



December-08

Rank	Nov Rank	Brand	SOA
1	1	Clinique	2.79%
2	4	MAC	2.60%
3	2	L'oreal	2.51%
4	3	Neutrogena	2.48%
5	5	Olay	1.93%
6	6	Chanel	1.56%
7	9	Revlon	1.29%
8	10	Aveda	1.29%
9	8	Estee Lauder	1.25%
10	7	Avon	1.22%
11	11	Lancome	1.15%
12	14	Origins	1.03%
13	13	The Body Shop	1.00%
14	12	Maybelline New York	0.94%
15	24	Kiehl's	0.82%
16	15	Sally Hansen	0.81%
17	19	Shiseido	0.76%
18	26	Benefit	0.74%
19	20	Bobbi Brown	0.74%
20	39	Conair	0.73%
21	36	NARS	0.72%
22	23	Aveeno	0.71%
23	30	Boots	0.71%
24	17	Dove	0.71%
25	16	Garnier	0.66%
26	29	Merle Norman	0.60%
27	41	Redken	0.59%
28	27	CoverGirl	0.59%
29	31	Lumene	0.59%
30	56	Bumble and bumble	0.58%
31	25	Philosophy	0.57%
32	21	Bare Escentuals	0.55%
33	32	Dior	0.55%
34	33	Laura Mercier	0.54%
35	35	Tigi	0.53%
36	37	Pantene	0.52%
37	49	Urban Decay	0.51%
38	22	Mary Kay	0.51%

39	53	Smashbox	0.50%
40	42	Prescriptives	0.50%
41	38	Clarins	0.48%
42	40	Burt's Bees	0.48%
43	45	Sephora	0.47%
44	43	Aussie	0.45%
45	44	Physicians Formula	0.45%
46	46	Clairol	0.44%
47	28	Patricia Wexler M.D.	0.44%
48	52	Almay	0.42%
49	34	Frederic Fekkai	0.41%
50	70	Bath & Body Works	0.40%
51	78	Rimmel London	0.37%
52	47	Arbonne	0.37%
53	55	Ambi	0.36%
54	58	TRESemme	0.36%
55	57	Proactiv	0.35%
56	51	Paul Mitchell	0.35%
57	327	Herbal Essences	0.35%
58	61	Nioxin	0.34%
59	65	Stila	0.34%
60	60	Dermalogica	0.33%
61	62	Wella	0.33%
62	69	Yves Saint Laurent	0.33%
63	48	Wen	0.32%
64	82	L'Occitane	0.32%
65	74	Wet 'n Wild	0.31%
66	68	Shu Uemura	0.31%
67	76	Ojon	0.31%
68	54	Sonia Kashuk	0.30%
69	100	Vidal Sassoon	0.30%
70	67	St. Ives	0.30%
71	66	Cetaphil	0.29%
72	84	Lush	0.29%
73	87	Bliss	0.29%
74	77	Make Up For Ever	0.29%
75	79	Goody	0.27%
76	96	Max Factor	0.27%
77	291	Grassroots	0.27%
78	92	DHC	0.27%
79	72	Clean & Clear	0.26%
80	71	Elizabeth Arden	0.26%
81	85	Goldwell	0.26%
82	122	Mark	0.26%
83	142	Too Faced	0.25%
84	59	Sunsilk	0.25%
85	114	Ulta	0.25%

