



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

January-09

Rank	Dec Rank	Brand	SOA
1	2	L'Oreal	3.38%
2	1	Clinique	2.93%
3	4	Neutrogena	2.84%
4	2	MAC	2.66%
5	5	Olay	2.39%
6	9	Estee Lauder	2.22%
7	7	Revlon	1.51%
8	10	Avon	1.41%
9	6	Chanel	1.38%
10	11	Lancome	1.23%
11	16	Sally Hansen	1.19%
12	8	Aveda	1.19%
13	520	Victoria's Secret	1.05%
14	12	Origins	1.04%
15	14	Maybelline New York	0.91%
16	17	Shiseido	0.83%
17	34	Laura Mercier	0.83%
18	22	Aveeno	0.82%
19	25	Garnier	0.82%
20	28	CoverGirl	0.82%
21	27	Redken	0.81%
22	13	The Body Shop	0.80%
23	46	Clairol	0.74%
24	18	Benefit	0.72%
25	15	Kiehl's	0.71%
26	24	Dove	0.71%
27	19	Bobbi Brown	0.66%
28	21	Nars	0.63%
29	36	Pantene	0.63%
30	39	Smashbox	0.60%
31	41	Clarins	0.60%
32	42	Burt's Bees	0.59%
33	26	Merle Norman	0.58%
34	53	Ambi	0.58%
35	32	Bare Escentuals	0.58%

36	23	Boots	0.57%
37	31	Philosophy	0.55%
38	30	Bumble and bumble	0.54%
39	43	Sephora	0.53%
40	38	Mary Kay	0.52%
41	29	Lumene	0.50%
42	51	Rimmel London	0.49%
43	33	Dior	0.49%
44	45	Physicians Formula	0.49%
45	37	Urban Decay	0.49%
46	40	Prescriptives	0.49%
47	48	Almay	0.48%
48	62	Yves Saint Laurent	0.47%
49	20	Conair	0.46%
50	57	Herbal Essences	0.45%
51	52	Arbonne	0.45%
52	59	Stila	0.45%
53	47	Patricia Wexler M.D.	0.45%
54	78	DHC	0.42%
55	44	Aussie	0.42%
56	49	Frederic Fekkai	0.42%
57	71	Cetaphil	0.40%
58	56	Paul Mitchell	0.39%
59	55	ProActiv	0.39%
60	68	Sonia Kashuk	0.38%
61	35	Tigi	0.36%
62	84	Sunsilk	0.36%
63	61	Wella	0.35%
64	70	St. Ives	0.35%
65	60	Dermalogica	0.35%
66	74	Make Up For Ever	0.34%
67	82	Mark	0.34%
68	72	Lush	0.34%
69	66	Shu Uemura	0.34%
70	58	Nioxin	0.33%
71	54	TreSemme	0.33%
72	89	Suave	0.33%
73	79	Clean & Clear	0.33%
74	109	LORAC	0.32%
75	111	RoC	0.32%
76	73	Bliss	0.30%
77	65	Wet n Wild	0.30%
78	50	Bath & Body Works	0.30%
79	76	Max Factor	0.30%
80	87	N.V. Perricone M.D. Cosmeceuticals	0.30%
81	105	Biore	0.29%
82	117	Nivea	0.29%

