



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

April-09

Rank	Mar Rank	Brand	SOA
1	2	Neutrogena	3.47%
2	1	L'Oreal	3.43%
3	5	Clinique	2.66%
4	4	MAC	2.60%
5	3	Olay	2.51%
6	8	Avon	1.87%
7	6	Revlon	1.61%
8	13	Sally Hansen	1.37%
9	7	Maybelline New York	1.26%
10	9	Estee Lauder	1.21%
11	21	Victoria's Secret	1.15%
12	12	CoverGirl	1.10%
13	11	Lancome	1.09%
14	10	Chanel	1.09%
15	18	Aveeno	1.02%
16	23	Bare Escentuals	0.95%
17	14	Aveda	0.93%
18	34	Burt's Bees	0.92%
19	17	Garnier	0.88%
20	20	Benefit	0.82%
21	25	Kiehl's	0.80%
22	16	Shiseido	0.79%
23	19	Bobbi Brown	0.70%
24	28	Origins	0.68%
25	22	Dove	0.67%
26	38	Clarins	0.67%
27	15	The Body Shop	0.66%
28	26	Clairol	0.66%
29	30	Philosophy	0.64%
30	39	Physicians Formula	0.63%
31	27	Laura Mercier	0.62%
32	52	Banana Boat	0.62%
33	31	Nars	0.61%
34	43	Rimmel London	0.60%
35	33	Redken	0.60%

36	78	Nivea	0.59%
37	41	Urban Decay	0.58%
38	29	Merle Norman	0.57%
39	32	Pantene	0.55%
40	35	Ambi	0.53%
41	36	Mary Kay	0.53%
42	37	Boots	0.52%
43	58	Bliss	0.52%
44	125	Murad	0.52%
45	45	Smashbox	0.51%
46	61	Aussie	0.51%
47	44	Almay	0.48%
48	40	Dior	0.47%
49	56	St. Ives	0.47%
50	57	Paul Mitchell	0.46%
51	72	Jergens	0.45%
52	53	Bumble and bumble	0.45%
53	46	Cetaphil	0.45%
54	47	TreSemme	0.44%
55	50	Sephora	0.43%
56	42	Sonia Kashuk	0.41%
57	51	Arbonne	0.41%
58	70	Dermalogica	0.40%
59	68	Wet n Wild	0.40%
60	54	Herbal Essences	0.40%
61	24	Lumene	0.39%
62	63	Frederic Fekkai	0.39%
63	75	Sunsilk	0.38%
64	49	Prescriptives	0.38%
65	64	Tigi	0.37%
66	86	Clean & Clear	0.37%
67	67	Max Factor	0.37%
68	60	Conair	0.37%
69	100	Smooth Away	0.36%
70	83	John Frieda	0.36%
71	59	Suave	0.33%
72	48	ProActiv	0.33%
73	92	Mark	0.33%
74	91	Elizabeth Arden	0.32%
75	55	Patricia Wexler M.D.	0.32%
76	71	Shu Uemura	0.32%
77	113	PHYTO	0.31%
78	82	E.L.F.	0.31%
79	66	Stila	0.31%
80	65	Make Up For Ever	0.30%
81	74	RoC	0.29%
82	79	Biore	0.29%