86	115	C.O. Bigelow	0.25%
87	83	N.V. Perricone M.D. Cosmeceuticals	0.25%
88	86	Paula's Choice	0.24%
89	97	Suave	0.24%
90	99	Sebastian	0.24%
91	94	Rusk	0.24%
92	81	PHYTO	0.23%
93	109	SK-II	0.23%
94	125	e.l.f.	0.23%
95	64	John Frieda	0.23%
96	90	La Roche-Posay	0.23%
97	93	Peter Thomas Roth	0.23%
98	126	Crest	0.23%
99	103	Kerastase	0.23%
100	148	T3	0.23%
101	106	Avene	0.22%
102	80	Murad	0.22%
103	131	CHI	0.22%
104	95	Carol's Daughter	0.22%
105	89	Biore	0.22%
106	104	N.Y.C. New York Color	0.21%
107	124	Beauty Society	0.21%
108	102	Pond's	0.21%
109	140	LORAC	0.21%
110	98	Guerlain	0.21%
111	91	RoC	0.21%
112	75	CosMedix	0.21%
113	174	Kiss My Face	0.21%
114	217	Thermaclear	0.21%
115	117	SkinCeuticals	0.20%
116	116	VO5	0.20%
117	108	Nivea	0.20%
118	105	La Mer	0.20%
119	111	Vichy Laboratories	0.20%
120	139	Crabtree & Evelyn	0.19%
121	101	Slatkin & Co.	0.19%
122	73	Joico	0.18%
123	159	Fresh	0.18%
124	107	M. Asam	0.18%
125	135	Giorgio Armani	0.18%
126	63	Vaseline	0.18%
127	121	Trish McEvoy	0.18%
128	127	DDF	0.17%
129	138	Banana Boat	0.17%
130	152	Givenchy	0.17%
131	189	Sedu	0.17%
132	50	Biolage	0.17%

133	130	Rene Furterer	0.17%
134	134	Bourjois	0.17%
135	119	Mizani	0.17%
136	228	Fusion Beauty	0.17%
137	112	Secret	0.17%
138	141	Aubrey Organics	0.17%
139	129	Clearasil	0.16%
140	219	Sugar Cosmetics	0.16%
141	113	Eucerin	0.16%
142	123	Jane Iredale	0.16%
143	147	Scunci	0.16%
144	212	IQ Derma	0.16%
145	178	Le Couvent des Minimes	0.15%
146	118	La Prairie	0.15%
147	88	Models Prefer	0.15%
148	132	Biotherm	0.15%
149	162	Kinerase	0.15%
150	206	Flirt!	0.15%
151	202	Samy	0.15%
152	120	Kevin Murphy	0.15%
153	133	Pur Minerals	0.14%
154	143	Pureology	0.14%
155	128	Charles Worthington	0.14%
156	157	Bulgari	0.14%
157	233	Harajuku Lovers	0.14%
158	156	Alterna	0.14%
159	168	H2O+	0.14%
160	110	Nexus	0.14%
161	149	Jo Malone	0.14%
162	160	JASON	0.14%
163	1946	Put On Pieces	0.13%
164	144	Jergens	0.13%
165	181	Jane	0.13%
166	183	Marc Anthony	0.13%
167	194	Tarte	0.13%
168	176	Rodan + Fields	0.13%
169	404	ZO Skin Health	0.12%
170	180	Matrix	0.12%
171	184	SkinMedica	0.12%
172	165	Calgon	0.12%
173	137	OPI	0.12%
174	242	Vincent Longo	0.12%
175	201	Klein-Becker	0.12%
176	203	Palmers	0.12%
177	199	The Healing Garden	0.12%
178	186	Mario Badescu Skin Care	0.12%
179	200	Juice Beauty	0.11%

