



## SHARE OF AUDIENCE REPORT

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 August 2009

Rank	July Rank	Brand	SOA
1	1	Neutrogena	3.54%
2	2	L'Oreal	3.47%
3	3	Clinique	2.67%
4	4	Olay	2.57%
5	5	MAC	2.32%
6	8	Revlon	1.55%
7	7	Avon	1.53%
8	9	Sally Hansen	1.36%
9	10	Maybelline New York	1.29%
10	13	Estee Lauder	1.25%
11	6	Herbal Essences	1.20%
12	12	Chanel	1.19%
13	18	Lancome	1.13%
14	22	The Body Shop	1.06%
15	11	Aveda	1.01%
16	15	CoverGirl	0.97%
17	16	Aveeno	0.94%
18	14	Pantene	0.91%
19	29	Clairol	0.90%
20	19	Garnier	0.90%
21	20	Victoria's Secret	0.84%
22	27	Physicians Formula	0.78%
23	46	Bare Escentuals	0.77%
24	25	Dove	0.75%
25	34	Bobbi Brown	0.73%
26	24	Kiehl's	0.71%
27	30	Benefit	0.70%
28	33	Dermalogica	0.68%

29	31	Prescriptives	0.65%
30	21	Redken	0.65%
31	36	Shiseido	0.64%
32	37	Origins	0.63%
33	42	Ambi	0.59%
34	26	Philosophy	0.59%
35	23	TreSemme	0.58%
36	41	Mary Kay	0.58%
37	43	Boots	0.56%
38	49	Burt's Bees	0.56%
39	17	Aussie	0.56%
40	28	Bumble And Bumble	0.55%
41	70	Arbonne	0.54%
42	38	Conair	0.54%
43	48	Wet N Wild	0.54%
44	73	St. Ives	0.54%
45	53	Cetaphil	0.53%
46	51	Almay	0.52%
47	50	Merle Norman	0.50%
48	61	Clean & Clear	0.49%
49	57	Laura Mercier	0.48%
50	40	Paul Mitchell	0.48%
51	67	Urban Decay	0.46%
52	35	Nivea	0.45%
53	60	Nars	0.45%
54	63	ProActiv	0.45%
55	44	Tigi	0.45%
56	59	Dior	0.44%
57	52	Clarins	0.44%
58	66	Sonia Kashuk	0.43%
59	64	Max Factor	0.41%
60	69	Smashbox	0.41%
61	65	E.L.F.	0.40%
62	39	Banana Boat	0.39%
63	58	John Frieda	0.39%
64	77	Jergens	0.38%
65	71	Rimmel London	0.38%
66	74	Wen	0.37%

67	76	Suave	0.36%
68	79	Wella	0.36%
69	72	Stila	0.36%
70	81	RoC	0.35%
71	62	Make Up For Ever	0.34%
72	80	Biore	0.34%
73	47	Frederic Fekkai	0.34%
74	75	Lumene	0.34%
75	113	SkinCeuticals	0.33%
76	45	Sunsilk	0.31%
77	92	Shu Uemura	0.31%
78	85	N.Y.C. New York Color	0.31%
79	84	Sephora	0.28%
80	55	Noxzema	0.28%
81	102	Yves Saint Laurent Beauty	0.27%
82	89	Patricia Wexler M.D.	0.27%
83	87	Bliss	0.27%
84	101	Peter Thomas Roth	0.27%
85	54	Kerastase	0.26%
86	119	Sebastian	0.26%
87	96	Goody	0.25%
88	68	Joico	0.25%
89	110	Elizabeth Arden	0.25%
90	98	Ulta	0.24%
91	95	Vidal Sassoon	0.24%
92	107	Eucerin	0.24%
93	56	PHYTO	0.23%
94	134	Crest	0.23%
95	91	Rusk	0.23%
96	90	Lush	0.23%
97	115	CHI	0.22%
98	106	N.V. Perricone M.D. Cosmeceuticals	0.22%
99	114	Goldwell	0.22%
100	116	La Roche-Posay	0.22%
101	118	SK II	0.22%
102	112	Bath & Body Works	0.22%
103	131	Murad	0.22%
104	100	Vaseline	0.21%

