67	90%
54	Obagi	8.67	79.07%
55	Trish McEvoy	8.67	60.19%
56	Caswell-Massey	8.66	27.04%
57	Giovanni	8.66	53.19%
58	Chanel	8.65	75.85%
59	Eminence	8.65	56.79%
60	Jan Marini Skin Research	8.65	53.45%
61	Lubriderm	8.65	50%
62	Queen Helene	8.65	43.55%
63	Bath & Body Works	8.64	78.01%
64	Guerlain	8.64	36.32%
65	Zoya	8.64	63.64%
66	Jo Malone	8.63	19.34%
67	Pureology	8.63	67.12%
68	Aubrey Organics	8.61	57.85%
69	La Roche-Posay	8.6	45.52%
70	Marc Jacobs	8.6	62.22%
71	C.O. Bigelow	8.57	63.29%
72	Softlips	8.57	100%
73	MAC	8.56	68.89%
74	Origins	8.56	85.10%
75	Shiseido	8.55	80.27%
76	Olay	8.54	79.56%
77	the Balm	8.54	68.97%
78	Urban Decay	8.54	92.09%
79	Desert Essence	8.53	34.78%
80	KMS	8.53	60.66%
81	L'Occitane	8.53	88.04%
82	Mark	8.52	66.84%
83	ModelCo	8.52	52.24%
84	NARS	8.52	64.46%
85	Paul Mitchell	8.51	83.47%
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	Make Up For Ever	8.49	49.19%
93	Pantene	8.47	79.31%
94	Prescriptives	8.47	81.45%
95	St. Ives	8.47	86.15%
96	Suki	8.47	81.82%
97	Essie	8.46	59.18%
98	Giorgio Armani	8.45	25.41%
99	Kiehl's	8.45	64.53%
100	The Body Shop	8.44	72.60%
101	Buxom	8.43	60%
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	Vaseline	8.4	74.42%
108	Weleda	8.4	53.49%
109	Bobbi Brown	8.39	64.71%
110	Dermalogica	8.39	74.79%
111	Goody	8.39	26.13%
112	Aveeno	8.38	73.46%
113	NYX Cosmetics	8.38	66.09%
114	Estee Lauder	8.37	77.41%
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	72.55%
120	Lancome	8.33	70.32%
121	Napoleon Perdis	8.33	25%
122	Aussie	8.32	67.82%
123	Infusium	8.32	67.74%
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	54.98%
130	Acuvue	8.29	90%
131	Clinique	8.29	94.27%
132	Frederic Fekkai	8.29	66.67%
133	Sebastian	8.29	50%
134	La Prairie	8.26	43.42%
135	100% Pure	8.25	61.90%
136	Herbal Essences	8.25	85.23%
137	philosophy	8.25	86.17%
138	Pixi	8.25	52.11%
139	American Beauty	8.24	69.64%
140	Korres	8.24	57.03%
141	Pond's	8.24	80.65%
142	Anastasia	8.23	61.11%
143	La Mer	8.23	57.14%
144	Max Factor	8.23	90%
145	Sarah Jessica Parker	8.23	68.75%
146	H2O+	8.22	55.28%
147	Sunsilk	8.22	95.83%
148	Banana Boat	8.21	85.19%
149	Burt's Bees	8.21	77.67%
150	Alba	8.2	49.17%
151	Aveda	8.2	93.60%
152	Cetaphil	8.2	85.71%
153	Laura Geller	8.2	40.07%
154	Nexus	8.2	55.36%
155	EOS	8.19	100%
156	Lush	8.19	78.92%
157	Tarte	8.19	82.11%
158	Flirt!	8.18	86.67%
159	Patricia Wexler M.D.	8.18	94.44%
160	Paula Dorf	8.18	50.82%
161	Remington	8.17	32.05%
162	T3	8.17	53.49%
163	Caudalie	8.15	89.58%
164	Dr. Hauschka	8.15	61.22%
165	Biotherm	8.13	37.57%
166	Gillette	8.13	21.65%
167	Jason	8.13	62.41%
168	Bourjois	8.12	80.49%
169	Clarins	8.12	61.69%
170	Dove	8.12	76.09%
171	Eucerin	8.12	80%
172	Lumene	8.11	53.29%
173	Vichy Laboratories	8.1	44.79%
174	Nivea	8.09	89.80%
175	PHYTO	8.09	62.22%
176	Abba	8.08	100%
177	Bumble and bumble	8.07	59.76%
178	Raw Natural Beauty	8.07	68%
