

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 2011

Rank	July Rank	Brand	SOA
1	2	L'Oreal	2.83%
2	1	Neutrogena	2.60%
3	4	MAC	2.33%
4	3	Olay	2.25%
5	6	Revlon	1.90%
6	5	Clinique	1.88%
7	9	Avon	1.42%
8	10	Garnier	1.33%
9	12	Lancome	1.27%
10	11	The Body Shop	1.21%
11	7	Maybelline New York	1.19%
12	13	Chanel	1.15%
13	17	Estee Lauder	1.13%
14	8	Sally Hansen	1.08%
15	16	Aveeno	1.02%
16	15	CoverGirl	0.96%
17	18	Redken	0.96%
18	19	Paul Mitchell	0.94%
19	28	Dove	0.86%
20	25	Kiehl's	0.83%
21	20	Mary Kay	0.83%
22	26	Ciarel	0.83%
23	24	Aveda	0.78%
24	21	Herbal Essences	0.77%
25	27	Pantene	0.76%
26	23	Victoria's Secret	0.75%
27	22	John Frieda	0.75%
28	14	E.L.F.	0.71%
29	29	Benefit	0.69%
30	30	Origins	0.69%
31	31	Aussie	0.67%
32	38	Dior	0.67%
33	41	Arbonne	0.66%
34	33	Clarins	0.64%
35	39	TRESemme	0.62%
36	50	Rimmel London	0.59%
37	34	Urban Decay	0.58%
38	46	Shiseido	0.58%
39	44	Bobbi Brown	0.57%
40	36	Physicians Formula	0.56%
41	37	Philosophy	0.55%
42	47	Tigi	0.54%
43	51	Almay	0.54%
44	54	Wet N Wild	0.52%
45	53	Merle Norman	0.50%
46	48	Boots	0.49%
47	42	Laura Mercier	0.48%
48	35	Clean & Clear	0.47%
49	55	ProActiv	0.47%
50	32	Bare Escentuals	0.46%
51	60	Dermalogica	0.45%
52	70	Elizabeth Arden	0.45%
53	49	Conair	0.45%
54	62	Make Up For Ever	0.45%
55	66	Kerastase	0.44%
56	52	Ambi	0.44%
57	65	Smashbox	0.44%
58	40	Burt's Bees	0.43%
59	45	St. Ives	0.42%
60	43	Nars	0.40%
61	57	Nivea	0.37%
62	69	Wen	0.36%
63	72	RoC	0.36%
64	59	Suave	0.36%
65	68	Goody	0.36%
66	71	Joico	0.34%
67	63	Bumble And Bumble	0.34%
68	74	Frederic Fekkai	0.34%
69	73	NYX	0.33%
70	80	Patricia Wexler M.D.	0.33%
71	78	Wella	0.32%
72	64	N.Y.C. New York Color	0.32%
73	90	L'Occitane	0.30%
74	81	Sephora	0.30%
75	105	La Prairie	0.29%
76	56	NeXXus	0.29%
77	75	Biore	0.28%
78	77	Nu Skin	0.28%
79	94	SK II	0.27%
80	58	Tarte	0.27%
81	97	Jason	0.26%
82	103	Lush	0.26%
83	115	Vaseline	0.25%
84	67	Banana Boat	0.25%
85	99	CHI	0.25%
86	113	Organix	0.24%
87	79	Bath & Body Works	0.24%
88	76	Stila	0.24%
89	109	Rusk	0.24%
90	86	Lumene	0.24%
91	101	Frizz-Ease	0.23%
92	108	Got2b	0.23%
93	61	Mark	0.23%
94	96	Shu Uemura	0.23%
95	106	Sunsilk	0.23%
96	91	Cetaphil	0.22%
97	83	Remington	0.22%
98	84	Yves Saint Laurent Beauty	0.22%
99	85	Murad	0.22%
100	82	OPI	0.21%
101	89	Ulta	0.21%
102	121	Clearasil	0.21%
103	95	Bliss	0.21%
104	102	Sebastian	0.21%
105	92	Hard Candy	0.21%
106	87	Jergens	0.20%
107	112	Pond's	0.20%
108	128	Peter Thomas Roth	0.20%
