

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 August 2012

Rank	July Rank	Brand	SOA
1	25	Suave	6.70%
2	96	Vaseline	4.27%
3	5	Clinique	2.28%
4	1	L'Oreal	2.12%
5	4	MAC	1.92%
6	2	Olay	1.78%
7	1415	Simple	1.71%
8	24	Chanel	1.63%
9	3	Neutrogena	1.58%
10	6	Revlon	1.30%
11	16	Redken	1.25%
12	7	Garnier	1.23%
13	10	The Body Shop	1.11%
14	8	Avon	1.10%
15	15	Maybelline New York	0.94%
16	18	Mary Kay	0.90%
17	12	Lancome	0.89%
18	11	Estee Lauder	0.87%
19	20	Pantene	0.86%
20	13	Aveda	0.84%
21	1411	RGB	0.83%
22	9	Dove	0.83%
23	22	Herbal Essences	0.77%
24	23	Kiehl's	0.77%
25	19	Arbonne	0.76%
26	14	Aveeno	0.72%
27	21	Physicians Formula	0.65%
28	26	Paul Mitchell	0.64%
29	17	Sally Hansen	0.63%
30	28	CoverGirl	0.60%
31	29	Origins	0.56%
32	31	Victoria's Secret	0.56%
33	27	Clarins	0.54%
34	34	Conair	0.52%
35	32	Kate Somerville	0.50%
36	33	philosophy	0.50%
37	44	Almay	0.48%
38	41	St. Ives	0.48%
39	38	Aussie	0.46%
40	39	Shiseido	0.46%
41	42	Dior	0.46%
42	40	TIGI	0.44%
43	45	Smashbox	0.43%
44	36	Clairol	0.43%
45	47	Burt's Bees	0.43%
46	43	E.L.F.	0.43%
47	35	Nu Skin	0.43%
48	50	Dermalogica	0.42%
49	56	TRESemme	0.42%
50	30	Stila	0.41%
51	52	Benefit	0.40%
52	46	Patricia Wexler M.D.	0.38%
53	53	Boots	0.38%
54	55	Elizabeth Arden	0.37%
55	54	ProActiv	0.36%
56	74	Urban Decay	0.36%
57	66	Rimmel London	0.36%
58	48	John Frieda	0.36%
59	58	Make Up For Ever	0.35%
60	59	Kerastase	0.35%
61	64	Clean & Clear	0.35%
62	72	bareMinerals	0.34%
63	62	Bobbi Brown	0.33%
64	49	RoC	0.33%
65	37	NARS	0.33%
66	61	Sephora	0.33%
67	51	AMBI	0.33%
68	100	NYX Cosmetics	0.32%
69	70	Laura Mercier	0.32%
70	68	CHI	0.31%
71	60	Nivea	0.30%
72	63	Joico	0.30%
73	73	Bath & Body Works	0.30%
74	69	Cetaphil	0.29%
75	67	Wet n Wild	0.29%
76	80	Lush	0.29%
77	84	Nioxin	0.29%
78	79	Obagi	0.28%
79	88	Pristine Beauty	0.28%
80	82	Merle Norman	0.28%
81	65	Murad	0.28%
82	78	Jane Iredale	0.28%
83	83	Jason	0.27%
84	81	Bumble and bumble	0.27%
85	71	Frederic Fekkai	0.26%
86	75	Vidal Sassoon	0.26%
87	120	Frizz-Ease	0.25%
88	85	Crest	0.25%
89	89	Organix	0.25%
90	77	Wella	0.25%
91	57	Boschia	0.25%
92	233	Sexy Hair	0.24%
93	124	REMBRANDT	0.24%
94	86	Tarte	0.24%
95	139	Tweezerman	0.24%
96	87	Nexus	0.23%
97	92	N.Y.C. New York Color	0.23%
98	99	Too Faced	0.22%
99	94	L'Occitane	0.22%
100	97	SkinCeuticals	0.22%
101	76	It Cosmetics	0.22%
102	95	OPI	0.21%
103	90	Biore	0.21%
104	104	Peter Thomas Roth	0.21%
105	103	Rusk	0.20%
