



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 May 2009

Rank	Apr Rank	Brand	SOA
1	2	L'Oreal	3.34%
2	1	Neutrogena	3.29%
3	3	Clinique	2.84%
4	4	MAC	2.48%
5	5	Olay	2.37%
6	6	Avon	1.99%
7	7	Revlon	1.80%
8	58	Dermalogica	1.76%
9	8	Sally Hansen	1.46%
10	10	Estee Lauder	1.17%
11	27	The Body Shop	1.11%
12	9	Maybelline New York	1.11%
13	14	Chanel	1.08%
14	13	Lancome	1.07%
15	64	Prescriptives	1.07%
16	12	CoverGirl	0.97%
17	15	Aveeno	0.93%
18	11	Victoria's Secret	0.92%
19	17	Aveda	0.91%
20	69	Smooth Away	0.89%
21	16	Bare Escentuals	0.86%
22	20	Benefit	0.82%
23	32	Banana Boat	0.80%
24	19	Garnier	0.79%
25	29	Philosophy	0.77%
26	21	Kiehl's	0.76%
27	67	Max Factor	0.73%
28	23	Bobbi Brown	0.71%
29	22	Shiseido	0.69%
30	25	Dove	0.66%
31	18	Burt's Bees	0.64%
32	28	Clairol	0.63%
33	35	Redken	0.59%
34	36	Nivea	0.59%
35	26	Clarins	0.56%

36	24	Origins	0.56%
37	33	Nars	0.54%
38	68	Conair	0.53%
39	41	Mary Kay	0.53%
40	48	Dior	0.52%
41	79	Stila	0.51%
42	31	Laura Mercier	0.51%
43	51	Jergens	0.51%
44	30	Physicians Formula	0.51%
45	42	Boots	0.50%
46	37	Urban Decay	0.50%
47	40	Ambi	0.50%
48	38	Merle Norman	0.49%
49	45	Smashbox	0.48%
50	39	Pantene	0.46%
51	83	Peter Thomas Roth	0.44%
52	53	Cetaphil	0.44%
53	59	Wet n Wild	0.44%
54	47	Almay	0.43%
55	50	Paul Mitchell	0.41%
56	72	ProActiv	0.41%
57	46	Aussie	0.39%
58	49	St. Ives	0.38%
59	53	Sephora	0.38%
60	57	Arbonne	0.37%
61	61	Lumene	0.37%
62	52	Bumble and bumble	0.36%
63	54	TreSemme	0.36%
64	78	E.L.F.	0.35%
65	60	Herbal Essences	0.35%
66	66	Clean & Clear	0.35%
67	56	Sonia Kashuk	0.34%
68	65	Tigi	0.33%
69	34	Rimmel London	0.33%
70	43	Bliss	0.33%
71	70	John Frieda	0.32%
72	80	Make Up For Ever	0.32%
73	75	Patricia Wexler M.D.	0.31%
74	88	Wen	0.31%
75	82	Biore	0.30%
76	62	Frederic Fekkai	0.30%
77	71	Suave	0.30%
78	90	N.Y.C. New York Color	0.28%
79	63	Sunsilk	0.28%
80	76	Shu Uemura	0.27%
81	74	Elizabeth Arden	0.27%
82	92	LORAC	0.26%

