

SHARE OF AUDIENCE REPORT		totalbeauty MEDIA GROUP	
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 March 2013			
Rank	Feb. Rank	Brand	SOA
1	2	L'Oreal	2.96%
2	3	Olay	2.37%
3	1	Dove	2.26%
4	5	MAC	2.05%
5	6	Clinique	1.84%
6	11	Revlon	1.76%
7	8	Neutrogena	1.73%
8	9	Garnier	1.67%
9	12	Avon	1.27%
10	16	CoverGirl	1.26%
11	13	Estee Lauder	1.20%
12	14	Maybelline New York	1.15%
13	19	Mary Kay	1.13%
14	15	Lancome	1.04%
15	17	The Body Shop	1.01%
16	18	Arbonne	1.01%
17	25	Aveeno	0.93%
18	20	Pantene	0.85%
19	22	Chanel	0.83%
20	24	Clarins	0.82%
21	23	Aveda	0.81%
22	21	Redken	0.78%
23	26	philosophy	0.76%
24	10	Shiseido	0.75%
25	27	Kiehl's	0.74%
26	7	Almay	0.71%
27	29	TRESemme	0.68%
28	36	Benefit	0.67%
29	41	St. Ives	0.66%
30	28	Sally Hansen	0.65%
31	32	Origins	0.62%
32	35	Physicians Formula	0.62%
33	40	Clairol	0.61%
34	34	Herbal Essences	0.61%
35	43	E.L.F.	0.61%
36	31	Paul Mitchell	0.59%
37	39	Dermalogica	0.59%
38	33	Dior	0.58%
39	30	Conair	0.58%
40	42	Victoria's Secret	0.58%
41	38	Smashbox	0.56%
42	47	Burt's Bees	0.55%
43	50	Nu Skin	0.51%
44	52	Bobbi Brown	0.51%
45	48	Rimmel London	0.51%
46	51	Boots	0.49%
47	45	TIGI	0.48%
48	81	Wella	0.47%
49	44	Make Up For Ever	0.47%
50	37	Vaseline	0.47%
51	46	Laura Mercier	0.45%
52	54	Obagi	0.44%
53	53	Elizabeth Arden	0.44%
54	4	Moroccanoil	0.44%
55	58	John Frieda	0.44%
56	57	RoC	0.43%
57	55	Aussie	0.42%
58	69	bareMinerals	0.42%
59	60	Patricia Wexler M.D.	0.40%
60	49	Vidal Sassoon	0.39%
61	65	Merle Norman	0.38%
62	59	Sephora	0.38%
63	73	ProActiv	0.38%
64	84	Suave	0.38%
65	56	Lush	0.37%
66	83	It Cosmetics	0.37%
67	75	Nivea	0.37%
68	62	NYX Cosmetics	0.36%
69	66	Clean & Clear	0.36%
70	64	NARS	0.36%
71	63	CHI	0.36%
72	93	Jergens	0.35%
73	67	Kerastase	0.34%
74	71	Cetaphil	0.34%
75	61	Urban Decay	0.33%
76	72	Tarte	0.32%
77	142	ARTISTRY	0.32%
78	70	Bath & Body Works	0.32%
79	76	SkinCeuticals	0.31%
80	74	Wet n Wild	0.30%
81	80	Murad	0.30%
82	79	Pond's	0.30%
83	91	Bliss	0.30%
84	86	AMBI	0.30%
85	77	Jason	0.30%
86	89	Peter Thomas Roth	0.29%
87	97	Bumble and bumble	0.28%
88	79	Too Faced	0.28%
89	92	L'Occitane	0.27%
90	95	Boscia	0.27%
91	105	Biore	0.26%
92	94	Mario Badescu Skin Care	0.26%
93	85	N.Y.C. New York Color	0.25%
94	88	Stila	0.25%
95	114	Palmers	0.25%
96	87	Joico	0.25%
97	158	eSalon	0.25%
98	90	Mark	0.25%
99	112	DHC	0.25%
100	100	Pristine Beauty	0.24%
101	102	OPI	0.24%
102	96	Organix	0.24%
103	147	Cosmedicine	0.23%
104	113	Fresh	0.23%