180	169	Davines	0.11%
181	196	Sisley	0.11%
182	208	Blistex	0.11%
183	256	Lola	0.11%
184	172	Prestige	0.11%
185	237	glominerals	0.11%
186	175	Queen Helene	0.11%
187	171	DERMAdoctor	0.11%
188	151	Noxzema	0.11%
189	155	Obagi	0.11%
190	227	Caudalie	0.11%
191	145	Got2b	0.11%
192	254	Molton Brown	0.11%
193	205	Pevonia Botanica	0.11%
194	209	Weleda	0.11%
195	177	Cover FX	0.11%
196	179	L.A.M.B. Fragrance	0.10%
197	166	Tova	0.10%
198	170	Frizz-Ease	0.10%
199	211	Dr. Hauschka	0.10%
200	191	PCA Skin	0.10%
201	198	Laura Geller	0.10%
202	225	Dr. Brandt	0.10%
203	218	Ole Henriksen	0.10%
204	419	Ted Gibson	0.10%
205	207	ModelCo	0.10%
206	187	NeoStrata	0.10%
207	163	Stiefel Laboratories	0.10%
208	197	Biosilk	0.10%
209	222	Korres Natural Products	0.10%
210	158	Napoleon Perdis	0.10%
211	150	Rembrandt	0.10%
212	232	White Sands	0.10%
213	337	hairdo by Jessica Simpson	0.10%
214	243	Liz Earle	0.10%
215	220	Milani Minerals	0.10%
216	239	ApHogee	0.10%
217	249	KMS	0.10%
218	154	Nick Chavez	0.10%
219	192	NYX	0.10%
220	161	Dr. Denese	0.10%
221	204	Graham Webb	0.10%
222	1024	Remington	0.10%
223	407	Becca	0.09%
224	250	Borghese	0.09%
225	226	Chantecaille	0.09%
226	288	BaByliss	0.09%

227	182	Soft Sheen Carson	0.09%
228	195	Giovanni	0.09%
229	240	Pixi	0.09%
230	216	Sexy Hair	0.09%
231	264	ghd	0.09%
232	274	Kiss	0.09%
233	246	By Terry	0.09%
234	295	Clarisonic	0.09%
235	215	Hard Candy	0.09%
236	210	Elemis	0.08%
237	840	Serge Lutens	0.08%
238	348	Chesapeake Bay Candle Company	0.08%
239	185	Prive	0.08%
240	236	Skin Doctors	0.08%
241	276	Head & Shoulders	0.08%
242	214	Kate Somerville	0.08%
243	281	Blinc	0.08%
244	234	Bio-Oil	0.08%
245	253	Colorescience	0.08%
246	290	Talika	0.08%
247	258	Bioelements	0.08%
248	402	Hana	0.08%
249	702	Hot Tools	0.08%
250	247	CeraVe	0.08%
251	231	Nature's Gate	0.08%
252	334	Envision Beauty	0.08%
253	164	Mojave Magic	0.08%
254	408	SPINLASH	0.08%
255	146	Desert Essence	0.08%
256	266	100% Pure	0.08%
257	224	Principal Secret	0.08%
258	244	CARGO	0.08%
259	235	Juicy Couture	0.07%
260	190	Iman	0.07%
261	223	Calvin Klein	0.07%
262	292	Emjoi	0.07%
263	287	YonKa	0.07%
264	221	Darphin	0.07%
265	230	Glytone	0.07%
266	282	Bonne Bell	0.07%
267	341	Burberry	0.07%
268	269	GoSMILE	0.07%
269	731	Lippmann Collection	0.07%
270	347	Marc Jacobs	0.07%
271	296	Suki	0.07%
272	309	Sonya Dakar	0.07%
273	278	Studio Gear	0.07%

274	800	Marilyn Tuxedo	0.07%
275	1395	Alchimie Forever	0.07%
276	167	MOP	0.07%
277	393	3LAB	0.07%
278	188	Citre Shine	0.07%
279	259	ReVive	0.07%
280	332	40 Carrots	0.07%
281	241	Acuvue	0.07%
282	272	DuWop	0.07%
283	340	Warren-Tricomi	0.07%
284	293	Jurlique	0.07%
285	279	Alba	0.07%
286	298	Renee Rouleau	0.07%
287	313	SkinMilk	0.07%
288	229	Creative Nail Design	0.06%
289	284	Lancaster	0.06%
290	286	Pout	0.06%
291	273	RAW Natural Beauty	0.06%
292	283	Luster Oral Care	0.06%
293	275	Ardell	0.06%
294	257	Jan Marini Skin Research	0.06%
295	267	Aquaphor	0.06%
296	136	Infusium	0.06%
297	299	Erno Laszlo	0.06%
298	289	pHisoderm	0.06%
299	438	Nina Ricci	0.06%
300	326	American Beauty	0.06%