

SHARE OF AUDIENCE REPORT

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 June 2012

Rank	May Rank	Brand	SOA
1	1	L'Oreal	2.43%
2	2	Olay	2.39%
3	4	Neutrogena	2.01%
4	3	MAC	1.98%
5	5	Clinique	1.87%
6	7	Revlon	1.54%
7	8	Garnier	1.36%
8	6	Aveeno	1.26%
9	9	The Body Shop	1.21%
10	12	Avon	1.21%
11	11	Estee Lauder	1.12%
12	10	Lancome	1.11%
13	15	Aveda	1.09%
14	19	Dove	1.06%
15	13	Arbonne	1.04%
16	20	Maybelline New York	0.95%
17	21	Redken	0.95%
18	16	Mary Kay	0.93%
19	22	Sally Hansen	0.90%
20	14	Chanel	0.86%
21	18	Clarins	0.85%
22	17	Suave	0.83%
23	23	Paul Mitchell	0.77%
24	31	Pantene	0.77%
25	26	Herbal Essences	0.74%
26	24	Kiehl's	0.74%
27	33	CoverGirl	0.72%
28	29	Dior	0.70%
29	25	Victoria's Secret	0.70%
30	28	Nu Skin	0.67%
31	32	Origins	0.64%
32	27	Physicians Formula	0.62%
33	34	Shiseido	0.60%
34	35	philosophy	0.58%
35	36	Clairol	0.56%
36	42	Dermalogica	0.54%
37	49	Aussie	0.53%
38	53	TIGI	0.53%
39	93	SkinCeuticals	0.52%
40	50	Benefit	0.50%
41	44	St. Ives	0.50%
42	46	Almay	0.50%
43	40	Smashbox	0.50%
44	48	Conair	0.50%
45	39	Burt's Bees	0.49%
46	37	John Frieda	0.49%
47	41	Patricia Wexler M.D.	0.48%
48	51	E.L.F.	0.46%
49	55	Boots	0.46%
50	30	Bobbi Brown	0.46%
51	47	AMBI	0.45%
52	54	TRESemme	0.44%
53	52	Nivea	0.44%
54	43	ProActiv	0.43%
55	38	Kerastase	0.42%
56	56	Make Up For Ever	0.42%
57	57	Elizabeth Arden	0.41%
58	86	Murad	0.41%
59	65	Rimmel London	0.40%
60	58	RoC	0.39%
61	64	CHI	0.38%
62	62	Nioxin	0.38%
63	66	Laura Mercier	0.38%
64	61	NARS	0.38%
65	71	Frederic Fekkai	0.37%
66	67	Bath & Body Works	0.37%
67	59	Banana Boat	0.37%
68	72	Wet n Wild	0.36%
69	81	Clean & Clear	0.36%
70	69	Urban Decay	0.35%
71	63	Merle Norman	0.34%
72	60	Bliss	0.34%
73	75	bareMinerals	0.34%
74	76	Boscia	0.33%
75	73	Cetaphil	0.33%
76	68	Lush	0.33%
77	80	Vidal Sassoon	0.33%
78	77	Joico	0.32%
79	83	Jason	0.32%
80	78	Bumble and bumble	0.32%
81	79	Wella	0.30%
82	88	Obagi	0.30%
83	82	Sephora	0.30%
84	85	Pristine Beauty	0.30%
85	89	Biore	0.29%
86	166	Shea Moisture	0.29%
87	70	Jane Iredale	0.29%
88	87	Nexus	0.28%
89	74	It Cosmetics	0.27%
90	84	Tarte	0.27%
91	214	DERMAdoctor	0.26%
92	107	N.Y.C. New York Color	0.26%
93	116	La Roche-Posay	0.25%
94	92	Max Factor	0.25%
95	96	Rusk	0.25%
96	108	Too Faced	0.25%
97	98	Caudalie	0.25%
98	100	Organix	0.25%
99	90	Jergens	0.25%
100	111	Biolage	0.25%
101	106	L'Occitane	0.24%
102	91	Peter Thomas Roth	0.24%
103	94	NYX Cosmetics	0.24%
104	99	ReVive	0.24%
