



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

March-09

Rank	Dec Rank	Brand	SOA
1	1	L'Oreal	3.79%
2	2	Neutrogena	3.41%
3	3	Olay	2.88%
4	5	MAC	2.72%
5	4	Clinique	2.62%
6	6	Revlon	1.80%
7	10	Maybelline New York	1.64%
8	8	Avon	1.63%
9	7	Estee Lauder	1.43%
10	11	Chanel	1.31%
11	9	Lancome	1.20%
12	14	CoverGirl	1.09%
13	15	Sally Hansen	1.07%
14	13	Aveda	1.07%
15	16	The Body Shop	0.98%
16	21	Shiseido	0.91%
17	19	Garnier	0.88%
18	18	Aveeno	0.87%
19	25	Bobbi Brown	0.86%
20	27	Benefit	0.82%
21	17	Victoria's Secret	0.80%
22	26	Dove	0.78%
23	36	Bare Escentuals	0.76%
24	55	Lumene	0.74%
25	20	Kiehl's	0.69%
26	22	Clairol	0.67%
27	40	Laura Mercier	0.66%
28	24	Origins	0.66%
29	28	Merle Norman	0.65%
30	38	Philosophy	0.64%
31	31	Nars	0.60%
32	33	Pantene	0.60%
33	30	Redken	0.59%
34	23	Burt's Bees	0.59%
35	29	Ambi	0.59%

36	35	Mary Kay	0.57%
37	32	Boots	0.56%
38	34	Clarins	0.54%
39	41	Physicians Formula	0.53%
40	39	Dior	0.53%
41	60	Urban Decay	0.52%
42	49	Sonia Kashuk	0.51%
43	50	Rimmel London	0.50%
44	43	Almay	0.49%
45	53	Smashbox	0.49%
46	51	Cetaphil	0.47%
47	63	TreSemme	0.46%
48	64	ProActiv	0.46%
49	44	Prescriptives	0.46%
50	65	Sephora	0.44%
51	42	Arbonne	0.44%
52	79	Banana Boat	0.44%
53	52	Bumble and bumble	0.42%
54	37	Herbal Essences	0.42%
55	48	Patricia Wexler M.D.	0.40%
56	45	St. Ives	0.39%
57	62	Paul Mitchell	0.37%
58	61	Bliss	0.36%
59	68	Suave	0.36%
60	54	Conair	0.36%
61	72	Aussie	0.35%
62	91	LORAC	0.34%
63	73	Frederic Fekkai	0.34%
64	66	Tigi	0.34%
65	74	Make Up For Ever	0.34%
66	56	Stila	0.33%
67	70	Max Factor	0.33%
68	71	Wet n Wild	0.33%
69	12	Beauty Society	0.32%
70	75	Dermalogica	0.32%
71	77	Shu Uemura	0.32%
72	106	Jergens	0.32%
73	94	Lush	0.32%
74	59	RoC	0.31%
75	80	Sunsilk	0.30%
76	122	Kiss My Face	0.30%
77	58	Eucerin	0.30%
78	95	Nivea	0.30%
79	86	Biore	0.29%
80	132	Too Faced	0.28%
81	81	Wella	0.28%
82	107	E.L.F.	0.28%

