

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

As of February 2011

Rank	Brand	Average rating per brand	Percentage of products reviewed
1	Nu Skin	9.91	77.00%
2	It Cosmetics	9.45	86.00%
3	Dr. Bronner's	9.38	75.00%
4	Smith's	9.16	100.00%
5	Archipelago Botanicals	9.15	19.00%
6	Kiss	9.12	63.00%
7	Oral-B	9.1	11.00%
8	CHI	9.06	49.00%
9	CND	9.06	35.00%
10	Palmers	9.05	41.00%
11	Bioelements	9.04	66.00%
12	Vera Wang	9.03	58.00%
13	Dolce & Gabbana	9.02	34.00%
14	Burberry	8.99	68.00%
15	Clarisonic	8.99	100.00%
16	Colorescience Pro	8.98	55.00%
17	Tweezerman	8.96	51.00%
18	Ralph Lauren	8.93	71.00%
19	Merle Norman	8.92	59.00%
20	Juicy Couture	8.91	37.00%
21	Kerastase	8.91	59.00%
22	Paula's Choice	8.91	78.00%
23	YoYo	8.91	100.00%
24	Boscia	8.9	100.00%
25	Eminence	8.89	54.00%
26	SkinCeuticals	8.89	86.00%
27	OPI	8.88	68.00%
28	Curel	8.86	86.00%
29	Obagi	8.86	73.00%
30	Softlips	8.85	100.00%
31	NYX	8.82	60.00%
32	Aubrey Organics	8.81	58.00%
33	AHAVA	8.8	62.00%
34	Trillium Organics	8.79	9.00%
35	Zenmed	8.79	95.00%
36	Borghese	8.77	56.00%
37	DHC	8.76	30.00%
38	Johnson's	8.76	95.00%
39	Pureology	8.76	68.00%
40	Shu Uemura	8.76	25.00%
41	La Roche-Posay	8.75	47.00%
42	Essie	8.74	62.00%
43	Trish McEvoy	8.73	59.00%
44	Bath & Body Works	8.71	89.00%
45	Calvin Klein	8.71	36.00%
46	Caress	8.71	100.00%
47	Bulgari	8.7	51.00%
48	Joico	8.7	65.00%
49	Mary Kay	8.68	98.00%
50	Queen Helene	8.68	40.00%
51	Chanel	8.66	75.00%
52	Jan Marini Skin Research	8.66	55.00%
53	Arbonne	8.65	85.00%
54	Lubriderm	8.65	65.00%
55	Mark	8.64	84.00%
56	Giovanni	8.63	77.00%
57	Purpose	8.63	100.00%
58	Shiseido	8.63	87.00%
59	Hawaiian Tropic	8.62	89.00%
60	Infusium	8.62	52.00%
61	Origins	8.6	89.00%
62	MAC	8.59	69.00%
63	Olay	8.59	91.00%
64	Urban Decay	8.59	88.00%
65	Jo Malone	8.58	27.00%
66	Kiehl's	8.57	67.00%
67	ModelCo	8.57	53.00%
68	Paul Mitchell	8.57	79.00%
69	Suki	8.57	88.00%
70	Desert Essence	8.56	32.00%
71	Eucerin	8.56	96.00%
72	Guerlain	8.56	36.00%
73	Nars	8.56	73.00%
74	The Body Shop	8.56	70.00%
75	Vaseline	8.56	110.00%
76	Biologie	8.55	78.00%
77	C.O. Bigelow	8.55	62.00%
78	Pantene	8.54	84.00%
79	L'Occitane	8.53	63.00%
80	Aveeno	8.52	82.00%
81	St. Ives	8.52	86.00%
82	Britney Spears	8.51	79.00%
83	Fresh	8.51	80.00%
84	Dior	8.5	70.00%
85	Prescriptives	8.49	81.00%
86	Estee Lauder	8.48	84.00%
87	the Balm	8.48	63.00%
88	Make Up For Ever	8.47	42.00%
