

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 2011 | | | |
|-----------------|-----------|------------------------------------|-------|
| Rank | June Rank | Brand | SOA |
| 1 | 2 | Neutrogena | 2.87% |
| 2 | 1 | L'Oreal | 2.77% |
| 3 | 5 | Olay | 2.39% |
| 4 | 4 | MAC | 2.16% |
| 5 | 6 | Clinique | 1.86% |
| 6 | 8 | Revlon | 1.72% |
| 7 | 3 | Maybelline New York | 1.39% |
| 8 | 14 | Sally Hansen | 1.31% |
| 9 | 10 | Avon | 1.24% |
| 10 | 15 | Garnier | 1.17% |
| 11 | 18 | The Body Shop | 1.16% |
| 12 | 12 | Lancome | 1.15% |
| 13 | 19 | Chanel | 1.14% |
| 14 | 9 | E.L.F. | 1.13% |
| 15 | 7 | CoverGirl | 1.02% |
| 16 | 17 | Aveeno | 1.00% |
| 17 | 21 | Estee Lauder | 1.00% |
| 18 | 22 | Redken | 0.97% |
| 19 | 24 | Paul Mitchell | 0.91% |
| 20 | 23 | Mary Kay | 0.85% |
| 21 | 36 | Herbal Essences | 0.85% |
| 22 | 13 | John Frieda | 0.84% |
| 23 | 25 | Victoria's Secret | 0.84% |
| 24 | 27 | Aveda | 0.80% |
| 25 | 33 | Kiehl's | 0.79% |
| 26 | 43 | Clairol | 0.78% |
| 27 | 35 | Pantene | 0.77% |
| 28 | 34 | Dove | 0.77% |
| 29 | 28 | Benefit | 0.73% |
| 30 | 45 | Origins | 0.66% |
| 31 | 31 | Aussie | 0.66% |
| 32 | 20 | Bare Escentuals | 0.64% |
| 33 | 40 | Clarins | 0.62% |
| 34 | 29 | Urban Decay | 0.62% |
| 35 | 44 | Clean & Clear | 0.61% |
| 36 | 26 | Physicians Formula | 0.61% |
| 37 | 46 | Philosophy | 0.61% |
| 38 | 32 | Dior | 0.60% |
| 39 | 30 | TRESemme | 0.58% |
| 40 | 50 | Burt's Bees | 0.57% |
| 41 | 39 | Arbonne | 0.56% |
| 42 | 51 | Laura Mercier | 0.56% |
| 43 | 48 | Nars | 0.55% |
| 44 | 47 | Bobbi Brown | 0.54% |
| 45 | 63 | St. Ives | 0.52% |
| 46 | 38 | Shiseido | 0.52% |
| 47 | 57 | Tigi | 0.50% |
| 48 | 42 | Boots | 0.50% |
| 49 | 41 | Conair | 0.49% |
| 50 | 16 | Rimmel London | 0.49% |
| 51 | 37 | Almay | 0.48% |
| 52 | 58 | Ambi | 0.48% |
| 53 | 54 | Merle Norman | 0.48% |
| 54 | 61 | Wet N Wild | 0.48% |
| 55 | 72 | ProActiv | 0.43% |
| 56 | 133 | NeXxus | 0.43% |
| 57 | 59 | Nivea | 0.42% |
| 58 | 52 | Tarte | 0.42% |
| 59 | 64 | Suave | 0.42% |
| 60 | 66 | Dermalogica | 0.42% |
| 61 | 62 | Mark | 0.42% |
| 62 | 56 | Make Up For Ever | 0.42% |
| 63 | 55 | Bumble And Bumble | 0.41% |
| 64 | 76 | N.Y.C. New York Color | 0.40% |
| 65 | 53 | Smashbox | 0.40% |
| 66 | 65 | Kerastase | 0.39% |
| 67 | 49 | Banana Boat | 0.39% |
| 68 | 68 | Goody | 0.38% |
| 69 | 71 | Wen | 0.38% |
| 70 | 80 | Elizabeth Arden | 0.38% |
| 71 | 82 | Joico | 0.36% |
| 72 | 73 | RoC | 0.35% |
| 73 | 78 | NYX | 0.34% |
| 74 | 69 | Frederic Fekkai | 0.34% |
| 75 | 98 | Biore | 0.32% |
| 76 | 83 | Stila | 0.31% |