105	99	Supersmile	0.23%
106	106	Jane Iredale	0.23%
107	115	M2 Skin Care	0.23%
108	98	Nexxus	0.23%
109	110	Caudalie	0.22%
110	103	La Prairie	0.22%
111	107	Nioxin	0.21%
112	109	Pureology	0.21%
113	101	Max Factor	0.21%
114	111	ReVive	0.20%
115	116	La Mer	0.20%
116	104	Sunsilk	0.20%
117	108	Beecology	0.19%
118	122	Sonia Kashuk	0.19%
119	125	Lumene	0.19%
120	126	Crest	0.19%
121	121	T3	0.19%
122	119	Frederic Fekkai	0.19%
123	124	Guerlain	0.19%
124	127	Shu Uemura	0.18%
125	172	Banana Boat	0.18%
126	145	Essie	0.18%
127	157	CeraVe	0.18%
128	120	Biolage	0.17%
129	130	Paula's Choice	0.17%
130	123	Head & Shoulders	0.17%
131	118	Wen	0.17%
132	117	Eucerin	0.17%
133	129	Yves Saint Laurent Beauty	0.17%
134	131	Milani	0.16%
135	128	got2b	0.16%
136	133	Matrix	0.16%
137	139	Josie Maran	0.16%
138	140	Ojon	0.16%
139	136	REN Clean Bio Active Skincare	0.15%
140	149	C.O. Bigelow	0.15%
141	182	Yes To	0.15%
142	264	M. Asam	0.14%
143	152	La Roche-Posay	0.14%
144	135	Giovanni	0.14%
145	134	Rusk	0.14%
146	138	Giorgio Armani	0.14%
147	137	Shea Moisture	0.14%
148	144	Biotherm	0.13%
149	167	Pixi	0.13%
150	141	Vincent Longo	0.13%
151	218	Weleda	0.13%
152	132	Frizz-Ease	0.13%
153	151	PHYTO	0.13%
154	195	Clearasil	0.13%
155	154	Remington	0.13%
156	161	Klorane	0.12%
157	159	Prescriptives	0.12%
158	262	Jo Malone	0.12%
159	171	Sebastian	0.12%
160	146	the Balm	0.12%
161	187	Secret	0.12%
162	143	Hard Candy	0.12%
163	164	Dr. Brandt	0.12%
164	192	Tweezerman	0.12%
165	148	Sedu	0.12%
166	217	Bonne Bell	0.12%
167	162	Sisley	0.12%
168	189	Kate Somerville	0.12%
169	150	Cle de Peau	0.12%
170	966	Korres	0.11%
171	177	Goody	0.11%
172	170	Becca	0.11%
173	186	Scunci	0.11%
174	176	Bourjois	0.11%
175	185	DDF	0.11%
176	231	Johnson's	0.11%
177	174	Basis	0.11%
178	163	Ulta	0.11%
179	274	EOS	0.11%
180	82	Drew Barrymore Flower Cosmetics	0.11%
181	68	Oribe	0.11%
182	106	Jane	0.11%
183	165	Rene Furterer	0.11%
184	178	Noxzema	0.11%
185	191	Biosilk	0.11%
186	153	Dr. Hauschka	0.10%
187	166	Laura Geller	0.10%
188	180	ZO Skin Health	0.10%
189	156	Goldwell	0.10%
190	169	Vichy Laboratories	0.10%
191	257	Body Drench	0.10%
192	190	Freeman	0.10%
193	175	DERMAdoctor	0.10%
194	223	Hawaiian Tropic	0.10%
195	181	BaByliss	0.10%
196	160	StriVectin	0.10%
197	173	Blistex	0.10%
198	183	American Beauty	0.10%
199	240	Nuance	0.09%
200	188	CosMedix	0.09%
201	168	Dr. Denese	0.09%
202	194	SK-II	0.09%
203	179	Carol's Daughter	0.09%
