



August-08

Rank	Jul Rank	Brand	SOA
1	1	L'Oreal	2.81%
2	2	Neutrogena	2.78%
3	3	Clinique	2.45%
4	5	Olay	1.98%
5	6	Maybelline New York	1.76%
6	7	Avon	1.61%
7	10	MAC	1.54%
8	NA	Bare Escentuals	1.45%
9	12	Chanel	1.29%
10	15	Revlon	1.25%
11	16	Sally Hansen	1.19%
12	17	Dove	1.14%
13	9	Burt's Bees	1.11%
14	18	Estee Lauder	1.07%
15	11	Wen	1.01%
16	14	Lancome	0.99%
17	13	Aveeno	0.96%
18	19	Aveda	0.92%
19	8	Crest	0.86%
20	37	Bobbi Brown	0.85%
21	48	NARS	0.84%
22	23	Redken	0.83%
23	24	Patricia Wexler, M.D.	0.80%
24	25	Mary Kay	0.80%
25	20	Victoria's Secret	0.79%
26	21	Garnier	0.75%
27	27	The Body Shop	0.74%
28	29	Shiseido	0.71%
29	32	Boots	0.71%
30	53	Herbal Essences	0.69%
31	47	Pantene	0.69%
32	26	Origins	0.68%
33	31	Benefit	0.67%
34	22	Conair	0.67%
35	51	Clean & Clear	0.64%
36	61	Urban Decay	0.62%
37	36	Philosophy	0.61%
38	4	bareMinerals	0.60%

39	39	Sephora	0.57%
40	38	Laura Mercier	0.57%
41	40	Kiehl's	0.56%
42	34	Clairol	0.55%
43	96	Jergens	0.55%
44	35	Smashbox	0.53%
45	33	Clarins	0.51%
46	45	Covergirl	0.51%
47	54	John Frieda	0.50%
48	50	Bumble and bumble	0.50%
49	44	Tigi	0.49%
50	43	Wella	0.48%
51	52	Merle Norman	0.47%
52	55	Prescriptives	0.47%
53	59	Dior	0.46%
54	58	Stila	0.45%
55	66	Nioxin	0.43%
56	28	Physicians Formula	0.42%
57	210	Gillette	0.42%
58	41	Arbonne	0.42%
59	56	Paul Mitchell	0.40%
60	72	Almay	0.39%
61	30	Frederic Fekkai	0.38%
62	65	Ojon	0.38%
63	70	Yves Saint Laurent	0.38%
64	46	St. Ives	0.37%
65	69	Proactiv	0.36%
66	60	Murad	0.36%
67	67	Peter Thomas Roth	0.36%
68	NA	Chaz Dean Wen	0.35%
69	77	Lumene	0.34%
70	74	Rimmel London	0.33%
71	63	Wet 'n Wild	0.33%
72	68	TRESemme	0.32%
73	80	Make Up For Ever	0.32%
74	76	Goldwell	0.32%
75	81	Elizabeth Arden	0.31%
76	93	RoC	0.31%
77	94	Vidal Sassoon	0.31%
78	124	La Prarie	0.31%
79	71	Shu Uemura	0.31%
80	42	Meaningful Beauty	0.30%
81	84	Dermalogica	0.30%
82	153	Bourjois	0.30%
83	62	Bliss	0.30%
84	49	Nivea	0.29%
85	64	La Mer	0.29%