109	123	Guerlain	0.20%
110	120	Biolage	0.20%
111	119	La Mer	0.20%
112	134	Biotherm	0.19%
113	137	Sonia Kashuk	0.18%
114	129	Prescriptives	0.18%
115	132	Goldwell	0.18%
116	141	Obagi	0.18%
117	131	Max Factor	0.18%
118	114	Noxzema	0.18%
119	116	Scunci	0.18%
120	126	Ojon	0.18%
121	93	Eucerin	0.17%
122	111	Milani	0.17%
123	107	Too Faced	0.17%
124	110	Giovanni	0.17%
125	125	SkinCeuticals	0.17%
126	100	Essie	0.17%
127	145	Mizani	0.17%
128	136	Palmers	0.17%
129	127	Nioxin	0.17%
130	154	Vichy Laboratories	0.17%
131	98	MoroccanOil	0.17%
132	143	La Roche-Posay	0.17%
133	152	Pureology	0.16%
134	117	VO5	0.16%
135	153	Graham Webb	0.16%
136	165	Vidal Sassoon	0.16%
137	118	Josie Maran	0.16%
138	150	Charles Worthington	0.16%
139	160	Giorgio Armani	0.16%
140	133	Bourjois	0.15%
141	204	T3	0.15%
142	142	Paula's Choice	0.14%
143	148	LORAC	0.14%
144	194	Boschia	0.14%
145	161	PHYTO	0.14%
146	155	DHC	0.14%
147	149	Carol's Daughter	0.14%
148	130	Avalon Organics	0.14%
149	171	Head And Shoulders	0.14%
150	122	It Cosmetics	0.13%
151	104	Crest	0.13%
152	172	Soft Sheen Carson	0.13%
153	180	Rx For Brown Skin	0.13%
154	193	Ouidad	0.13%
155	202	Soap & Glory	0.13%
156	164	Dr. Brandt	0.13%
157	166	Matrix	0.13%
158	168	Sisley	0.13%
159	156	C.O. Bigelow	0.13%
160	157	Avene	0.13%
161	144	Biosilk	0.13%
162	80	Yes To	0.13%
163	146	Queen Helene	0.13%
164	162	Nair	0.12%
165	186	New York Color	0.12%
166	251	Skin Doctors	0.12%
167	147	Caudalie	0.12%
168	192	Vincent Longo	0.12%
169	198	ReVive	0.12%
170	135	Alterna	0.12%
171	226	Dr. Hauschka	0.11%
172	163	NovaLash	0.11%
173	170	Kate Somerville	0.11%
174	159	Korres Natural Products	0.11%
175	179	DDF	0.11%
176	491	M. Asam	0.11%
177	211	Hana	0.11%
178	177	Freeman	0.11%
179	208	Cover FX	0.11%
180	236	Zoe	0.11%
181	139	Secret	0.11%
182	140	No!no!	0.11%
183	196	Rene Furterer	0.10%
184	225	Samy	0.10%
185	997	Ben Nye	0.10%
186	173	Alba	0.10%
187	178	Crabtree & Evelyn	0.10%
188	181	KMS	0.10%
189	232	Sedu	0.10%
190	188	GloMinerals	0.10%
191	254	Borba	0.10%
192	138	Hawaiian Tropic	0.10%
193	214	Stiefel Laboratories	0.10%
194	184	DermaBlend	0.10%
195	167	Jane	0.10%
196	187	Kiss	0.10%
197	195	Principal Secret	0.10%
198	244	ApHogee	0.10%
199	175	Mario Badescu Skin Care	0.10%
200	183	Becca	0.10%
201	174	Jane Iredale	0.10%
202	721	Styli-Style	0.10%
203	176	Infusium	0.10%
204	158	Bonne Bell	0.09%
205	169	Pur Minerals	0.09%
206	185	Slatkin & Co.	0.09%
