



November-08

Rank	Oct Rank	Brand	SOA
1	2	Clinique	2.98%
2	1	L'Oreal	2.47%
3	4	Neutrogena	2.33%
4	5	MAC	2.19%
5	3	Olay	1.87%
6	9	Chanel	1.44%
7	8	Avon	1.33%
8	13	Estee Lauder	1.21%
9	10	Revlon	1.13%
10	15	Aveda	1.10%
11	16	Lancome	1.07%
12	7	Maybelline New York	1.00%
13	23	The Body Shop	0.97%
14	29	Origins	0.94%
15	12	Sally Hansen	0.92%
16	20	Garnier	0.91%
17	6	Dove	0.86%
18	19	Victoria's Secret	0.85%
19	26	Shiseido	0.85%
20	37	Bobbi Brown	0.78%
21	11	Bare Escentuals	0.77%
22	25	Mary Kay	0.75%
23	21	Aveeno	0.74%
24	38	Kiehl's	0.70%
25	31	Philosophy	0.68%
26	30	Benefit	0.68%
27	28	CoverGirl	0.66%
28	34	Patricia Wexler, M.D.	0.66%
29	51	Merle Norman	0.65%
30	27	Boots	0.65%
31	43	Lumene	0.64%
32	40	Dior	0.62%
33	55	Laura Mercier	0.60%
34	47	Frederic Fekkai	0.59%
35	42	Tigi	0.59%
36	35	Nars	0.55%
37	24	Pantene	0.55%
38	48	Clarins	0.54%

39	33	Conair	0.53%
40	18	Burt's Bees	0.53%
41	36	Redken	0.51%
42	46	Prescriptives	0.50%
43	63	Aussie	0.49%
44	50	Physicians Formula	0.46%
45	44	Sephora	0.46%
46	41	Clairol	0.45%
47	59	Arbonne	0.45%
48	22	Wen	0.44%
49	68	Urban Decay	0.44%
50	53	Biolage	0.43%
51	57	Paul Mitchell	0.43%
52	62	Almay	0.42%
53	39	Smashbox	0.42%
54	74	Sonia Kashuk	0.40%
55	65	Ambi	0.40%
56	56	Bumble and bumble	0.39%
57	66	ProActiv	0.39%
58	71	TreSemme	0.38%
59	97	Sunsilk	0.38%
60	72	Dermalogica	0.37%
61	58	Nioxin	0.37%
62	52	Wella	0.37%
63	116	Vaseline	0.37%
64	83	John Frieda	0.36%
65	99	Stila	0.35%
66	73	Cetaphil	0.34%
67	32	St. Ives	0.34%
68	81	Shu Uemura	0.34%
69	86	Yves Saint Laurent	0.34%
70	17	Bath & Body Works	0.34%
71	78	Elizabeth Arden	0.34%
72	45	Clean & Clear	0.32%
73	88	Joico	0.31%
74	69	Wet n Wild	0.31%
75	91	CosMedix	0.31%
76	94	Ojon	0.31%
77	95	Make Up For Ever	0.30%
78	64	Rimmel London	0.30%
79	77	Goody	0.30%
80	70	Murad	0.30%
81	75	PHYTO	0.29%
82	96	loccitane	0.29%
83	90	N.V. Perricone M.D. Cosmeceuticals	0.29%
84	87	Lush	0.29%
85	49	Goldwell	0.29%

