



This chart uses Web traffic from readers on TotalBeauty.com to rank the top 300 brands from over 1,000 on our site

**As Of September 2009**

Rank	Aug Rank	Brand	SOA
1	2	L'Oreal	3.72%
2	1	Neutrogena	3.26%
3	4	Olay	3.00%
4	3	Clinique	2.94%
5	5	MAC	2.48%
6	6	Revlon	1.83%
7	7	Avon	1.68%
8	10	Estee Lauder	1.43%
9	12	Chanel	1.40%
10	8	Sally Hansen	1.29%
11	16	CoverGirl	1.28%
12	13	Lancome	1.26%
13	17	Aveeno	1.06%
14	9	Maybelline New York	1.04%
15	15	Aveda	1.00%
16	11	Herbal Essences	0.98%
17	14	The Body Shop	0.98%
18	20	Garnier	0.87%
19	25	Bobbi Brown	0.83%
20	19	Clairol	0.81%
21	18	Pantene	0.80%
22	32	Origins	0.78%
23	26	Kiehl's	0.77%
24	21	Victoria's Secret	0.77%
25	43	Wet n Wild	0.75%
26	23	Bare Escentuals	0.74%
27	27	Benefit	0.71%
28	34	Philosophy	0.70%
29	24	Dove	0.68%
30	30	Redken	0.67%
31	31	Shiseido	0.66%
32	36	Mary Kay	0.61%
33	29	Prescriptives	0.61%
34	33	Ambi	0.57%
35	38	Burt's Bees	0.55%

36	35	TreSemme	0.53%
37	39	Aussie	0.53%
38	28	Dermalogica	0.52%
39	42	Conair	0.52%
40	47	Merle Norman	0.51%
41	49	Laura Mercier	0.51%
42	37	Boots	0.51%
43	53	Nars	0.51%
44	40	Bumble and bumble	0.50%
45	56	Dior	0.49%
46	46	Almay	0.48%
47	57	Clarins	0.47%
48	69	Stila	0.44%
49	54	ProActiv	0.44%
50	59	Max Factor	0.44%
51	50	Paul Mitchell	0.44%
52	22	Physicians Formula	0.44%
53	45	Cetaphil	0.44%
54	55	Tigi	0.41%
55	41	Arbonne	0.41%
56	48	Clean & Clear	0.40%
57	52	Nivea	0.40%
58	63	John Frieda	0.40%
59	71	Make Up For Ever	0.39%
60	65	Rimmel London	0.39%
61	66	Wen	0.38%
62	51	Urban Decay	0.38%
63	60	Smashbox	0.37%
64	44	St. Ives	0.37%
65	58	Sonia Kashuk	0.36%
66	70	RoC	0.36%
67	73	Frederic Fekkai	0.35%
68	74	Lumene	0.35%
69	61	E.L.F.	0.34%
70	68	Wella	0.34%
71	81	Yves Saint Laurent Beauty	0.34%
72	67	Suave	0.33%
73	77	Shu Uemura	0.33%
74	85	Kerastase	0.31%
75	78	N.Y.C. New York Color	0.31%
76	86	Sebastian	0.30%
77	72	Biore	0.29%
78	79	Sephora	0.29%
79	82	Patricia Wexler M.D.	0.28%
80	87	Goody	0.28%
81	76	Sunsilk	0.27%
82	88	Joico	0.27%