207	205	American Beauty	0.09%
208	124	CosMedix	0.09%
209	189	Sally Hershberger	0.09%
210	223	Elemis	0.09%
211	229	BaByliss	0.09%
212	197	ElanVeda	0.09%
213	222	Davines	0.09%
214	230	Marc Anthony	0.09%
215	239	Rodan + Fields	0.09%
216	221	AHAVA	0.09%
217	235	Laura Geller	0.09%
218	218	Beauty Society	0.09%
219	206	Darphin	0.09%
220	257	Good Skin	0.09%
221	234	Fresh	0.09%
222	231	Pixi	0.08%
223	217	Shea Moisture	0.08%
224	250	REN Clean Bio Active Skincare	0.08%
225	253	Eminence	0.08%
226	243	Mally	0.08%
227	151	Cie De Peau	0.08%
228	287	Flirt!	0.08%
229	199	Bio-Oil	0.08%
230	200	Prestige	0.08%
231	201	CeraVe	0.08%
232	241	Chantecaille	0.08%
233	182	Kiss My Face	0.08%
234	227	Jo Malone	0.08%
235	286	Kevin Murphy	0.08%
236	207	Lancaster	0.08%
237	240	Ole Henriksen	0.08%
238	210	Fusion Beauty	0.08%
239	293	Ck Calvin Klein	0.08%
240	459	Kelly Van Gogh	0.08%
241	220	Dr. Denese	0.07%
242	556	First Aid Beauty	0.07%
243	252	Exuviance	0.07%
244	209	H2O+	0.07%
245	203	Models Prefer	0.07%
246	267	Borghese	0.07%
247	233	Givenchy	0.07%
248	289	100% Pure	0.07%
249	238	Keri	0.07%
250	308	Blistex	0.07%
251	270	By Terry	0.07%
252	246	Bulgari	0.07%
253	303	Proclaim	0.07%
254	247	Trish McEvoy	0.07%
255	324	Grassroots Research Labs	0.07%
256	N/A	Nuance	0.07%
257	262	St. Tropez	0.07%
258	272	Mirenesse	0.07%
259	311	Pout	0.07%
260	333	Glytone	0.07%
261	320	Weleda	0.07%
262	266	Nature's Gate	0.07%
263	306	Lavera	0.06%
264	294	N.V. Perricone M.D. Cosmeceuticals	0.06%
265	323	The Balm	0.06%
266	216	Gigi	0.06%
267	288	Basis	0.06%
268	307	Body Drench	0.06%
269	314	Merlot Skin Care	0.06%
270	279	Design Essentials	0.06%
271	302	NeoCutis	0.06%
272	260	Umberto	0.06%
273	322	Dr. LeWinn By Kinerase	0.06%
274	319	Napoleon Perdis	0.06%
275	242	Sexy Hair	0.06%
276	264	DERMAdoctor	0.06%
277	224	Ocean Potion	0.06%
278	212	CND	0.06%
279	317	Terressentials	0.06%
280	245	Aubrey Organics	0.06%
281	329	Zoya	0.06%
282	276	C. Booth	0.06%
283	249	Joan Rivers	0.06%
284	291	AmorePacific	0.06%
285	365	ModelCo	0.06%
286	215	StriVectin	0.06%
287	295	Bioelements	0.05%
288	337	Decleor	0.05%
289	570	TouchBack By Colormark	0.05%
290	219	Abba	0.05%
291	335	Amazing Cosmetics	0.05%
292	376	LaCoupe	0.05%
293	315	PCA Skin	0.05%
294	360	JOEY New York	0.05%
295	259	Dr. Dennis Gross Skincare	0.05%
296	336	Kenra	0.05%
297	332	Iman	0.05%
298	274	Juice Beauty	0.05%
299	455	Renee Rouleau	0.05%
300	590	CellCeuticals	0.05%