86	57	Banana Boat	0.29%
87	86	Sonia Kashuk	0.28%
88	102	Aussie	0.28%
89	78	Paula's Choice	0.28%
90	105	Max Factor	0.28%
91	85	Aubrey Organics	0.27%
92	79	La Roche Posay	0.27%
93	101	Bath & Body Works	0.27%
94	83	Suave	0.27%
95	82	SK-II	0.26%
96	257	FRIZZ-EASE	0.26%
97	97	Goody	0.25%
98	75	e.l.f.	0.25%
99	129	OPI	0.25%
100	107	Sebastian	0.24%
101	87	AMBI	0.24%
102	73	mark.	0.24%
103	90	Kerastase	0.24%
104	98	NYC New York Color	0.24%
105	123	Vaseline	0.24%
106	104	Lush	0.24%
107	88	Cetaphil	0.24%
108	126	Biore	0.23%
109	89	CHI	0.23%
110	110	Cosmedix	0.23%
111	115	Guerlain	0.23%
112	118	DDF	0.23%
113	114	NV Perricone MD Cosmeceuticals	0.23%
114	100	Pond's	0.22%
115	91	L'Occitane	0.22%
116	106	PHYTO	0.22%
117	103	Lorac	0.21%
118	116	Too Faced	0.21%
119	358	Marco Pelusi	0.21%
120	108	Jane Iredale	0.21%
121	122	SkinCeuticals	0.21%
122	125	Sunsilk	0.21%
123	148	Biosilk	0.20%
124	111	Vichy Laboratories	0.20%
125	127	Obagi	0.20%
126	134	V05	0.20%
127	120	Secret	0.19%
128	NA	Beauty Society	0.19%
129	109	Charles Worthington	0.18%
130	95	Nick Chavez	0.18%
131	146	Mizani	0.18%
132	135	Mario Badescu Skin Care	0.18%

133	117	Rusk	0.18%
134	92	Rene Furterer	0.18%
135	112	Tarte	0.17%
136	131	Dr. Brandt	0.17%
137	128	Nexus	0.17%
138	188	Ole Henriksen	0.17%
139	142	Joico	0.17%
140	119	C.O. Bigelow	0.16%
141	132	ULTA	0.16%
142	143	Kinerase	0.16%
143	149	Fresh	0.16%
144	168	Pevonia Botanica	0.15%
145	162	Jan Marini Skin Research	0.15%
146	113	T3	0.14%
147	157	Avene	0.14%
148	141	Matrix	0.14%
149	332	Tom's of Maine	0.14%
150	159	Trish McEvoy	0.14%
151	147	Jane Iredale	0.14%
152	255	scunci	0.13%
153	190	got2b	0.13%
154	152	Pur Minerals	0.13%
155	233	Zeno	0.13%
156	150	Biotherm	0.13%
157	155	Marc Anthony	0.13%
158	199	Hard Candy	0.13%
159	242	Models Prefer	0.13%
160	187	Noxzema	0.13%
161	140	Giorgio Armani	0.13%
162	217	Davines	0.13%
163	156	Kiss My Face	0.13%
164	158	Samy	0.12%
165	139	Dr. Denese	0.12%
166	169	Kevin Murphy	0.12%
167	NA	DHC	0.12%
168	170	Jason	0.12%
169	249	Clearasil	0.12%
170	185	Prestige	0.12%
171	161	Pureology	0.12%
172	145	Korres Natural Products	0.12%
173	137	Rembrandt	0.12%
174	130	Laura Gellar	0.11%
175	144	Fusion Beauty	0.11%
176	183	Cover FX	0.10%
177	163	Crabtree & Evelyn	0.10%
178	167	Juice Beauty	0.10%
179	219	Revitalash	0.10%

