

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 April 2012

Rank	Mar Rank	Brand	SOA
1	2	L'Oreal	2.60%
2	3	Olay	2.48%
3	5	MAC	2.25%
4	4	Clinique	2.10%
5	1	Neutrogena	2.02%
6	6	Revlon	1.52%
7	14	Aveeno	1.40%
8	7	Garnier	1.32%
9	9	Lancome	1.22%
10	8	Estee Lauder	1.20%
11	12	The Body Shop	1.11%
12	10	Avon	1.09%
13	17	Maybelline New York	1.02%
14	11	Chanel	0.96%
15	16	Aveda	0.95%
16	13	Mary Kay	0.95%
17	18	Clarins	0.91%
18	31	Physicians Formula	0.88%
19	19	Arbonne	0.86%
20	20	Dove	0.85%
21	21	Redken	0.83%
22	28	Kiehl's	0.83%
23	32	Sally Hansen	0.82%
24	62	Suave	0.80%
25	26	Dior	0.79%
26	22	Paul Mitchell	0.73%
27	29	Herbal Essences	0.69%
28	15	ProActiv	0.68%
29	37	Origins	0.67%
30	36	Shiseido	0.66%
31	33	Nu Skin	0.63%
32	27	Pantene	0.62%
33	24	Victoria's Secret	0.62%
34	30	CoverGirl	0.62%
35	52	Dermalogica	0.61%
36	56	Conair	0.58%
37	40	Clairol	0.56%
38	34	Benefit	0.55%
39	41	John Frieda	0.55%
40	47	Kerastase	0.55%
41	50	Smashbox	0.53%
42	38	Bobbi Brown	0.50%
43	49	St. Ives	0.50%
44	43	Aussie	0.48%
45	51	Almay	0.48%
46	64	Nivea	0.47%
47	48	Patricia Wexler M.D.	0.47%
48	55	Tigi	0.47%
49	44	E.L.F.	0.45%
50	60	RoC	0.45%
51	53	TRESemme	0.45%
52	45	Make Up For Ever	0.44%
53	65	Elizabeth Arden	0.44%
54	46	Burt's Bees	0.44%
55	70	Urban Decay	0.44%
56	59	Boots	0.42%
57	35	philosophy	0.42%
58	57	Laura Mercier	0.41%
59	25	ARTISTRY	0.41%
60	39	NARS	0.41%
61	63	Nioxin	0.41%
62	61	Rimmel London	0.38%
63	91	bareMinerals	0.38%
64	80	Boschia	0.37%
65	58	Banana Boat	0.36%
66	67	Bath & Body Works	0.35%
67	68	Merle Norman	0.35%
68	72	Cetaphil	0.34%
69	54	Lush	0.34%
70	75	Wet n Wild	0.34%
71	93	Sephora	0.33%
72	69	Frederic Fekkai	0.33%
73	82	It Cosmetics	0.32%
74	81	CHI	0.32%
75	71	Jane Iredale	0.32%
76	73	Bumble and bumble	0.32%
77	117	Murad	0.31%
78	42	Ambi	0.31%
79	78	Joico	0.30%
80	76	La Prairie	0.30%
81	84	Jason	0.30%
82	77	Tarte	0.30%
83	90	Vidal Sassoon	0.29%
84	74	Stila	0.29%
85	94	Lumene	0.29%
86	79	Clean & Clear	0.28%
87	130	Moroccanoil	0.28%
88	95	SkinCeuticals	0.28%
89	89	Jergens	0.27%
90	66	Wella	0.27%
91	100	Max Factor	0.26%
92	92	Pristine Beauty	0.26%
93	96	Bliss	0.25%
94	97	Peter Thomas Roth	0.25%
95	99	Biore	0.25%
96	87	NYX Cosmetics	0.24%
97	111	Organix	0.23%
98	88	Biolage	0.23%
99	105	Obagi	0.23%
100	106	Rusk	0.22%
101	104	ReVive	0.22%
102	120	OPI	0.22%
103	112	Pureology	0.21%
104	107	Mark	0.21%
105	83	Too Faced	0.21%
106	103	DHC	0.21%