83	90	Peter Thomas Roth	0.28%
84	77	Eucerin	0.27%
85	73	Lush	0.27%
86	80	Too Faced	0.27%
87	96	Kerastase	0.26%
88	93	Wen	0.26%
89	81	Wella	0.25%
90	94	N.Y.C. New York Color	0.25%
91	84	Yves Saint Laurent	0.25%
92	62	LORAC	0.24%
93	175	Noxzema	0.24%
94	89	DHC	0.24%
95	115	VO5	0.24%
96	111	Pond's	0.23%
97	131	Carol's Daughter	0.23%
98	76	Kiss My Face	0.22%
99	69	Beauty Society	0.22%
100	85	Bath & Body Works	0.22%
101	101	Secret	0.21%
102	129	Joico	0.21%
103	106	Ojon	0.21%
104	133	Biolage	0.21%
105	95	Nioxin	0.21%
106	108	Vaseline	0.21%
107	193	Dr. Denese	0.20%
108	88	Ulta	0.20%
109	116	SK II	0.20%
110	105	DDF	0.20%
111	124	La Mer	0.20%
112	98	SkinCeuticals	0.20%
113	120	Pur Minerals	0.19%
114	110	La Roche-Posay	0.19%
115	109	Goody	0.19%
116	99	Goldwell	0.18%
117	107	Tarte	0.18%
118	130	Rusk	0.18%
119	155	OPI	0.18%
120	112	Nexus	0.18%
121	123	CosMedix	0.18%
122	127	N.V. Perricone M.D. Cosmeceuticals	0.18%
123	135	Bourjois	0.17%
124	119	Vidal Sassoon	0.17%
125	157	Got2b	0.17%
126	117	Vichy Laboratories	0.17%
127	118	L'Occitane	0.17%
128	140	Jason	0.17%
129	114	Guerlain	0.16%

130	128	Jane Iredale	0.16%
131	97	Sebastian	0.16%
132	121	Paula's Choice	0.16%
133	102	Jane	0.16%
134	103	Crest	0.15%
135	142	Pixi	0.15%
136	149	Pureology	0.15%
137	185	Hawaiian Tropic	0.15%
138	165	Sugar Cosmetics	0.15%
139	151	Giorgio Armani	0.15%
140	190	Rene Furterer	0.15%
141	139	Biotherm	0.15%
142	208	Frizz-Ease	0.14%
143	138	Scunci	0.14%
144	159	Body Drench	0.14%
145	126	Avene	0.14%
146	134	CHI	0.14%
147	137	M. Asam	0.14%
148	136	Charles Worthington	0.14%
149	209	Nature's Gate	0.14%
150	189	St. Tropez	0.14%
151	186	Bio-Oil	0.13%
152	230	Creative Nail Design	0.13%
153	212	Mederma	0.13%
154	148	C.O. Bigelow	0.13%
155	160	CARGO	0.13%
156	219	Alterna	0.13%
157	164	Cosmedicine	0.13%
158	200	Biosilk	0.13%
159	144	ModelCo	0.13%
160	141	Clearasil	0.12%
161	195	Klein-Becker	0.12%
162	174	Aubrey Organics	0.12%
163	181	Juice Beauty	0.12%
164	154	Kinerase	0.12%
165	253	100% Pure	0.12%
166	217	Giovanni	0.12%
167	177	Marc Anthony	0.12%
168	146	Palmers	0.12%
169	207	Sun Maita	0.12%
170	178	Fusion Beauty	0.12%
171	162	Liz Earle	0.12%
172	191	Samy	0.12%
173	296	Josie Maran	0.12%
174	187	Kate Somerville	0.12%
175	147	Obagi	0.12%
176	176	Fresh	0.12%

177	298	Lola	0.12%
178	294	Good Skin	0.11%
179	87	Gillette	0.11%
180	214	Davines	0.11%
181	210	Sexy Hair	0.11%
182	273	Coppertone	0.11%
183	188	T3	0.11%
184	239	GoSMILE	0.11%
185	150	Boscia	0.11%
186	280	MOP	0.11%
187	152	GloMinerals	0.11%
188	167	Korres Natural Products	0.11%
189	161	La Prairie	0.11%
190	166	NYX	0.11%
191	145	Models Prefer	0.11%
192	226	Nick Chavez	0.10%
193	132	Caudalie	0.10%
194	168	Prestige	0.10%
195	170	Tria	0.10%
196	241	Pristine Beauty	0.10%
197	222	Ocean Potion	0.10%
198	173	Aquolina	0.10%
199	252	Graham Webb	0.10%
200	171	Mizani	0.10%
201	184	Cover FX	0.10%
202	240	Infusium	0.10%
203	172	hairdo by Jessica Simpson	0.10%
204	351	Acuvue	0.09%
205	143	Beautyblender	0.09%
206	158	Amazing Cosmetics	0.09%
207	206	Sally Hershberger Supreme Head	0.09%
208	194	Ole Henriksen	0.09%
209	231	DermaBlend	0.09%
210	302	Supersmile	0.09%
211	250	Borghese	0.09%
212	203	Trish McEvoy	0.09%
213	205	Principal Secret	0.09%
214	202	Tom's of Maine	0.09%
215	247	PCA Skin	0.09%
216	254	C. Booth	0.09%
217	198	Queen Helene	0.09%
218	303	Kiss	0.09%
219	259	Avalon Organics	0.08%
220	179	Rodan + Fields	0.08%
221	N/A	Colortration	0.08%
222	204	Laura Geller	0.08%
223	211	Le Couvent des Minimes	0.08%

