

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 2011			
Rank	May Rank	Brand	SOA
1	1	L'Oreal	3.99%
2	2	Neutrogena	3.00%
3	8	Maybelline New York	2.51%
4	3	MAC	2.25%
5	4	Clay	2.18%
6	5	Clinique	2.05%
7	6	CoverGirl	1.62%
8	7	Revlon	1.48%
9	24	E.L.F.	1.31%
10	10	Avon	1.24%
11	104	Max Factor	1.17%
12	14	Lancome	1.15%
13	11	John Frieda	1.12%
14	9	Sally Hansen	1.10%
15	18	Garnier	1.09%
16	46	Rimmel London	1.06%
17	17	Aveeno	1.00%
18	16	The Body Shop	0.98%
19	13	Chanel	0.98%
20	12	Bare Escentuals	0.95%
21	15	Estee Lauder	0.95%
22	35	Redken	0.89%
23	30	Mary Kay	0.88%
24	22	Paul Mitchell	0.85%
25	23	Victoria's Secret	0.82%
26	38	Physicians Formula	0.81%
27	33	Aveda	0.79%
28	31	Benefit	0.70%
29	39	Urban Decay	0.70%
30	47	TRESemme	0.68%
31	40	Aussie	0.67%
32	44	Dior	0.66%
33	28	Kiehl's	0.66%
34	20	Dove	0.66%
35	37	Pantene	0.65%
36	27	Herbal Essences	0.65%
37	59	Almay	0.64%
38	53	Shiseido	0.62%
39	25	Arbonne	0.61%
40	41	Clarins	0.60%
41	32	Conair	0.60%
42	51	Boots	0.60%
43	19	Clairol	0.58%
44	61	Clean & Clear	0.57%
45	29	Origins	0.57%
46	21	Philosophy	0.56%
47	43	Bobbi Brown	0.55%
48	34	Nars	0.53%
49	50	Banana Boat	0.50%
50	56	Burt's Bees	0.49%
51	49	Laura Mercier	0.49%
52	26	Tarte	0.48%
53	36	Smashbox	0.48%
54	54	Merle Norman	0.45%
55	64	Bumble And Bumble	0.45%
56	69	Make Up For Ever	0.44%
57	60	Tigi	0.44%
58	62	Ambi	0.42%
59	74	Nivea	0.42%
60	84	L'Occitane	0.42%
61	55	Wet N Wild	0.41%
62	106	Mark	0.40%
63	45	St. Ives	0.40%
64	77	Suave	0.38%
65	78	Kerastase	0.38%
66	73	Dermalogica	0.38%
67	65	Jergens	0.36%
68	48	Goody	0.34%
69	82	Frederic Fekkai	0.34%
70	94	Patricia Wexler M.D.	0.34%
71	63	Wen	0.33%
72	71	ProActiv	0.33%
73	72	RoC	0.32%
74	88	Bliss	0.32%
75	52	Remington	0.32%
76	66	N.Y.C. New York Color	0.32%
77	80	Bath & Body Works	0.31%
78	58	NYX	0.31%
79	67	Nu Skin	0.29%
80	83	Elizabeth Arden	0.29%
81	86	Hard Candy	0.29%
82	76	Joico	0.28%
83	79	Stila	0.27%
84	42	Sephora	0.27%
85	123	VO5	0.26%
86	118	LORAC	0.26%
87	81	Wella	0.26%
88	115	SkinCeuticals	0.24%
89	102	Cetaphil	0.23%
90	97	Lumene	0.23%
91	135	Pond's	0.23%
92	101	Sonia Kashuk	0.23%
93	57	OPI	0.22%
94	149	Too Faced	0.22%
95	90	Jason	0.22%
96	99	Murad	0.21%
97	108	Got2b	0.21%
98	98	Biore	0.21%
99	89	Yves Saint Laurent Beauty	0.21%
100	179	Freeman	0.20%
101	142	Vaseline	0.20%
102	107	Sebastian	0.20%
103	134	Guerlain	0.19%
104	117	Frizz-Ease	0.19%
105	100	CHI	0.19%
106	85	Lush	0.19%
