

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

As of March 2011			
Rank	Brand	Average rating per brand	Percentage of products reviewed
1	Nu Skin	9.91	84.62%
2	It Cosmetics	9.45	86.11%
3	Dr. Bronner's	9.38	75.00%
4	Archipelago Botanicals	9.15	18.82%
5	Smith's	9.13	100.00%
6	Kiss	9.12	60.87%
7	Moroccanoil	9.11	76.92%
8	Oral-B	9.1	11.11%
9	CND	9.07	35.09%
10	Palmers	9.06	40.63%
11	Bioelements	9.04	65.85%
12	CHI	9.03	48.84%
13	Vera Wang	9.03	58.06%
14	Dolce & Gabbana	9.02	34.38%
15	Clarisonic	9	100.00%
16	Burberry	8.99	68.42%
17	Colorescience Pro	8.98	55.07%
18	Tweezerman	8.96	48.51%
19	Ralph Lauren	8.93	70.59%
20	Juicy Couture	8.92	36.67%
21	Kerastase	8.91	59.09%
22	Paula's Choice	8.91	77.61%
23	YoYo	8.91	100.00%
24	Boscia	8.89	100.00%
25	Eminence	8.89	54.32%
26	SkinCeuticals	8.89	86.36%
27	Curel	8.88	85.71%
28	OPI	8.88	68.75%
29	Merle Norman	8.86	59.12%
30	Obagi	8.86	72.73%
31	Softlips	8.83	100.00%
32	AHAVA	8.8	62.11%
33	Aubrey Organics	8.8	58.77%
34	NYX	8.8	64.58%
35	DHC	8.79	29.89%
36	Trillium Organics	8.79	9.09%
37	Zenmed	8.79	94.74%
38	Borghese	8.76	53.64%
39	Johnson's	8.76	95.45%
40	Shu Uemura	8.76	25.26%
41	La Roche-Posay	8.75	46.28%
42	Pureology	8.75	68.33%
43	Trish McEvoy	8.73	59.26%
44	Calvin Klein	8.71	35.59%
45	Caress	8.71	100.00%
46	Essie	8.71	60.00%
47	Joico	8.71	64.56%
48	Bath & Body Works	8.7	88.46%
49	Bulgari	8.7	51.35%
50	Arbonne	8.68	84.93%
51	Mary Kay	8.68	96.09%
52	Chanel	8.67	74.67%
53	Queen Helene	8.67	40.32%
54	Lubriderm	8.65	64.71%
55	Mark	8.64	84.40%
56	Shiseido	8.64	86.53%
57	Giovanni	8.63	76.92%
58	Hawaiian Tropic	8.63	89.19%
59	Infusium	8.63	51.61%
60	Purpose	8.63	100.00%
61	Jan Marini Skin Research	8.62	55.36%
62	Origins	8.61	88.80%
63	MAC	8.59	69.14%
64	Olay	8.59	90.18%
65	Urban Decay	8.59	88.24%
66	Jo Malone	8.58	26.77%
67	Paul Mitchell	8.57	78.76%
68	Suki	8.57	88.24%
69	C.O. Bigelow	8.56	61.74%
70	Guerlain	8.56	36.24%
71	Kiehl's	8.56	67.19%
72	ModelCo	8.56	53.03%
73	Nars	8.56	72.00%
74	The Body Shop	8.56	70.23%
75	Biolage	8.55	78.00%
76	Vaseline	8.55	110.00%
77	Eucerin	8.54	84.62%
78	Pantene	8.54	83.72%
79	L'Occitane	8.53	63.33%
80	Aveeno	8.52	82.40%
81	St. Ives	8.52	86.21%
82	Britney Spears	8.51	78.57%
83	Fresh	8.51	79.79%
84	Desert Essence	8.49	27.78%
85	Dior	8.49	71.01%
86	Prescriptives	8.49	80.65%
87	Estee Lauder	8.48	83.67%
88	the Balm	8.48	62.50%
