



September-08

Rank	Aug Rank	Brand	SOA
1	2	Neutrogena	2.78%
2	3	Clinique	2.67%
3	1	L'Oreal	2.47%
4	6	Avon	1.97%
5	4	Olay	1.92%
6	7	MAC	1.72%
7	15	Wen	1.51%
8	9	Chanel	1.40%
9	14	Estee Lauder	1.29%
10	10	Revlon	1.25%
11	11	Sally Hansen	1.11%
12	8	Bare Escentuals	1.09%
13	18	Aveda	1.08%
14	5	Maybelline New York	0.97%
15	16	Lancome	0.96%
16	17	Aveeno	0.94%
17	26	Garnier	0.92%
18	12	Dove	0.91%
19	13	Burt's Bees	0.90%
20	25	Victoria's Secret	0.82%
21	28	Shiseido	0.81%
22	27	The Body Shop	0.74%
23	21	NARS	0.69%
24	22	Redken	0.68%
25	56	Physicians Formula	0.68%
26	32	Origins	0.67%
27	34	Conair	0.67%
28	20	Bobbi Brown	0.66%
29	46	CoverGirl	0.66%
30	44	Smashbox	0.66%
31	31	Pantene	0.63%
32	48	Bumble and bumble	0.62%
33	33	Benefit	0.62%
34	37	Philosophy	0.61%
35	23	Patricia Wexler, M.D.	0.59%
36	29	Boots	0.59%
37	30	Herbal Essences	0.59%
38	45	Clarins	0.58%

39	61	Frederic Fekkai	0.58%
40	24	Mary Kay	0.58%
41	49	Tigi	0.57%
42	43	Jergens	0.56%
43	42	Clairol	0.55%
44	53	Dior	0.54%
45	40	Laura Mercier	0.50%
46	41	Kiehl's	0.49%
47	59	Paul Mitchell	0.49%
48	50	Wella	0.47%
49	55	Nioxin	0.46%
50	52	Prescriptives	0.46%
51	72	TreSemme	0.45%
52	70	Rimmel London	0.45%
53	105	Urban Decay	0.45%
54	51	Merle Norman	0.43%
55	39	Sephora	0.42%
56	69	Lumene	0.42%
57	54	Stila	0.42%
58	58	Arbonne	0.42%
59	128	Beauty Society	0.42%
60	66	Murad	0.41%
61	93	Bath & Body Works	0.40%
62	35	Clean & Clear	0.39%
63	75	Elizabeth Arden	0.39%
64	83	Bliss	0.39%
65	60	Almay	0.38%
66	19	Crest	0.38%
67	74	Goldwell	0.38%
68	113	N.V. Perricone M.D. Cosmeceuticals	0.37%
69	64	St. Ives	0.36%
70	101	Ambi	0.35%
71	63	Yves Saint Laurent	0.35%
72	76	RoC	0.34%
73	81	Dermalogica	0.34%
74	65	ProActiv	0.34%
75	97	Goody	0.32%
76	71	Wet n Wild	0.32%
77	88	Aussie	0.31%
78	102	Mark	0.31%
79	103	Kerastase	0.31%
80	112	DDF	0.30%
81	106	Lush	0.30%
82	108	Biore	0.30%
83	77	Vidal Sassoon	0.30%
84	62	Ojon	0.30%
85	89	Paula's Choice	0.29%

