



July-08

Rank	Brand	SOA
1	L'Oreal	3.33%
2	Neutrogena	2.66%
3	Clinique	2.34%
4	Bare Minerals	2.04%
5	Olay	1.83%
6	Maybelline New York	1.83%
7	Avon	1.75%
8	Crest	1.74%
9	Burt's Bees	1.46%
10	MAC	1.41%
11	Wen	1.26%
12	Chanel	1.25%
13	Aveno	1.22%
14	Lancome	1.22%
15	Revlon	1.22%
16	Sally Hansen	1.21%
17	Dove	1.08%
18	Estee Lauder	1.03%
19	Aveda	0.96%
20	Victoria's Secret	0.89%
21	Garnier	0.86%
22	Conair	0.84%
23	Redken	0.83%
24	Patricia Wexler, M.D.	0.71%
25	Mary Kay	0.71%
26	Origins	0.66%
27	The Body Shop	0.66%
28	Physicians Formula	0.66%
29	Shiseido	0.66%
30	Frederic Fekkai	0.66%
31	Benefit	0.65%
32	Boots	0.64%
33	Clarins	0.64%
34	Clairol	0.62%
35	Smashbox	0.62%
36	Philosophy	0.61%
37	Bobbi Brown	0.59%
38	Laura Mercier	0.58%

39	Sephora	0.56%
40	Kiehl's	0.55%
41	Arbonne	0.55%
42	Meaningful Beauty	0.52%
43	Wella	0.52%
44	Tigi	0.51%
45	Covergirl	0.51%
46	St. Ives	0.51%
47	Pantene	0.50%
48	NARS	0.47%
49	Nivea	0.46%
50	Bumble and bumble	0.46%
51	Clean & Clear	0.46%
52	Merle Norman	0.45%
53	Herbal Essences	0.45%
54	John Frieda	0.45%
55	Prescriptives	0.45%
56	Paul Mitchell	0.42%
57	Banana Boat	0.42%
58	Stila	0.39%
59	Dior	0.39%
60	Murad	0.37%
61	Urban Decay	0.37%
62	Bliss	0.37%
63	Wet 'n Wild	0.37%
64	La Mer	0.36%
65	Ojon	0.36%
66	Nioxin	0.35%
67	Peter Thomas Roth	0.35%
68	TRESemme	0.35%
69	Proactiv	0.34%
70	Yves Saint Laurent	0.34%
71	Shu Uemura	0.34%
72	Almay	0.34%
73	mark.	0.34%
74	Rimmel London	0.33%
75	e.l.f.	0.32%
76	Goldwell	0.32%
77	Lumene	0.31%
78	Paula's Choice	0.30%
79	La Roche Posay	0.30%
80	Make Up For Ever	0.29%
81	Elizabeth Arden	0.29%
82	SK-II	0.28%
83	Suave	0.28%
84	Dermablend	0.27%
85	Aubrey Organics	0.27%

86	Sonia Kashuk	0.26%
87	AMBI	0.26%
88	Cetaphil	0.25%
89	CHI	0.25%
90	Kerstase	0.25%
91	L'Occitane	0.25%
92	Rene Furterer	0.25%
93	RoC	0.25%
94	Vidal Sassoon	0.25%
95	Nick Chavez	0.25%
96	Jergens	0.24%
97	Goody	0.24%
98	NYC New York Color	0.24%
99	Glytone	0.23%
100	Pond's	0.23%
101	Bath & Body Works	0.23%
102	Aussie	0.23%
103	Lorac	0.23%
104	Lush	0.22%
105	Max Factor	0.22%
106	PHYTO	0.22%
107	Sebastian	0.22%
108	Jane Iredale	0.22%
109	Charles Worthington	0.21%
110	Cosmedix	0.21%
111	Vichy Laboratories	0.20%
112	Tarte	0.20%
113	T3	0.20%
114	NV Perricone MD Cosmeceuticals	0.20%
115	Guerlain	0.20%
116	Too Faced	0.20%
117	Rusk	0.20%
118	DDF	0.20%
119	C.O. Bigelow	0.20%
120	Secret	0.19%
121	Creative Nail Design	0.19%
122	Skinceuticals	0.19%
123	Vaseline	0.19%
124	La Prarie	0.19%
125	Sunsilk	0.19%
126	Biore	0.19%
127	Obagi	0.19%
128	Nexus	0.19%
129	OPI	0.19%
130	Laura Gellar	0.19%
131	Dr. Brandt	0.18%
132	ULTA	0.18%