86	89	Paula's Choice	0.29%
87	106	Bliss	0.28%
88	114	Models Prefer	0.28%
89	85	Biore	0.28%
90	104	La Roche-Posay	0.27%
91	67	RoC	0.27%
92	98	DHC	0.26%
93	101	Peter Thomas Roth	0.26%
94	80	Rusk	0.26%
95	125	Carol's Daughter	0.25%
96	110	Max Factor	0.25%
97	84	Suave	0.24%
98	117	Guerlain	0.23%
99	79	Sebastian	0.23%
100	92	Vidal Sassoon	0.23%
101	134	Slatkin & Co.	0.23%
102	76	ponds	0.23%
103	107	Kerastase	0.22%
104	103	N.Y.C. New York Color	0.22%
105	111	La Mer	0.22%
106	132	Avene	0.22%
107	334	M. Asam	0.22%
108	108	Nivea	0.21%
109	119	SK II	0.21%
110	102	Nexus	0.20%
111	113	Vichy Laboratories	0.20%
112	14	Secret	0.20%
113	143	Eucerin	0.20%
114	142	Ulta	0.20%
115	136	C.O. Bigelow	0.20%
116	127	VO5	0.20%
117	120	SkinCeuticals	0.19%
118	129	La Prairie	0.19%
119	131	Mizani	0.19%
120	135	Kevin Murphy	0.19%
121	193	Trish McEvoy	0.19%
122	123	Mark	0.19%
123	128	Jane Iredale	0.19%
124	82	Beauty Society	0.18%
125	118	E.L.F.	0.18%
126	93	Crest	0.18%
127	105	DDF	0.18%
128	156	Charles Worthington	0.18%
129	137	Clearasil	0.17%
130	100	Rene Furterer	0.17%
131	121	CHI	0.17%
132	159	Biotherm	0.17%

133	150	Pur Minerals	0.17%
134	153	Bourjois	0.16%
135	133	Giorgio Armani	0.16%
136	146	Infusium	0.16%
137	61	OPI	0.16%
138	130	Banana Boat	0.15%
139	238	Crabtree & Evelyn	0.15%
140	124	LORAC	0.15%
141	109	Aubrey Organics	0.15%
142	141	Too Faced	0.15%
143	161	Pureology	0.15%
144	54	Jergens	0.15%
145	126	Got2b	0.15%
146	239	Desert Essence	0.15%
147	151	Scunci	0.15%
148	194	T3	0.14%
149	191	Jo Malone	0.14%
150	144	Rembrandt	0.14%
151	157	Noxzema	0.14%
152	145	Givenchy	0.13%
153	306	Tess	0.13%
154	112	Nick Chavez	0.13%
155	115	Obagi	0.13%
156	154	Alterna	0.13%
157	230	Bulgari	0.13%
158	192	Napoleon Perdis	0.13%
159	140	Fresh	0.13%
160	167	Jason	0.13%
161	177	Dr. Denese	0.13%
162	160	Kinerase	0.13%
163	173	Stiefel Laboratories	0.13%
164	207	Mojave Magic	0.13%
165	183	Calgon	0.12%
166	248	Tova	0.12%
167	172	MOP	0.12%
168	216	H2O+	0.12%
169	176	Davines	0.12%
170	158	Frizz-Ease	0.12%
171	165	DERMAdoctor	0.11%
172	185	Prestige	0.11%
173	138	bareminerals	0.11%
174	122	Kiss My Face	0.11%
175	152	Queen Helene	0.11%
176	181	Rodan + Fields	0.11%
177	195	Cover FX	0.11%
178	329	Le Couvent des Minimes	0.11%
179	932	L.A.M.B. Fragrance	0.11%

