

This chart uses Web traffic from readers on TotalBeauty.com to rank the top 300 brands from over 1,400 on our site.

As of December 2009

Rank	Nov. Rank	Brand	SOA
1	1	L'Oreal	3.58%
2	4	MAC	2.95%
3	2	Clinique	2.85%
4	3	Neutrogena	2.83%
5	5	Olay	2.27%
6	15	Victoria's Secret	1.90%
7	7	Chanel	1.84%
8	6	Revlon	1.70%
9	8	Estee Lauder	1.39%
10	10	Lancome	1.36%
11	9	Maybelline New York	1.19%
12	17	The Body Shop	1.05%
13	11	Avon	1.03%
14	13	Sally Hansen	0.98%
15	20	Kiehl's	0.97%
16	14	Bobbi Brown	0.96%
17	16	Aveeno	0.96%
18	19	Aveda	0.93%
19	25	Benefit	0.81%
20	18	Garnier	0.81%
21	12	CoverGirl	0.77%
22	23	Origins	0.76%
23	24	Clairol	0.72%
24	21	Herbal Essences	0.72%
25	26	Dove	0.72%
26	22	Pantene	0.72%
27	32	Philosophy	0.70%
28	30	Nars	0.69%
29	31	Redken	0.68%
30	28	Shiseido	0.67%
31	27	Bare Escentuals	0.65%
32	33	Dior	0.63%
33	36	Burt's Bees	0.60%
34	29	Mary Kay	0.59%
35	34	Merle Norman	0.59%
36	52	Prescriptives	0.58%
37	48	Conair	0.57%
38	39	Laura Mercier	0.52%
39	37	Boots	0.52%
40	35	Urban Decay	0.51%
41	45	ProActiv	0.50%
42	42	Ambi	0.48%
43	46	Clarins	0.47%
44	44	Cetaphil	0.47%
45	60	Wen	0.46%
46	56	St. Ives	0.46%
47	50	Paul Mitchell	0.46%
48	61	Yves Saint Laurent Beauty	0.46%
49	53	Smashbox	0.45%
50	54	Tigi	0.45%
51	47	Dermalogica	0.44%
52	40	TreSemme	0.43%
53	38	Aussie	0.43%
54	43	Almay	0.42%
55	64	Bumble And Bumble	0.42%
56	62	Patricia Wexler M.D.	0.41%
57	57	Shu Uemura	0.40%
58	49	Physicians Formula	0.39%
59	66	Make Up For Ever	0.39%
60	55	E.L.F.	0.38%
61	59	Lumene	0.38%
62	58	Rimmel London	0.38%
63	41	Wet N Wild	0.37%
64	65	Sonia Kashuk	0.37%
65	77	Sephora	0.36%
66	71	Wella	0.35%
67	69	Elizabeth Arden	0.35%
68	80	Rusk	0.35%
69	51	Sebastian	0.34%
70	63	Max Factor	0.34%
71	85	Bliss	0.33%
72	79	Stila	0.32%
73	74	Goody	0.32%
74	81	Kerastase	0.32%
75	83	Eucerin	0.32%
76	107	Peter Thomas Roth	0.31%
77	72	Arbonne	0.30%
78	68	Frederic Fekkai	0.30%
79	78	Nivea	0.30%
80	73	Clean & Clear	0.29%
81	92	Lush	0.29%
82	70	RoC	0.28%
83	67	John Frieda	0.27%
84	87	Bath & Body Works	0.27%
85	90	Joico	0.27%
86	89	Pond's	0.27%
87	84	La Mer	0.27%
88	75	N.Y.C. New York Color	0.26%
89	82	Biore	0.26%
90	76	SkinCeuticals	0.26%
91	86	Mark	0.24%
92	106	Smooth Away	0.24%
93	88	Suave	0.24%
94	91	Vidal Sassoon	0.23%
95	102	Vaseline	0.23%
96	115	CHI	0.22%
97	94	Biotherm	0.22%
98	111	L'Occitane	0.21%
99	105	LORAC	0.20%
100	97	SK II	0.20%
101	127	Jergens	0.20%
102	95	Goldwell	0.20%
103	119	Scunci	0.19%