83	63	Wen	0.29%
84	75	Goody	0.28%
85	108	Pond's	0.26%
86	95	John Frieda	0.26%
87	132	Biolage	0.25%
88	81	Goldwell	0.25%
89	99	Kerastase	0.25%
90	141	Eucerin	0.25%
91	92	PHYTO	0.25%
92	80	Elizabeth Arden	0.24%
93	67	Ojon	0.24%
94	98	Crest	0.24%
95	118	La Mer	0.24%
96	88	Paula's Choice	0.23%
97	129	Banana Boat	0.23%
98	106	N.Y.C. New York Color	0.22%
99	96	La Roche-Posay	0.22%
100	86	C.O. Bigelow	0.22%
101	93	SK II	0.22%
102	126	Vaseline	0.22%
103	64	L'Occitane	0.22%
104	112	CosMedix	0.22%
105	102	Murad	0.21%
106	69	Vidal Sassoon	0.21%
107	91	Rusk	0.21%
108	115	SkinCeuticals	0.21%
109	97	Peter Thomas Roth	0.20%
110	107	Beauty Society	0.20%
111	134	Bourjois	0.20%
112	90	Sebastian	0.20%
113	160	Nexus	0.20%
114	119	Vichy Laboratories	0.20%
115	122	Joico	0.20%
116	116	VO5	0.20%
117	153	Pur Minerals	0.19%
118	94	E.L.F.	0.19%
119	83	Too Faced	0.19%
120	123	Fresh	0.18%
121	101	Avene	0.18%
122	415	Jane Iredale	0.17%
123	104	Carol's Daughter	0.17%
124	162	Jason	0.17%
125	165	Jane	0.17%
126	85	Ulta	0.17%
127	137	Secret	0.16%
128	446	DDF	0.16%
129	154	Pureology	0.16%

130	143	Scunci	0.16%
131	140	Sugar Cosmetics	0.16%
132	110	Guerlain	0.15%
133	164	Jergens	0.15%
134	113	Kiss My Face	0.15%
135	125	Giorgio Armani	0.15%
136	103	CHI	0.15%
137	138	Aubrey Organics	0.15%
138	139	Clearasil	0.15%
139	172	Calgon	0.14%
140	144	IQ Derma	0.14%
141	152	Kevin Murphy	0.14%
142	155	Charles Worthington	0.14%
143	254	Spinlash	0.14%
144	136	Fusion Beauty	0.14%
145	149	Kinerase	0.14%
146	135	Mizani	0.14%
147	147	Models Prefer	0.14%
148	133	Rene Furterer	0.14%
149	158	Alterna	0.13%
150	121	Slatkin & Co.	0.13%
151	124	M. Asam	0.13%
152	208	Biosilk	0.13%
153	130	Givenchy	0.13%
154	167	Tarte	0.13%
155	148	Biotherm	0.13%
156	166	Marc Anthony	0.12%
157	173	OPI	0.12%
158	151	Samy	0.12%
159	178	Mario Badescu Skin Care	0.12%
160	145	Le Couvent des Minimes	0.12%
161	218	Nick Chavez	0.12%
162	146	La Prairie	0.11%
163	190	Caudalie	0.11%
164	195	Cover FX	0.11%
165	191	Got2b	0.11%
166	296	Infusium	0.11%
167	131	Sedu	0.11%
168	229	Pixi	0.11%
169	294	Davines	0.11%
170	127	Trish McEvoy	0.11%
171	175	Klein-Becker	0.11%
172	184	Prestige	0.11%
173	228	Giovanni	0.11%
174	438	Gillette	0.11%
175	189	Obagi	0.11%
176	202	Dr. Brandt	0.10%

177	176	Palmers	0.10%
178	100	T3	0.10%
179	220	Dr. Denese	0.10%
180	159	H2O+	0.10%
181	188	Noxzema	0.10%
182	169	ZO Skin Health	0.10%
183	185	GloMinerals	0.10%
184	201	Laura Geller	0.10%
185	170	Matrix	0.10%
186	187	DERMAdoctor	0.10%
187	179	Juice Beauty	0.10%
188	203	Ole Henriksen	0.10%
189	182	Blistex	0.10%
190	219	NYX	0.10%
191	242	Kate Somerville	0.09%
192	276	MOP	0.09%
193	215	Milani Minerals	0.09%
194	258	CARGO	0.09%
195	285	Alba	0.09%
196	265	Glytone	0.09%
197	209	Korres Natural Products	0.09%
198	241	Head and Shoulders	0.09%
199	120	Crabtree & Evelyn	0.09%
200	193	Pevonia Botanica	0.09%
201	243	Blinc	0.09%
202	223	Becca	0.09%
203	186	Queen Helene	0.09%
204	301	DermaBlend	0.09%
205	206	NeoStrata	0.09%
206	150	Flirt!	0.09%
207	199	Dr. Hauschka	0.09%
208	251	Nature's Gate	0.09%
209	181	Sisley	0.09%
210	214	Liz Earle	0.09%
211	247	Bioelements	0.09%
212	268	GoSMILE	0.09%
213	77	Grassroots	0.09%
214	168	Rodan + Fields	0.09%
215	114	Thermaclear	0.09%
216	286	Renee Rouleau	0.09%
217	198	Frizz-Ease	0.09%
218	200	PCA Skin	0.09%
219	174	Vincent Longo	0.09%
220	183	Lola	0.08%
221	239	Prive	0.08%
222	536	Smooth Away	0.08%
223	244	Bio-Oil	0.08%

