



October-08

Rank	Sep Rank	Brand	SOA
1	3	L'Oreal	2.92%
2	2	Clinique	2.89%
3	5	Olay	2.71%
4	1	Neutrogena	2.35%
5	6	MAC	2.28%
6	18	Dove	2.21%
7	14	Maybelline New York	1.87%
8	4	Avon	1.78%
9	8	Chanel	1.49%
10	10	Revlon	1.32%
11	12	Bare Escentuals	1.28%
12	11	Sally Hansen	1.16%
13	9	Estee Lauder	1.11%
14	114	Secret	0.99%
15	13	Aveda	0.93%
16	15	Lancome	0.91%
17	61	Bath & Body Works	0.89%
18	19	Burt's Bees	0.88%
19	20	Victoria's Secret	0.85%
20	17	Garnier	0.84%
21	16	Aveeno	0.80%
22	7	Wen	0.76%
23	22	The Body Shop	0.75%
24	31	Pantene	0.72%
25	40	Mary Kay	0.70%
26	21	Shiseido	0.69%
27	36	Boots	0.67%
28	29	CoverGirl	0.67%
29	26	Origins	0.67%
30	33	Benefit	0.66%
31	34	Philosophy	0.66%
32	69	St. Ives	0.64%
33	27	Conair	0.61%
34	35	Patricia Wexler M.D.	0.59%
35	23	Nars	0.59%
36	24	Redken	0.57%
37	28	Bobbi Brown	0.55%
38	46	Kiehl's	0.53%

39	30	Smashbox	0.53%
40	44	Dior	0.51%
41	43	Clairol	0.50%
42	41	Tigi	0.50%
43	56	Lumene	0.49%
44	55	Sephora	0.48%
45	62	Clean & Clear	0.47%
46	50	Prescriptives	0.46%
47	39	Frederic Fekkai	0.46%
48	38	Clarins	0.46%
49	67	Goldwell	0.45%
50	25	Physicians Formula	0.45%
51	54	Merle Norman	0.44%
52	48	Wella	0.43%
53	118	Biolage	0.42%
54	42	Jergens	0.42%
55	45	Laura Mercier	0.41%
56	32	Bumble and bumble	0.40%
57	47	Paul Mitchell	0.40%
58	49	Nioxin	0.40%
59	58	Arbonne	0.39%
60	37	Herbal Essences	0.39%
61	142	OPI	0.38%
62	201	Almay	0.37%
63	77	Aussie	0.37%
64	52	Rimmel London	0.35%
65	70	Ambi	0.35%
66	74	ProActiv	0.33%
67	72	RoC	0.33%
68	53	Urban Decay	0.33%
69	76	Wet n Wild	0.33%
70	60	Murad	0.33%
71	51	TreSemme	0.32%
72	73	Dermalogica	0.32%
73	86	Cetaphil	0.31%
74	89	Sonia Kashuk	0.31%
75	108	PHYTO	0.30%
76	103	Pond's	0.29%
77	75	Goody	0.28%
78	63	Elizabeth Arden	0.28%
79	90	Sebastian	0.28%
80	128	Rusk	0.28%
81	92	Shu Uemura	0.28%
82	59	Beauty Society	0.27%
83	93	John Frieda	0.27%
84	105	Suave	0.27%
85	82	Biore	0.27%