83	101	Secret	0.26%
84	286	Dr. Hauschka	0.26%
85	91	Yves Saint Laurent	0.26%
86	73	Mark	0.25%
87	89	Wella	0.25%
88	235	Arm & Hammer	0.25%
89	110	DDF	0.24%
90	115	Goody	0.24%
91	44	Murad	0.24%
92	81	RoC	0.24%
93	299	ZO Skin Health	0.23%
94	84	Eucerin	0.23%
95	106	Vaseline	0.23%
96	87	Kerastase	0.23%
97	96	Pond's	0.22%
98	108	Ulta	0.21%
99	94	DHC	0.21%
100	112	SkinCeuticals	0.21%
101	85	Lush	0.21%
102	128	Jason	0.21%
103	114	La Roche-Posay	0.20%
104	98	Kiss My Face	0.20%
105	103	Ojon	0.20%
106	123	Bourjois	0.20%
107	119	OPI	0.20%
108	111	La Mer	0.19%
109	140	Rene Furterer	0.19%
110	86	Too Faced	0.19%
111	100	Bath & Body Works	0.19%
112	157	Cosmedicine	0.19%
113	97	Carol's Daughter	0.19%
114	124	Vidal Sassoon	0.18%
115	105	Nioxin	0.18%
116	95	VO5	0.18%
117	126	Vichy Laboratories	0.18%
118	265	CellCeuticals	0.18%
119	368	Eminence	0.18%
120	137	Hawaiian Tropic	0.18%
121	148	Charles Worthington	0.18%
122	134	Crest	0.17%
123	252	Jan Marini Skin Research	0.17%
124	118	Rusk	0.17%
125	196	Pristine Beauty	0.17%
126	131	Sebastian	0.17%
127	190	NYX	0.17%
128	116	Goldwell	0.17%
129	175	Obagi	0.17%

130	133	Jane	0.17%
131	109	SK II	0.17%
132	164	Kinerase	0.16%
133	102	Joico	0.16%
134	120	Nexus	0.16%
135	127	L'Occitane	0.16%
136	143	Scunci	0.16%
137	295	Colorescience	0.16%
138	144	Body Drench	0.15%
139	677	Crystal	0.15%
140	135	Pixi	0.15%
141	113	Pur Minerals	0.15%
142	121	CosMedix	0.15%
143	150	St. Tropez	0.15%
144	77	PHYTO	0.15%
145	154	C.O. Bigelow	0.15%
146	122	N.V. Perricone M.D. Cosmeceuticals	0.15%
147	145	Avene	0.15%
148	182	Coppertone	0.14%
149	99	Beauty Society	0.14%
150	146	CHI	0.14%
151	130	Jane Iredale	0.14%
152	160	Clearasil	0.14%
153	152	Creative Nail Design	0.14%
154	168	Palmers	0.14%
155	132	Paula's Choice	0.14%
156	197	Ocean Potion	0.14%
157	117	Tarte	0.13%
158	183	T3	0.13%
159	129	Guerlain	0.13%
160	166	Giovanni	0.13%
161	104	Biolage	0.13%
162	586	Klorane	0.13%
163	141	Biotherm	0.13%
164	142	Frizz-Ease	0.13%
165	136	Pureology	0.13%
166	176	Fresh	0.13%
167	303	DuWop	0.12%
168	93	Noxzema	0.12%
169	194	Prestige	0.12%
170	167	Marc Anthony	0.12%
171	220	Rodan + Fields	0.11%
172	139	Giorgio Armani	0.11%
173	138	Sugar Cosmetics	0.11%
174	156	Alterna	0.11%
175	245	Dr. Brandt	0.11%
176	163	Juice Beauty	0.11%