83	62	Banana Boat	0.25%
84	89	Elizabeth Arden	0.25%
85	95	Rusk	0.25%
86	83	Bliss	0.25%
87	75	SkinCeuticals	0.24%
88	99	Goldwell	0.24%
89	92	Eucerin	0.23%
90	110	Pond's	0.23%
91	84	Peter Thomas Roth	0.23%
92	90	Ulta	0.23%
93	91	Vidal Sassoon	0.23%
94	101	SK II	0.23%
95	100	La Roche-Posay	0.22%
96	104	Vaseline	0.22%
97	117	La Mer	0.21%
98	109	Rene Furterer	0.21%
99	107	Mark	0.21%
100	80	Noxzema	0.21%
101	105	Nioxin	0.21%
102	98	N.V. Perricone M.D. Cosmeceuticals	0.21%
103	93	PHYTO	0.21%
104	103	Murad	0.20%
105	112	VO5	0.20%
106	64	Jergens	0.20%
107	111	Scunci	0.20%
108	116	DHC	0.20%
109	102	Bath & Body Works	0.19%
110	125	Nexus	0.19%
111	127	Bourjois	0.19%
112	120	Vichy Laboratories	0.19%
113	121	OPI	0.18%
114	146	Giorgio Armani	0.18%
115	96	Lush	0.18%
116	115	Jason	0.18%
117	126	LORAC	0.17%
118	114	Too Faced	0.17%
119	97	CHI	0.17%
120	448	Aquolina	0.17%
121	132	L'Occitane	0.17%
122	106	Secret	0.17%
123	143	Obagi	0.17%
124	128	Biolage	0.17%
125	108	Clearasil	0.17%
126	94	Crest	0.16%
127	145	DDF	0.15%
128	147	Alterna	0.15%
129	119	Charles Worthington	0.15%

130	134	Ojon	0.15%
131	148	CosMedix	0.15%
132	129	It Cosmetics	0.15%
133	149	Pureology	0.15%
134	140	Avene	0.14%
135	157	CellCeuticals	0.14%
136	141	Pixi	0.14%
137	136	Mizani	0.14%
138	133	Palmers	0.14%
139	123	Giovanni	0.14%
140	150	Jane	0.14%
141	153	Beauty Society	0.13%
142	135	C.O. Bigelow	0.13%
143	118	Pur Minerals	0.13%
144	122	Kiss My Face	0.13%
145	131	Got2b	0.13%
146	124	Marc Anthony	0.13%
147	138	Dr. Hauschka	0.13%
148	288	By Terry	0.13%
149	154	Guerlain	0.13%
150	142	Carol's Daughter	0.13%
151	137	Frizz-Ease	0.13%
152	173	Models Prefer	0.12%
153	163	Slatkin & Co.	0.12%
154	198	Yes To	0.12%
155	162	Stiefel Laboratories	0.12%
156	152	Biotherm	0.12%
157	156	NYX	0.12%
158	276	CARGO	0.12%
159	113	Gillette	0.12%
160	166	Tria	0.12%
161	151	Queen Helene	0.12%
162	165	La Prairie	0.11%
163	144	Tarte	0.11%
164	168	Head and Shoulders	0.11%
165	238	Klein-Becker	0.11%
166	246	KMS	0.11%
167	139	Good Skin	0.11%
168	178	Paula's Choice	0.11%
169	209	Fusion Beauty	0.11%
170	605	Garden Botanika	0.10%
171	170	Fresh	0.10%
172	164	Jane Iredale	0.10%
173	184	C. Booth	0.10%
174	171	MOP	0.10%
175	229	Laura Geller	0.10%
176	177	Organix	0.10%

177	179	Samy	0.10%
178	169	Bonne Bell	0.10%
179	174	Mario Badescu Skin Care	0.10%
180	197	Soft Sheen Carson	0.10%
181	227	Trish McEvoy	0.10%
182	196	Bio-Oil	0.10%
183	186	NeoStrata	0.10%
184	160	Ole Henriksen	0.10%
185	180	T3	0.10%
186	241	The Healing Garden	0.10%
187	161	Juice Beauty	0.10%
188	257	Principal Secret	0.10%
189	202	Sisley	0.10%
190	176	Biosilk	0.09%
191	189	Kinerase	0.09%
192	159	Dr. Brandt	0.09%
193	175	Graham Webb	0.09%
194	158	Aubrey Organics	0.09%
195	215	Cover FX	0.09%
196	199	Avalon Organics	0.09%
197	190	Matrix	0.09%
198	214	Prestige	0.09%
199	224	Hot Tools	0.09%
200	329	Vincent Longo	0.09%
201	182	St. Tropez	0.09%
202	259	Liz Earle	0.09%
203	279	SkinMedica	0.09%
204	212	Sally Hershberger Supreme Head	0.09%
205	222	Acuvue	0.09%
206	267	Infusium	0.09%
207	191	Jan Marini Skin Research	0.09%
208	181	Caress	0.08%
209	230	Cosmedicine	0.08%
210	225	Alba	0.08%
211	237	Davines	0.08%
212	270	Le Couvent des Minimes	0.08%
213	122	Kiss	0.08%
214	206	Milani	0.08%
215	218	DermaBlend	0.08%
216	200	ReVive	0.08%
217	188	Sexy Hair	0.08%
218	205	Bulgari	0.08%
219	208	Clarisonic	0.08%
220	339	IS Clinical	0.08%
221	254	Exuviance	0.08%
222	266	Ardell	0.08%
223	262	Iman	0.07%