106	130	Pond's	0.20%
107	110	La Prairie	0.20%
108	98	Pureology	0.19%
109	107	Caudalie	0.19%
110	91	Bliss	0.19%
111	105	Mark	0.19%
112	113	Moroccanoil	0.19%
113	111	Giovanni	0.19%
114	102	Max Factor	0.19%
115	108	ARTISTRY	0.18%
116	93	Biolage	0.18%
117	146	Paula's Choice	0.17%
118	115	ReVive	0.17%
119	106	La Roche-Posay	0.17%
120	123	Shu Uemura	0.16%
121	155	Remington	0.16%
122	128	Palmers	0.16%
123	118	T3	0.16%
124	126	Wen	0.16%
125	116	Supersmile	0.15%
126	127	DHC	0.15%
127	125	Lumene	0.15%
128	136	Mario Badescu Skin Care	0.15%
129	223	Ouidad	0.15%
130	129	Guerlain	0.15%
131	323	Mitchum	0.15%
132	122	Yves Saint Laurent Beauty	0.15%
133	140	Hard Candy	0.14%
134	117	Jergens	0.14%
135	143	Head & Shoulders	0.14%
136	121	Shea Moisture	0.14%
137	101	Banana Boat	0.14%
138	134	Sonia Kashuk	0.14%
139	135	Sunsilk	0.14%
140	425	California Baby	0.14%
141	614	Fruit of the Earth	0.13%
142	201	Basis	0.13%
143	137	Prescriptives	0.13%
144	142	La Mer	0.13%
145	133	Goody	0.13%
146	225	Kiss My Face	0.13%
147	152	Alterna	0.13%
148	131	Dr. Brandt	0.12%
149	294	Dr. Bronner's	0.12%
150	147	PHYTO	0.12%
151	154	got2b	0.12%
152	148	Milani	0.12%
153	138	Essie	0.12%
154	161	Sebastian	0.12%
155	160	Secret	0.12%
156	141	Goldwell	0.12%
157	180	Clearasil	0.12%
158	132	Beecology	0.12%
159	305	Umberto	0.12%
160	153	SK-II	0.12%
161	187	Josie Maran	0.11%
162	119	Cosmedicine	0.11%
163	158	Vincent Longo	0.11%
164	164	ElanVeda	0.11%
165	186	Dr. LeWinn by Kinerase	0.11%
166	150	Eucerin	0.11%
167	144	Dr. Hauschka	0.11%
168	182	Scunci	0.11%
169	157	Bourjois	0.11%
170	175	Carof's Daughter	0.11%
171	109	Infusium	0.11%
172	170	Jane	0.11%
173	162	Biotherm	0.11%
174	264	Hot Tools	0.11%
175	174	Freeman	0.11%
176	212	BaByliss	0.11%
177	709	Udderly Smooth	0.11%
178	145	Noxzema	0.10%
179	238	Juice Beauty	0.10%
180	192	Ojon	0.10%
181	179	Vichy Laboratories	0.10%
182	755	MEI Bath	0.10%
183	163	Sedu	0.10%
184	173	Giorgio Armani	0.10%
185	167	Matrix	0.10%
186	208	Pixi	0.10%
187	114	Hawaiian Tropic	0.10%
188	261	butter LONDON	0.10%
189	171	Korres Natural Products	0.10%
190	165	LORAC	0.10%
191	183	the Balm	0.10%
192	756	Beaute de Maman	0.10%
193	677	Albolene	0.10%
194	159	Ulta	0.10%
195	151	Yes To	0.09%
196	442	Lubriderm	0.09%
197	156	M2 Skin Care	0.09%
198	181	Davines	0.09%
199	211	Avalon Organics	0.09%
200	176	C.O. Bigelow	0.09%
201	188	Rene Furterer	0.09%
202	172	Fresh	0.09%
203	533	Gucci	0.09%