177	151	Bio-Oil	0.11%
178	201	Cover FX	0.11%
179	200	Mizani	0.11%
180	107	Dr. Denese	0.11%
181	125	Got2b	0.10%
182	149	Nature's Gate	0.10%
183	218	Kiss	0.10%
184	189	La Prairie	0.10%
185	217	Queen Helene	0.10%
186	162	Aubrey Organics	0.10%
187	180	Davines	0.10%
188	305	Nair	0.10%
189	193	Caudalie	0.10%
190	216	C. Booth	0.09%
191	171	Liz Earle	0.09%
192	191	Models Prefer	0.09%
193	187	GloMinerals	0.09%
194	170	Fusion Beauty	0.09%
195	214	Tom's of Maine	0.09%
196	209	DermaBlend	0.09%
197	224	Alba	0.09%
198	165	100% Pure	0.09%
199	199	Graham Webb	0.09%
200	161	Klein-Becker	0.09%
201	270	DERMAdoctor	0.09%
202	219	Avalon Organics	0.09%
203	172	Samy	0.09%
204	178	Good Skin	0.09%
205	242	Soft Sheen Carson	0.09%
206	272	H2O+	0.09%
207	240	Grassroots	0.08%
208	266	InStyler	0.08%
209	248	Iman	0.08%
210	153	Mederma	0.08%
211	243	Meaningful Beauty	0.08%
212	222	Laura Geller	0.08%
213	158	Biosilk	0.08%
214	192	Nick Chavez	0.08%
215	278	Blinc	0.08%
216	159	ModelCo	0.08%
217	181	Sexy Hair	0.08%
218	239	Bonne Bell	0.08%
219	256	NeoStrata	0.08%
220	230	IQ Derma	0.08%
221	147	M. Asam	0.08%
222	213	Principal Secret	0.08%
223	226	Becca	0.08%

224	241	Sisley	0.08%
225	174	Kate Somerville	0.08%
226	188	Korres Natural Products	0.08%
227	302	BaByliss	0.08%
228	263	The Healing Garden	0.08%
229	466	Tweezerman	0.08%
230	228	Calgon	0.08%
231	179	Gillette	0.07%
232	195	Tria	0.07%
233	223	Le Couvent des Minimes	0.07%
234	237	By Terry	0.07%
235	155	CARGO	0.07%
236	279	Sun Laboratories	0.07%
237	212	Trish McEvoy	0.07%
238	250	Weleda	0.07%
239	262	3LAB	0.07%
240	247	Emjoi	0.07%
241	184	GoSMILE	0.07%
242	259	Prive	0.07%
243	203	hairdo by Jessica Simpson	0.07%
244	361	California Tan	0.07%
245	232	Flirt!	0.07%
246	227	Matrix	0.07%
247	207	Sally Hershberger Supreme Head	0.07%
248	231	Exuviance	0.07%
249	236	Milani	0.07%
250	285	Sedu	0.07%
251	318	Zoya	0.07%
252	356	Veet	0.07%
253	261	Givenchy	0.07%
254	251	Citre Shine	0.07%
255	225	Blistex	0.07%
256	208	Ole Henriksen	0.07%
257	269	Basis	0.07%
258	173	Josie Maran	0.07%
259	287	Mitchum	0.07%
260	359	Essie	0.07%
261	238	Raw Natural Beauty	0.07%
262	253	Hard Candy	0.07%
263	321	Darphin	0.06%
264	276	Slatkin & Co.	0.06%
265	177	Lola	0.06%
266	185	Boscia	0.06%
267	372	Hot Tools	0.06%
268	293	Clarisonic	0.06%
269	292	YonKa	0.06%
270	267	Mario Badescu Skin Care	0.06%

271	309	Moroccanoil	0.06%
272	229	Pout	0.06%
273	274	Mojave Magic	0.06%
274	186	MOP	0.06%
275	319	ApHogee	0.06%
276	244	SkinMedica	0.06%
277	320	KMS	0.06%
278	295	Befine	0.06%
279	316	Borba	0.06%
280	338	red earth	0.06%
281	357	Zoe	0.06%
282	308	Stiefel Laboratories	0.06%
283	283	Kevin Murphy	0.06%
284	322	Elemis	0.06%
285	211	Borghese	0.06%
286	273	Bioelements	0.06%
287	288	Glytone	0.06%
288	294	Freeman	0.06%
289	264	Gigi	0.06%
290	326	Bikini Zone	0.06%
291	350	Lavera	0.06%
292	306	Purpose	0.06%
293	275	Bulgari	0.06%
294	312	MD Skincare by Dr. Dennis Gross	0.06%
295	215	PCA Skin	0.06%
296	284	Remington	0.06%
297	301	Tess	0.06%
298	290	Lancaster	0.06%
299	268	Suki	0.06%
300	234	Joppa Minerals	0.05%