



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

February-09

Rank	Dec Rank	Brand	SOA
1	1	L'Oreal	3.61%
2	3	Neutrogena	3.42%
3	5	Olay	2.96%
4	2	Clinique	2.53%
5	4	MAC	2.52%
6	7	Revlon	1.70%
7	6	Estee Lauder	1.44%
8	8	Avon	1.44%
9	10	Lancome	1.34%
10	15	Maybelline New York	1.27%
11	9	Chanel	1.24%
12	110	Beauty Society	1.16%
13	12	Aveda	1.11%
14	20	CoverGirl	1.10%
15	11	Sally Hansen	1.08%
16	22	The Body Shop	0.94%
17	13	Victoria's Secret	0.89%
18	18	Aveeno	0.85%
19	19	Garnier	0.85%
20	25	Kiehl's	0.83%
21	16	Shiseido	0.75%
22	23	Clairol	0.74%
23	32	Burt's Bees	0.72%
24	14	Origins	0.72%
25	27	Bobbi Brown	0.70%
26	26	Dove	0.67%
27	24	Benefit	0.67%
28	33	Merle Norman	0.62%
29	34	Ambi	0.61%
30	21	Redken	0.58%
31	28	Nars	0.57%
32	36	Boots	0.56%
33	29	Pantene	0.55%
34	31	Clarins	0.55%
35	40	Mary Kay	0.54%

36	35	Bare Escentuals	0.53%
37	50	Herbal Essences	0.52%
38	37	Philosophy	0.52%
39	43	Dior	0.51%
40	17	Laura Mercier	0.51%
41	44	Physicians Formula	0.51%
42	51	Arbonne	0.50%
43	47	Almay	0.49%
44	46	Prescriptives	0.49%
45	64	St. Ives	0.48%
46	222	Smooth Away	0.47%
47	572	Neocell	0.47%
48	53	Patricia Wexler M.D.	0.45%
49	60	Sonia Kashuk	0.45%
50	42	Rimmel London	0.45%
51	57	Cetaphil	0.44%
52	38	Bumble and bumble	0.44%
53	30	Smashbox	0.44%
54	49	Conair	0.43%
55	41	Lumene	0.41%
56	52	Stila	0.41%
57	73	Clean & Clear	0.40%
58	90	Eucerin	0.39%
59	75	RoC	0.39%
60	45	Urban Decay	0.39%
61	76	Bliss	0.37%
62	58	Paul Mitchell	0.37%
63	71	TreSemme	0.37%
64	59	ProActiv	0.36%
65	39	Sephora	0.36%
66	61	Tigi	0.35%
67	48	Yves Saint Laurent	0.35%
68	72	Suave	0.35%
69	54	DHC	0.35%
70	79	Max Factor	0.34%
71	77	Wet n Wild	0.34%
72	55	Aussie	0.33%
73	56	Frederic Fekkai	0.31%
74	66	Make Up For Ever	0.31%
75	65	Dermalogica	0.30%
76	116	VO5	0.29%
77	69	Shu Uemura	0.29%
78	224	Envision Beauty	0.29%
79	97	Banana Boat	0.28%
80	62	Sunsilk	0.28%
81	63	Wella	0.27%
82	136	CHI	0.27%