89	Aquolina	8.46	85.00%
90	Bobbi Brown	8.46	77.00%
91	Jane Iredale	8.46	70.00%
92	Carmex	8.45	100.00%
93	Nature's Gate	8.45	60.00%
94	Redken	8.45	77.00%
95	Yes To	8.45	89.00%
96	Crabtree & Evelyn	8.44	51.00%
97	Dermalogica	8.43	76.00%
98	Giorgio Armani	8.43	37.00%
99	DKNY	8.41	71.00%
100	Laura Mercier	8.41	62.00%
101	Herbal Essences	8.4	102.00%
102	Marc Jacobs	8.39	49.00%
103	Bonne Bell	8.38	100.00%
104	Lancome	8.38	82.00%
105	Clinique	8.37	98.00%
106	Dr. Brandt	8.37	63.00%
107	Philosophy	8.37	75.00%
108	Acuvue	8.36	100.00%
109	Aussie	8.36	98.00%
110	Avene	8.36	62.00%
111	100% Pure	8.35	69.00%
112	Cetaphil	8.34	100.00%
113	Frederic Fekkai	8.34	71.00%
114	La Mer	8.34	70.00%
115	CARGO	8.33	76.00%
116	La Prairie	8.33	49.00%
117	Caudalie	8.32	93.00%
118	Nexus	8.32	48.00%
119	Graham Webb	8.31	58.00%
120	Burt's Bees	8.3	97.00%
121	Dr. Hauschka	8.3	69.00%
122	YonKa	8.3	66.00%
123	Aveda	8.28	93.00%
124	Sebastian	8.28	53.00%
125	Patricia Wexler M.D.	8.26	84.00%
126	Amazing Cosmetics	8.25	83.00%
127	H2O+	8.25	59.00%
128	Max Factor	8.25	90.00%
129	T3	8.25	56.00%
130	Anastasia	8.24	64.00%
131	Vincent Longo	8.24	55.00%
132	Jason	8.22	62.00%
133	Sunsilk	8.22	96.00%
134	Korres Natural Products	8.21	57.00%
135	Flirt!	8.19	88.00%
136	Tarte	8.19	79.00%
137	Vichy Laboratories	8.19	46.00%
138	Banana Boat	8.18	83.00%
139	Boots	8.18	44.00%
140	Goody	8.18	22.00%
141	Pond's	8.18	89.00%
142	Paula Dorf	8.17	51.00%
143	American Beauty	8.16	64.00%
144	Lumene	8.16	54.00%
145	Lush	8.15	80.00%
146	Alba	8.14	45.00%
147	PHYTO	8.14	63.00%
148	Clarins	8.12	77.00%
149	Dove	8.12	99.00%
150	Jennifer Lopez	8.12	56.00%
151	Biotherm	8.11	51.00%
152	Freeman	8.11	57.00%
153	Nivea	8.11	92.00%
154	Bumble and bumble	8.1	81.00%
155	Venus	8.09	71.00%
156	Abba	8.08	100.00%
157	Alterna	8.08	80.00%
158	Biosilk	8.08	60.00%
159	Bourjois	8.07	76.00%
160	Carol's Daughter	8.07	27.00%
161	Sexy Hair	8.07	62.00%
162	Elizabeth Arden	8.06	54.00%
163	Tigi	8.06	72.00%
164	Nioxin	8.05	66.00%
165	Peter Thomas Roth	8.05	59.00%
166	Dr. Denese	8.04	63.00%
167	Ojon	8.04	82.00%
168	GloMinerals	8.03	45.00%
169	Raw Natural Beauty	8.03	68.00%
170	Victoria's Secret	8.03	75.00%
171	Pur Minerals	8.02	60.00%
172	Rusk	8.02	69.00%
173	Avon	8	84.00%
174	TRESemme	8	89.00%
175	Bare Escentuals	7.98	90.00%
176	Kinerase	7.98	79.00%
177	Milani	7.97	69.00%