107	101	N.Y.C. New York Color	0.21%
108	102	Pond's	0.21%
109	109	Vaseline	0.21%
110	110	L'Occitane	0.21%
111	115	Palmers	0.21%
112	42	AMBI	0.21%
113	108	Wen	0.20%
114	127	Guerlain	0.20%
115	98	Sonia Kashuk	0.20%
116	118	Caudalie	0.20%
117	184	Hawaiian Tropic	0.20%
118	197	Kate Somerville	0.20%
119	113	Eucerin	0.20%
120	125	Prescriptives	0.20%
121	39	Nars	0.19%
122	131	SK-II	0.19%
123	167	Secret	0.19%
124	128	Giovanni	0.19%
125	135	Frizz-Ease	0.18%
126	114	La Mer	0.18%
127	124	Shu Uemura	0.18%
128	152	Head and Shoulders	0.17%
129	153	Envision Beauty	0.17%
130	86	Body Drench	0.17%
131	123	T3	0.17%
132	136	Milani	0.17%
133	85	Nexus	0.17%
134	524	Lippmann Collection	0.17%
135	35	Philosophy	0.17%
136	162	Josie Maran	0.17%
137	139	Biotherm	0.16%
138	134	La Roche-Posay	0.16%
139	157	M2 Skin Care	0.16%
140	129	Essie	0.16%
141	122	Sunsilk	0.16%
142	166	Freeman	0.16%
143	126	Goody	0.16%
144	143	Vincent Longo	0.15%
145	133	Yves Saint Laurent Beauty	0.15%
146	148	Dr. LeWinn by Kinerase	0.15%
147	146	PHYTO	0.15%
148	159	Giorgio Armani	0.15%
149	150	Beecology	0.15%
150	170	Crest	0.15%
151	141	Dr. Brandt	0.14%
152	141	Vichy Laboratories	0.14%
153	176	Korres Natural Products	0.14%
154	23	Dr. Hauschka	0.14%
155	160	AHAVA	0.14%
156	510	LATHER	0.14%
157	144	Bourjois	0.14%
158	180	Cosmedicine	0.13%
159	164	Goldwell	0.13%
160	211	Tweezerman	0.13%
161	168	Hard Candy	0.13%
162	137	Mario Badescu Skin Care	0.13%
163	142	DDF	0.13%
164	171	Sisley	0.13%
165	147	Sebastian	0.13%
166	521	Sultra	0.13%
167	155	Yes To	0.13%
168	145	ElanVeda	0.13%
169	163	Paula's Choice	0.13%
170	158	Avene	0.13%
171	194	Queen Helene	0.13%
172	165	Avalon Organics	0.12%
173	119	LORAC	0.12%
174	154	Noxzema	0.12%
175	198	Remington	0.12%
176	192	Shea Moisture	0.12%
177	268	REMBRANDT	0.12%
178	161	Clarisonic	0.12%
179	1032	Sam Villa	0.12%
180	190	Becca	0.12%
181	169	Mizani	0.12%
182	179	Alterna	0.11%
183	193	Caress	0.11%
184	200	Sedu	0.11%
185	213	Charles Worthington	0.11%
186	132	Ulta	0.11%
187	121	Bare Escentuals	0.11%
188	578	L'Oréal	0.11%
189	623	eyeko	0.11%
190	185	Carol's Daughter	0.11%
191	186	SK	0.11%
192	187	Ojon	0.11%
193	177	Pixi	0.11%
194	188	Ole Henriksen	0.11%
195	195	Scunci	0.10%
196	201	Davines	0.10%
197	207	Jane	0.10%
198	212	GloMinerals	0.10%
199	214	Elemis	0.10%
200	241	Supersmile	0.10%
201	215	Soft Sheen Carson	0.10%
202	204	Borba	0.10%
203	116	Cle de Peau	0.10%
204	191	Biosilk	0.10%
205	138	got2b	0.10%