104	108	Giorgio Armani	0.19%
105	96	La Roche-Posay	0.19%
106	365	Supersmile	0.19%
107	98	Sunsilk	0.19%
108	100	Nioxin	0.19%
109	120	C.O. Bigelow	0.19%
110	147	Slatkin & Co.	0.18%
111	113	Tarte	0.18%
112	137	Le Couvent Des Minimes	0.18%
113	123	Too Faced	0.18%
114	103	Vichy Laboratories	0.18%
115	124	Carol's Daughter	0.18%
116	155	Hard Candy	0.17%
117	99	Ulta	0.17%
118	112	Bourjois	0.17%
119	104	DHC	0.17%
120	110	VO5	0.17%
121	126	Mizani	0.17%
122	131	Rene Furterer	0.17%
123	324	TouchBack By Colormark	0.16%
124	93	OPI	0.16%
125	101	DDF	0.16%
126	N/A	StriVectin	0.16%
127	114	PHYTO	0.16%
128	148	Ojon	0.16%
129	214	Principal Secret	0.16%
130	125	Banana Boat	0.15%
131	240	Dr. Denese	0.15%
132	142	Crest	0.15%
133	166	Blistex	0.15%
134	129	Zoe	0.15%
135	151	Giovanni	0.15%
136	661	EOS	0.15%
137	118	NYX	0.15%
138	133	Palmers	0.14%
139	135	Models Prefer	0.14%
140	136	Nexus	0.14%
141	121	Got2b	0.14%
142	146	La Prairie	0.14%
143	132	N.V. Perricone M.D. Cosmeceuticals	0.14%
144	122	Murad	0.14%
145	138	Guerlain	0.14%
146	172	Charles Worthington	0.14%
147	128	Avene	0.14%
148	116	Pixi	0.14%
149	134	CosMedix	0.13%
150	158	C. Booth	0.13%
151	185	The Healing Garden	0.13%
152	150	Jane	0.13%
153	152	Pureology	0.12%
154	377	REN Clean Bio Active Skincare	0.12%
155	141	Clearasil	0.12%
156	156	Kiss My Face	0.12%
157	169	Secret	0.12%
158	144	Jane Iredale	0.12%
159	143	Pur Minerals	0.12%
160	179	It Cosmetics	0.12%
161	153	Paula's Choice	0.12%
162	159	T3	0.12%
163	149	Alterna	0.12%
164	178	Bulgari	0.11%
165	163	Biolage	0.11%
166	192	Blinc	0.11%
167	145	Beauty Society	0.11%
168	161	Fresh	0.11%
169	109	Caudalie	0.11%
170	160	Obagi	0.11%
171	140	Jason	0.11%
172	183	Bonne Bell	0.11%
173	231	DermaBlend	0.11%
174	154	Dr. Brandt	0.10%
175	130	Queen Helene	0.10%
176	198	Kinerase	0.10%
177	177	Stiefel Laboratories	0.10%
178	190	ReVive	0.10%
179	195	Josie Maran	0.10%
180	171	Organix	0.10%
181	176	Sisley	0.10%
182	170	Marc Anthony	0.10%
183	165	Laura Geller	0.10%
184	189	Korres Natural Products	0.10%
185	168	Biosilk	0.09%
186	182	Mario Badescu Skin Care	0.09%
187	173	Noxzema	0.09%
188	117	Bio-Oil	0.09%
189	186	Prestige	0.09%
190	218	Yes To	0.09%
191	206	BaByliss	0.09%
192	207	Crabtree & Evelyn	0.09%
193	187	Trish McEvoy	0.09%
194	184	Remington	0.09%
195	215	By Terry	0.09%
196	216	Flirt!	0.09%
197	205	Jasmine La Belle	0.09%
198	238	Jo Malone	0.09%
199	285	100% Pure	0.09%
200	157	Dr. Hauschka	0.09%
201	193	Vickery & Clarke	0.09%