| 77 | 79 | Nu Skin | 0.30% |
| 78 | 87 | Wella | 0.29% |
| 79 | 77 | Bath & Body Works | 0.29% |
| 80 | 70 | Patricia Wexler M.D. | 0.28% |
| 81 | 84 | Sephora | 0.28% |
| 82 | 93 | OPI | 0.28% |
| 83 | 75 | Remington | 0.27% |
| 84 | 99 | Yves Saint Laurent Beauty | 0.27% |
| 85 | 96 | Murad | 0.27% |
| 86 | 90 | Lumene | 0.26% |
| 87 | 67 | Jergens | 0.26% |
| 88 | 129 | Yes To | 0.25% |
| 89 | 122 | Ulta | 0.25% |
| 90 | 60 | L'Occitane | 0.24% |
| 91 | 89 | Cetaphil | 0.24% |
| 92 | 81 | Hard Candy | 0.24% |
| 93 | 125 | Eucerin | 0.23% |
| 94 | 143 | SK II | 0.23% |
| 95 | 74 | Bliss | 0.23% |
| 96 | 107 | Shu Uemura | 0.22% |
| 97 | 95 | Jason | 0.22% |
| 98 | 110 | Moroccanoil | 0.21% |
| 99 | 105 | CHI | 0.20% |
| 100 | 136 | Essie | 0.20% |
| 101 | 104 | Frizz-Ease | 0.20% |
| 102 | 102 | Sebastian | 0.20% |
| 103 | 106 | Lush | 0.20% |
| 104 | 109 | Crest | 0.20% |
| 105 | 117 | La Prairie | 0.20% |
| 106 | 123 | Sunsilk | 0.20% |
| 107 | 94 | Too Faced | 0.19% |
| 108 | 97 | Got2b | 0.19% |
| 109 | 116 | Rusk | 0.19% |
| 110 | 128 | Giovanni | 0.19% |
| 111 | 149 | Milani | 0.19% |
| 112 | 91 | Pond's | 0.19% |
| 113 | 118 | Organix | 0.18% |
| 114 | 159 | Noxzema | 0.18% |
| 115 | 101 | Vaseline | 0.18% |
| 116 | 108 | Scunci | 0.18% |
| 117 | 85 | VO5 | 0.18% |
| 118 | 115 | Josie Maran | 0.17% |
| 119 | 120 | La Mer | 0.17% |
| 120 | 139 | Biolage | 0.17% |
| 121 | 144 | Clearasil | 0.17% |
| 122 | 114 | It Cosmetics | 0.17% |
| 123 | 103 | Guerlain | 0.17% |
| 124 | 131 | CosMedix | 0.17% |
| 125 | 88 | SkinCeuticals | 0.16% |
| 126 | 163 | Ojon | 0.16% |
| 127 | 165 | Nioxin | 0.16% |
| 128 | 134 | Peter Thomas Roth | 0.16% |
| 129 | 119 | Prescriptives | 0.16% |
| 130 | 160 | Avalon Organics | 0.16% |
| 131 | 11 | Max Factor | 0.16% |
| 132 | 113 | Goldwell | 0.16% |
| 133 | 170 | Bourjois | 0.16% |
| 134 | 121 | Biotherm | 0.16% |
| 135 | 182 | Alterna | 0.15% |
| 136 | 153 | Palmers | 0.15% |
| 137 | 92 | Sonia Kashuk | 0.15% |
| 138 | 126 | Hawaiian Tropic | 0.15% |
| 139 | 137 | Secret | 0.15% |
| 140 | 132 | No!no! | 0.15% |
| 141 | 168 | Obagi | 0.15% |
| 142 | 207 | Paula's Choice | 0.15% |
| 143 | 124 | La Roche-Posay | 0.15% |
| 144 | 147 | Biosilk | 0.15% |
| 145 | 173 | Mizani | 0.14% |
| 146 | 155 | Queen Helene | 0.14% |
| 147 | 174 | Caudalie | 0.14% |
| 148 | 86 | LORAC | 0.14% |
| 149 | 148 | Carol's Daughter | 0.14% |
| 150 | 140 | Charles Worthington | 0.13% |
| 151 | 225 | Cle De Peau | 0.13% |
| 152 | 162 | Pureology | 0.13% |
| 153 | 189 | Graham Webb | 0.13% |
| 154 | 130 | Vichy Laboratories | 0.13% |
