



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 July 2009**

Rank	June Rank	Brand	SOA
1	2	Neutrogena	3.33%
2	1	L'Oreal	3.04%
3	3	Clinique	2.50%
4	5	Olay	2.31%
5	4	MAC	2.19%
6	38	Herbal Essences	1.74%
7	6	Avon	1.63%
8	7	Revlon	1.61%
9	8	Sally Hansen	1.33%
10	11	Maybelline New York	1.29%
11	15	Aveda	1.15%
12	13	Chanel	1.03%
13	9	Estee Lauder	1.02%
14	35	Pantene	1.02%
15	20	CoverGirl	1.01%
16	10	Aveeno	1.00%
17	59	Aussie	0.99%
18	12	Lancome	0.95%
19	24	Garnier	0.93%
20	14	Victoria's Secret	0.88%
21	30	Redken	0.87%
22	19	The Body Shop	0.87%
23	67	TreSemme	0.87%
24	27	Kiehl's	0.81%
25	32	Dove	0.79%
26	26	Philosophy	0.79%
27	18	Physicians Formula	0.75%
28	46	Bumble and bumble	0.71%
29	33	Clairol	0.71%
30	17	Benefit	0.69%
31	25	Prescriptives	0.69%
32	468	Frederic Malle	0.64%
33	16	Dermalogica	0.63%
34	23	Bobbi Brown	0.60%
35	29	Nivea	0.59%

36	31	Shiseido	0.56%
37	36	Origins	0.56%
38	41	Conair	0.55%
39	21	Banana Boat	0.55%
40	52	Paul Mitchell	0.55%
41	43	Mary Kay	0.54%
42	42	Ambi	0.54%
43	49	Boots	0.52%
44	72	Tigi	0.52%
45	74	Sunsilk	0.51%
46	28	Bare Escentuals	0.50%
47	71	Frederic Fekkai	0.50%
48	34	Wet n Wild	0.49%
49	40	Burt's Bees	0.49%
50	45	Merle Norman	0.48%
51	51	Almay	0.46%
52	47	Clarins	0.46%
53	53	Cetaphil	0.45%
54	89	Kerastase	0.45%
55	158	Noxzema	0.45%
56	112	PHYTO	0.43%
57	37	Laura Mercier	0.42%
58	68	John Frieda	0.41%
59	54	Dior	0.41%
60	39	Nars	0.41%
61	62	Clean & Clear	0.41%
62	60	Make Up For Ever	0.40%
63	61	ProActiv	0.40%
64	48	Max Factor	0.39%
65	55	E.L.F.	0.39%
66	56	Sonia Kashuk	0.39%
67	44	Urban Decay	0.38%
68	91	Joico	0.38%
69	57	Smashbox	0.38%
70	64	Arbonne	0.37%
71	70	Rimmel London	0.35%
72	50	Stila	0.35%
73	75	St. Ives	0.34%
74	63	Wen	0.34%
75	65	Lumene	0.34%
76	82	Suave	0.34%
77	58	Jergens	0.31%
78	148	Got2b	0.30%
79	84	Wella	0.30%
80	79	Biore	0.30%
81	94	RoC	0.30%
82	197	Gillette	0.29%