224	221	Flirt!	0.07%
225	194	Sedu	0.07%
226	236	Moroccanoil	0.07%
227	281	Nature's Gate	0.07%
228	226	Korres Natural Products	0.07%
229	187	Zoya	0.07%
230	217	Borba	0.07%
231	263	Kate Somerville	0.07%
232	245	Citre Shine	0.07%
233	265	Zoe	0.07%
234	216	ApHogee	0.07%
235	219	H2O+	0.07%
236	355	Arrojo	0.07%
237	260	Blistex	0.07%
238	340	Chantecaille	0.07%
239	282	Crabtree & Evelyn	0.07%
240	264	DERMAdoctor	0.07%
241	183	Boscia	0.07%
242	239	Prive	0.07%
243	261	Caudalie	0.07%
244	255	Skin Doctors	0.07%
245	283	NovaLash	0.07%
246	231	Creative Nail Design	0.07%
247	207	Phisoderm	0.07%
248	247	Sia Botanics	0.07%
249	274	Nick Chavez	0.07%
250	211	Raw Natural Beauty	0.07%
251	210	Rodan + Fields	0.07%
252	269	Dr. Denese	0.07%
253	250	GloMinerals	0.07%
254	251	Glytone	0.07%
255	234	GoSMILE	0.07%
256	830	Thierry Mugler	0.07%
257	203	Sea Breeze	0.07%
258	220	Blinc	0.06%
259	213	Tom's of Maine	0.06%
260	N/A	Miracle Hydrate	0.06%
261	248	ModelCo	0.06%
262	235	Arm & Hammer	0.06%
263	243	BaByliss	0.06%
264	155	Nair	0.06%
265	252	Basis	0.06%
266	323	Temptu	0.06%
267	240	Purpose	0.06%
268	628	Lexli	0.06%
269	482	Cellex-C	0.06%
270	244	JOEY New York	0.06%

271	258	SkinMilk	0.06%
272	275	Suki	0.06%
273	232	Jo Malone	0.06%
274	351	M. Asam	0.06%
275	185	Frederic Malle	0.06%
276	300	Givenchy	0.06%
277	172	InStyler	0.06%
278	272	Josie Maran	0.06%
279	353	MD Skincare by Dr. Dennis Gross	0.06%
280	277	Weleda	0.06%
281	271	Grassroots	0.06%
282	228	Sugar Cosmetics	0.06%
283	249	Freeman	0.06%
284	295	Design Essentials	0.06%
285	286	red earth	0.06%
286	284	Joan Rivers	0.06%
287	298	Lola	0.06%
288	242	Tweezerman	0.06%
289	322	Helen of Troy	0.06%
290	356	Desert Essence	0.06%
291	256	Sun Laboratories	0.06%
292	233	hairdo by Jessica Simpson	0.06%
293	304	therapy-g	0.06%
294	302	100% Pure	0.06%
295	306	Johnson's	0.06%
296	325	American Beauty	0.06%
297	310	AG Hair Cosmetics	0.06%
298	167	Smooth Away	0.06%
299	307	Neocell	0.06%
300	280	Rembrandt	0.06%