204	190	Queen Helene	0.09%
205	178	Mizani	0.09%
206	829	Kudos	0.09%
207	196	Biosilk	0.09%
208	214	KMS	0.09%
209	922	Q	0.09%
210	195	Sisley	0.08%
211	185	VO5	0.08%
212	177	DDF	0.08%
213	226	Laura Geller	0.08%
214	194	Charles Worthington	0.08%
215	202	Ole Henriksen	0.08%
216	381	Colgate	0.08%
217	206	CosMedix	0.08%
218	213	Elemis	0.08%
219	198	Borba	0.08%
220	112	inStyler	0.08%
221	221	Klorane	0.08%
222	219	REN Clean Bio Active Skincare	0.08%
223	217	Rodan + Fields	0.08%
224	205	Soft Sheen Carson	0.08%
225	204	Avene	0.08%
226	189	AHAVA	0.08%
227	868	Glade	0.08%
228	228	Cle de Peau	0.08%
229	209	Kinerase	0.07%
230	215	Image SkinCare	0.07%
231	268	Darphin	0.07%
232	197	CeraVe	0.07%
233	222	GloMinerals	0.07%
234	340	Tom Ford	0.07%
235	262	Stiefel Laboratories	0.07%
236	191	Becca	0.07%
237	253	Marc Anthony	0.07%
238	203	Nair	0.07%
239	210	Pravana	0.07%
240	200	Sally Hershberger	0.07%
241	220	Bioelements	0.07%
242	519	CurlFriends	0.07%
243	254	Bare Escentuals	0.07%
244	938	Solbar	0.07%
245	227	Zenmed	0.07%
246	218	Eminence	0.07%
247	236	American Beauty	0.07%
248	270	Givenchy	0.07%
249	244	Borghese	0.07%
250	234	Bonne Bell	0.07%
251	647	Plus White	0.06%
252	250	ApHogee	0.06%
253	240	Crabtree & Evelyn	0.06%
254	237	Alba	0.06%
255	320	Mission Skincare	0.06%
256	229	ZO Skin Health	0.06%
257	247	100% Pure	0.06%
258	235	Sultra	0.06%
259	241	Dr. Denese	0.06%
260	311	Argan Magic	0.06%
261	149	DERMAdoctor	0.06%
262	216	Nuance	0.06%
263	242	China Glaze	0.06%
264	251	Johnson's	0.06%
265	272	Novalash	0.06%
266	259	CND	0.06%
267	274	Blistex	0.06%
268	207	no!no!	0.06%
269	184	Body Drench	0.06%
270	734	Blue Lizard	0.06%
271	252	Graham Webb	0.06%
272	193	Caress	0.06%
273	283	Clarisonic	0.06%
274	258	Kat Von D	0.06%
275	300	Burberry	0.06%
276	230	Samy	0.06%
277	246	Jan Marini Skin Research	0.06%
278	291	Jo Malone	0.06%
279	287	Napoleon Perdis	0.06%
280	243	H2O+	0.05%
281	413	Motions	0.05%
282	245	Anastasia	0.05%
283	282	Kevin Murphy	0.05%
284	275	Hana	0.05%
285	266	Exuviance	0.05%
286	248	Prestige	0.05%
287	255	Glytone	0.05%
288	239	Dr. Dennis Gross Skincare	0.05%
289	290	Molton Brown	0.05%
290	289	Amazing Cosmetics	0.05%
291	260	Elure	0.05%
292	318	Calvin Klein	0.05%
293	267	Flirt!	0.05%
294	249	Mason Pearson	0.05%
295	376	ck Calvin Klein	0.05%
296	257	Nature's Gate	0.05%
297	310	eSalon	0.05%
298	516	Palladio	0.05%
299	281	Zoe	0.05%
300	292	Principal Secret	0.05%