

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 January 2010

Rank	Dec. Rank	Brand	SOA
1	1	L'Oreal	3.36%
2	4	Neutrogena	3.29%
3	3	Clinique	2.80%
4	2	MAC	2.78%
5	5	Olay	2.64%
6	7	Chanel	1.79%
7	8	Revlon	1.74%
8	9	Estee Lauder	1.43%
9	6	Victoria's Secret	1.31%
10	10	Lancome	1.18%
11	26	Pantene	1.18%
12	11	Maybelline New York	1.18%
13	12	The Body Shop	1.16%
14	13	Avon	1.15%
15	17	Aveeno	1.15%
16	895	YoYo	1.14%
17	21	CoverGirl	1.08%
18	14	Sally Hansen	1.02%
19	16	Bobbi Brown	0.93%
20	15	Kiehl's	0.91%
21	18	Aveda	0.91%
22	20	Garnier	0.83%
23	22	Origins	0.81%
24	19	Benefit	0.80%
25	23	Clairol	0.79%
26	25	Dove	0.76%
27	34	Mary Kay	0.76%
28	29	Redken	0.72%
29	30	Shiseido	0.69%
30	36	Prescriptives	0.67%
31	41	ProActiv	0.67%
32	24	Herbal Essences	0.61%
33	42	Ambi	0.60%
34	28	Nars	0.58%
35	43	Clarins	0.57%
36	32	Dior	0.56%
37	27	Philosophy	0.56%
38	35	Merle Norman	0.56%
39	N/A	Nu Skin	0.55%
40	44	Cetaphil	0.54%
41	46	St. Ives	0.54%
42	39	Boots	0.53%
43	45	Wen	0.52%
44	51	Dermalogica	0.51%
45	38	Laura Mercier	0.50%
46	40	Urban Decay	0.49%
47	33	Burt's Bees	0.47%
48	31	Bare Escentuals	0.47%
49	47	Paul Mitchell	0.47%
50	37	Conair	0.46%
51	52	TreSemme	0.46%
52	54	Almay	0.45%
53	56	Patricia Wexler M.D.	0.44%
54	53	Aussie	0.42%
55	50	Tigi	0.42%
56	49	Smashbox	0.40%
57	58	Physicians Formula	0.39%
58	77	Arbonne	0.39%
59	82	RoC	0.39%
60	63	Wet N Wild	0.39%
61	59	Make Up For Ever	0.39%
62	61	Lumene	0.38%
63	62	Rimmel London	0.38%
64	60	E.L.F.	0.36%
65	55	Bumble And Bumble	0.35%
66	64	Sonia Kashuk	0.34%
67	66	Wella	0.34%
68	86	Pond's	0.32%
69	79	Nivea	0.32%
70	73	Goody	0.31%
71	78	Frederic Fekkai	0.31%
72	70	Max Factor	0.31%
73	72	Stila	0.31%
74	80	Clean & Clear	0.30%
75	87	La Mer	0.30%
76	93	Suave	0.30%
77	57	Shu Uemura	0.30%
78	67	Elizabeth Arden	0.30%
79	76	Peter Thomas Roth	0.29%
80	69	Sebastian	0.29%
81	74	Kerastase	0.28%
82	71	Bliss	0.28%
83	65	Sephora	0.28%
84	89	Biore	0.28%
85	81	Lush	0.28%
86	48	Yves Saint Laurent Beauty	0.28%
87	85	Joico	0.28%
88	68	Rusk	0.27%
89	90	SkinCeuticals	0.27%
90	126	StriVectin	0.26%
91	83	John Frieda	0.26%
92	88	N.Y.C. New York Color	0.25%
93	91	Mark	0.24%
94	75	Eucerin	0.23%
95	116	Hard Candy	0.22%
96	94	Vidal Sassoon	0.21%
97	84	Bath & Body Works	0.21%
98	107	Sunsilk	0.21%
99	95	Vaseline	0.21%
100	99	LORAC	0.20%
101	102	Goldwell	0.20%
102	100	SK II	0.20%
103	105	La Roche-Posay	0.20%
104	130	Banana Boat	0.19%
105	97	Biotherm	0.19%
