



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 October 2009

Rank	Sep. Rank	Brand	SOA
1	1	L'Oreal	3.54%
2	2	Neutrogena	2.86%
3	4	Clinique	2.66%
4	3	Clay	2.53%
5	5	MAC	2.40%
6	16	Herbal Essences	1.86%
7	37	Aussie	1.57%
8	21	Pantene	1.55%
9	9	Chanel	1.52%
10	6	Revlon	1.49%
11	8	Estee Lauder	1.34%
12	7	Avon	1.32%
13	14	Maybelline New York	1.18%
14	12	Lancome	1.12%
15	10	Sally Hansen	1.01%
16	15	Aveda	0.96%
17	18	Garnier	0.96%
18	17	The Body Shop	0.92%
19	13	Aveeno	0.89%
20	145	Got2b	0.87%
21	11	CoverGirl	0.87%
22	29	Dove	0.86%
23	19	Bobbi Brown	0.80%
24	36	TreSemme	0.76%
25	24	Victoria's Secret	0.75%
26	23	Kiehl's	0.74%
27	27	Benefit	0.74%
28	20	Clairol	0.71%
29	76	Sebastian	0.68%
30	28	Philosophy	0.66%
31	31	Shiseido	0.66%
32	30	Redken	0.65%
33	22	Origins	0.65%
34	26	Bare Escentuals	0.63%
35	38	Dermalogica	0.62%
36	32	Mary Kay	0.60%
37	39	Conair	0.57%
38	33	Prescriptives	0.57%
39	42	Boots	0.56%
40	71	Yves Saint Laurent Beauty	0.56%
41	45	Dior	0.54%
42	43	Nars	0.53%
43	41	Laura Mercier	0.53%
44	35	Burt's Bees	0.52%
45	81	Sunsilk	0.51%
46	164	Head And Shoulders	0.50%
47	53	Cetaphil	0.48%
48	46	Almay	0.48%
49	51	Paul Mitchell	0.47%
50	52	Physicians Formula	0.45%
51	25	Wet N Wild	0.45%
52	34	Ambi	0.44%
53	49	ProActiv	0.44%
54	40	Merle Norman	0.44%
55	44	Bumble And Bumble	0.43%
56	64	St. Ives	0.43%
57	47	Clarins	0.43%
58	58	John Frieda	0.42%
59	50	Max Factor	0.41%
60	56	Clean & Clear	0.41%
61	176	Organix	0.40%
62	54	Tigi	0.40%
63	65	Sonia Kashuk	0.38%
64	60	Rimmel London	0.38%
65	48	Stila	0.38%
66	63	Smashbox	0.37%
67	68	Lumene	0.37%
68	62	Urban Decay	0.36%
69	55	Arbonne	0.36%
70	59	Make Up For Ever	0.35%
71	70	Wella	0.34%
72	73	Shu Uemura	0.33%
73	67	Frederic Fekkai	0.33%
74	66	RoC	0.33%
75	57	Nivea	0.32%
76	72	Suave	0.32%
77	69	E.L.F.	0.31%
78	61	Wen	0.30%
79	79	Patricia Wexler M.D.	0.30%
80	77	Biore	0.30%
81	87	SkinCeuticals	0.29%
82	75	N.Y.C. New York Color	0.29%
83	78	Sephora	0.29%
84	74	Kerastase	0.28%
85	85	Rusk	0.27%
86	80	Goody	0.27%
87	97	La Mer	0.27%
88	206	Infusium	0.25%
89	82	Joico	0.24%
90	84	Elizabeth Arden	0.24%
91	86	Bliss	0.24%
92	99	Mark	0.23%
93	94	SK II	0.23%
94	91	Peter Thomas Roth	0.23%
95	90	Pond's	0.22%
96	89	Eucerin	0.22%
97	88	Goldwell	0.22%
98	110	Nexxus	0.22%
99	117	LORAC	0.22%
100	204	Sally Hershberger Supreme Head	0.22%
101	121	L'Occitane	0.21%
102	96	Vaseline	0.20%
103	93	Vidal Sassoon	0.20%
104	115	Lush	0.20%
105	103	PHYTO	0.20%