178	Oscar Blandi	7.96	64.00%
179	Laura Geller	7.95	34.00%
180	Benefit	7.94	91.00%
181	Head and Shoulders	7.94	96.00%
182	Sonia Kashuk	7.94	88.00%
183	Noxzema	7.92	100.00%
184	Secret	7.92	100.00%
185	Sephora	7.92	78.00%
186	Abreva	7.91	100.00%
187	Kiss My Face	7.91	89.00%
188	Givenchy	7.88	26.00%
189	Smashbox	7.88	87.00%
190	Wella	7.88	28.00%
191	Avalon Organics	7.87	49.00%
192	Crest	7.87	63.00%
193	Coppertone	7.85	83.00%
194	Jonathan Product	7.85	79.00%
195	Pevonia Botanica	7.85	46.00%
196	E.L.F.	7.84	88.00%
197	Vidal Sassoon	7.84	60.00%
198	Gillette	7.83	65.00%
199	Blistex	7.81	100.00%
200	Bliss	7.8	95.00%
201	Charles Worthington	7.8	48.00%
202	Clairol	7.8	81.00%
203	GoSMILE	7.78	62.00%
204	Yves Saint Laurent Beauty	7.78	44.00%
205	Mario Badescu Skin Care	7.75	59.00%
206	Neutrogena	7.74	100.00%
207	Prestige	7.73	60.00%
208	Almay	7.71	97.00%
209	Rimmel London	7.7	85.00%
210	LORAC	7.68	83.00%
211	Suave	7.66	83.00%
212	VO5	7.65	73.00%
213	DDF	7.62	88.00%
214	Matrix	7.62	67.00%
215	Ulta	7.6	47.00%
216	Chapstick	7.59	76.00%
217	Lola	7.59	37.00%
218	Frizz-Ease	7.57	90.00%
219	RoC	7.57	88.00%
220	Garnier	7.56	91.00%
221	Too Faced	7.55	83.00%
222	Stila	7.55	70.00%
223	Jane	7.52	97.00%
224	L'Oreal	7.51	82.00%
225	Ole Henriksen	7.49	67.00%
226	CoverGirl	7.44	92.00%
227	Tom's of Maine	7.44	95.00%
228	Blink	7.43	67.00%
229	Jergens	7.42	83.00%
230	Revlon	7.41	81.00%
231	Hard Candy	7.39	80.00%
232	John Frieda	7.39	92.00%
233	Ambi	7.38	100.00%
234	Biore	7.38	97.00%
235	Murad	7.38	88.00%
236	Clean & Clear	7.34	89.00%
237	Clearasil	7.33	83.00%
238	Dr. Dennis Gross Skincare	7.31	58.00%
239	N.Y.C. New York Color	7.31	94.00%
240	Physicians Formula	7.31	81.00%
241	DuWop	7.29	79.00%
242	Juice Beauty	7.28	100.00%
243	Wet n Wild	7.28	82.00%
244	Rene Furterer	7.26	45.00%
245	Listerine	7.25	100.00%
246	Wen	7.23	63.00%
247	Cosmedicine	7.21	74.00%
248	Talika	7.09	55.00%
249	Got2b	7.02	81.00%
250	Maybelline New York	7.02	96.00%
251	Sally Hansen	6.95	84.00%
252	Supersmile	6.94	73.00%
253	Marc Anthony	6.92	62.00%
254	Schick	6.92	89.00%
255	Skyn Iceland	6.86	74.00%
256	Fusion Beauty	6.84	80.00%
257	N.V. Perricone M.D. Cosmeceuticals	6.8	69.00%
258	ProActiv	6.78	100.00%
259	Rembrandt	6.76	75.00%
260	Organix	6.7	82.00%
261	Conair	6.59	61.00%
262	Samy	6.28	78.00%
263	StriVectin	5.63	91.00%
264	Smooth Away	2.79	100.00%