83	90	John Frieda	0.28%
84	67	Yves Saint Laurent	0.28%
85	85	Bath & Body Works	0.28%
86	57	Clean & Clear	0.27%
87	103	Gillette	0.27%
88	97	Ulta	0.27%
89	69	DHC	0.27%
90	100	Peter Thomas Roth	0.26%
91	112	Elizabeth Arden	0.25%
92	87	Mark	0.25%
93	84	Wen	0.25%
94	83	N.Y.C. New York Color	0.25%
95	88	Nioxin	0.24%
96	98	Kerastase	0.24%
97	126	Sebastian	0.23%
98	99	SkinCeuticals	0.23%
99	113	Goldwell	0.23%
100	46	Smooth Away	0.23%
101	118	Secret	0.22%
102	115	Jane	0.21%
103	92	Crest	0.21%
104	147	Flirt!	0.21%
105	142	DDF	0.21%
106	119	Ojon	0.21%
107	173	Tarte	0.21%
108	111	Vaseline	0.21%
109	204	Goody	0.21%
110	116	La Roche-Posay	0.21%
111	101	Pond's	0.20%
112	129	Nexus	0.20%
113	136	PHYTO	0.20%
114	153	Guerlain	0.20%
115	76	VO5	0.20%
116	134	SK II	0.20%
117	121	Vichy Laboratories	0.20%
118	124	L'Occitane	0.19%
119	96	Vidal Sassoon	0.19%
120	140	Pur Minerals	0.18%
121	110	Paula's Choice	0.18%
122	109	InStyler	0.18%
123	117	CosMedix	0.18%
124	102	La Mer	0.18%
125	127	Murad	0.17%
126	128	Avene	0.17%
127	93	N.V. Perricone M.D. Cosmeceuticals	0.17%
128	115	Jane Iredale	0.17%
129	131	Joico	0.16%

130	130	Rusk	0.16%
131	125	Carol's Daughter	0.16%
132	146	Caudalie	0.16%
133	141	Biolage	0.16%
134	82	CHI	0.15%
135	139	Bourjois	0.15%
136	150	Charles Worthington	0.15%
137	137	M. Asam	0.15%
138	144	Scunci	0.14%
139	168	Biotherm	0.14%
140	105	Jason	0.14%
141	145	Clearasil	0.14%
142	143	Pixi	0.14%
143	633	Beautyblender	0.14%
144	250	ModelCo	0.14%
145	160	Models Prefer	0.14%
146	108	Palmers	0.14%
147	155	Obagi	0.13%
148	133	C.O. Bigelow	0.13%
149	158	Pureology	0.13%
150	279	Boschia	0.13%
151	148	Giorgio Armani	0.13%
152	165	GloMinerals	0.13%
153	47	Neocell	0.12%
154	183	Kinerase	0.12%
155	152	OPI	0.12%
156	169	Arm & Hammer	0.12%
157	174	Got2b	0.12%
158	262	Amazing Cosmetics	0.12%
159	265	Body Drench	0.12%
160	312	CARGO	0.12%
161	120	La Prairie	0.12%
162	245	Liz Earle	0.12%
163	232	Harvey Prince	0.12%
164	286	Cosmedicine	0.12%
165	156	Sugar Cosmetics	0.12%
166	191	NYX	0.11%
167	199	Korres Natural Products	0.11%
168	188	Prestige	0.11%
169	151	Renee Rouleau	0.11%
170	228	Tria	0.11%
171	190	Mizani	0.11%
172	344	hairdo by Jessica Simpson	0.11%
173	518	Aquolina	0.11%
174	167	Aubrey Organics	0.11%
175	170	Noxzema	0.11%
176	149	Fresh	0.11%

177	175	Marc Anthony	0.10%
178	189	Fusion Beauty	0.10%
179	200	Rodan + Fields	0.10%
180	135	Calgon	0.10%
181	195	Juice Beauty	0.10%
182	164	Kevin Murphy	0.10%
183	236	Blinc	0.10%
184	161	Cover FX	0.10%
185	284	Hawaiian Tropic	0.10%
186	198	Bio-Oil	0.10%
187	177	Kate Somerville	0.10%
188	162	T3	0.10%
189	254	St. Tropez	0.10%
190	176	Rene Furterer	0.10%
191	180	Samy	0.10%
192	194	Basis	0.10%
193	181	Dr. Denese	0.10%
194	184	Ole Henriksen	0.09%
195	186	Klein-Becker	0.09%
196	166	Mario Badescu Skin Care	0.09%
197	251	Bonne Bell	0.09%
198	209	Queen Helene	0.09%
199	258	Grassroots	0.09%
200	206	Biosilk	0.09%
201	241	Milani Minerals	0.09%
202	255	Tom's of Maine	0.09%
203	179	Trish McEvoy	0.09%
204	213	Laura Geller	0.09%
205	211	Principal Secret	0.09%
206	313	Sally Hershberger Supreme Head	0.09%
207	N/A	Sun Maita	0.09%
208	226	Frizz-Ease	0.09%
209	219	Nature's Gate	0.09%
210	234	Sexy Hair	0.09%
211	227	Le Couvent des Minimes	0.09%
212	246	Mederma	0.09%
213	249	SkinMedica	0.09%
214	208	Davines	0.08%
215	212	CeraVe	0.08%
216	215	Alba	0.08%
217	196	Giovanni	0.08%
218	231	Sisley	0.08%
219	197	Alterna	0.08%
220	224	Joppa Minerals	0.08%
221	114	Blistex	0.08%
222	308	Ocean Potion	0.08%
223	217	Raw Natural Beauty	0.08%

