

This chart uses Web traffic from readers on TotalBeauty.com to rank the top 300 brands from over 1,400 on our site.

As of November 2009

Rank	Oct. Rank	Brand	SOA
1	1	L'Oreal	3.91%
2	3	Clinique	2.84%
3	2	Neutrogena	2.80%
4	5	MAC	2.64%
5	4	Olay	2.45%
6	10	Revlon	1.78%
7	9	Chanel	1.74%
8	11	Estee Lauder	1.45%
9	13	Maybelline New York	1.29%
10	14	Lancome	1.26%
11	12	Avon	1.25%
12	21	CoverGirl	1.10%
13	15	Sally Hansen	1.00%
14	23	Bobbi Brown	1.00%
15	25	Victoria's Secret	0.97%
16	19	Aveeno	0.95%
17	18	The Body Shop	0.93%
18	17	Garnier	0.93%
19	16	Aveda	0.90%
20	26	Kiehl's	0.85%
21	6	Herbal Essences	0.84%
22	8	Pantene	0.84%
23	33	Origins	0.76%
24	28	Claireol	0.76%
25	27	Benefit	0.75%
26	22	Dove	0.74%
27	34	Bare Escentuals	0.69%
28	31	Shiseido	0.69%
29	36	Mary Kay	0.65%
30	42	Nars	0.63%
31	32	Redken	0.63%
32	30	Philosophy	0.62%
33	41	Dior	0.61%
34	54	Merle Norman	0.60%
35	68	Urban Decay	0.60%
36	44	Burt's Bees	0.59%
37	39	Boots	0.57%
38	7	Aussie	0.55%
39	43	Laura Mercier	0.53%
40	24	TreSemme	0.52%
41	51	Wet N Wild	0.52%
42	52	Ambi	0.52%
43	48	Almay	0.50%
44	47	Cetaphil	0.50%
45	53	ProActiv	0.50%
46	57	Clarins	0.49%
47	35	Dermologica	0.48%
48	37	Conair	0.48%
49	50	Physicians Formula	0.48%
50	49	Paul Mitchell	0.47%
51	29	Sebastian	0.46%
52	38	Prescriptives	0.46%
53	66	Smashbox	0.45%
54	62	Tigi	0.45%
55	77	E.L.F.	0.44%
56	56	St. Ives	0.42%
57	72	Shu Uemura	0.42%
58	64	Rimmel London	0.42%
59	67	Lumene	0.41%
60	78	Wen	0.40%
61	40	Yves Saint Laurent Beauty	0.40%
62	79	Patricia Wexler M.D.	0.39%
63	59	Max Factor	0.39%
64	55	Bumble And Bumble	0.39%
65	63	Sonia Kashuk	0.38%
66	70	Make Up For Ever	0.37%
67	58	John Frieda	0.37%
68	73	Frederic Fekkai	0.36%
69	90	Elizabeth Arden	0.35%
70	74	RoC	0.35%
71	71	Wella	0.35%
72	69	Arbonne	0.34%
73	60	Clean & Clear	0.34%
74	86	Goody	0.33%
75	82	N.Y.C. New York Color	0.32%
76	81	SkinCeuticals	0.32%
77	83	Sephora	0.31%
78	75	Nivea	0.30%
79	65	Stila	0.29%
80	85	Rusk	0.28%
81	84	Kerastase	0.28%
82	80	Biore	0.28%
83	96	Eucerin	0.27%
84	87	La Mer	0.27%
85	91	Bliss	0.26%
86	92	Mark	0.26%
87	123	Bath & Body Works	0.25%
88	76	Suave	0.25%
89	95	Pond's	0.25%
90	89	Joico	0.25%
91	103	Vidal Sassoon	0.24%
92	104	Lush	0.23%
93	128	OPI	0.23%
94	158	Biotherm	0.23%
95	97	Goldwell	0.22%
96	113	La Roche-Posay	0.22%
97	93	SK II	0.22%
98	45	Sunsilk	0.21%
99	106	Ulta	0.21%
100	107	Nioxin	0.20%
101	155	DDF	0.20%
102	102	Vaseline	0.20%
103	114	Vichy Laboratories	0.20%
104	115	DHC	0.20%
