

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 July 2012

Rank	June Rank	Brand	SOA
1	1	L'Oreal	2.44%
2	2	Olay	2.31%
3	3	Neutrogena	2.00%
4	4	MAC	1.93%
5	5	Clinique	1.80%
6	6	Revlon	1.48%
7	7	Garnier	1.44%
8	10	Avon	1.21%
9	14	Dove	1.16%
10	9	The Body Shop	1.10%
11	11	Estee Lauder	1.05%
12	12	Lancome	1.04%
13	13	Aveda	1.00%
14	8	Aveeno	0.99%
15	16	Maybelline New York	0.97%
16	17	Redken	0.97%
17	19	Sally Hansen	0.95%
18	18	Mary Kay	0.94%
19	15	Arbonne	0.93%
20	24	Pantene	0.87%
21	32	Physicians Formula	0.83%
22	25	Herbal Essences	0.83%
23	26	Kiehl's	0.82%
24	20	Chanel	0.81%
25	22	Suave	0.76%
26	23	Paul Mitchell	0.76%
27	21	Clarins	0.74%
28	27	CoverGirl	0.68%
29	31	Origins	0.64%
30	105	Stila	0.64%
31	29	Victoria's Secret	0.63%
32	138	Kate Somerville	0.61%
33	34	philosophy	0.61%
34	44	Conair	0.60%
35	30	Nu Skin	0.60%
36	35	Clairol	0.57%
37	64	NARS	0.56%
38	37	Aussie	0.56%
39	33	Shiseido	0.56%
40	38	TIGI	0.55%
41	41	St. Ives	0.53%
42	28	Dior	0.52%
43	48	E.L.F.	0.51%
44	42	Almay	0.51%
45	43	Smashbox	0.51%
46	47	Patricia Wexler M.D.	0.49%
47	45	Burt's Bees	0.49%
48	46	John Frieda	0.48%
49	60	RoC	0.47%
50	36	Dermalogica	0.46%
51	51	AMBI	0.46%
52	40	Benefit	0.45%
53	49	Boots	0.45%
54	54	ProActiv	0.44%
55	57	Elizabeth Arden	0.43%
56	52	TRESemme	0.43%
57	74	Boscia	0.42%
58	56	Make Up For Ever	0.42%
59	55	Kerastase	0.42%
60	53	Nivea	0.41%
61	83	Sephora	0.41%
62	50	Bobbi Brown	0.41%
63	78	Joico	0.40%
64	69	Clean & Clear	0.39%
65	58	Murad	0.39%
66	59	Rimmel London	0.38%
67	68	Wet n Wild	0.37%
68	61	CHI	0.37%
69	75	Cetaphil	0.36%
70	63	Laura Mercier	0.36%
71	65	Frederic Fekkai	0.35%
72	73	bareMinerals	0.35%
73	66	Bath & Body Works	0.34%
74	70	Urban Decay	0.34%
75	77	Vidal Sassoon	0.34%
76	89	It Cosmetics	0.34%
77	81	Wella	0.33%
78	87	Jane Iredale	0.33%
79	82	Obagi	0.33%
80	76	Lush	0.33%
81	80	Bumble and bumble	0.33%
82	71	Merle Norman	0.32%
83	79	Jason	0.32%
84	62	Nioxin	0.31%
85	133	Crest	0.31%
86	90	Tarte	0.29%
87	88	Nexus	0.29%
88	84	Pristine Beauty	0.28%
89	98	Organix	0.28%
90	85	Biore	0.27%
91	72	Bliss	0.27%
92	92	N.Y.C. New York Color	0.27%
93	100	Biolage	0.27%
94	101	L'Occitane	0.26%
95	110	OPI	0.26%
96	111	Vaseline	0.25%
97	39	SkinCeuticals	0.25%
98	109	Pureology	0.25%
99	96	Too Faced	0.25%
100	103	NYX Cosmetics	0.25%
101	67	Banana Boat	0.24%
102	94	Max Factor	0.24%
103	95	Rusk	0.24%
104	102	Peter Thomas Roth	0.24%
105	107	Mark	0.23%