224	252	Envision Beauty	0.08%
225	250	CeraVe	0.08%
226	205	ModelCo	0.08%
227	216	ApHogee	0.08%
228	291	Raw Natural Beauty	0.08%
229	266	Bonne Bell	0.08%
230	177	The Healing Garden	0.08%
231	470	Vera Wang	0.08%
232	281	Acuvue	0.08%
233	257	Principal Secret	0.08%
234	227	Soft Sheen Carson	0.08%
235	253	Mojave Magic	0.07%
236	273	Studio Gear	0.07%
237	295	Aquaphor	0.07%
238	245	Colorescience	0.07%
239	211	Rembrandt	0.07%
240	171	SkinMedica	0.07%
241	263	YonKa	0.07%
242	260	Iman	0.07%
243	256	100% Pure	0.07%
244	204	Ted Gibson	0.07%
245	233	By Terry	0.07%
246	240	Skin Doctors	0.07%
247	277	3LAB	0.07%
248	365	Caress	0.07%
249	232	Kiss	0.07%
250	271	Suki	0.07%
251	207	Stiefel Laboratories	0.07%
252	230	Sexy Hair	0.07%
253	225	Chantecaille	0.07%
254	404	Cosmedicine	0.07%
255	234	Clarisonic	0.07%
256	282	DuWop	0.07%
257	221	Graham Webb	0.07%
258	161	Jo Malone	0.07%
259	N/A	EZ Combs	0.07%
260	312	Avalon Organics	0.07%
261	279	ReVive	0.07%
262	213	hairdo by Jessica Simpson	0.07%
263	406	Oscar Blandi	0.07%
264	372	Sally Hershberger Supreme Head	0.07%
265	362	Ouidad	0.06%
266	224	Borghese	0.06%
267	262	Emjoi	0.06%
268	318	Exuviance	0.06%
269	394	Tom's of Maine	0.06%
270	409	Amazing Cosmetics	0.06%

271	226	BaByliss	0.06%
272	304	Cle de Peau	0.06%
273	377	Meaningful Beauty	0.06%
274	210	Napoleon Perdis	0.06%
275	294	Jan Marini Skin Research	0.06%
276	194	Weleda	0.06%
277	156	Bulgari	0.06%
278	N/A	ybf	0.06%
279	278	Citre Shine	0.06%
280	384	Mederma	0.06%
281	192	Molton Brown	0.06%
282	197	Tova	0.06%
283	N/A	me by (Me)zhgan	0.06%
284	293	Ardell	0.06%
285	381	Befine	0.06%
286	255	Desert Essence	0.06%
287	315	Freeman	0.06%
288	333	Boschia	0.06%
289	355	MD Skincare by Dr. Dennis Gross	0.06%
290	236	Elemis	0.06%
291	328	Joan Rivers	0.06%
292	235	Hard Candy	0.06%
293	363	Scott Barnes	0.06%
294	288	Creative Nail Design	0.06%
295	475	Jennifer Lopez	0.06%
296	309	Hawaiian Tropic	0.06%
297	222	Remington	0.06%
298	321	RevitaLash MD	0.06%
299	300	American Beauty	0.06%
300	345	Awake	0.06%