105	99	LORAC	0.20%
106	184	Smooth Away	0.19%
107	94	Peter Thomas Roth	0.19%
108	125	Giorgio Armani	0.19%
109	205	Caudalie	0.18%
110	117	VO5	0.18%
111	101	L'Occitane	0.18%
112	120	Bourjois	0.17%
113	163	Tarte	0.17%
114	105	PHYTO	0.17%
115	122	CHI	0.17%
116	112	Pixi	0.17%
117	192	Bio-Oil	0.17%
118	150	NYX	0.17%
119	118	Scunci	0.16%
120	136	C.O. Bigelow	0.16%
121	20	Got2b	0.16%
122	116	Murad	0.16%
123	119	Too Faced	0.16%
124	130	Carol's Daughter	0.16%
125	111	Banana Boat	0.16%
126	141	Mizani	0.16%
127	121	Jergens	0.16%
128	108	Avene	0.15%
129	202	Zoe	0.15%
130	170	Queen Helene	0.15%
131	110	Rene Furterer	0.15%
132	126	N.V. Perricone M.D. Cosmeceuticals	0.15%
133	131	Palmers	0.15%
134	140	CosMedix	0.14%
135	159	Models Prefer	0.14%
136	98	Nexxus	0.14%
137	191	Le Couvent Des Minimes	0.14%
138	157	Guerlain	0.14%
139	46	Head And Shoulders	0.14%
140	124	Jason	0.14%
141	135	Clearasil	0.14%
142	134	Crest	0.14%
143	151	Pur Minerals	0.13%
144	144	Jane Iredale	0.13%
145	145	Beauty Society	0.13%
146	143	La Prairie	0.13%
147	183	Slatkin & Co.	0.13%
148	133	Ojon	0.13%
149	149	Alterna	0.13%
150	138	Jane	0.13%
151	129	Giovanni	0.13%
152	137	Pureology	0.12%
153	176	Paula's Choice	0.12%
154	132	Dr. Brandt	0.12%
155	153	Hard Candy	0.12%
156	142	Kiss My Face	0.12%
157	147	Dr. Hauschka	0.12%
158	165	C. Booth	0.12%
159	180	T3	0.12%
160	154	Obagi	0.11%
161	164	Fresh	0.11%
162	148	Klein-Becker	0.11%
163	127	Biolage	0.11%
164	169	Juice Beauty	0.11%
165	196	Laura Geller	0.11%
166	166	Blistex	0.11%
167	173	Good Skin	0.11%
168	187	Biosilk	0.11%
169	156	Secret	0.11%
170	172	Marc Anthony	0.11%
171	61	Organix	0.11%
172	162	Charles Worthington	0.11%
173	139	Noxzema	0.11%
174	207	Fusion Beauty	0.10%
175	218	Zoya	0.10%
176	189	Sisley	0.10%
177	179	Stiefel Laboratories	0.10%
178	171	Bulgari	0.10%
179	152	It Cosmetics	0.10%
180	248	Borba	0.10%
181	199	Cover FX	0.10%
182	181	Mario Badescu Skin Care	0.10%
183	175	Bonne Bell	0.10%
184	239	Remington	0.10%
185	194	The Healing Garden	0.10%
186	177	Prestige	0.10%
187	188	Trish McEvoy	0.10%
188	161	Frizz-Ease	0.10%
189	224	Korres Natural Products	0.09%
190	246	ReVive	0.09%
191	185	NeoStrata	0.09%
192	219	Blinc	0.09%
193	262	Vickery & Clarke	0.09%
194	315	Jemma Kidd Make Up School	0.09%
195	231	Josie Maran	0.09%
196	235	Hot Tools	0.09%
197	201	CellCeuticals	0.09%
198	206	Kinerase	0.09%
199	305	IQ Derma	0.09%
200	193	MOP	0.09%
201	160	Samy	0.09%
202	229	Tria	0.09%
203	197	Aubrey Organics	0.09%