105	117	Nioxin	0.21%
106	103	Secret	0.21%
107	109	Mark	0.21%
108	120	Clearasil	0.20%
109	99	Rene Furterer	0.20%
110	111	Pond's	0.20%
111	125	Scunci	0.19%
112	109	VO5	0.19%
113	82	Gillette	0.19%
114	132	Too Faced	0.19%
115	129	Jason	0.18%
116	127	DHC	0.18%
117	137	La Mer	0.18%
118	150	Pur Minerals	0.18%
119	149	Charles Worthington	0.18%
120	130	Vichy Laboratories	0.18%
121	133	OPI	0.18%
122	139	Kiss My Face	0.18%
123	151	Giovanni	0.17%
124	179	Marc Anthony	0.17%
125	105	Nexus	0.17%
126	122	LORAC	0.17%
127	140	Bourjois	0.16%
128	83	Biolage	0.16%
129	N/A	It Cosmetics	0.16%
130	348	Supersmile	0.16%
131	78	Got2b	0.15%
132	142	L'Occitane	0.15%
133	155	Palmers	0.15%
134	104	Ojon	0.15%
135	136	C.O. Bigelow	0.15%
136	144	Mizani	0.15%
137	121	Frizz-Ease	0.15%
138	168	Dr. Hauschka	0.15%
139	192	Good Skin	0.15%
140	160	Avene	0.15%
141	135	Pixi	0.14%
142	128	Carol's Daughter	0.14%

143	176	Obagi	0.14%
144	143	Tarte	0.14%
145	148	DDF	0.14%
146	178	Giorgio Armani	0.14%
147	93	Alterna	0.14%
148	153	CosMedix	0.13%
149	88	Pureology	0.13%
150	157	Jane	0.13%
151	145	Queen Helene	0.13%
152	156	Biotherm	0.13%
153	123	Beauty Society	0.13%
154	171	Guerlain	0.13%
155	175	Nair	0.12%
156	188	NYX	0.12%
157	162	CellCeuticals	0.12%
158	182	Aubrey Organics	0.12%
159	260	Dr. Brandt	0.12%
160	263	Ole Henriksen	0.12%
161	195	Juice Beauty	0.11%
162	228	Stiefel Laboratories	0.11%
163	213	Slatkin & Co.	0.11%
164	186	Jane Iredale	0.11%
165	200	La Prairie	0.11%
166	249	Tria	0.11%
167	154	Smooth Away	0.11%
168	97	Head And Shoulders	0.11%
169	205	Bonne Bell	0.11%
170	170	Fresh	0.11%
171	126	MOP	0.11%
172	147	InStyler	0.11%
173	191	Models Prefer	0.11%
174	231	Mario Badescu Skin Care	0.11%
175	189	Graham Webb	0.11%
176	181	Biosilk	0.11%
177	86	Organix	0.11%
178	164	Paula's Choice	0.10%
179	261	Samy	0.10%
180	152	T3	0.10%

181	315	Caress	0.10%
182	158	St. Tropez	0.10%
183	212	Boscia	0.10%
184	165	C. Booth	0.10%
185	32	Frederic Malle	0.10%
186	204	NeoStrata	0.10%
187	306	Zoya	0.10%
188	166	Sexy Hair	0.10%
189	202	Kinerase	0.10%
190	169	Matrix	0.09%
191	174	Jan Marini Skin Research	0.09%
192	208	Kiss	0.09%
193	138	Ocean Potion	0.09%
194	225	Sedu	0.09%
195	364	Stella McCartney	0.09%
196	167	Bio-Oil	0.09%
197	199	Soft Sheen Carson	0.09%
198	159	Yes To	0.09%
199	238	Avalon Organics	0.09%
200	298	ReVive	0.09%
201	172	Coppertone	0.09%
202	198	Sisley	0.09%
203	248	Sea Breeze	0.09%
204	141	Hawaiian Tropic	0.08%
205	244	Bulgari	0.08%
206	221	Milani	0.08%
207	264	Phisoderm	0.08%
208	269	Clarisonic	0.08%
209	251	Fusion Beauty	0.08%
210	180	Rodan + Fields	0.08%
211	262	Raw Natural Beauty	0.08%
212	124	Sally Hershberger Supreme Head	0.08%
213	237	Tom's Of Maine	0.08%
214	210	Prestige	0.08%
215	197	Cover FX	0.08%
216	234	ApHogee	0.08%
217	275	Borba	0.08%
218	216	DermaBlend	0.08%