86	71	Yves Saint Laurent	0.27%
87	81	Lush	0.26%
88	125	Joico	0.26%
89	85	Paula's Choice	0.25%
90	68	N.V. Perricone M.D. Cosmeceuticals	0.25%
91	101	CosMedix	0.25%
92	83	Vidal Sassoon	0.25%
93	66	Crest	0.24%
94	84	Ojon	0.24%
95	99	Make Up For Ever	0.24%
96	98	L'Occitane	0.24%
97	110	Sunsilk	0.24%
98	112	DHC	0.23%
99	57	Stila	0.23%
100	137	Rene Furterer	0.23%
101	94	Peter Thomas Roth	0.23%
102	121	Nexus	0.23%
103	127	N.Y.C. New York Color	0.23%
104	102	La Roche Posay	0.23%
105	80	DDF	0.23%
106	64	Bliss	0.23%
107	79	Kerastase	0.22%
108	113	Nivea	0.21%
109	104	Aubrey Organics	0.21%
110	100	Max Factor	0.21%
111	91	La Mer	0.21%
112	130	Nick Chavez	0.21%
113	119	Vichy Laboratories	0.21%
114	173	Models Prefer	0.21%
115	107	Obagi	0.21%
116	87	Vaseline	0.21%
117	95	Guerlain	0.20%
118	116	E.L.F.	0.20%
119	111	SK II	0.19%
120	122	SkinCeuticals	0.19%
121	96	CHI	0.19%
122	129	Kiss My Face	0.19%
123	78	Mark	0.18%
124	109	LORAC	0.18%
125	159	Carol's Daughter	0.17%
126	144	Got2b	0.17%
127	162	VO5	0.17%
128	106	Jane Iredale	0.17%
129	131	La Prairie	0.17%
130	124	Banana Boat	0.17%
131	133	Mizani	0.17%
132	141	Avene	0.17%

133	149	Giorgio Armani	0.16%
134	136	Slatkin & Co.	0.16%
135	117	Kevin Murphy	0.16%
136	145	C.O. Bigelow	0.16%
137	146	Clearasil	0.15%
138	139	bareminerals	0.15%
139	140	Mario Badescu Skin Care	0.15%
140	170	Fresh	0.15%
141	120	Too Faced	0.15%
142	115	Ulta	0.15%
143	165	Eucerin	0.14%
144	161	Rembrandt	0.14%
145	187	Givenchy	0.14%
146	391	Infusium	0.14%
147	169	Pevonia Botanica	0.14%
148	261	Envision Beauty	0.14%
149	235	Lola	0.14%
150	135	Pur Minerals	0.14%
151	143	Scunci	0.14%
152	297	Queen Helene	0.13%
153	164	Bourjois	0.13%
154	710	Alterna	0.13%
155	151	Matrix	0.13%
156	156	Charles Worthington	0.13%
157	180	Noxzema	0.13%
158	97	Frizz-Ease	0.13%
159	186	Biotherm	0.13%
160	123	Kinerase	0.13%
161	147	Pureology	0.12%
162	385	SkinMilk	0.12%
163	202	Zeno	0.12%
164	150	IQ Derma	0.12%
165	211	DERMAdoctor	0.12%
166	257	Flirt!	0.12%
167	183	Jason	0.12%
168	88	Meaningful Beauty	0.11%
169	132	Biosilk	0.11%
170	138	Laura Geller	0.11%
171	191	Principal Secret	0.11%
172	278	MOP	0.11%
173	179	Stiefel Laboratories	0.11%
174	268	johnsons	0.11%
175	207	Samy	0.11%
176	160	Davines	0.11%
177	154	Dr. Denese	0.11%
178	181	Giovanni	0.11%
179	198	Jane	0.11%