106	93	La Roche-Posay	0.23%
107	97	Caudalie	0.23%
108	113	ARTISTRY	0.23%
109	242	Infusium	0.23%
110	106	La Prairie	0.23%
111	126	Giovanni	0.23%
112	1198	InStyler	0.23%
113	112	Moroccanoil	0.22%
114	108	Hawaiian Tropic	0.22%
115	104	ReVive	0.22%
116	164	Supersmile	0.21%
117	99	Jergens	0.21%
118	148	T3	0.21%
119	143	Cosmedicine	0.20%
120	116	Frizz-Ease	0.20%
121	86	Shea Moisture	0.20%
122	150	Yves Saint Laurent Beauty	0.20%
123	121	Shu Uemura	0.20%
124	115	REMBRANDT	0.20%
125	128	Lumene	0.20%
126	119	Wen	0.19%
127	117	DHC	0.19%
128	123	Palmers	0.19%
129	135	Guerlain	0.19%
130	114	Pond's	0.18%
131	165	Dr. Brandt	0.18%
132	137	Beecology	0.17%
133	142	Goody	0.17%
134	120	Sonia Kashuk	0.17%
135	131	Sunsilk	0.17%
136	145	Mario Badescu Skin Care	0.17%
137	132	Prescriptives	0.17%
138	127	Essie	0.16%
139	134	Tweezerman	0.16%
140	141	Hard Candy	0.15%
141	152	Goldwell	0.15%
142	129	La Mer	0.15%
143	136	Head & Shoulders	0.15%
144	124	Dr. Hauschka	0.15%
145	160	Noxzema	0.15%
146	161	Paula's Choice	0.15%
147	146	PHYTO	0.15%
148	149	Milani	0.15%
149	91	DERMAdoctor	0.14%
150	130	Eucerin	0.14%
151	191	Yes To	0.14%
152	159	Alterna	0.14%
153	155	SK-II	0.14%
154	158	got2b	0.14%
155	188	Remington	0.14%
156	144	M2 Skin Care	0.14%
157	166	Bourjois	0.14%
158	153	Vincent Longo	0.14%
159	175	Ulta	0.14%
160	151	Secret	0.14%
161	156	Sebastian	0.13%
162	140	Biotherm	0.13%
163	118	Sedu	0.13%
164	147	ElanVeda	0.13%
165	177	LORAC	0.13%
166	N/A	Clear	0.13%
167	200	Matrix	0.13%
168	587	Obsessive Compulsive Cosmetics	0.13%
169	513	Deva	0.12%
170	180	Jane	0.12%
171	181	Korres Natural Products	0.12%
172	225	Fresh	0.12%
173	163	Giorgio Armani	0.12%
174	193	Freeman	0.12%
175	187	Carol's Daughter	0.12%
176	198	C.O. Bigelow	0.12%
177	186	DDF	0.12%
178	176	Mizani	0.12%
179	154	Vichy Laboratories	0.12%
180	189	Clearasil	0.12%
181	167	Davines	0.12%
182	178	Scunci	0.12%
183	228	the Balm	0.11%
184	125	Body Drench	0.11%
185	185	VO5	0.11%
186	232	Dr. LeWinn by Kinerase	0.11%
187	139	Josie Maran	0.11%
188	183	Rene Furterer	0.11%
189	157	AHAVA	0.11%
190	174	Queen Helene	0.11%
191	203	Becca	0.11%
192	194	Ojon	0.11%
193	162	Caress	0.11%
194	207	Charles Worthington	0.11%
195	179	Sisley	0.11%
196	196	Biosilk	0.11%
197	229	Corave	0.10%
198	171	Borba	0.10%
199	456	Tova	0.10%
200	239	Sally Hershberger	0.10%
201	208	Basis	0.10%
202	182	Ole Henriksen	0.10%
203	190	Nair	0.10%
204	170	Avene	0.10%