133	Hawaiian Tropic	0.18%
134	V05	0.18%
135	Mario Badescu Skin Care	0.17%
136	ModelCo	0.17%
137	Rembrandt	0.17%
138	Principal Secret	0.17%
139	Dr. Denese	0.17%
140	Giorgio Armani	0.16%
141	Matrix	0.16%
142	Joico	0.16%
143	Kinerase	0.16%
144	Fusion Beauty	0.16%
145	Korres Natural Products	0.15%
146	Mizani	0.15%
147	Jane	0.15%
148	Biosilk	0.15%
149	Fresh	0.15%
150	Biotherm	0.15%
151	Graham Web	0.15%
152	Pur Minerals	0.15%
153	Bourjois	0.15%
154	Coppertone	0.15%
155	Marc Anthony	0.14%
156	Kiss My Face	0.14%
157	Avene	0.14%
158	Samy	0.14%
159	Trish McEvoy	0.14%
160	100% Pure	0.14%
161	Pureology Hair Care	0.14%
162	Jan Marini Skin Research	0.14%
163	Crabtree and Evelyn	0.14%
164	Perfect Formula	0.14%
165	Nature's Gate	0.14%
166	Dr. Hauschka	0.14%
167	Juice Beauty	0.14%
168	Pevonia Botanica	0.13%
169	Kevin Murphy	0.13%
170	Jason	0.13%
171	Hylexin	0.13%
172	Klein-Becker	0.13%
173	Biolage	0.13%
174	SoftSheen Carson	0.13%
175	Neostrata	0.13%
176	iQ Derma	0.12%
177	Sisley	0.12%
178	Sedu	0.12%
179	KMS California	0.12%

180	Caudelie	0.12%
181	Vincent Longo	0.12%
182	Mojave Magic	0.12%
183	Cover FX	0.12%
184	Lola	0.11%
185	Prestige	0.11%
186	Giovanni	0.11%
187	Noxzema	0.11%
188	Ole Henrikson	0.11%
189	CARGO	0.11%
190	Got2b	0.11%
191	Alterna	0.11%
192	Desert Essence	0.11%
193	Rilastil	0.11%
194	Go SMiLE	0.11%
195	Rodan + Fields	0.10%
196	Revive	0.10%
197	Prive	0.10%
198	H2O+	0.10%
199	Hard Candy	0.10%
200	Emjoi	0.10%
201	Dermablend	0.10%
202	Colorescience	0.10%
203	Boschia	0.10%
204	Sexy Hair	0.10%
205	DuWop	0.10%
206	Eminence	0.09%
207	Eucerin	0.09%
208	Borghese	0.09%
209	Lancaster	0.09%
210	Gillette	0.09%
211	Joesoef Skin Care	0.09%
212	Kate Somerville	0.09%
213	Chantecaille	0.09%
214	iS CLINICAL	0.09%
215	Warren-Tricomi	0.09%
216	Jo Malone	0.08%
217	Davines	0.08%
218	Bioelements	0.08%
219	Revitalash	0.08%
220	Zoya	0.08%
221	Exuviance	0.08%
222	Weleda	0.08%
223	Grassroots	0.08%
224	Elemis	0.08%
225	Cle de Peau	0.08%
226	Decleor	0.08%

227	3LAB	0.08%
228	Flirt!	0.08%
229	Ted Gibson	0.08%
230	Blistex	0.08%
231	ABBA	0.08%
232	blinc	0.08%
233	Zeno	0.08%
234	essie	0.08%
235	Sally Hershberger's Supreme Head	0.08%
236	SkinMedica	0.07%
237	Yonka	0.07%
238	Citre Shine	0.07%
239	PCA SKIN	0.07%
240	glominerals	0.07%
241	BORBA	0.07%
242	Models Prefer	0.07%
243	Slatkin & Co.	0.07%
244	Avalon Organics	0.07%
245	Awake	0.07%
246	BABOR	0.07%
247	Iman	0.07%
248	AHAVA	0.07%
249	Clearasil	0.07%
250	Clientele	0.07%
251	Oscar Blandi	0.07%
252	Pout	0.07%
253	Anastasia	0.07%
254	Erno Laszlo	0.07%
255	scunci	0.07%
256	ACUVUE	0.07%
257	FRIZZ-EASE	0.07%
258	California Baby	0.07%
259	Cellex-C	0.07%
260	Calgon	0.07%
261	Napoleon Perdis	0.07%
262	COSMEDICINE	0.07%
263	Joan Rivers	0.07%
264	Gigi	0.07%
265	Head & Shoulders	0.07%
266	Sonya Dakar	0.07%
267	American Beauty	0.07%
268	Bonne Bell	0.07%
269	Lavera	0.07%
270	Belli Specialty Skin Care	0.07%
271	Fing'rs	0.07%
272	Mally Beauty	0.07%
273	Joppa Minerals	0.06%

274	skyn ICELAND	0.06%
275	The Healing Garden	0.06%
276	Amore Pacific	0.06%
277	Blue Lizard	0.06%
278	MD Formulations	0.06%
279	Joey New York	0.06%
280	Mederma	0.06%
281	Darphin	0.06%
282	Rodial	0.06%
283	Tess	0.06%
284	Paula Dorf	0.06%
285	Softlips	0.06%
286	REN Clean Bio Active Skincare	0.06%
287	Caswell-Massey	0.06%
288	Luster Oral Care	0.06%
289	Organic Pharmacy	0.06%
290	MD FORTÉ	0.06%
291	Milani Minerals	0.06%
292	Stiefel Laboratories	0.06%
293	Tweezerman	0.06%
294	Freeze 24/7	0.06%
295	Tova	0.06%
296	Dashing Diva	0.06%
297	Amazing Cosmetics	0.06%
298	Glymed	0.06%
299	Caress	0.05%
300	Dr. Bronner	0.05%