86	107	Cetaphil	0.29%
87	2251	Vaseline	0.29%
88	80	Meaningful Beauty	0.28%
89	87	Sonia Kashuk	0.28%
90	100	Sebastian	0.28%
91	85	La Mer	0.27%
92	79	Shu Uemura	0.27%
93	47	John Frieda	0.27%
94	67	Peter Thomas Roth	0.27%
95	111	Guerlain	0.27%
96	109	CHI	0.26%
97	96	Frizz-Ease	0.26%
98	115	L'Occitane	0.26%
99	73	Make Up For Ever	0.26%
100	90	Max Factor	0.25%
101	110	CosMedix	0.25%
102	92	La Roche Posay	0.25%
103	114	Pond's	0.25%
104	91	Aubrey Organics	0.25%
105	94	Suave	0.24%
106	120	Jane Iredale	0.23%
107	125	Obagi	0.23%
108	116	PHYTO	0.23%
109	117	LORAC	0.22%
110	122	Sunsilk	0.22%
111	95	SK II	0.22%
112	167	DHC	0.22%
113	84	Nivea	0.22%
114	127	Secret	0.21%
115	36	Ulta	0.21%
116	98	E.L.F.	0.21%
117	166	Kevin Murphy	0.21%
118	188	Biologie	0.20%
119	124	Vichy Laboratories	0.20%
120	118	Too Faced	0.20%
121	137	Nexus	0.20%
122	121	SkinCeuticals	0.20%
123	142	Kinerase	0.20%
124	86	Banana Boat	0.19%
125	139	Joico	0.19%
126	177	Crabtree and Evelyn	0.18%
127	104	NYC New York Color	0.18%
128	133	Rusk	0.18%
129	163	Kiss My Face	0.18%
130	130	Nick Chavez	0.18%
131	78	La Prairie	0.18%
132	123	Biosilk	0.18%

133	131	Mizani	0.18%
134	119	Marco Pelusi	0.18%
135	154	Pur Minerals	0.18%
136	181	Slatkin & Co.	0.18%
137	134	Rene Furterer	0.17%
138	174	Laura Geller	0.17%
139	38	bareminerals	0.17%
140	132	Mario Badescu Skin Care	0.17%
141	147	Avene	0.16%
142	99	OPI	0.16%
143	152	Scunci	0.16%
144	153	Got2b	0.16%
145	140	C.O. Bigelow	0.15%
146	169	Clearasil	0.15%
147	171	Pureology	0.15%
148	150	Trish McEvoy	0.15%
149	161	Giorgio Armani	0.14%
150	197	IQ Derma	0.14%
151	148	Matrix	0.14%
152	136	Dr. Brandt	0.14%
153	157	Marc Anthony	0.14%
154	165	Dr. Denese	0.14%
155	199	Prive	0.14%
156	129	Charles Worthington	0.14%
157	145	Jan Marini Skin Research	0.14%
158	202	Jo Malone	0.14%
159	721	Carol's Daughter	0.13%
160	162	Davines	0.13%
161	173	Rembrandt	0.13%
162	126	VO5	0.13%
163	178	Juice Beauty	0.13%
164	82	Bourjois	0.13%
165	189	Eucerin	0.13%
166	176	Cover FX	0.13%
167	227	Dr. Hauschka	0.13%
168	262	Iman	0.13%
169	144	Pevonia Botanica	0.13%
170	143	Fresh	0.13%
171	135	Tarte	0.13%
172	207	Mojave Magic	0.12%
173	159	Models Prefer	0.12%
174	191	NeoStrata	0.12%
175	138	Ole Henriksen	0.12%
176	184	Mederma	0.12%
177	146	T3	0.12%
178	266	Raw Natural Beauty	0.12%
179	182	Stiefel Laboratories	0.12%