83	117	Biolage	0.29%
84	69	Sephora	0.29%
85	77	N.Y.C. New York Color	0.29%
86	232	Organix	0.28%
87	66	Bliss	0.28%
88	161	Pureology	0.27%
89	83	Patricia Wexler M.D.	0.26%
90	92	Lush	0.26%
91	120	Rusk	0.26%
92	76	Shu Uemura	0.26%
93	142	Alterna	0.26%
94	165	Infusium	0.25%
95	121	Vidal Sassoon	0.24%
96	86	Goody	0.24%
97	288	Head and Shoulders	0.23%
98	98	Ulta	0.23%
99	88	Rene Furterer	0.22%
100	102	Vaseline	0.22%
101	80	Peter Thomas Roth	0.22%
102	78	Yves Saint Laurent Beauty	0.22%
103	96	Secret	0.21%
104	114	Ojon	0.21%
105	122	Nexus	0.21%
106	157	N.V. Perricone M.D. Cosmeceuticals	0.21%
107	105	Eucerin	0.21%
108	85	Mark	0.21%
109	115	VO5	0.20%
110	100	Elizabeth Arden	0.20%
111	123	Pond's	0.20%
112	97	Bath & Body Works	0.20%
113	73	SkinCeuticals	0.20%
114	138	Goldwell	0.20%
115	144	CHI	0.19%
116	107	La Roche-Posay	0.19%
117	128	Nioxin	0.19%
118	113	SK II	0.19%
119	130	Sebastian	0.19%
120	147	Clearasil	0.19%
121	150	Frizz-Ease	0.18%
122	101	LORAC	0.18%
123	139	Beauty Society	0.18%
124	190	Sally Hershberger Supreme Head	0.18%
125	136	Scunci	0.18%
126	129	MOP	0.17%
127	104	DHC	0.17%
128	133	Carol's Daughter	0.17%
129	81	Jason	0.17%

130	126	Vichy Laboratories	0.17%
131	103	Murad	0.17%
132	110	Too Faced	0.17%
133	141	OPI	0.16%
134	135	Crest	0.16%
135	131	Pixi	0.16%
136	125	C.O. Bigelow	0.16%
137	111	La Mer	0.16%
138	134	Ocean Potion	0.16%
139	118	Kiss My Face	0.16%
140	119	Bourjois	0.15%
141	106	Hawaiian Tropic	0.15%
142	140	L'Occitane	0.14%
143	145	Tarte	0.14%
144	178	Mizani	0.14%
145	177	Queen Helene	0.14%
146	336	Freeman	0.14%
147	179	InStyler	0.14%
148	87	DDF	0.14%
149	143	Charles Worthington	0.13%
150	116	Pur Minerals	0.13%
151	160	Giovanni	0.13%
152	169	T3	0.13%
153	146	CosMedix	0.13%
154	22	Smooth Away	0.13%
155	153	Palmers	0.13%
156	167	Biotherm	0.13%
157	137	Jane	0.13%
158	166	St. Tropez	0.13%
159	217	Yes To	0.12%
160	154	Avene	0.12%
161	108	Nature's Gate	0.12%
162	99	CellCeuticals	0.12%
163	246	Davines	0.12%
164	156	Paula's Choice	0.12%
165	171	C. Booth	0.11%
166	207	Sexy Hair	0.11%
167	170	Bio-Oil	0.11%
168	124	Dr. Hauschka	0.11%
169	223	Matrix	0.11%
170	188	Fresh	0.11%
171	164	Guerlain	0.11%
172	109	Coppertone	0.11%
173	292	AminoGenesis	0.11%
174	132	Jan Marini Skin Research	0.11%
175	155	Nair	0.11%
176	149	Obagi	0.11%

177	827	Badger	0.10%
178	168	Giorgio Armani	0.10%
179	176	Marc Anthony	0.10%
180	95	Rodan + Fields	0.10%
181	200	Biosilk	0.10%
182	186	Aubrey Organics	0.10%
183	194	Korres Natural Products	0.10%
184	342	Lavera	0.10%
185	297	KMS	0.10%
186	159	Jane Iredale	0.10%
187	189	Alba	0.10%
188	180	NYX	0.10%
189	219	Graham Webb	0.09%
190	195	Trish McEvoy	0.09%
191	172	Models Prefer	0.09%
192	257	Good Skin	0.09%
193	212	Prive	0.09%
194	206	Laura Geller	0.09%
195	173	Juice Beauty	0.09%
196	236	Lola	0.09%
197	174	Cover FX	0.09%
198	193	Sisley	0.09%
199	213	Soft Sheen Carson	0.09%
200	224	La Prairie	0.09%
201	302	Nick Chavez	0.08%
202	192	Kinerase	0.08%
203	175	Sugar Cosmetics	0.08%
204	204	NeoStrata	0.08%
205	211	Bonne Bell	0.08%
206	243	CARGO	0.08%
207	229	Citre Shine	0.08%
208	118	Kiss	0.08%
209	93	ZO Skin Health	0.08%
210	187	Prestige	0.08%
211	266	Basis	0.08%
212	183	Boscia	0.08%
213	235	Slatkin & Co.	0.08%
214	258	Flirt!	0.08%
215	228	Chapstick	0.08%
216	202	DermaBlend	0.08%
217	226	H2O+	0.08%
218	276	Cosmedicine	0.08%
219	182	Dr. Denese	0.08%
220	205	Sun Laboratories	0.08%
221	231	Milani	0.08%
222	185	Arm & Hammer	0.08%
223	259	Hot Tools	0.08%