107	96	Shu Uemura	0.19%
108	152	Scunci	0.18%
109	91	Crest	0.18%
110	189	Moroccanoil	0.18%
111	407	Softlips	0.18%
112	273	GloMinerals	0.17%
113	126	Goldwell	0.17%
114	141	It Cosmetics	0.17%
115	121	Josie Maran	0.17%
116	125	Rusk	0.16%
117	110	La Prairie	0.16%
118	153	Organix	0.16%
119	95	Prescriptives	0.15%
120	133	La Mer	0.15%
121	137	Biotherm	0.15%
122	129	Ulta	0.15%
123	124	Sunsilk	0.15%
124	131	La Roche-Posay	0.15%
125	75	Eucerin	0.15%
126	111	Hawaiian Tropic	0.15%
127	622	Three Custom Color Specialists	0.15%
128	112	Giovanni	0.15%
129	116	Yes To	0.14%
130	136	Vichy Laboratories	0.14%
131	249	CosMedix	0.14%
132	194	No!no!	0.14%
133	103	NeXXus	0.14%
134	160	Peter Thomas Roth	0.14%
135	230	Ouidad	0.14%
136	140	Essie	0.14%
137	92	Secret	0.14%
138	87	Mario Badescu Skin Care	0.13%
139	175	Biolage	0.13%
140	145	Charles Worthington	0.13%
141	161	DHC	0.13%
142	190	Soft Sheen Carson	0.13%
143	150	SK II	0.13%
144	105	Clearasil	0.12%
145	181	Becca	0.12%
146	168	Rene Furterer	0.12%
147	171	Biosilk	0.12%
148	167	Carol's Daughter	0.12%
149	120	Milani	0.12%
150	180	Sisley	0.12%
151	138	Kate Somerville	0.11%
152	202	Head And Shoulders	0.11%
153	109	Palmers	0.11%
154	103	Nexus	0.11%
155	151	Queen Helene	0.11%
156	147	C.O. Bigelow	0.11%
157	114	Giorgio Armani	0.11%
158	210	Jane Iredale	0.11%
159	93	Noxzema	0.11%
160	169	Avalon Organics	0.11%
161	327	Johnson's	0.11%
162	172	Pureology	0.11%
163	128	Ojon	0.11%
164	162	Jane	0.11%
165	195	Nioxin	0.11%
166	158	StriVectin	0.10%
167	212	Nair	0.10%
168	174	Obagi	0.10%
169	224	Infusium	0.10%
170	156	Bourjois	0.10%
171	173	Vidal Sassoon	0.10%
172	282	Escada	0.10%
173	178	Mizani	0.10%
174	192	Caudalie	0.10%
175	244	Body Drench	0.10%
176	177	Kiss	0.10%
177	219	PHYTO	0.10%
178	163	Dr. Brandt	0.10%
179	196	Lancaster	0.09%
180	113	Matrix	0.09%
181	165	Avene	0.09%
182	203	Alterna	0.09%
183	193	NovaLash	0.09%
184	191	Alba	0.09%
185	199	Bonne Bell	0.09%
186	416	Amazing Cosmetics	0.09%
187	342	Fake Bake	0.09%
188	155	Darphin	0.09%
189	223	Graham Webb	0.09%
190	703	The Organic Pharmacy London	0.09%
191	234	Rx For Brown Skin	0.09%
192	257	Vincent Longo	0.09%
193	154	DermaBlend	0.08%
194	240	Boscia	0.08%
195	130	Kiss My Face	0.08%
196	228	Crabtree & Evelyn	0.08%
197	298	Laura Geller	0.08%
198	205	Marc Anthony	0.08%
199	356	Kenra	0.08%
200	409	Anastasia	0.08%
201	340	Motions	0.08%
202	70	Borghese	0.08%
203	302	ApHogee	0.08%