180	160	Noxzema	0.12%
181	201	Giovanni	0.12%
182	213	Graham Webb	0.12%
183	168	Jason	0.12%
184	193	Klein-Becker	0.12%
185	335	MD Skincare by Dr. Dennis Gross	0.12%
186	156	Biotherm	0.11%
187	634	Givenchy	0.11%
188	247	Rodan + Fields	0.11%
189	263	Zoya	0.11%
190	186	Sexy Hair	0.11%
191	185	Principal Secret	0.11%
192	149	Tom's of Maine	0.11%
193	259	Calgon	0.11%
194	175	Fusion Beauty	0.11%
195	187	Soft Sheen Carson	0.11%
196	209	H2O+	0.10%
197	179	RevitaLash MD	0.10%
198	151	Jane	0.10%
199	172	Korres Natural Products	0.10%
200	317	Ted Gibson	0.10%
201	203	Alterna	0.10%
202	155	Zeno	0.10%
203	215	KMS	0.10%
204	192	Kate Somerville	0.10%
205	780	Carmex	0.09%
206	691	ZO Skin Health	0.09%
207	164	Samy	0.09%
208	196	100% Pure Fruit	0.09%
209	180	Sedu	0.09%
210	195	Caudalie	0.09%
211	622	DERMAdoctor	0.09%
212	190	Napoleon Perdis	0.09%
213	204	Milani Minerals	0.09%
214	206	Boscia	0.08%
215	200	Citre Shine	0.08%
216	248	Vincent Longo	0.08%
217	223	ghd	0.08%
218	218	SkinMedica	0.08%
219	210	Sisley	0.08%
220	617	Cle de Peau	0.08%
221	158	Hard Candy	0.08%
222	170	Prestige	0.08%
223	237	Warren-Tricomi	0.08%
224	238	Weleda	0.08%
225	250	Eminence	0.08%
226	650	Phisoderm	0.08%

227	1082	Chesapeake Bay Candle Company	0.08%
228	205	Nature's Gate	0.08%
229	235	Chantecaille	0.07%
230	243	Bioelements	0.07%
231	57	Gillette	0.07%
232	249	PCA Skin	0.07%
233	700	The Healing Garden	0.07%
234	241	Gigi	0.07%
235	240	Lola	0.07%
236	274	Oscar Blandi	0.07%
237	214	Elemis	0.07%
238	225	Awake	0.07%
239	242	Acuvue	0.07%
240	220	AHAVA	0.07%
241	232	Bulgari	0.07%
242	239	DuWop	0.07%
243	321	Molton Brown	0.07%
244	271	NYX	0.07%
245	217	CARGO	0.06%
246	862	Jemma Kidd Make Up School	0.06%
247	222	ReVive	0.06%
248	212	Glytone	0.06%
249	275	Bio-Oil	0.06%
250	603	Sonya Dakar	0.06%
251	296	Caswell-Massey	0.06%
252	304	Skin Doctors	0.06%
253	224	Tova	0.06%
254	208	DermaBlend	0.06%
255	253	Decleor	0.06%
256	221	YonKa	0.06%
257	183	Flirt!	0.06%
258	301	Avalon Organics	0.06%
259	141	Tweezerman	0.06%
260	293	nude	0.06%
261	NA	Envision Beauty	0.06%
262	246	Hylexin	0.06%
263	272	Caress	0.06%
264	NA	Old Mill	0.06%
265	289	Babor	0.06%
266	256	Borghese	0.06%
267	252	Cellex-C	0.06%
268	619	Johnson's	0.06%
269	1882	By Terry	0.06%
270	251	Pout	0.06%
271	892	BaByliss	0.06%
272	300	Kiss	0.06%
273	254	Exuviance	0.05%

274	219	GoSMILE	0.05%
275	290	DS Laboratories	0.05%
276	298	JOEY New York	0.05%
277	226	Coppertone	0.05%
278	310	MOP	0.05%
279	1837	Broadway Nails	0.05%
280	228	Model Co	0.05%
281	815	Free & Clear	0.05%
282	313	Erno Laszlo	0.05%
283	305	Skyn Iceland	0.05%
284	230	Emjoi	0.05%
285	NA	Jessica Simpson	0.05%
286	624	Physicians Complex	0.05%
287	211	Borba	0.05%
288	270	Colorescience	0.05%
289	294	Phytomer	0.05%
290	849	Renee Rouleau	0.05%
291	268	Talika	0.05%
292	233	Desert Essence	0.05%
293	231	Grassroots	0.05%
294	245	Hawaiian Tropic	0.05%
295	297	Becca	0.05%
296	287	CeraVe	0.05%
297	1487	Queen Helene	0.05%
298	318	Face Stockholm	0.05%
299	278	Jurlique	0.05%
300	659	Softlips	0.05%