206	172	VO5	0.10%
207	181	Rodan + Fields	0.09%
208	209	Matrix	0.09%
209	175	Clearasil	0.09%
210	149	Fresh	0.09%
211	189	Basis	0.09%
212	199	Bioelements	0.09%
213	223	Kinerase	0.09%
214	226	Samy	0.09%
215	234	ZO Skin Health	0.09%
216	178	C.O. Bigelow	0.09%
217	216	NovatLash	0.09%
218	220	CosMedix	0.09%
219	243	DERMAdoctor	0.09%
220	140	St. Tropez	0.09%
221	240	Crabtree & Evelyn	0.09%
222	247	Mally	0.09%
223	182	CeraVe	0.09%
224	203	Rene Furterer	0.09%
225	617	kre-at beauty	0.08%
226	217	American Beauty	0.08%
227	25	Artistry	0.08%
228	246	Beauty Society	0.08%
229	253	KMS	0.08%
230	208	Bonne Bell	0.08%
231	229	Nair	0.08%
232	225	Ouidad	0.08%
233	264	Soap & Glory	0.08%
234	254	Zenmed	0.08%
235	224	Alba	0.08%
236	218	Eminence	0.08%
237	221	Exuviance	0.08%
238	230	Dr. Denese	0.08%
239	278	0x001	0.08%
240	244	100% Pure™	0.08%
241	249	China Glaze	0.08%
242	248	Nuance	0.07%
243	1359	Aquolina	0.07%
244	282	Ferro Cosmetics	0.07%
245	85	Lancaster	0.07%
246	228	NexXus	0.07%
247	196	Kiss My Face	0.07%
248	293	Napoleon Perdis	0.07%
249	173	no!no!	0.07%
250	262	Prestige	0.07%
251	270	Darphin	0.07%
252	233	Rephase	0.07%
253	236	REN Clean Bio Active Skincare	0.07%
254	210	Sally Hershberger	0.07%
255	222	Nature's Gate	0.07%
256	286	ApHogee	0.07%
257	206	Jan Marini Skin Research	0.07%
258	256	the Balm	0.07%
259	238	Marc Anthony	0.07%
260	272	Laura Geller	0.07%
261	252	Givenchy	0.07%
262	279	BaByliss	0.07%
263	239	Image SkinCare	0.07%
264	260	Amazing Cosmetics	0.07%
265	255	Glytone	0.07%
266	251	Chantecaille	0.07%
267	258	DermaBlend	0.07%
268	311	Flirt!	0.07%
269	261	Saffron James	0.07%
270	280	StriVectin	0.06%
271	266	Skin Doctors	0.06%
272	275	Borghese	0.06%
273	269	H2O+	0.06%
274	297	Jo Malone	0.06%
275	227	Juice Beauty	0.06%
276	235	Principal Secret	0.06%
277	276	Graham Webb	0.06%
278	205	Stiefel Laboratories	0.06%
279	325	Hot Tools	0.06%
280	202	IQ Derma	0.06%
281	232	Fusion Beauty	0.06%
282	245	Anastasia	0.06%
283	290	Hana	0.06%
284	174	Cover FX	0.06%
285	156	ModelCo	0.06%
286	265	Dr. Dennis Gross Skincare	0.06%
287	1237	Pur Minerals	0.06%
288	294	Besame Cosmetics	0.06%
289	273	By Terry	0.06%
290	274	Hourglass	0.06%
291	259	SkinMedica	0.06%
292	237	Kiss	0.06%
293	302	Infusium	0.06%
294	267	John Masters Organics	0.06%
295	250	Blistex	0.06%
296	385	CARGO	0.06%
297	296	Sea Breeze	0.06%
298	320	Suki	0.06%
299	450	Aubrey Organics	0.05%
300	263	New York Color	0.05%