105	45	Stila	0.24%
106	97	La Prairie	0.24%
107	112	Mark	0.24%
108	110	Hawaiian Tropic	0.23%
109	102	Pureology	0.23%
110	101	OPI	0.22%
111	113	Vaseline	0.22%
112	95	Moroccanoil	0.22%
113	109	ARTISTRY	0.22%
114	117	Pond's	0.21%
115	122	REMBRANDT	0.21%
116	119	Frizz-Ease	0.21%
117	126	DHC	0.20%
118	174	Sedu	0.19%
119	140	Wen	0.19%
120	120	Sonia Kashuk	0.19%
121	124	Shu Uemura	0.19%
122	431	Sarah Jessica Parker	0.19%
123	121	Palmers	0.19%
124	167	Dr. Hauschka	0.18%
125	114	Body Drench	0.18%
126	118	Giovanni	0.18%
127	133	Essie	0.18%
128	104	Lumene	0.18%
129	129	La Mer	0.17%
130	128	Eucerin	0.17%
131	135	Sunsilk	0.17%
132	125	Prescriptives	0.17%
133	132	Crest	0.17%
134	160	Tweezerman	0.17%
135	127	Guerlain	0.16%
136	175	Head & Shoulders	0.16%
137	138	Beecology	0.16%
138	139	Kate Somerville	0.16%
139	105	Josie Maran	0.16%
140	130	Biotherm	0.16%
141	115	Hard Candy	0.16%
142	141	Goody	0.15%
143	150	Cosmedicine	0.15%
144	103	M2 Skin Care	0.15%
145	134	Mario Badescu Skin Care	0.15%
146	151	PHYTO	0.15%
147	163	ElanVeda	0.15%
148	137	T3	0.15%
149	131	Milani	0.15%
150	123	Yves Saint Laurent Beauty	0.15%
151	159	Secret	0.15%
152	147	Goldwell	0.14%
153	153	Vincent Longo	0.14%
154	149	Vichy Laboratories	0.14%
155	136	SK-II	0.14%
156	142	Sebastian	0.14%
157	154	AHAVA	0.14%
158	152	got2b	0.14%
159	181	Alterna	0.14%
160	145	Noxzema	0.14%
161	171	Paula's Choice	0.14%
162	165	Caress	0.13%
163	168	Giorgio Armani	0.13%
164	172	Supersmile	0.13%
165	143	Dr. Brandt	0.13%
166	155	Bourjois	0.13%
167	158	Davines	0.13%
168	148	Envision Beauty	0.13%
169	528	X Out	0.13%
170	156	Avene	0.13%
171	197	Borba	0.12%
172	1516	Fekkai	0.12%
173	966	Cutex	0.12%
174	177	Queen Helene	0.12%
175	179	Ulta	0.12%
176	176	Mizani	0.12%
177	144	LORAC	0.12%
178	196	Scunci	0.12%
179	169	Sisley	0.12%
180	183	Jane	0.12%
181	170	Korres Natural Products	0.12%
182	189	Ole Henriksen	0.12%
183	185	Rene Furterer	0.12%
184	309	Dr. Dennis Gross Skincare	0.12%
185	194	VO5	0.12%
186	146	DDF	0.12%
187	173	Carol's Daughter	0.11%
188	184	Remington	0.11%
189	193	Clearasil	0.11%
190	200	Nair	0.11%
191	180	Yes To	0.11%
192	209	Ouidad	0.11%
193	187	Freeman	0.11%
194	164	Ojon	0.11%
195	203	Soft Sheen Carson	0.11%
196	204	Biosilk	0.11%
197	190	CosMedix	0.11%
198	202	C.O. Bigelow	0.10%
199	191	L'Oréal	0.10%
200	195	Matrix	0.10%
201	199	Avalon Organics	0.10%
202	157	Bare Escentuals	0.10%
203	198	Becca	0.10%
204	192	Rodan + Fields	0.10%