219	217	H2O+	0.08%
220	259	Blinc	0.08%
221	214	Flirt!	0.08%
222	276	Acuvue	0.08%
223	253	Hard Candy	0.08%
224	223	Hot Tools	0.08%
225	187	Alba	0.08%
226	183	Korres Natural Products	0.08%
227	190	Trish McEvoy	0.08%
228	203	Sugar Cosmetics	0.08%
229	194	Laura Geller	0.08%
230	218	Cosmedicine	0.08%
231	218	Creative Nail Design	0.08%
232	289	Jo Malone	0.08%
233	243	Hairdo By Jessica Simpson	0.08%
234	283	GoSMILE	0.08%
235	222	Arm & Hammer	0.08%
236	285	Moroccanoil	0.08%
237	163	Davines	0.08%
238	267	Klein-Becker	0.08%
239	193	Prive	0.08%
240	282	Purpose	0.07%
241	229	The Healing Garden	0.07%
242	233	Tweezerman	0.07%
243	235	BaByliss	0.07%
244	254	JOEY New York	0.07%
245	207	Citre Shine	0.07%
246	185	KMS	0.07%
247	224	Sia Botanics	0.07%
248	258	ModelCo	0.07%
249	146	Freeman	0.07%
250	268	GloMinerals	0.07%
251	227	Glytone	0.07%
252	211	Basis	0.07%
253	273	NeoCutis	0.07%
254	266	Exuviance	0.07%
255	343	Skin Doctors	0.07%
256	220	Sun Laboratories	0.07%

257	232	Principal Secret	0.07%
258	287	SkinMilk	0.07%
259	252	Liz Earle	0.07%
260	280	Blistex	0.07%
261	239	Caudalie	0.07%
262	255	Iman	0.07%
263	246	Kate Somerville	0.07%
264	305	DERMAdoctor	0.07%
265	250	Zoe	0.07%
266	313	Ardell	0.07%
267	94	Infusium	0.07%
268	299	Elemis	0.06%
269	219	Dr. Denese	0.06%
270	240	Le Couvent Des Minimes	0.06%
271	241	Grassroots	0.06%
272	270	Josie Maran	0.06%
273	302	Remington	0.06%
274	201	Nick Chavez	0.06%
275	295	Suki	0.06%
276	206	CARGO	0.06%
277	300	Weleda	0.06%
278	378	Dr. Bronner's	0.06%
279	311	SkinMedica	0.06%
280	355	Rembrandt	0.06%
281	161	Nature's Gate	0.06%
282	279	Crabtree & Evelyn	0.06%
283	291	NovaLash	0.06%
284	336	Joan Rivers	0.06%
285	461	Sapphire	0.06%
286	323	Red Earth	0.06%
287	331	Mitchum	0.06%
288	312	By Terry	0.06%
289	215	Chapstick	0.06%
290	335	Napoleon Perdis	0.06%
291	278	Studio Gear	0.06%
292	173	AminoGenesis	0.06%
293	292	Colorescience	0.06%
294	309	Essie	0.06%

295	552	Design Essentials	0.05%
296	341	3LAB	0.05%
297	274	Abba	0.05%
298	196	Lola	0.05%
299	230	Ouidad	0.05%
300	307	Givenchy	0.05%

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