106	103	Scunci	0.19%
107	119	DHC	0.19%
108	118	Bourjois	0.19%
109	142	La Prairie	0.18%
110	108	Nioxin	0.18%
111	114	Vichy Laboratories	0.17%
112	101	Jergens	0.17%
113	144	Murad	0.17%
114	111	Tarte	0.17%
115	125	DDF	0.17%
116	109	C.O. Bigelow	0.17%
117	175	Queen Helene	0.16%
118	120	VO5	0.16%
119	133	Blistex	0.16%
120	115	Carol's Daughter	0.16%
121	110	Slatkin & Co.	0.16%
122	279	Novalash	0.16%
123	98	L'Occitane	0.16%
124	104	Giorgio Armani	0.15%
125	121	Mizani	0.15%
126	137	NYX	0.15%
127	138	Palmers	0.15%
128	117	Ulta	0.15%
129	140	Nexus	0.15%
130	141	Got2b	0.15%
131	113	Too Faced	0.15%
132	96	CHI	0.15%
133	127	PHYTO	0.15%
134	124	OPI	0.14%
135	147	Avene	0.14%
136	808	Sara Happ	0.14%
137	257	Borghese	0.14%
138	169	Caudalie	0.14%
139	334	Becca	0.14%
140	135	Giovanni	0.14%
141	145	Guerlain	0.14%
142	92	Smooth Away	0.14%
143	146	Charles Worthington	0.14%
144	161	Paula's Choice	0.14%
145	148	Pixi	0.13%
146	165	Biologie	0.13%
147	254	Weleda	0.13%
148	132	Crest	0.13%
149	171	Jason	0.13%
150	128	Jonon	0.13%
151	139	Models Prefer	0.13%
152	155	Clearasil	0.13%
153	167	Beauty Society	0.12%
154	149	CosMedix	0.12%
155	156	Kiss My Face	0.12%
156	163	Alterna	0.12%
157	187	Noxzema	0.12%
158	160	It Cosmetics	0.12%
159	159	Pur Minerals	0.11%
160	153	Pureology	0.11%
161	122	Rene Furterer	0.11%
162	143	N.V. Perricone M.D. Cosmeceuticals	0.11%
163	176	Kinerase	0.11%
164	172	Bonne Bell	0.11%
165	178	ReVive	0.11%
166	182	Marc Anthony	0.11%
167	152	Jarc	0.11%
168	112	Le Couvent Des Minimes	0.11%
169	158	Jane Iredale	0.11%
170	265	Rodan + Fields	0.11%
171	174	Dr. Brandt	0.11%
172	199	100% Pure	0.11%
173	189	Prestige	0.10%
174	177	Stiefel Laboratories	0.10%
175	218	CARGO	0.10%
176	131	Dr. Denese	0.10%
177	207	Head And Shoulders	0.10%
178	181	Sisley	0.10%
179	129	Principal Secret	0.10%
180	179	Josie Maran	0.10%
181	214	Avalon Organics	0.10%
182	188	Bio-Oil	0.10%
183	192	Yes To	0.10%
184	183	Laura Geller	0.10%
185	216	Good Skin	0.10%
186	269	Bioelements	0.09%
187	186	Mario Badescu Skin Care	0.09%
188	656	Barielle	0.09%
189	170	Obagi	0.09%
190	150	C. Booth	0.09%
191	217	Boscia	0.09%
192	193	Trish McEvoy	0.09%
193	200	Dr. Hauschka	0.09%
194	224	ApHogee	0.09%
195	213	Alba	0.09%
196	185	Biosilk	0.09%
197	162	T3	0.09%
198	173	DermaBlend	0.09%
199	168	Fresh	0.09%
200	194	Remington	0.09%
201	209	Fusion Beauty	0.09%
202	205	Samy	0.09%
203	210	Frizz-Ease	0.09%
204	157	Secret	0.09%
205	246	Scott Barnes	0.09%
