



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 June 2009

Rank	May Rank	Brand	SOA
1	1	L'Oreal	3.31%
2	2	Neutrogena	3.24%
3	3	Clinique	2.83%
4	4	MAC	2.69%
5	5	Olay	2.53%
6	6	Avon	1.86%
7	7	Revlon	1.67%
8	9	Sally Hansen	1.30%
9	10	Estee Lauder	1.23%
10	17	Aveeno	1.09%
11	12	Maybelline New York	1.07%
12	14	Lancome	1.07%
13	13	Chanel	1.05%
14	18	Victoria's Secret	1.01%
15	19	Aveda	0.99%
16	8	Dermalogica	0.94%
17	22	Benefit	0.87%
18	44	Physicians Formula	0.86%
19	11	The Body Shop	0.82%
20	16	CoverGirl	0.82%
21	23	Banana Boat	0.81%
22	20	Smooth Away	0.78%
23	28	Bobbi Brown	0.78%
24	24	Garnier	0.77%
25	15	Prescriptives	0.74%
26	25	Philosophy	0.73%
27	26	Kiehl's	0.68%
28	21	Bare Escentuals	0.68%
29	34	Nivea	0.67%
30	33	Redken	0.67%
31	29	Shiseido	0.67%
32	30	Dove	0.64%
33	32	Clairol	0.63%
34	53	Wet n Wild	0.60%
35	50	Pantene	0.59%

36	36	Origins	0.57%
37	42	Laura Mercier	0.55%
38	65	Herbal Essences	0.55%
39	37	Nars	0.55%
40	31	Burt's Bees	0.54%
41	38	Conair	0.52%
42	47	Ambi	0.52%
43	39	Mary Kay	0.52%
44	46	Urban Decay	0.51%
45	48	Merle Norman	0.51%
46	62	Bumble and bumble	0.51%
47	35	Clarins	0.50%
48	27	Max Factor	0.49%
49	45	Boots	0.49%
50	41	Stila	0.47%
51	54	Almay	0.45%
52	55	Paul Mitchell	0.45%
53	52	Cetaphil	0.44%
54	40	Dior	0.43%
55	64	E.L.F.	0.43%
56	67	Sonia Kashuk	0.42%
57	49	Smashbox	0.42%
58	43	Jergens	0.41%
59	57	Aussie	0.41%
60	72	Make Up For Ever	0.41%
61	56	ProActiv	0.40%
62	66	Clean & Clear	0.40%
63	74	Wen	0.39%
64	60	Arbonne	0.39%
65	61	Lumene	0.39%
66	70	Bliss	0.38%
67	63	TreSemme	0.36%
68	71	John Frieda	0.36%
69	59	Sephora	0.36%
70	69	Rimmel London	0.34%
71	76	Frederic Fekkai	0.33%
72	68	Tigi	0.33%
73	100	SkinCeuticals	0.33%
74	79	Sunsilk	0.33%
75	58	St. Ives	0.32%
76	80	Shu Uemura	0.30%
77	78	N.Y.C. New York Color	0.30%
78	85	Yves Saint Laurent	0.30%
79	75	Biore	0.29%
80	51	Peter Thomas Roth	0.29%
81	102	Jason	0.29%
82	77	Suave	0.28%