106	92	Ulta	0.20%
107	101	Nioxin	0.20%
108	134	Avene	0.20%
109	159	Gillette	0.20%
110	98	Rene Furterer	0.20%
111	83	Banana Boat	0.18%
112	136	Pixi	0.18%
113	95	La Roche-Posay	0.18%
114	112	Vichy Laboratories	0.18%
115	108	DHC	0.18%
116	104	Murad	0.18%
117	105	VO5	0.18%
118	107	Scunci	0.17%
119	118	Too Faced	0.16%
120	111	Bourjois	0.16%
121	106	Jergens	0.16%
122	119	CHI	0.16%
123	109	Bath & Body Works	0.16%
124	116	Jason	0.16%
125	114	Giorgio Armani	0.16%
126	102	N.V. Perricone M.D. Cosmeceuticals	0.15%
127	124	Biolage	0.15%
128	113	OPI	0.15%
129	139	Giovanni	0.15%
130	150	Carol's Daughter	0.15%
131	138	Palmers	0.15%
132	192	Dr. Brandt	0.15%
133	130	Ojon	0.15%
134	126	Crest	0.15%
135	125	Clearasil	0.15%
136	142	C.O. Bigelow	0.14%
137	133	Pureology	0.14%
138	140	Jane	0.14%
139	100	Noxzema	0.14%
140	131	CosMedix	0.14%
141	137	Mizani	0.14%
142	144	Kiss My Face	0.14%
143	162	La Prairie	0.14%
144	172	Jane Iredale	0.14%
145	141	Beauty Society	0.14%
146	276	Givenchy	0.14%
147	147	Dr. Hauschka	0.13%
148	165	Klein-Becker	0.13%
149	128	Alterna	0.13%
150	157	NYX	0.13%
151	143	Pur Minerals	0.13%
152	132	It Cosmetics	0.13%
153	306	Hard Candy	0.13%
154	123	Obagi	0.13%
155	127	DDF	0.12%
156	122	Secret	0.12%
157	149	Guerlain	0.12%
158	156	Biotherm	0.12%
159	152	Models Prefer	0.11%
160	177	Samy	0.11%
161	151	Frizz-Ease	0.11%
162	129	Charles Worthington	0.11%
163	163	Tarte	0.11%
164	171	Fresh	0.11%
165	173	C. Booth	0.10%
166	237	Blistex	0.10%
167	384	Becca	0.10%
168	211	Davines	0.10%
169	187	Juice Beauty	0.10%
170	161	Queen Helene	0.10%
171	218	Bulgari	0.10%
172	146	Marc Anthony	0.10%
173	167	Good Skin	0.10%
174	227	Nature's Gate	0.10%
175	178	Bonne Bell	0.10%
176	168	Paula's Choice	0.10%
177	198	Prestige	0.10%
178	154	Yes To	0.10%
179	155	Stiefel Laboratories	0.10%
180	185	T3	0.09%
181	179	Mario Badescu Skin Care	0.09%
182	203	SkinMedica	0.09%
183	153	Slatkin & Co.	0.09%
184	298	Smooth Away	0.09%
185	183	NeoStrata	0.09%
186	N/A	Wonderbar	0.09%
187	190	Biosilk	0.09%
188	181	Trish McEvoy	0.09%
189	189	Sisley	0.09%
190	184	Ole Henriksen	0.09%
191	212	Le Couvent Des Minimes	0.09%
192	182	Bio-Oil	0.09%
193	174	MOP	0.09%
194	186	The Healing Garden	0.09%
195	207	Jan Marini Skin Research	0.08%
196	175	Laura Geller	0.08%
197	194	Aubrey Organics	0.08%
198	249	Nick Chavez	0.08%
199	195	Cover FX	0.08%
200	193	Graham Webb	0.08%
201	135	CellCeuticals	0.08%
202	233	Zoe	0.08%
203	201	St. Tropez	0.08%