224	216	Alba	0.08%
225	221	Blistex	0.08%
226	285	Becca	0.08%
227	235	Matrix	0.08%
228	180	Calgon	0.08%
229	305	Pout	0.08%
230	232	IQ Derma	0.08%
231	233	Exuviance	0.08%
232	104	Flirt!	0.08%
233	334	Glymed	0.08%
234	220	Joppa Minerals	0.08%
235	156	Arm & Hammer	0.08%
236		Milani	0.08%
237	284	By Terry	0.08%
238	223	Raw Natural Beauty	0.08%
239	197	Bonne Bell	0.08%
240	199	Grassroots	0.08%
241	218	Sisley	0.08%
242	243	Soft Sheen Carson	0.08%
243	325	Meaningful Beauty	0.08%
244	213	SkinMedica	0.08%
245	224	Dr. Brandt	0.08%
246	349	Tend Skin	0.08%
247	272	Emjoi	0.07%
248	234	Iman	0.07%
249	619	ProCyte	0.07%
250	265	Weleda	0.07%
251	286	Citre Shine	0.07%
252	282	Jan Marini Skin Research	0.07%
253	236	Hard Candy	0.07%
254	312	Jo Malone	0.07%
255	153	Neocell	0.07%
256	246	NeoStrata	0.07%
257	352	Scott Barnes	0.07%
258	407	Mally	0.07%
259	276	Prive	0.07%
260	283	Vera Wang	0.07%
261	261	Givenchy	0.07%
262	266	3LAB	0.07%
263	242	The Healing Garden	0.07%
264	411	Gigi	0.07%
265	401	CellCeuticals	0.07%
266	122	InStyler	0.07%
267	196	Mario Badescu Skin Care	0.07%
268	300	Suki	0.07%
269	192	Basis	0.07%
270	244	DERMAdoctor	0.07%

271	419	Dr. Bronner's	0.07%
272	249	H2O+	0.07%
273	270	Bioelements	0.07%
274	229	Mojave Magic	0.07%
275	260	Bulgari	0.07%
276	288	Slatkin & Co.	0.07%
277	663	Pangea Organics	0.07%
278	183	Blinc	0.06%
279	289	Sun Laboratories	0.06%
280	694	Remergent	0.06%
281	169	Renee Rouleau	0.06%
282	256	Demeter Fragrance Library	0.06%
283	182	Kevin Murphy	0.06%
284	277	Remington	0.06%
285	225	Sedu	0.06%
286	228	Dr. Hauschka	0.06%
287	344	Mitchum	0.06%
288	238	Glytone	0.06%
289	428	Schick	0.06%
290	310	Lancaster	0.06%
291	292	Keri	0.06%
292	262	YonKa	0.06%
293	278	Clarisonic	0.06%
294	268	Freeman	0.06%
295	255	Colorescience	0.06%
296	269	Befine	0.06%
297	271	Napoleon Perdis	0.06%
298	385	Lubriderm	0.06%
299	248	ZO Skin Health	0.06%
300	263	Chantecaille	0.06%