206	195	By Terry	0.08%
207	206	Ole Henriksen	0.08%
208	180	Organix	0.08%
209	261	GloMinerals	0.08%
210	227	Juice Beauty	0.08%
211	184	Korres Natural Products	0.08%
212	212	Borba	0.08%
213	201	Vickery & Clarke	0.08%
214	233	Aubrey Organics	0.08%
215	201	Cover FX	0.08%
216	204	CeraVe	0.08%
217	271	CND	0.08%
218	714	Vavoom	0.08%
219	253	Milani	0.08%
220	191	BaByliss	0.08%
221	256	Kiss	0.08%
222	258	Elemis	0.07%
223	215	GoSMILE	0.07%
224	231	H2O+	0.07%
225	211	Hot Tools	0.07%
226	202	Liz Earle	0.07%
227	306	Bremenn Research Labs	0.07%
228	262	Ardell	0.07%
229	164	Bulgari	0.07%
230	288	CellCeuticals	0.07%
231	252	Matrix	0.07%
232	240	Kate Somerville	0.07%
233	230	MOP	0.07%
234	196	Flirt!	0.07%
235	276	KMS	0.07%
236	166	Blinic	0.07%
237	290	Phisoderm	0.07%
238	243	Graham Webb	0.07%
239	208	Clarisonic	0.07%
240	223	Iman	0.07%
241	320	Abba	0.07%
242	238	Exuviance	0.07%
243	234	SkinMilk	0.07%
244	248	Vincent Longo	0.07%
245	255	Soft Sheen Carson	0.06%
246	363	Eyes By Design	0.06%
247	154	REN Clean Bio Active Skincare	0.06%
248	250	ModelCo	0.06%
249	278	Merlot Skin Care	0.06%
250	293	Rodial	0.06%
251	332	L.A.M.B. Fragrance	0.06%
252	263	Sexy Hair	0.06%
253	151	The Healing Garden	0.06%
254	321	40 Carrots	0.06%
255	268	Chantecaille	0.06%
256	220	NeoCutis	0.06%
257	275	Infusium	0.06%
258	260	Skin Doctors	0.06%
259	241	Moroccanoil	0.06%
260	285	SkinMedica	0.06%
261	242	Sugar Cosmetics	0.06%
262	245	NeoStrata	0.06%
263	192	Crabtree & Evelyn	0.06%
264	383	Anastasia	0.06%
265	251	Davines	0.06%
266	287	Grassroots	0.06%
267	198	Jo Malone	0.06%
268	232	Prive	0.06%
269	333	Rachel Perry	0.06%
270	454	Genie	0.06%
271	123	TouchBack By Colormark	0.06%
272	302	Essie	0.06%
273	297	Nair	0.06%
274	292	Cosmedicine	0.06%
275	226	Tria	0.06%
276	249	Basis	0.06%
277	361	Eminence	0.06%
278	347	Meaningful Beauty	0.06%
279	286	Mojave Magic	0.06%
280	228	Lash Allure MD	0.05%
281	280	St. Tropez	0.05%
282	267	Red Earth	0.05%
283	272	Zoya	0.05%
284	291	American Beauty	0.05%
285	244	Napoleon Perdis	0.05%
286	388	Acuvue	0.05%
287	307	Lubriderm	0.05%
288	316	YonKa	0.05%
289	106	Supersmile	0.05%
290	239	Chapstick	0.05%
291	309	Perfect Formula	0.05%
292	270	Freeman	0.05%
293	342	Styli-Style	0.05%
294	259	JOEY New York	0.05%
295	296	Noah's Naturals	0.05%
296	344	Sun Laboratories	0.05%
297	322	Amazing Cosmetics	0.05%
298	299	Jan Marini Skin Research	0.05%
299	273	Perlier	0.05%
300	219	InStyler	0.05%