202	211	Liz Earle	0.09%
203	181	Cover FX	0.09%
204	307	CeraVe	0.09%
205	201	Samy	0.09%
206	212	Ole Henriksen	0.09%
207	139	Head And Shoulders	0.08%
208	278	Clarisonic	0.08%
209	174	Fusion Beauty	0.08%
210	188	Frizz-Ease	0.08%
211	196	Hot Tools	0.08%
212	180	Borba	0.08%
213	235	Alba	0.08%
214	204	Avalon Organics	0.08%
215	315	GoSMILE	0.08%
216	167	Good Skin	0.08%
217	217	Boscia	0.08%
218	228	CARGO	0.08%
219	241	InStyler	0.08%
220	220	NeoCutis	0.08%
221	268	Sedu	0.08%
222	286	Hairdo By Jessica Simpson	0.08%
223	221	Iman	0.08%
224	219	ApHogee	0.07%
225	521	Rembrandt	0.07%
226	202	Tria	0.07%
227	164	Juice Beauty	0.07%
228	331	Lash Allure MD	0.07%
229	337	DONNA KARAN	0.07%
230	200	MOP	0.07%
231	250	H2O+	0.07%
232	264	Prive	0.07%
233	203	Aubrey Organics	0.07%
234	245	SkinMilk	0.07%
235	289	Le Metier De Beaute	0.07%
236	302	Hana	0.07%
237	254	Sally Hershberger Supreme Head	0.07%
238	233	Exuviance	0.07%
239	301	Chapstick	0.07%
240	229	Kate Somerville	0.07%
241	291	Moroccanoil	0.07%
242	246	Sugar Cosmetics	0.07%
243	210	Graham Webb	0.07%
244	237	Napoleon Perdis	0.07%
245	191	NeoStrata	0.07%
246	272	Scott Barnes	0.07%
247	255	Jennifer Lopez	0.07%
248	244	Vincent Longo	0.07%
249	292	Basis	0.07%
250	258	ModelCo	0.07%
251	261	Davines	0.07%
252	239	Matrix	0.07%
253	256	Milani	0.07%
254	252	Weleda	0.07%
255	265	Soft Sheen Carson	0.07%
256	271	Kiss	0.06%
257	304	Borghese	0.06%
258	276	Elemis	0.06%
259	293	JOEY New York	0.06%
260	213	Skin Doctors	0.06%
261	224	GloMinerals	0.06%
262	234	Ardell	0.06%
263	243	Sexy Hair	0.06%
264	326	Juicy Couture	0.06%
265	242	Rodan + Fields	0.06%
266	259	Givenchy	0.06%
267	223	Red Earth	0.06%
268	247	Chantecaille	0.06%
269	325	Bioelements	0.06%
270	275	Freeman	0.06%
271	236	CND	0.06%
272	175	Zoya	0.06%
273	287	Perlier	0.06%
274	298	Johnson's	0.06%
275	208	Infusium	0.06%
276	249	KMS	0.06%
277	333	DERMAdoctor	0.06%
278	295	Merlot Skin Care	0.06%
279	257	NovaLash	0.06%
280	260	St. Tropez	0.06%
281	284	Purpose	0.06%
282	269	Tova	0.06%
283	294	Caress	0.06%
284	387	Cricket	0.06%
285	227	SkinMedica	0.06%
286	296	Mojave Magic	0.06%
287	290	Grassroots	0.05%
288	197	CellCeuticals	0.05%
289	281	Lola	0.05%
290	262	Phisoderm	0.05%
291	309	American Beauty	0.05%
292	267	Cosmedicine	0.05%
293	308	Rodial	0.05%
294	369	Jurlique	0.05%
295	440	Paris Hilton	0.05%
296	341	Noah's Naturals	0.05%
297	209	Nair	0.05%
298	316	Soap & Glory	0.05%
299	232	Jan Marini Skin Research	0.05%
300	395	Burberry	0.05%