83	98	N.Y.C. New York Color	0.27%
84	83	Wen	0.27%
85	78	Bath & Body Works	0.27%
86	81	Biore	0.27%
87	67	Mark	0.26%
88	70	Nioxin	0.26%
89	84	Goody	0.25%
90	86	John Frieda	0.25%
91	74	LORAC	0.25%
92	94	Crest	0.25%
93	80	N.V. Perricone M.D. Cosmeceuticals	0.24%
94	68	Lush	0.24%
95	82	Nivea	0.24%
96	106	Vidal Sassoon	0.23%
97	126	Ulta	0.23%
98	89	Kerastase	0.23%
99	108	SkinCeuticals	0.23%
100	109	Peter Thomas Roth	0.23%
101	85	Pond's	0.23%
102	95	La Mer	0.23%
103	174	Gillette	0.22%
104	519	Supersmile	0.22%
105	124	Jason	0.22%
106	133	Jergens	0.22%
107	118	E.L.F.	0.22%
108	177	Palmers	0.21%
109	499	InStyler	0.21%
110	96	Paula's Choice	0.21%
111	102	Vaseline	0.21%
112	92	Elizabeth Arden	0.21%
113	88	Goldwell	0.21%
114	189	Blistex	0.20%
115	125	Jane	0.20%
116	99	La Roche-Posay	0.20%
117	104	CosMedix	0.20%
118	127	Secret	0.20%
119	93	Ojon	0.20%
120	162	La Prairie	0.19%
121	114	Vichy Laboratories	0.19%
122	134	Kiss My Face	0.19%
123	182	ZO Skin Health	0.19%
124	103	L'Occitane	0.18%
125	123	Carol's Daughter	0.18%
126	112	Sebastian	0.18%
127	105	Murad	0.18%
128	121	Avene	0.18%
129	113	Nexus	0.18%

130	107	Rusk	0.18%
131	115	Joico	0.17%
132	119	Too Faced	0.17%
133	100	C.O. Bigelow	0.17%
134	101	SK II	0.17%
135	139	Calgon	0.16%
136	91	PHYTO	0.16%
137	151	M. Asam	0.16%
138	122	Jane Iredale	0.16%
139	111	Bourjois	0.15%
140	117	Pur Minerals	0.15%
141	87	Biolage	0.15%
142	128	DDF	0.15%
143	168	Pixi	0.15%
144	130	Scunci	0.15%
145	138	Clearasil	0.14%
146	163	Caudalie	0.14%
147	206	Flirt!	0.14%
148	135	Giorgio Armani	0.14%
149	120	Fresh	0.14%
150	142	Charles Worthington	0.13%
151	148	Renee Rouleau	0.13%
152	157	OPI	0.13%
153	132	Guerlain	0.13%
154	167	Sedu	0.13%
155	175	Obagi	0.12%
156	131	Sugar Cosmetics	0.12%
157	303	Glymed	0.12%
158	129	Pureology	0.12%
159	789	Belegenza	0.12%
160	147	Models Prefer	0.12%
161	164	Cover FX	0.12%
162	178	T3	0.12%
163	140	IQ Derma	0.12%
164	141	Kevin Murphy	0.12%
165	183	GloMinerals	0.12%
166	159	Mario Badescu Skin Care	0.12%
167	137	Aubrey Organics	0.11%
168	155	Biotherm	0.11%
169	389	Arm & Hammer	0.11%
170	181	Noxzema	0.11%
171	239	Rembrandt	0.11%
172	362	Decleor	0.11%
173	154	Tarte	0.11%
174	165	Got2b	0.11%
175	156	Marc Anthony	0.11%
176	148	Rene Furterer	0.11%

177	191	Kate Somerville	0.11%
178	211	Bioelements	0.11%
179	170	Trish McEvoy	0.11%
180	158	Samy	0.11%
181	179	Dr. Denese	0.10%
182	267	Emjoi	0.10%
183	145	Kinerase	0.10%
184	188	Ole Henriksen	0.10%
185	1066	Glowelle	0.10%
186	171	Klein-Becker	0.10%
187	235	Mojave Magic	0.10%
188	172	Prestige	0.10%
189	144	Fusion Beauty	0.10%
190	146	Mizani	0.10%
191	190	NYX	0.10%
192	339	ghd	0.10%
193	317	Styli-Style	0.09%
194	361	Basis	0.09%
195	187	Juice Beauty	0.09%
196	173	Giovanni	0.09%
197	149	Alterna	0.09%
198	223	Bio-Oil	0.09%
199	197	Korres Natural Products	0.09%
200	214	Rodan + Fields	0.09%
201	153	Givenchy	0.09%
202	198	Head and Shoulders	0.09%
203	186	DERMAdoctor	0.09%
204	802	Good Skin	0.09%
205	330	SkinMilk	0.09%
206	152	Biosilk	0.09%
207	245	By Terry	0.09%
208	169	Davines	0.09%
209	203	Queen Helene	0.09%
210	441	Black Radiance	0.09%
211	233	Principal Secret	0.09%
212	225	CeraVe	0.08%
213	184	Laura Geller	0.08%
214	185	Matrix	0.08%
215	195	Alba	0.08%
216	324	Parissa	0.08%
217	228	Raw Natural Beauty	0.08%
218	180	H2O+	0.08%
219	208	Nature's Gate	0.08%
220	212	GoSMILE	0.08%
221	447	no!no!	0.08%
222	230	The Healing Garden	0.08%
223	204	DermaBlend	0.08%