180	178	Sedu	0.10%
181	243	Slatkin & Co.	0.10%
182	292	Stiefel Laboratories	0.10%
183	228	Flirt!	0.10%
184	280	Mederma	0.10%
185	138	Principal Secret	0.10%
186	204	Sexy Hair	0.10%
187	174	SoftSheen-Carson	0.10%
188	173	Biolage	0.09%
189	207	Eurcerin	0.09%
190	261	Napoleon Perdis	0.09%
191	175	Neostrata	0.09%
192	212	Kate Somerville	0.09%
193	172	Klein-Becker	0.09%
194	121	Creative Nail Design	0.09%
195	180	Caudalie	0.09%
196	160	100% Pure	0.09%
197	176	iQ DERMA	0.09%
198	294	Freeze 24/7	0.09%
199	197	Prive	0.09%
200	238	Citre Shine	0.08%
201	186	Giovanni	0.08%
202	216	Jo Malone	0.08%
203	191	Alterna	0.08%
204	291	Milani Minerals	0.08%
205	165	Nature's Gate	0.08%
206	203	Boschia	0.08%
207	182	Mojave Magic	0.08%
208	201	Dermablend	0.08%
209	198	H2O+	0.08%
210	177	Sisley	0.08%
211	241	Borba	0.08%
212	99	Glytone	0.07%
213	151	Graham Webb	0.07%
214	224	Elemis	0.07%
215	179	KMS California	0.07%
216	235	Sally Hershberger's Supreme Head	0.07%
217	189	CARGO	0.07%
218	236	SkinMedica	0.07%
219	194	GO SMiLE	0.07%
220	248	AHAVA	0.07%
221	237	yonka	0.07%
222	196	ReVive	0.07%
223	330	ghd	0.07%
224	295	Tova	0.07%
225	245	Awake	0.07%
226	154	Coppertone	0.06%

227	166	Dr.Hauschka	0.06%
228	136	ModelCo	0.06%
229	315	Clarisonic	0.06%
230	200	Emjoi	0.06%
231	223	Grassroots	0.06%
232	354	Bulgari	0.06%
233	192	Desert Essence	0.06%
234	394	Calvin Klein	0.06%
235	213	Chantecaille	0.06%
236	164	Perfect Formula	0.06%
237	215	Warren-Tricomi	0.06%
238	222	Weleda	0.06%
239	205	DuWop	0.06%
240	184	Lola	0.06%
241	264	Gigi	0.06%
242	256	ACUVUE	0.06%
243	218	Bioelements	0.06%
244	232	blinc	0.06%
245	133	Hawaiian Tropic	0.06%
246	171	Hylexin	0.06%
247	195	Rodan + Fields	0.06%
248	181	Vincent Longo	0.05%
249	239	PCA SKIN	0.05%
250	206	Eminence	0.05%
251	252	Pout	0.05%
252	259	Cellex-C	0.05%
253	226	DECLEOR	0.05%
254	221	Exuviance	0.05%
255	356	LATHER	0.05%
256	208	Borghese	0.05%
257	211	Joesoef Skin Care	0.05%
258	193	Rilastil	0.05%
259	260	Calgon	0.05%
260	231	Abba	0.05%
261	240	glominerals	0.05%
262	247	Iman	0.05%
263	220	Zoya	0.05%
264	298	GlyMed	0.05%
265	325	Organic Apoteke	0.05%
266	331	RAW Natural Beauty	0.05%
267	281	Darphin	0.05%
268	304	Talika	0.05%
269	209	Lancaster	0.05%
270	202	Colorescience	0.04%
271	333	NYX	0.04%
272	299	Caress	0.04%
273	262	Cosmedicine	0.04%

274	251	Oscar Blandi	0.04%
275	370	Bio Oil	0.04%
276	311	Supersmile	0.04%
277	234	Essie	0.04%
278	309	Jurlique	0.04%
279	343	Le Couvent des Minimes	0.04%
280	322	Sue Devitt	0.04%
281	269	Lavera	0.04%
282	310	Orly	0.04%
283	250	Cientele	0.04%
284	302	Jonathan Product	0.04%
285	272	Mally	0.04%
286	227	3LAB	0.04%
287	339	CeraVe	0.04%
288	313	Orlane	0.04%
289	246	Babor	0.04%
290	344	DS Laboratories	0.04%
291	268	Bonne Bell	0.04%
292	273	Joppa Minerals	0.04%
293	368	Nude	0.04%
294	317	Phytomer	0.04%
295	293	Tweezerman	0.04%
296	287	Caswell-Massey	0.04%
297	316	Becca	0.04%
298	279	Joey New York	0.04%
299	270	Belli Specialty Skin Care	0.04%
300	372	Kiss	0.04%