204	143	Korres Natural Products	0.08%
205	122	Coppertone	0.08%
206	216	Ole Henriksen	0.08%
207	197	Paula's Choice	0.08%
208	146	Principal Secret	0.08%
209	208	DDF	0.08%
210	238	Pixi	0.08%
211	609	Pristine Beauty	0.08%
212	182	Ocean Potion	0.08%
213	300	Gigi	0.08%
214	68	Temptu	0.08%
215	218	ReVive	0.07%
216	222	Beauty Society	0.07%
217	139	St. Tropez	0.07%
218	307	Davines	0.07%
219	227	Sally Hershberger	0.07%
220	303	Caress	0.07%
221	308	Colgate	0.07%
222	220	KMS	0.07%
223	207	Models Prefer	0.07%
224	354	Chapstick	0.07%
225	226	Cle De Peau	0.07%
226	288	EOS	0.07%
227	200	Dr. Denese	0.07%
228	214	T3	0.07%
229	183	Oscar Blandi	0.07%
230	256	Dr. Hauschka	0.07%
231	164	Fresh	0.06%
232	347	Iman	0.06%
233	262	CND	0.06%
234	269	Elemis	0.06%
235	229	ElanVeda	0.06%
236	242	Rodan + Fields	0.06%
237	316	Bio-Oil	0.06%
238	459	Sinful Colors	0.06%
239	392	Hana	0.06%
240	159	Prestige	0.06%
241	206	Samy	0.06%
242	225	Soap & Glory	0.06%
243	187	Flirt!	0.06%
244	144	Exuviance	0.06%
245	231	Jo Malone	0.06%
246	132	Dr. Dennis Gross Skincare	0.06%
247	582	Schick	0.06%
248	309	Merlot Skin Care	0.06%
249	284	Desert Essence	0.06%
250	157	Venus	0.06%
251	119	HairDo	0.06%
252	236	Borba	0.06%
253	243	DERMAdoctor	0.06%
254	285	Givenchy	0.06%
255	237	Slatkin & Co.	0.06%
256	211	Klorane	0.06%
257	201	Fusion Beauty	0.06%
258	254	Stiefel Laboratories	0.06%
259	209	Sedu	0.06%
260	241	CeraVe	0.06%
261	261	Aubrey Organics	0.06%
262	248	Trish McEvoy	0.06%
263	188	Napoleon Perdis	0.05%
264	247	C. Booth	0.05%
265	296	Bulgari	0.05%
266	252	Blinc	0.05%
267	253	Keri	0.05%
268	265	REN Clean Bio Active Skincare	0.05%
269	271	Cover FX	0.05%
270	279	Juice Beauty	0.05%
271	184	Nature's Gate	0.05%
272	304	Eminence	0.05%
273	277	Skin Doctors	0.05%
274	369	Sun Laboratories	0.05%
275	245	100% Pure	0.05%
276	1107	Smooth Away	0.05%
277	788	Topshop Make Up	0.05%
278	235	By Terry	0.05%
279	275	Chantecaille	0.05%
280	294	Joan Rivers	0.05%
281	337	Sexy Hair	0.05%
282	319	Zoe	0.05%
283	479	Andrea	0.05%
284	299	Good Skin	0.05%
285	745	Butter LONDON	0.05%
286	213	AHAVA	0.05%
287	345	Clarisonic	0.05%
288	266	BaByliss	0.05%
289	315	Basis	0.05%
290	291	Pur Minerals	0.05%
291	318	Ardell	0.05%
292	357	Zenmed	0.05%
293	358	The Balm	0.05%
294	442	Bikini Zone	0.05%
295	387	Kinerase	0.05%
296	176	AminoGenesis	0.05%
297	148	CARGO	0.05%
298	443	Jonathan Product	0.05%
299	317	Blistex	0.05%
300	293	Veet	0.05%