180	174	NeoStrata	0.11%
181	188	Rodan + Fields	0.11%
182	184	Klein-Becker	0.11%
183	193	Calgon	0.10%
184	182	Graham Webb	0.10%
185	222	Prestige	0.10%
186	168	Iman	0.10%
187	171	Tarte	0.10%
188	153	Marc Anthony	0.10%
189	260	Nude	0.10%
190	155	Prive	0.10%
191	158	Jo Malone	0.09%
192	212	Napoleon Perdis	0.09%
193	148	Trish McEvoy	0.09%
194	177	T3	0.09%
195	166	Cover FX	0.09%
196	167	Dr. Hauschka	0.09%
197	204	Kate Somerville	0.09%
198	280	ModelCo	0.09%
199	152	Dr. Brandt	0.09%
200	327	Clarisonic	0.08%
201	608	Pristine Recovery	0.08%
202	209	Sedu	0.08%
203	175	Ole Henriksen	0.08%
204	215	Citre Shine	0.08%
205	157	Jan Marini Skin Research	0.08%
206	203	KMS	0.08%
207	172	Mojave Magic	0.08%
208	140	Marco Pelusi	0.08%
209	219	Sisley	0.08%
210	228	Nature's Gate	0.08%
211	220	Cle de Peau	0.08%
212	185	MD Skincare by Dr. Dennis Gross	0.08%
213	178	Raw Natural Beauty	0.08%
214	232	PCA Skin	0.08%
215	231	Gillette	0.08%
216	196	H2O+	0.08%
217	400	Perfect Formula	0.08%
218	190	Sexy Hair	0.08%
219	233	The Healing Garden	0.08%
220	234	Gigi	0.08%
221	227	Chesapeake Bay Candle Company	0.07%
222	163	Juice Beauty	0.07%
223	213	Milani Minerals	0.07%
224	224	Weleda	0.07%
225	199	Korres Natural Products	0.07%
226	218	SkinMedica	0.07%

227	194	Fusion Beauty	0.07%
228	237	Elemis	0.07%
229	244	NYX	0.07%
230	241	Bulgari	0.07%
231	210	Caudalie	0.07%
232	225	Eminence	0.07%
233	248	Glytone	0.07%
234	276	JOEY New York	0.07%
235	426	Mario Russo	0.07%
236	229	Chantecaille	0.07%
237	252	Skin Doctors	0.07%
238	126	Crabtree and Evelyn	0.07%
239	292	Desert Essence	0.07%
240	216	Vincent Longo	0.06%
241	249	Bio-Oil	0.06%
242	239	Acuvue	0.06%
243	195	Soft Sheen Carson	0.06%
244	282	Erno Laszlo	0.06%
245	266	Borghese	0.06%
246	247	ReVive	0.06%
247	269	By Terry	0.06%
248	253	Tova	0.06%
249	230	Bioelements	0.06%
250	258	Avalon Organics	0.06%
251	223	Warren-Tricomi	0.06%
252	272	Kiss	0.06%
253	262	Hylexin	0.06%
254	256	YonKa	0.06%
255	315	Freeman	0.06%
256	243	Molton Brown	0.06%
257	317	Head and Shoulders	0.06%
258	383	Joan Rivers	0.06%
259	271	BaByliss	0.06%
260	293	Grassroots	0.06%
261	242	DuWop	0.06%
262	251	Caswell-Massey	0.06%
263	323	Clientele	0.05%
264	296	CeraVe	0.05%
265	192	Tom's of Maine	0.05%
266	254	DermaBlend	0.05%
267	360	hairdo by Jessica Simpson	0.05%
268	245	CARGO	0.05%
269	214	Boscia	0.05%
270	288	Colorescience	0.05%
271	291	Talika	0.05%
272	301	Josie Maran	0.05%
273	310	Aquaphor	0.05%

274	265	Babor	0.05%
275	373	Pixi	0.05%
276	270	Pout	0.05%
277	263	Caress	0.05%
278	321	Blinc	0.05%
279	308	Dominique Duval	0.05%
280	176	Mederma	0.05%
281	322	Blistex	0.05%
282	319	Distinction	0.05%
283	299	Jurlique	0.05%
284	318	Bonne Bell	0.05%
285	367	Remington	0.05%
286	306	American Beauty	0.05%
287	331	Organic Pharmacy	0.05%
288	250	Sonya Dakar	0.05%
289	221	Hard Candy	0.05%
290	281	Free & Clear	0.05%
291	312	Lancaster	0.05%
292	259	Tweezerman	0.05%
293	189	Zoya	0.05%
294	314	Hourglass	0.05%
295	226	Phisoderm	0.05%
296	670	Mitchum	0.05%
297	295	Becca	0.05%
298	217	ghd	0.05%
299	422	Creative Nail Design	0.05%
300	610	Luster Oral Care	0.05%