204	232	Avalon Organics	0.09%
205	454	Jasmine La Belle	0.09%
206	253	BaByliss	0.09%
207	233	Crabtree & Evelyn	0.09%
208	88	Infusium	0.09%
209	265	Nair	0.09%
210	200	Graham Webb	0.09%
211	240	Liz Earle	0.09%
212	190	Ole Henriksen	0.09%
213	260	Skin Doctors	0.08%
214	243	Principal Secret	0.08%
215	247	By Terry	0.08%
216	226	Flirt!	0.08%
217	250	Boscia	0.08%
218	178	Yes To	0.08%
219	244	ApHogee	0.08%
220	274	NeoCutis	0.08%
221	256	Iman	0.08%
222	297	Frederic Malle	0.08%
223	261	Red Earth	0.08%
224	213	GloMinerals	0.08%
225	592	Pristine Beauty	0.08%
226	593	Tanda	0.08%
227	182	SkinMedica	0.08%
228	204	CARGO	0.08%
229	227	Kate Somerville	0.08%
230	560	M LAB	0.08%
231	209	DermaBlend	0.08%
232	195	Jan Marini Skin Research	0.08%
233	210	Exuviance	0.07%
234	223	Ardell	0.07%
235	222	Alba	0.07%
236	1023	CND	0.07%
237	316	Napoleon Perdis	0.07%
238	282	Jo Malone	0.07%
239	217	Matrix	0.07%
240	211	Dr. Denese	0.07%
241	238	InStyler	0.07%
242	220	Rodan + Fields	0.07%
243	225	Sexy Hair	0.07%
244	302	Vincent Longo	0.07%
245	275	SkinMilk	0.07%
246	251	Sugar Cosmetics	0.07%
247	230	Chantecaille	0.07%
248	322	Essie	0.07%
249	299	KMS	0.07%
250	259	H2O+	0.07%
251	472	L.A.M.B. Fragrance	0.07%
252	241	Weleda	0.07%
253	325	Styli-Style	0.07%
254	100	Sally Hershberger Supreme Head	0.07%
255	360	Jennifer Lopez	0.07%
256	234	Milani	0.07%
257	254	NovaLash	0.07%
258	221	ModelCo	0.06%
259	146	Givenchy	0.06%
260	203	St. Tropez	0.06%
261	168	Davines	0.06%
262	263	Phisoderm	0.06%
263	319	Studio Gear	0.06%
264	290	Prive	0.06%
265	228	Soft Sheen Carson	0.06%
266	269	M. Asam	0.06%
267	303	Cosmedicine	0.06%
268	283	Sedu	0.06%
269	358	Tova	0.06%
270	540	Belli Specialty Skin Care	0.06%
271	272	Kiss	0.06%
272	293	Scott Barnes	0.06%
273	314	Envision Beauty	0.06%
274	286	Suki	0.06%
275	268	Freeman	0.06%
276	291	Elemis	0.06%
277	279	Pevonia Botanica	0.06%
278	270	Clarisonic	0.06%
279	307	Kevin Murphy	0.06%
280	174	Nature's Gate	0.06%
281	242	Lola	0.06%
282	306	YonKa	0.06%
283	167	Becca	0.06%
284	298	Purpose	0.06%
285	208	100% Pure	0.06%
286	249	Hairdo By Jessica Simpson	0.06%
287	387	Perlier	0.06%
288	236	Tom's Of Maine	0.06%
289	337	Le Metier De Beaute	0.06%
290	252	Grassroots	0.06%
291	285	Moroccanoil	0.06%
292	273	Basis	0.06%
293	320	JOEY New York	0.06%
294	276	Caress	0.06%
295	339	Merlot Skin Care	0.05%
296	321	Mojave Magic	0.05%
297	255	Citre Shine	0.05%
298	318	Johnson's	0.05%
299	338	Lubriderm	0.05%
300	257	Amazing Cosmetics	0.05%