83	73	Patricia Wexler M.D.	0.27%
84	87	Wella	0.27%
85	86	Mark	0.25%
86	90	Goody	0.24%
87	89	DDF	0.24%
88	109	Rene Furterer	0.24%
89	96	Kerastase	0.24%
90	229	Tweezerman	0.24%
91	133	Joico	0.24%
92	101	Lush	0.24%
93	93	ZO Skin Health	0.23%
94	92	RoC	0.23%
95	171	Rodan + Fields	0.23%
96	83	Secret	0.22%
97	111	Bath & Body Works	0.22%
98	98	Ulta	0.22%
99	118	CellCeuticals	0.21%
100	81	Elizabeth Arden	0.21%
101	82	LORAC	0.20%
102	95	Vaseline	0.20%
103	91	Murad	0.20%
104	99	DHC	0.20%
105	94	Eucerin	0.19%
106	120	Hawaiian Tropic	0.19%
107	103	La Roche-Posay	0.19%
108	182	Nature's Gate	0.19%
109	148	Coppertone	0.19%
110	110	Too Faced	0.19%
111	108	La Mer	0.19%
112	144	PHYTO	0.19%
113	131	SK II	0.19%
114	105	Ojon	0.18%
115	116	VO5	0.18%
116	141	Pur Minerals	0.18%
117	161	Biolage	0.18%
118	104	Kiss My Face	0.18%
119	106	Bourjois	0.18%
120	124	Rusk	0.18%
121	114	Vidal Sassoon	0.17%
122	134	Nexus	0.17%
123	97	Pond's	0.17%
124	84	Dr. Hauschka	0.17%
125	145	C.O. Bigelow	0.17%
126	117	Vichy Laboratories	0.17%
127	153	Creative Nail Design	0.17%
128	115	Nioxin	0.17%
129	274	MOP	0.17%

130	126	Sebastian	0.17%
131	140	Pixi	0.16%
132	123	Jan Marini Skin Research	0.16%
133	113	Carol's Daughter	0.16%
134	156	Ocean Potion	0.16%
135	122	Crest	0.16%
136	136	Scunci	0.16%
137	130	Jane	0.16%
138	128	Goldwell	0.16%
139	149	Beauty Society	0.16%
140	135	L'Occitane	0.15%
141	107	OPI	0.15%
142	174	Alterna	0.15%
143	121	Charles Worthington	0.15%
144	150	CHI	0.15%
145	157	Tarte	0.15%
146	142	CosMedix	0.15%
147	152	Clearasil	0.15%
148	181	Got2b	0.15%
149	129	Obagi	0.14%
150	164	Frizz-Ease	0.14%
151	119	Eminence	0.14%
152	175	Dr. Brandt	0.14%
153	154	Palmers	0.14%
154	147	Avene	0.14%
155	188	Nair	0.14%
156	155	Paula's Choice	0.13%
157	146	N.V. Perricone M.D. Cosmeceuticals	0.13%
158	168	Noxzema	0.13%
159	151	Jane Iredale	0.13%
160	160	Giovanni	0.13%
161	165	Pureology	0.12%
162	138	Body Drench	0.12%
163	215	Blinc	0.12%
164	159	Guerlain	0.12%
165	356	Infusium	0.12%
166	143	St. Tropez	0.12%
167	163	Biotherm	0.12%
168	172	Giorgio Armani	0.12%
169	158	T3	0.12%
170	177	Bio-Oil	0.11%
171	190	C. Booth	0.11%
172	192	Models Prefer	0.11%
173	176	Juice Beauty	0.11%
174	178	Cover FX	0.11%
175	173	Sugar Cosmetics	0.11%
176	170	Marc Anthony	0.11%