| 155 | 141 | DHC | 0.13% |
| 156 | 156 | C.O. Bigelow | 0.13% |
| 157 | 181 | Avene | 0.13% |
| 158 | 185 | Bonne Bell | 0.12% |
| 159 | 204 | Korres Natural Products | 0.12% |
| 160 | 157 | Giorgio Armani | 0.12% |
| 161 | 177 | PHYTO | 0.12% |
| 162 | 167 | Nair | 0.12% |
| 163 | 183 | NovaLash | 0.12% |
| 164 | 178 | Dr. Brandt | 0.12% |
| 165 | 171 | Vidal Sassoon | 0.12% |
| 166 | 180 | Matrix | 0.12% |
| 167 | 164 | Jane | 0.12% |
| 168 | 150 | Sisley | 0.11% |
| 169 | 290 | Pur Minerals | 0.11% |
| 170 | 151 | Kate Somerville | 0.11% |
| 171 | 152 | Head And Shoulders | 0.11% |
| 172 | 142 | Soft Sheen Carson | 0.11% |
| 173 | 184 | Alba | 0.11% |
| 174 | 158 | Jane Iredale | 0.11% |
| 175 | 138 | Mario Badescu Skin Care | 0.11% |
| 176 | 169 | Infusium | 0.11% |
| 177 | 100 | Freeman | 0.11% |
| 178 | 196 | Crabtree & Evelyn | 0.11% |
| 179 | 209 | DDF | 0.11% |
| 180 | 191 | Rx For Brown Skin | 0.10% |
| 181 | 222 | KMS | 0.10% |
| 182 | 195 | Kiss My Face | 0.10% |
| 183 | 145 | Becca | 0.10% |
| 184 | 193 | DermaBlend | 0.10% |
| 185 | 255 | Slatkin & Co. | 0.10% |
| 186 | 302 | New York Color | 0.10% |
| 187 | 176 | Kiss | 0.10% |
| 188 | 112 | GloMinerals | 0.09% |
| 189 | 219 | Sally Hershberger | 0.09% |
| 190 | 369 | China Glaze | 0.09% |
| 191 | 405 | AG Hair Cosmetics | 0.09% |
| 192 | 192 | Vincent Longo | 0.09% |
| 193 | 135 | Ouidad | 0.09% |
| 194 | 194 | Boscia | 0.09% |
| 195 | 208 | Principal Secret | 0.09% |
| 196 | 146 | Rene Furterer | 0.09% |
| 197 | 235 | ElanVeda | 0.09% |
| 198 | 215 | ReVive | 0.09% |
| 199 | 237 | Bio-Oil | 0.09% |
| 200 | 240 | Prestige | 0.09% |
| 201 | 260 | CeraVe | 0.09% |
| 202 | 242 | Soap & Glory | 0.09% |
| 203 | 223 | Models Prefer | 0.09% |
| 204 | 228 | T3 | 0.09% |
| 205 | 304 | American Beauty | 0.08% |
| 206 | 188 | Darphin | 0.08% |
| 207 | 179 | Lancaster | 0.08% |
| 208 | 269 | Cover FX | 0.08% |
| 209 | 308 | H2O+ | 0.08% |
| 210 | 257 | Fusion Beauty | 0.08% |
| 211 | 239 | Hana | 0.08% |
| 212 | 233 | CND | 0.08% |
| 213 | N/A | Eve Taylor | 0.08% |
| 214 | 258 | Stiefel Laboratories | 0.08% |
| 215 | 166 | StriVectin | 0.08% |
| 216 | 213 | Gigi | 0.08% |
| 217 | 316 | Shea Moisture | 0.08% |
| 218 | 216 | Beauty Society | 0.08% |
| 219 | 309 | Abba | 0.08% |
| 220 | 227 | Dr. Denese | 0.08% |
| 221 | 286 | AHAVA | 0.07% |
| 222 | 218 | Davines | 0.07% |
| 223 | 234 | Elemis | 0.07% |
| 224 | 212 | Ocean Potion | 0.07% |
| 225 | 241 | Samy | 0.07% |
| 226 | 230 | Dr. Hauschka | 0.07% |
| 227 | 245 | Jo Malone | 0.07% |