89	Aquolina	8.47	84.62%
90	Bobbi Brown	8.47	77.03%
91	Make Up For Ever	8.47	42.99%
92	Jane Iredale	8.46	69.91%
93	Nature's Gate	8.45	59.83%
94	Crabtree & Evelyn	8.44	50.28%
95	Giorgio Armani	8.44	37.50%
96	Redken	8.44	76.14%
97	Dermalogica	8.43	77.14%
98	Carmex	8.42	100.00%
99	DKNY	8.41	70.59%
100	Laura Mercier	8.41	61.78%
101	Herbal Essences	8.4	101.56%
102	Marc Jacobs	8.39	48.57%
103	Lancome	8.38	81.14%
104	Bonne Bell	8.37	100.00%
105	Clinique	8.37	98.94%
106	Dr. Brandt	8.37	63.16%
107	Yes To	8.37	88.89%
108	Acuvue	8.36	100.00%
109	Aussie	8.36	98.00%
110	Philosophy	8.36	75.25%
111	100% Pure	8.35	68.57%
112	La Mer	8.35	70.27%
113	CARGO	8.34	76.47%
114	Cetaphil	8.34	100.00%
115	Frederic Fekkai	8.34	71.07%
116	Nexxus	8.34	48.39%
117	La Prairie	8.33	48.25%
118	Caudalie	8.32	93.02%
119	Graham Webb	8.31	58.43%
120	Burt's Bees	8.3	97.30%
121	Dr. Hauschka	8.3	68.60%
122	YonKa	8.3	66.07%
123	Avene	8.29	62.26%
124	Aveda	8.28	92.53%
125	Sebastian	8.28	51.35%
126	Anastasia	8.27	64.29%
127	Max Factor	8.26	89.80%
128	Patricia Wexler M.D.	8.26	84.21%
129	Amazing Cosmetics	8.25	82.76%
130	H2O+	8.25	59.46%
131	T3	8.25	56.41%
132	Vincent Longo	8.24	54.76%
133	Korres Natural Products	8.22	56.76%
134	Sunsilk	8.22	95.83%
135	Flirt!	8.21	90.48%
136	Vichy Laboratories	8.21	46.15%
137	Boots	8.19	43.80%
138	Jason	8.19	62.99%
139	Pond's	8.19	89.47%
140	Tarte	8.19	80.23%
141	Banana Boat	8.18	83.02%
142	Lumene	8.18	54.25%
143	American Beauty	8.17	63.64%
144	Paula Dorf	8.17	50.82%
145	Goody	8.16	21.82%
146	Lush	8.15	79.51%
147	Alba	8.14	44.64%
148	PHYTO	8.14	63.41%
149	Clarins	8.12	74.90%
150	Dove	8.12	99.33%
151	Freeman	8.11	56.86%
152	Bumble and bumble	8.1	81.13%
153	Biosilk	8.09	59.62%
154	Nivea	8.09	91.67%
155	Venus	8.09	71.43%
156	Abba	8.08	100.00%
157	Alterna	8.08	80.00%
158	Biotherm	8.08	51.18%
159	Jennifer Lopez	8.08	55.56%
160	Bourjois	8.07	76.83%
161	Tigi	8.06	72.25%
162	Nioxin	8.05	65.52%
163	Peter Thomas Roth	8.05	58.62%
164	Carol's Daughter	8.04	26.89%
165	Dr. Denese	8.04	62.50%
166	Elizabeth Arden	8.04	54.25%
167	Ojon	8.04	81.82%
168	Victoria's Secret	8.04	74.27%
169	GloMinerals	8.03	44.94%
170	Raw Natural Beauty	8.03	68.00%
171	Pur Minerals	8.02	60.00%
172	Rusk	8.02	68.82%
173	Sexy Hair	8.02	63.51%
174	TRESemme	8	89.36%
175	Avon	7.99	84.36%
176	Bare Escentuals	7.98	90.08%
177	Kinerase	7.98	79.49%