205	195	Soft Sheen Carson	0.10%
206	197	CosMedix	0.10%
207	234	no!no!	0.10%
208	215	Pixi	0.10%
209	211	Kinerase	0.10%
210	410	Pravana	0.09%
211	201	Avalon Organics	0.09%
212	240	BaByliss	0.09%
213	213	Elemis	0.09%
214	214	KMS	0.09%
215	243	Image SkinCare	0.09%
216	285	Nuance	0.09%
217	204	Rodan + Fields	0.09%
218	220	Eminence	0.09%
219	238	REN Clean Bio Active Skincare	0.09%
220	237	Bioelements	0.09%
221	250	Klorane	0.09%
222	221	GloMinerals	0.09%
223	192	Ouidad	0.09%
224	353	AG Hair Cosmetics	0.09%
225	222	Kiss My Face	0.09%
226	230	Laura Geller	0.09%
227	227	Zenmed	0.08%
228	206	Cle de Peau	0.08%
229	219	ZO Skin Health	0.08%
230	212	Samy	0.08%
231	236	Aquolina	0.08%
232	169	X Out	0.08%
233	273	Sexy Hair	0.08%
234	241	Bonne Bell	0.08%
235	373	Sultra	0.08%
236	245	American Beauty	0.08%
237	217	Alba	0.08%
238	311	Juice Beauty	0.08%
239	184	Dr. Dennis Gross Skincare	0.08%
240	223	Crabtree & Evelyn	0.08%
241	209	Dr. Denese	0.08%
242	263	China Glaze	0.07%
243	271	H2O+	0.07%
244	260	Borghese	0.07%
245	249	Anastasia	0.07%
246	218	Jan Marini Skin Research	0.07%
247	266	100% Pure	0.07%
248	258	Prestige	0.07%
249	301	Mason Pearson	0.07%
250	264	ApHogee	0.07%
251	251	Johnson's	0.07%
252	272	Graham Webb	0.07%
253	270	Marc Anthony	0.07%
254	202	Bare Escentuals	0.07%
255	277	Glytone	0.07%
256	255	Kiss	0.07%
257	247	Nature's Gate	0.07%
258	333	Kat Von D	0.07%
259	246	CND	0.07%
260	585	Elure	0.07%
261	345	butter LONDON	0.07%
262	259	Stiefel Laboratories	0.07%
263	252	SK	0.07%
264	286	Hot Tools	0.06%
265	274	Veet	0.06%
266	253	Exuviance	0.06%
267	288	Flirt!	0.06%
268	248	Darphin	0.06%
269	297	Zoya	0.06%
270	293	Givenchy	0.06%
271	168	Envision Beauty	0.06%
272	224	Novalash	0.06%
273	216	St. Tropez	0.06%
274	294	Blistex	0.06%
275	299	Hana	0.06%
276	358	Venus	0.06%
277	276	Genie	0.06%
278	369	Dr. Jart+	0.06%
279	323	Abba	0.06%
280	269	DermaBlend	0.06%
281	322	Zoe	0.06%
282	257	Kevin Murphy	0.06%
283	289	Clarisonic	0.06%
284	231	Lancaster	0.06%
285	869	Koh Gen Do	0.06%
286	290	Fusion Beauty	0.06%
287	279	Napoleon Perdis	0.06%
288	265	Saffron James	0.06%
289	287	Amazing Cosmetics	0.06%
290	304	Molton Brown	0.06%
291	278	Jo Malone	0.06%
292	295	Principal Secret	0.06%
293	303	SkinMedica	0.06%
294	324	Dr. Bronner's	0.06%
295	281	YonKa	0.06%
296	282	Skin Doctors	0.06%
297	307	Sea Breeze	0.05%
298	291	Rephase	0.05%
299	256	Ocean Potion	0.05%
300	339	Burberry	0.05%