205	162	Supergoop!	0.10%
206	229	Cle de Peau	0.10%
207	161	Charles Worthington	0.10%
208	217	Basis	0.10%
209	215	Dr. Denese	0.09%
210	343	M. Asam	0.09%
211	212	Kinerase	0.09%
212	242	Samy	0.09%
213	205	Elemis	0.09%
214	220	KMS	0.09%
215	182	Pixi	0.09%
216	178	St. Tropez	0.09%
217	249	Alba	0.09%
218	210	Jan Marini Skin Research	0.09%
219	207	ZO Skin Health	0.09%
220	235	Eminence	0.09%
221	221	GloMinerals	0.09%
222	223	Kiss My Face	0.09%
223	231	Crabtree & Evelyn	0.09%
224	208	NovaLash	0.09%
225	188	Fresh	0.09%
226	441	Kinara	0.09%
227	216	Zenmed	0.09%
228	224	the Balm	0.09%
229	213	CeraVe	0.08%
230	262	Laura Geller	0.08%
231	236	Lancaster	0.08%
232	186	Dr. LeWinin by Kinerase	0.08%
233	450	Clark's Botanicals	0.08%
234	206	noIno!	0.08%
235	247	Mally	0.08%
236	230	Aquolina	0.08%
237	218	Bioelements	0.08%
238	243	REN Clean Bio Active Skincare	0.08%
239	233	Sally Hershberger	0.08%
240	245	BaByliss	0.08%
241	227	Bonne Bell	0.08%
242	251	Infusium	0.08%
243	264	Image SkinCare	0.08%
244	304	By Terry	0.08%
245	228	American Beauty	0.08%
246	222	CND	0.08%
247	260	Nature's Gate	0.08%
248	226	Darphin	0.07%
249	268	Anastasia	0.07%
250	299	Klorane	0.07%
251	282	Johnson's	0.07%
252	234	SK	0.07%
253	238	Exuviance	0.07%
254	334	EcoTools	0.07%
255	239	Kiss	0.07%
256	276	Ocean Potion	0.07%
257	274	Kevin Murphy	0.07%
258	241	Prestige	0.07%
259	248	Stiefel Laboratories	0.07%
260	250	Borghese	0.07%
261	N/A	Solar Protection Formula	0.07%
262	656	Dermagist	0.07%
263	255	China Glaze	0.07%
264	240	ApHogee	0.07%
265	246	Saffron James	0.07%
266	201	100% Pure	0.07%
267	369	M. Steves	0.07%
268	298	therapy-g	0.07%
269	263	DermaBlend	0.07%
270	253	Marc Anthony	0.07%
271	271	H2O+	0.07%
272	257	Graham Webb	0.07%
273	275	Sexy Hair	0.07%
274	252	Veet	0.07%
275	273	Beauty Society	0.07%
276	237	Genie	0.07%
277	256	Glytone	0.06%
278	254	Jo Malone	0.06%
279	294	Napoleon Perdis	0.06%
280	265	Soap & Glory	0.06%
281	327	YonKa	0.06%
282	261	Skin Doctors	0.06%
283	211	Earth Therapeutics	0.06%
284	288	Coppertone	0.06%
285	244	Nuance	0.06%
286	232	Hot Tools	0.06%
287	269	Amazing Cosmetics	0.06%
288	278	Flirt!	0.06%
289	259	Clarisonic	0.06%
290	279	Fusion Beauty	0.06%
291	291	Rephase	0.06%
292	308	Colorescience Pro	0.06%
293	258	Givenchy	0.06%
294	285	Blistex	0.06%
295	296	Principal Secret	0.06%
296	277	Bio-Oil	0.06%
297	289	Zoya	0.06%
298	317	Macadamia Natural Oil	0.06%
299	280	Hana	0.06%
300	342	Bikini Zone	0.06%