204	197	Ole Henriksen	0.09%
205	209	Rodan + Fields	0.09%
206	204	Queen Helene	0.09%
207	205	Image SkinCare	0.09%
208	203	Zenmed	0.09%
209	214	ElanVeda	0.09%
210	278	Bare Escentuals	0.09%
211	206	Kiss My Face	0.09%
212	193	LORAC	0.09%
213	207	Ouidad	0.08%
214	305	butter LONDON	0.08%
215	202	Avene	0.08%
216	211	Dr. Dennis Gross Skincare	0.08%
217	212	Davines	0.08%
218	208	Borba	0.08%
219	221	Elemis	0.08%
220	210	Anastasia	0.08%
221	199	Avalon Organics	0.08%
222	292	Caress	0.08%
223	233	Jan Marini Skin Research	0.08%
224	213	Kinerase	0.08%
225	230	GloMinerals	0.08%
226	201	Alterna	0.07%
227	220	Charles Worthington	0.07%
228	225	Infusium	0.07%
229	198	VO5	0.07%
230	236	Clarisonic	0.07%
231	216	Dr. LeWinn by Kinerase	0.07%
232	297	Sally Hershberger	0.07%
233	222	Bioelements	0.07%
234	215	Crabtree & Evelyn	0.07%
235	237	KMS	0.07%
236	224	Principal Secret	0.07%
237	252	Exuviance	0.07%
238	396	JOEY New York	0.07%
239	253	Napoleon Perdis	0.07%
240	267	Alba	0.07%
241	239	Kevin Murphy	0.07%
242	243	Dr. Bronner's	0.07%
243	259	Sexy Hair	0.07%
244	268	HairDo	0.07%
245	248	Eminence	0.07%
246	736	Oscar de la Renta	0.07%
247	273	Palladio	0.07%
248	294	ApHogee	0.07%
249	246	Juice Beauty	0.07%
250	200	Meaningful Beauty	0.07%
251	331	Zoya	0.07%
252	235	Fusion Beauty	0.07%
253	266	Prestige	0.07%
254	244	Soft Sheen Carson	0.06%
255	232	NovaLash	0.06%
256	250	China Glaze	0.06%
257	245	REMBRANDT	0.06%
258	275	Dolce & Gabbana	0.06%
259	226	Molton Brown	0.06%
260	219	Mizani	0.06%
261	242	Stiefel Laboratories	0.06%
262	288	Brazilian Peel	0.06%
263	269	CND	0.06%
264	386	St. Tropez	0.06%
265	251	Burberry	0.06%
266	265	CARGO	0.06%
267	228	H2O+	0.06%
268	261	Kat Von D	0.06%
269	260	no!no!	0.06%
270	317	Raw Natural Beauty	0.06%
271	286	Skin Doctors	0.06%
272	255	Flirt!	0.06%
273	256	Givenchy	0.06%
274	310	Hot Tools	0.06%
275	282	Aquafresh	0.06%
276	247	Hourglass	0.06%
277	229	AHAVA	0.06%
278	304	Kiss	0.06%
279	276	Curel	0.06%
280	281	Argan Magic	0.06%
281	241	Bioderma	0.06%
282	280	SK	0.06%
283	271	Suki	0.06%
284	238	Darphin	0.06%
285	30	Nair	0.06%
286	296	Lancaster	0.05%
287	341	ck Calvin Klein	0.05%
288	258	SkinMedica	0.05%
289	303	Buxom	0.05%
290	326	Mason Pearson	0.05%
291	283	Beauty Society	0.05%
292	312	Bio-Oil	0.05%
293	340	Umberto	0.05%
294	254	Borghese	0.05%
295	361	Dr. Jart+	0.05%
296	301	Veet	0.05%
297	306	YonKa	0.05%
298	339	Aquaphor	0.05%
299	290	Cover FX	0.05%
300	330	DermaBlend	0.05%