179	Vincent Longo	8.07	45.10%
180	Boots	8.06	43.40%
181	Sexy Hair	8.06	65.82%
182	Victoria's Secret	8.06	77.36%
183	Biosilk	8.05	62.26%
184	Dr. Denese	8.04	61.90%
185	Freeman Feeling Beautiful	8.04	64%
186	GloMinerals	8.04	39.42%
187	Amazing Cosmetics	8.03	75%
188	Thierry Mugler	8.03	46.34%
189	Peter Thomas Roth	8.01	60.31%
190	Pur Minerals	8.01	55.56%
191	Goldwell	8	32.32%
192	Ojon	8	76.92%
193	Mitchum	7.99	100%
194	Sonia Kashuk	7.98	50%
195	Abreva	7.97	100%
196	Rusk	7.97	62.86%
197	Avon	7.96	85.60%
198	Alterna	7.92	72.29%
199	Noxzema	7.91	100%
200	TIGI	7.91	73.03%
201	bareMinerals	7.9	61.45%
202	Elizabeth Arden	7.89	46.47%
203	Josie Maran	7.89	63.04%
204	Kiss My Face	7.89	83.10%
205	Milani	7.89	76%
206	Crest	7.88	78.46%
207	Givenchy	7.88	28.97%
208	Kinerase	7.88	72.73%
209	Charles Worthington	7.87	48.42%
210	Coppertone	7.87	66.04%
211	Nioxin	7.87	56.76%
212	Avalon Organics	7.86	47.46%
213	Jennifer Lopez	7.85	60%
214	Sephora	7.85	75.30%
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	Vidal Sassoon	7.82	46.75%
222	Mario Badescu Skin Care	7.81	62.99%
223	Yves Saint Laurent Beauty	7.81	35.82%
224	Prestige	7.77	58.18%
225	LORAC	7.75	81.63%
226	Matrix	7.74	34.52%
227	Bliss	7.72	60%
228	Blistex	7.72	95%
229	GoSMILE	7.72	58.06%
230	Too Faced	7.72	83.70%
231	E.L.F.	7.71	87.26%
232	Bare Escentuals	7.7	33.97%
233	Neutrogena	7.67	90.81%
234	Carol's Daughter	7.66	33.57%
235	Ole Henriksen	7.66	64.52%
236	Suave	7.66	81.89%
237	DDF	7.65	72.86%
238	Oscar Blandi	7.64	64.10%
239	Yes To	7.64	67.24%
240	TRESemme	7.6	78.40%
241	Lola	7.59	36.84%
242	Stila	7.59	71.72%
243	Venus	7.59	77.78%
244	Rimmel London	7.57	89.60%
245	Almay	7.55	87.60%
246	Wella	7.55	29.41%
247	Jane	7.53	97.44%
248	John Frieda	7.52	67.59%
249	Frizz-Ease	7.51	93.94%
250	Juice Beauty	7.51	70.73%
251	Jergens	7.46	84.38%
252	Cosmedicine	7.45	78.95%
253	Clairol	7.44	55.10%
254	Garnier	7.44	85.41%
255	L'Oreal	7.42	71.29%
256	Wen	7.42	103.13%
257	Physicians Formula	7.39	84.83%
258	VO5	7.39	65.52%
259	Murad	7.37	80%
260	RoC	7.37	63.64%
261	Clean & Clear	7.33	86.76%
262	Dr. Dennis Gross Skincare	7.33	54.39%
263	DuWop	7.33	79.25%
264	Chapstick	7.32	88.24%
265	Revlon	7.32	68.64%
266	Wet n Wild	7.32	86.49%
267	Biore	7.31	100%
268	CoverGirl	7.3	92.73%
269	Blinc	7.27	100%
270	Ulta	7.27	61.48%
271	AMBI	7.26	78.57%
272	Hard Candy	7.25	80%
273	Tom's of Maine	7.25	95%
274	Clearasil	7.23	57.14%
275	Listerine	7.23	38.10%
276	Rene Furterer	7.2	41%
277	Bio-Oil	7.17	100%
278	Schick	7.14	64.29%
279	Talika	7.06	50%
280	N.Y.C. New York Color	7.04	95.83%
281	Maybelline New York	7.03	93.07%
282	Marc Anthony	7.01	48.35%
283	got2b	6.98	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	55.41%
292	Organix	6.42	71.74%
293	Samy	6.17	69.23%
294	StriVectin	5.81	51.43%
295	Smooth Away	2.82	100%
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