224	225	Dr. Brandt	0.08%
225	154	Sedu	0.08%
226	242	Nick Chavez	0.08%
227	78	Envision Beauty	0.08%
228	237	Dr. Hauschka	0.08%
229	187	Mojave Magic	0.08%
230	235	Creative Nail Design	0.08%
231	223	DermaBlend	0.08%
232	163	IQ Derma	0.08%
233	257	Exuviance	0.08%
234	240	Iman	0.08%
235	214	Matrix	0.08%
236	230	Hard Candy	0.08%
237	380	the Balm	0.08%
238	244	Glytone	0.08%
239	220	GoSMILE	0.08%
240	332	Infusium	0.08%
241	N/A	Pristine Beauty	0.08%
242	222	The Healing Garden	0.07%
243	272	Soft Sheen Carson	0.07%
244	203	DERMAdoctor	0.07%
245	282	MD Skincare by Dr. Dennis Gross	0.07%
246	238	NeoStrata	0.07%
247	247	PCA Skin	0.07%
248	123	ZO Skin Health	0.07%
249	218	H2O+	0.07%
250	310	Borghese	0.07%
251	270	Vincent Longo	0.07%
252	281	Graham Webb	0.07%
253	271	100% Pure	0.07%
254	275	C. Booth	0.07%
255	292	Colorescience	0.07%
256	484	Demeter Fragrance Library	0.07%
257	345	Molton Brown	0.07%
258	276	Elemis	0.07%
259	266	Avalon Organics	0.07%
260	263	Bulgari	0.07%
261	201	Givenchy	0.07%
262	323	YonKa	0.07%
263	256	Chantecaille	0.07%
264	337	Desert Essence	0.07%
265	261	Weleda	0.07%
266	229	3LAB	0.07%
267	280	BaByliss	0.07%
268	307	Freeman	0.07%
269	294	Befine	0.07%
270	178	Bioelements	0.07%

271	289	Napoleon Perdis	0.07%
272	182	Emjoi	0.06%
273	328	Coppertone	0.06%
274	326	Jemma Kidd Make Up School	0.06%
275	171	Rembrandt	0.06%
276	290	Prive	0.06%
277	318	Remington	0.06%
278	283	Clarisonic	0.06%
279	252	Crabtree & Evelyn	0.06%
280	367	MOP	0.06%
281	268	Stiefel Laboratories	0.06%
282	253	Jan Marini Skin Research	0.06%
283	464	Vera Wang	0.06%
284	207	By Terry	0.06%
285	278	Becca	0.06%
286	248	Citre Shine	0.06%
287	205	SkinMilk	0.06%
288	243	Slatkin & Co.	0.06%
289	363	Sun Laboratories	0.06%
290	233	ybf	0.06%
291	264	ApHogee	0.06%
292	300	Keri	0.06%
293	202	Head and Shoulders	0.06%
294	204	Good Skin	0.06%
295	285	Caress	0.06%
296	350	Josie Maran	0.06%
297	316	American Beauty	0.06%
298	339	Lola	0.06%
299	239	ReVive	0.06%
300	287	Suki	0.06%