| 228 | 459 | Lancer Dermatology | 0.07% |
| 229 | 288 | BaByliss | 0.07% |
| 230 | 198 | Marc Anthony | 0.07% |
| 231 | 210 | Pixi | 0.07% |
| 232 | 259 | Sedu | 0.07% |
| 233 | 254 | Givenchy | 0.07% |
| 234 | 231 | Fresh | 0.07% |
| 235 | 197 | Laura Geller | 0.07% |
| 236 | 282 | Zoe | 0.07% |
| 237 | 220 | Caress | 0.07% |
| 238 | 267 | Keri | 0.07% |
| 239 | 236 | Rodan + Fields | 0.07% |
| 240 | 206 | Ole Henriksen | 0.07% |
| 241 | 279 | Chantecaille | 0.07% |
| 242 | 281 | Sexy Hair | 0.07% |
| 243 | 313 | Mally | 0.07% |
| 244 | 203 | ApHogee | 0.07% |
| 245 | 261 | Aubrey Organics | 0.07% |
| 246 | 265 | Bulgari | 0.07% |
| 247 | 262 | Trish McEvoy | 0.07% |
| 248 | 200 | Anastasia | 0.07% |
| 249 | 280 | Joan Rivers | 0.07% |
| 250 | 268 | REN Clean Bio Active Skincare | 0.07% |
| 251 | 273 | Skin Doctors | 0.06% |
| 252 | 244 | Exuviance | 0.06% |
| 253 | 272 | Eminence | 0.06% |
| 254 | 252 | Borba | 0.06% |
| 255 | 487 | Marc Jacobs | 0.06% |
| 256 | 375 | Burberry | 0.06% |
| 257 | 284 | Good Skin | 0.06% |
| 258 | 205 | Coppertone | 0.06% |
| 259 | 246 | Dr. Dennis Gross Skincare | 0.06% |
| 260 | 305 | Umberto | 0.06% |
| 261 | 340 | Jennifer Lopez | 0.06% |
| 262 | 217 | St. Tropez | 0.06% |
| 263 | 342 | Sea Breeze | 0.06% |
| 264 | 253 | DERMAdoctor | 0.06% |
| 265 | 161 | Johnson's | 0.06% |
| 266 | 271 | Nature's Gate | 0.06% |
| 267 | 202 | Borghese | 0.06% |
| 268 | 393 | Organic Pharmacy | 0.06% |
| 269 | 383 | Tova | 0.06% |
| 270 | 278 | By Terry | 0.06% |
| 271 | 360 | Juicy Couture | 0.06% |
| 272 | 599 | Mirenesse | 0.06% |
| 273 | 291 | Ardell | 0.06% |
| 274 | 270 | Juice Beauty | 0.06% |
| 275 | 496 | Perfect Formula | 0.06% |
| 276 | 264 | C. Booth | 0.06% |
| 277 | 354 | Bed Head | 0.06% |
| 278 | 300 | Veet | 0.05% |
| 279 | 312 | Design Essentials | 0.05% |
| 280 | 250 | Venus | 0.05% |
| 281 | 251 | HairDo | 0.05% |
| 282 | 767 | Sia Botanics | 0.05% |
| 283 | 392 | Tweezerman | 0.05% |
| 284 | 516 | Lime Crime | 0.05% |
| 285 | 349 | Tom's Of Maine | 0.05% |
| 286 | 320 | Kevin Murphy | 0.05% |
| 287 | 243 | Flirt! | 0.05% |
| 288 | 289 | Basis | 0.05% |
| 289 | 275 | 100% Pure | 0.05% |
| 290 | 332 | Amala | 0.05% |
| 291 | 321 | AmorePacific | 0.05% |
| 292 | 297 | CARGO | 0.05% |
| 293 | 333 | Ck Calvin Klein | 0.05% |
| 294 | 303 | N.V. Perricone M.D. Cosmeceuticals | 0.05% |
| 295 | 348 | Bioelements | 0.05% |
| 296 | 619 | CLEAN | 0.05% |
| 297 | 417 | Korner Skin Care | 0.05% |
| 298 | 350 | Phisoderm | 0.05% |
| 299 | 295 | Kinerase | 0.05% |
| 300 | 525 | Sarah Jessica Parker | 0.05% |