180	155	Matrix	0.11%
181	179	Jane	0.11%
182	243	Soft Sheen Carson	0.11%
183	188	Marc Anthony	0.11%
184	226	SkinMedica	0.11%
185	190	Prive	0.10%
186	139	Mario Badescu Skin Care	0.10%
187	180	NeoStrata	0.10%
188	204	Citre Shine	0.10%
189	202	Sedu	0.10%
190	186	Iman	0.10%
191	214	PCA Skin	0.10%
192	229	NYX	0.10%
193	168	Meaningful Beauty	0.10%
194	187	Tarte	0.10%
195	178	Giovanni	0.10%
196	209	Sisley	0.10%
197	169	Biosilk	0.10%
198	170	Laura Geller	0.10%
199	219	The Healing Garden	0.10%
200	222	Juice Beauty	0.10%
201	182	Klein-Becker	0.10%
202	175	Samy	0.10%
203	422	Palmers	0.10%
204	184	Graham Webb	0.10%
205	147	Pevonia Botanica	0.09%
206	166	Flirt!	0.09%
207	198	ModelCo	0.09%
208	281	Blistex	0.09%
209	224	Weleda	0.09%
210	228	Elemis	0.09%
211	196	Dr. Hauschka	0.09%
212	164	IQ Derma	0.09%
213	307	AHAVA	0.09%
214	197	Kate Somerville	0.09%
215	289	Hard Candy	0.09%
216	218	Sexy Hair	0.09%
217	1915	Thermaclear	0.09%
218	203	Ole Henriksen	0.09%
219	337	Sugar Cosmetics	0.09%
220	223	Milani Minerals	0.08%
221	301	Darphin	0.08%
222	225	Korres Natural Products	0.08%
223	304	Calvin Klein	0.08%
224	171	Principal Secret	0.08%
225	199	Dr. Brandt	0.08%
226	236	Chantecaille	0.08%

227	231	Caudalie	0.08%
228	227	Fusion Beauty	0.08%
229	299	Creative Nail Design	0.08%
230	233	Glytone	0.08%
231	210	Nature's Gate	0.08%
232	1314	White Sands	0.08%
233	709	Harajuku Lovers	0.08%
234	241	Bio-Oil	0.08%
235	656	Juicy Couture	0.08%
236	237	Skin Doctors	0.08%
237	323	GloMinerals	0.07%
238	407	novalash	0.07%
239	366	ApHogee	0.07%
240	275	Pixi	0.07%
241	242	Acuvue	0.07%
242	240	Vincent Longo	0.07%
243	921	Liz Earle	0.07%
244	268	CARGO	0.07%
245	356	Joesoef Skin Care	0.07%
246	247	By Terry	0.07%
247	264	CeraVe	0.07%
248	217	Perfect Formula	0.07%
249	206	KMS	0.07%
250	245	Borghese	0.07%
251	399	mirenesse	0.07%
252	384	Donna Karan	0.07%
253	270	Colorescience	0.07%
254	256	Molton Brown	0.07%
255	266	DermaBlend	0.07%
256	149	Lola	0.07%
257	205	Jan Marini Skin Research	0.07%
258	249	Bioelements	0.06%
259	246	ReVive	0.06%
260	340	Lubriderm	0.06%
261	348	Belli Specialty Skin Care	0.06%
262	408	REN Clean Bio Active Skincare	0.06%
263	650	AyurMedic	0.06%
264	298	ghd	0.06%
265	255	Freeman	0.06%
266	311	100% Pure	0.06%
267	273	Aquaphor	0.06%
268	293	Zoya	0.06%
269	305	GoSMILE	0.06%
270	303	Mally	0.06%
271	250	Avalon Organics	0.06%
272	261	DuWop	0.06%
273	213	Raw Natural Beauty	0.06%

274	252	Kiss	0.06%
275	603	Ardell	0.06%
276	257	Head and Shoulders	0.06%
277	294	Hourglass	0.06%
278	1598	Studio Gear	0.06%
279	377	Alba	0.06%
280	339	Jonathan Product	0.06%
281	278	BlinC	0.05%
282	284	Bonne Bell	0.05%
283	300	Luster Oral Care	0.05%
284	291	Lancaster	0.05%
285	319	Decleor	0.05%
286	276	Pout	0.05%
287	254	YonKa	0.05%
288	259	BaByliss	0.05%
289	295	Phisoderm	0.05%
290	271	Talika	0.05%
291	260	Grassroots	0.05%
292	232	Eminence	0.05%
293	283	Jurlique	0.05%
294	269	Boscia	0.05%
295	200	Clarisonic	0.05%
296	349	Suki	0.05%
297	355	Glymed	0.05%
298	308	Renee Rouleau	0.05%
299	244	Erno Laszlo	0.05%
300	280	Mederma	0.05%