204	158	CARGO	0.08%
205	243	Caudalie	0.08%
206	192	Kinerase	0.08%
207	169	Fusion Beauty	0.08%
208	294	100% Pure	0.08%
209	215	DermaBlend	0.08%
210	221	Exuviance	0.08%
211	252	Dr. Denese	0.08%
212	293	Therapy-g	0.08%
213	253	GloMinerals	0.08%
214	575	Global Goddess	0.08%
215	356	Rodial	0.08%
216	266	Temptu	0.08%
217	197	Matrix	0.08%
218	229	Zoya	0.08%
219	258	Blinc	0.08%
220	251	Rodan + Fields	0.08%
221	261	ModelCo	0.07%
222	210	Alba	0.07%
223	222	Ardell	0.07%
224	228	Korres Natural Products	0.07%
225	217	Sexy Hair	0.07%
226	224	Flirt!	0.07%
227	231	Kate Somerville	0.07%
228	180	Soft Sheen Carson	0.07%
229	160	Tria	0.07%
230	238	Chantecaille	0.07%
231	278	Josie Maran	0.07%
232	196	Avalon Organics	0.07%
233	239	Crabtree & Evelyn	0.07%
234	214	Milani	0.07%
235	199	Hot Tools	0.07%
236	259	Tom's Of Maine	0.07%
237	262	Arm & Hammer	0.07%
238	277	InStyler	0.07%
239	301	Remington	0.07%
240	202	Liz Earle	0.07%
241	280	Weleda	0.07%
242	287	Loia	0.07%
243	188	Principal Secret	0.07%
244	234	ApHogee	0.07%
245	250	Raw Natural Beauty	0.07%
246	216	ReVive	0.07%
247	148	By Terry	0.07%
248	230	Borba	0.07%
249	292	Hairdo By Jessica Simpson	0.07%
250	241	Boscia	0.07%
251	282	Sugar Cosmetics	0.07%
252	281	Grassroots	0.07%
253	263	BaByliss	0.07%
254	245	NovaLash	0.07%
255	232	Citre Shine	0.07%
256	223	Iman	0.06%
257	346	Amazing Cosmetics	0.06%
258	248	Sia Botanics	0.06%
259	235	H2O+	0.06%
260	244	Skin Doctors	0.06%
261	285	Red Earth	0.06%
262	422	Vickery & Clarke	0.06%
263	247	Phisoderm	0.06%
264	495	Klorane	0.06%
265	264	Nair	0.06%
266	260	Miracle Hydrate	0.06%
267	246	Creative Nail Design	0.06%
268	283	Freeman	0.06%
269	274	M. Asam	0.06%
270	219	Clarisonic	0.06%
271	254	Glytone	0.06%
272	213	Kiss	0.06%
273	265	Basis	0.06%
274	303	NeoCutis	0.06%
275	271	SkinMilk	0.06%
276	208	Caress	0.06%
277	290	Desert Essence	0.06%
278	1086	Epione	0.06%
279	360	Pevonia Botanica	0.06%
280	653	PH Advantage	0.06%
281	336	Noah's Naturals	0.06%
282	273	Jo Malone	0.06%
283	225	Sedu	0.05%
284	288	Tweezerman	0.05%
285	226	Moroccanoil	0.05%
286	272	Suki	0.05%
287	205	Acuvue	0.05%
288	311	Borghese	0.05%
289	351	Bremenn Research Labs	0.05%
290	242	Prive	0.05%
291	305	Elemis	0.05%
292	255	GoSMILE	0.05%
293	317	Scott Barnes	0.05%
294	313	PCA Skin	0.05%
295	279	MD Skincare By Dr. Dennis Gross	0.05%
296	257	Sea Breeze	0.05%
297	275	Frederic Malle	0.05%
298	267	Purpose	0.05%
299	166	KMS	0.05%
300	327	Supersmile	0.05%