224	1241	Sia Botanics	0.08%
225	283	Sedu	0.08%
226	290	Arrojo	0.08%
227	263	Glytone	0.08%
228	262	Stiefel Laboratories	0.08%
229	221	The Healing Garden	0.08%
230	375	Ouidad	0.08%
231	214	Mario Badescu Skin Care	0.07%
232	239	Principal Secret	0.07%
233	90	Tweezerman	0.07%
234	274	ApHogee	0.07%
235	268	BaByliss	0.07%
236	127	Creative Nail Design	0.07%
237	222	Tom's of Maine	0.07%
238	225	Avalon Organics	0.07%
239	209	Caudalie	0.07%
240	203	Le Couvent des Minimes	0.07%
241	218	Grassroots	0.07%
242	273	therapy-g	0.07%
243	216	hairdo by Jessica Simpson	0.07%
244	260	Bulgari	0.07%
245	238	Mojave Magic	0.07%
246	253	Kate Somerville	0.07%
247	312	Scott Barnes	0.07%
248	303	Sea Breeze	0.07%
249	227	Tria	0.07%
250	344	Zoe	0.07%
251	201	Fusion Beauty	0.07%
252	184	Liz Earle	0.07%
253	285	Hard Candy	0.07%
254	322	JOEY New York	0.07%
255	220	Iman	0.07%
256	181	M. Asam	0.07%
257	329	Neocell	0.07%
258	208	ModelCo	0.07%
259	163	Blinc	0.07%
260	152	Dr. Brandt	0.07%
261	199	Samy	0.07%
262	242	Raw Natural Beauty	0.07%
263	234	Ole Henriksen	0.07%
264	277	Phisoderm	0.07%
265	385	AG Hair Cosmetics	0.07%
266	215	Exuviance	0.07%
267	237	Klein-Becker	0.06%
268	210	GloMinerals	0.06%
269	233	Clarisonic	0.06%
270	270	Josie Maran	0.06%

271	434	Marco Pelusi	0.06%
272	264	Tess	0.06%
273	299	NeoCutis	0.06%
274	351	Abba	0.06%
275	275	Borba	0.06%
276	368	Acuvue	0.06%
277	328	Kevin Murphy	0.06%
278	348	Studio Gear	0.06%
279	269	Crabtree & Evelyn	0.06%
280	240	Blistex	0.06%
281	198	Bikini Zone	0.06%
282	294	Purpose	0.06%
283	244	GoSMILE	0.06%
284	370	Perfect Formula	0.06%
285	321	Moroccanoil	0.06%
286	241	CeraVe	0.05%
287	291	SkinMilk	0.05%
288	151	Eminence	0.05%
289	382	Jo Malone	0.05%
290	282	YonKa	0.05%
291	326	NovaLash	0.05%
292	248	Colorescience	0.05%
293	442	Warren-Tricomi	0.05%
294	196	Emjoi	0.05%
295	295	Suki	0.05%
296	373	University Medical	0.05%
297	251	IQ Derma	0.05%
298	317	ReVive	0.05%
299	254	Elemis	0.05%
300	279	Weleda	0.05%