177	185	Queen Helene	0.11%
178	179	Mizani	0.11%
179	208	InStyler	0.11%
180	127	NYX	0.11%
181	221	M. Asam	0.10%
182	180	Dr. Denese	0.10%
183	266	Boscia	0.10%
184	191	Liz Earle	0.10%
185	88	Arm & Hammer	0.10%
186	186	Aubrey Organics	0.10%
187	169	Prestige	0.10%
188	166	Fresh	0.10%
189	197	Alba	0.10%
190	247	Sally Hershberger Supreme Head	0.10%
191	132	Kinerase	0.10%
192	183	Kiss	0.10%
193	224	Sisley	0.10%
194	226	Korres Natural Products	0.10%
195	237	Trish McEvoy	0.10%
196	240	Emjoi	0.09%
197	231	Gillette	0.09%
198	290	Bikini Zone	0.09%
199	203	Samy	0.09%
200	213	Biosilk	0.09%
201	194	Fusion Beauty	0.09%
202	196	DermaBlend	0.09%
203	233	Le Couvent des Minimes	0.09%
204	219	NeoStrata	0.09%
205	236	Sun Laboratories	0.09%
206	212	Laura Geller	0.09%
207	217	Sexy Hair	0.09%
208	216	ModelCo	0.09%
209	189	Caudalie	0.09%
210	193	GloMinerals	0.09%
211	218	Bonne Bell	0.09%
212	242	Prive	0.09%
213	205	Soft Sheen Carson	0.09%
214	270	Mario Badescu Skin Care	0.09%
215	248	Exuviance	0.09%
216	243	hairdo by Jessica Simpson	0.09%
217	350	Yes To	0.09%
218	207	Grassroots	0.08%
219	199	Graham Webb	0.08%
220	209	Iman	0.08%
221	228	The Healing Garden	0.08%
222	195	Tom's of Maine	0.08%
223	246	Matrix	0.08%

224	184	La Prairie	0.08%
225	202	Avalon Organics	0.08%
226	206	H2O+	0.08%
227	232	Tria	0.08%
228	450	Chapstick	0.08%
229	255	Citre Shine	0.08%
230	481	Zia	0.08%
231	249	Milani	0.08%
232	329	Organix	0.08%
233	268	Clarisonic	0.08%
234	256	Ole Henriksen	0.08%
235	264	Slatkin & Co.	0.08%
236	265	Lola	0.08%
237	200	Klein-Becker	0.07%
238	273	Mojave Magic	0.07%
239	222	Principal Secret	0.07%
240	255	Blistex	0.07%
241	337	CeraVe	0.07%
242	261	Raw Natural Beauty	0.07%
243	235	CARGO	0.07%
244	241	GoSMILE	0.07%
245	303	Napoleon Perdis	0.07%
246	187	Davines	0.07%
247	378	Sun Maita	0.07%
248	137	Colorescience	0.07%
249	365	Parissa	0.07%
250	251	Zoya	0.07%
251	220	IQ Derma	0.07%
252	312	Joan Rivers	0.07%
253	225	Kate Somerville	0.07%
254	284	Elemis	0.07%
255	260	Essie	0.07%
256	253	Givenchy	0.07%
257	204	Good Skin	0.07%
258	245	Flirt!	0.07%
259	267	Hot Tools	0.07%
260	293	Bulgari	0.07%
261	391	Three Custom Color Specialists	0.07%
262	282	Stiefel Laboratories	0.07%
263	287	Glytone	0.07%
264	297	Tess	0.07%
265	360	ybf	0.07%
266	257	Basis	0.07%
267	239	3LAB	0.07%
268	227	BaByliss	0.07%
269	331	Crabtree & Evelyn	0.06%
270	258	Josie Maran	0.06%

271	210	Mederma	0.06%
272	167	DuWop	0.06%
273	378	therapy-g	0.06%
274	275	ApHogee	0.06%
275	279	Borba	0.06%
276	112	Cosmedicine	0.06%
277	323	Phisoderm	0.06%
278	343	Tova	0.06%
279	238	Weleda	0.06%
280	361	Ardell	0.06%
281	483	Hair Care Down There	0.06%
282	269	YonKa	0.06%
283	250	Sedu	0.06%
284	234	By Terry	0.06%
285	262	Hard Candy	0.06%
286	230	Calgon	0.06%
287	497	Completely Bare	0.06%
288	376	Head and Shoulders	0.06%
289	319	Tend Skin	0.06%
290	517	Arrojo	0.06%
291	320	SkinMilk	0.06%
292	321	AminoGenesis	0.06%
293	339	Noah's Naturals	0.06%
294	292	Purpose	0.06%
295	299	Suki	0.06%
296	263	Darphin	0.06%
297	277	KMS	0.06%
298	276	SkinMedica	0.06%
299	305	NeoCutis	0.06%
300	308	Vincent Longo	0.06%