178	Oscar Blandi	7.97	64.10%
179	Laura Geller	7.96	34.88%
180	Milani	7.94	70.77%
181	Sonia Kashuk	7.94	86.89%
182	Abreva	7.93	100.00%
183	Benefit	7.93	91.72%
184	Head and Shoulders	7.93	96.00%
185	Sephora	7.92	78.43%
186	Givenchy	7.91	26.28%
187	Kiss My Face	7.91	89.06%
188	Noxzema	7.91	100.00%
189	Secret	7.91	95.24%
190	Smashbox	7.88	87.84%
191	Wella	7.88	25.83%
192	Avalon Organics	7.87	48.21%
193	Crest	7.87	66.67%
194	Coppertone	7.85	76.74%
195	Jonathan Product	7.85	79.07%
196	Pevonia Botanica	7.85	46.43%
197	Vidal Sassoon	7.84	60.34%
198	Gillette	7.83	61.11%
199	E.L.F.	7.82	87.39%
200	Bliss	7.8	94.51%
201	Charles Worthington	7.8	48.42%
202	Blistex	7.79	100.00%
203	Clairol	7.78	80.77%
204	GoSMILE	7.78	62.07%
205	Yves Saint Laurent Beauty	7.78	44.44%
206	Neutrogena	7.74	100.38%
207	Prestige	7.73	60.00%
208	Almay	7.71	97.83%
209	Mario Badescu Skin Care	7.71	59.48%
210	Rimmel London	7.7	87.25%
211	LORAC	7.68	83.13%
212	VO5	7.66	72.92%
213	Suave	7.65	82.95%
214	DDF	7.62	87.93%
215	Matrix	7.62	66.67%
216	Chapstick	7.59	76.47%
217	Lola	7.59	36.84%
218	Frizz-Ease	7.58	93.33%
219	RoC	7.57	87.50%
220	Ulta	7.57	47.39%
221	Stila	7.56	69.83%
222	Too Faced	7.56	82.93%
223	Garnier	7.55	90.76%
224	Jane	7.52	97.44%
225	L'Oreal	7.51	82.63%
226	Ole Henriksen	7.49	69.23%
227	Blinc	7.43	66.67%
228	CoverGirl	7.43	92.25%
229	Jergens	7.42	83.33%
230	Tom's of Maine	7.41	94.74%
231	Hard Candy	7.4	82.61%
232	Revlon	7.4	80.47%
233	John Frieda	7.39	85.90%
234	Ambi	7.38	100.00%
235	Murad	7.38	88.89%
236	Biore	7.37	96.97%
237	Clean & Clear	7.34	89.09%
238	Clearasil	7.33	82.61%
239	Physicians Formula	7.33	83.14%
240	Dr. Dennis Gross Skincare	7.31	58.33%
241	DuWop	7.3	78.85%
242	Juice Beauty	7.28	100.00%
243	Wet n Wild	7.28	80.39%
244	N.Y.C. New York Color	7.27	93.62%
245	Listerine	7.25	100.00%
246	Rene Furterer	7.22	43.96%
247	Cosmedicine	7.21	73.68%
248	Wen	7.21	63.33%
249	Talika	7.09	54.84%
250	Maybelline New York	7.02	95.92%
251	Got2b	7	81.25%
252	Sally Hansen	6.94	80.89%
253	Supersmile	6.94	72.73%
254	Marc Anthony	6.92	61.54%
255	Schick	6.92	88.89%
256	Fusion Beauty	6.85	80.00%
257	N.V. Perricone M.D. Cosmeceuticals	6.83	69.14%
258	Organix	6.79	82.35%
259	Skyn Iceland	6.79	73.91%
260	Rembrandt	6.76	66.67%
261	ProActiv	6.75	100.00%
262	Conair	6.59	61.03%
263	Samy	6.23	73.47%
264	StriVectin	5.65	100.00%
265	Smooth Away	2.79	100.00%