224	341	Joppa Minerals	0.08%
225	176	Dr. Brandt	0.08%
226	217	Frizz-Ease	0.08%
227	160	Le Couvent des Minimes	0.08%
228	410	Tria	0.08%
229	247	3LAB	0.08%
230	292	Hard Candy	0.08%
231	209	Sisley	0.08%
232	695	Harvey Prince	0.08%
233	278	ybf	0.08%
234	252	Sexy Hair	0.08%
235	294	Creative Nail Design	0.08%
236	201	Blinc	0.07%
237	207	Dr. Hauschka	0.07%
238	205	NeoStrata	0.07%
239	261	ReVive	0.07%
240	242	Iman	0.07%
241	193	Milani Minerals	0.07%
242	161	Nick Chavez	0.07%
243	150	Slatkin & Co.	0.07%
244	196	Glytone	0.07%
245	210	Liz Earle	0.07%
246	280	Mederma	0.07%
247	218	PCA Skin	0.07%
248	279	Citre Shine	0.07%
249	240	SkinMedica	0.07%
250	226	ModelCo	0.07%
251	229	Bonne Bell	0.07%
252	199	Crabtree & Evelyn	0.07%
253	275	Jan Marini Skin Research	0.07%
254	316	St. Tropez	0.07%
255	269	Tom's of Maine	0.07%
256	253	Chantecaille	0.07%
257	268	Exuviance	0.07%
258	213	Grassroots	0.07%
259	258	Jo Malone	0.07%
260	273	Meaningful Beauty	0.07%
261	276	Weleda	0.07%
262	270	Amazing Cosmetics	0.07%
263	277	Bulgari	0.07%
264	227	ApHogee	0.07%
265	321	Body Drench	0.07%
266	260	Avalon Organics	0.07%
267	1143	Noah's Naturals	0.07%
268	251	Stiefel Laboratories	0.07%
269	298	RevitaLash MD	0.07%
270	219	Vincent Longo	0.07%

271	243	100% Pure	0.07%
272	234	Soft Sheen Carson	0.07%
273	232	Acuvue	0.06%
274	282	Tova	0.06%
275	311	C. Booth	0.06%
276	290	Elemis	0.06%
277	319	Darphin	0.06%
278	202	Becca	0.06%
279	288	Boscia	0.06%
280	271	BaByliss	0.06%
281	257	Graham Webb	0.06%
282	289	MD Skincare by Dr. Dennis Gross	0.06%
283	255	Clarisonic	0.06%
284	296	Hawaiian Tropic	0.06%
285	248	Caress	0.06%
286	254	Cosmedicine	0.06%
287	250	Suki	0.06%
288	429	Terressentials	0.06%
289	274	Napoleon Perdis	0.06%
290	221	Prive	0.06%
291	630	Sapphire	0.06%
292	238	Colorescience	0.06%
293	236	Studio Gear	0.06%
294	285	Befine	0.06%
295	413	NP Set	0.06%
296	272	Cle de Peau	0.06%
297	403	AminoGenesis	0.06%
298	308	Johnson's	0.06%
299	386	Tend Skin	0.06%
300	309	Keri	0.06%