

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 September 2011

Rank	Sept Rank	Brand	SOA
1	1	L'Oreal	2.79%
2	4	Olay	2.54%
3	2	Neutrogena	2.41%
4	3	MAC	2.30%
5	6	Clinique	2.08%
6	5	Revlon	1.97%
7	12	Chanel	1.36%
8	7	Avon	1.34%
9	8	Garnier	1.27%
10	9	Lancome	1.25%
11	13	Estee Lauder	1.24%
12	11	Maybelline New York	1.22%
13	10	The Body Shop	1.18%
14	14	Sally Hansen	1.00%
15	16	CoverGirl	0.92%
16	15	Aveeno	0.91%
17	17	Redken	0.90%
18	18	Paul Mitchell	0.89%
19	19	Dove	0.87%
20	20	Kiehl's	0.85%
21	22	Clairol	0.84%
22	21	Mary Kay	0.82%
23	32	Dior	0.79%
24	23	Aveda	0.78%
25	26	Victoria's Secret	0.76%
26	30	Origins	0.72%
27	25	Pantene	0.71%
28	40	Physicians Formula	0.69%
29	34	Clarins	0.66%
30	24	Herbal Essences	0.66%
31	28	E.L.F.	0.66%
32	38	Shiseido	0.63%
33	33	Arbonne	0.63%
34	41	Philosophy	0.62%
35	29	Benefit	0.62%
36	31	Aussie	0.59%
37	27	John Frieda	0.59%
38	39	Bobbi Brown	0.59%
39	36	Rimmel London	0.59%
40	35	TRESemme	0.56%
41	43	Almay	0.53%
42	51	Dermalogica	0.52%
43	42	Tigi	0.52%
44	46	Boots	0.50%
45	45	Merle Norman	0.50%
46	60	Nars	0.49%
47	59	St. Ives	0.47%
48	50	Bare Escentuals	0.47%
49	58	Burt's Bees	0.46%
50	37	Urban Decay	0.46%
51	47	Laura Mercier	0.45%
52	49	ProActiv	0.45%
53	48	Clean & Clear	0.44%
54	53	Conair	0.43%
55	56	Ambi	0.43%
56	55	Kerastase	0.42%
57	44	Wet N Wild	0.42%
58	54	Make Up For Ever	0.41%
59	52	Elizabeth Arden	0.40%
60	57	Smashbox	0.40%
61	63	RoC	0.38%
62	62	Wen	0.38%
63	90	Lumene	0.34%
64	70	Patricia Wexler M.D.	0.34%
65	64	Suave	0.34%
66	71	Wella	0.32%
67	67	Bumble And Bumble	0.32%
68	72	N.Y.C. New York Color	0.32%
69	76	NeXxus	0.32%
70	75	La Prairie	0.32%
71	61	Nivea	0.31%
72	66	Joico	0.31%
73	78	Nu Skin	0.31%
74	68	Frederic Fekkai	0.30%
75	65	Goody	0.29%
76	82	Lush	0.29%
77	74	Sephora	0.28%
78	80	Tarte	0.28%
79	97	Remington	0.28%
80	79	SK II	0.28%
81	69	NYX	0.28%
82	85	CHI	0.27%
83	96	Cetaphil	0.26%
84	73	L'Occitane	0.26%
85	256	Nuance	0.26%
86	81	Jason	0.25%
87	89	Rusk	0.25%
88	98	Yves Saint Laurent Beauty	0.24%
89	88	Stila	0.24%
90	77	Biore	0.24%
91	94	Shu Uemura	0.24%
92	126	Essie	0.24%
93	111	La Mer	0.23%
94	143	LORAC	0.22%
95	99	Murad	0.22%
96	123	Too Faced	0.22%
97	87	Bath & Body Works	0.22%
98	136	Vidal Sassoon	0.21%
99	113	Sonia Kashuk	0.21%
100	93	Mark	0.21%
101	110	Biola	0.21%
102	150	It Cosmetics	0.20%
103	104	Sebastian	0.20%
104	95	Sunsilk	0.20%
105	108	Peter Thomas Roth	0.20%
106	83	Vaseline	0.20%
107	102	Clearasil	0.20%
108	100	OPI	0.20%
109	86	Organix	0.20%
110	103	Bliss	0.20%
111	115	Goldwell	0.20%
112	133	Pureology	0.19%
113	189	Sedu	0.19%
114	132	La Roche-Posay	0.19%
115	107	Pond's	0.19%
116	109	Guerlain	0.19%
117	116	Obagi	0.19%
118	114	Prescriptives	0.19%
119	125	SkinCeuticals	0.18%
120	121	Eucerin	0.18%
121	105	Hard Candy	0.18%
122	117	Max Factor	0.18%
123	112	Biotherm	0.18%
124	171	Dr. Hauschka	0.18%
125	129	Nioxin	0.18%
126	122	Milani	0.18%
127	139	Giorgio Armani	0.17%
128	84	Banana Boat	0.17%
129	106	Jergens	0.17%
130	92	Got2b	0.17%
131	128	Palmers	0.17%
132	101	Ulta	0.16%
133	91	Frizz-Ease	0.16%
134	124	Giovanni	0.16%
135	127	Mizani	0.16%
136	119	Scunci	0.16%
137	120	Ojon	0.16%
138	217	Laura Geller	0.16%
139	140	Bourjois	0.16%
140	156	Dr. Brandt	0.16%
141	144	Boscia	0.15%
142	134	VO5	0.15%
143	169	ReVive	0.15%
144	135	Graham Webb	0.15%
145	153	Rx For Brown Skin	0.15%
146	159	C.O. Bigelow	0.14%
147	146	DHC	0.14%
148	130	Vichy Laboratories	0.14%
149	141	T3	0.14%
150	186	Alba	0.14%
151	161	Biosilk	0.14%
152	147	Carol's Daughter	0.14%
153	152	Soft Sheen Carson	0.14%
154	148	Avalon Organics	0.14%
155	138	Charles Worthington	0.14%
156	157	Matrix	0.14%
157	149	Head And Shoulders	0.14%
158	137	Josie Maran	0.14%
159	240	Kelly Van Gogh	0.14%
160	118	Noxzema	0.13%
161	158	Sisley	0.13%
162	131	Moroccanoil	0.13%
163	163	Queen Helene	0.13%
164	151	Crest	0.12%
165	167	Caudalie	0.12%
166	154	Ouidad	0.12%
167	162	Yes To	0.12%
168	160	Avene	0.12%
169	173	Kate Somerville	0.12%
170	331	Cosmedicine	0.12%
171	145	PHYTO	0.12%
172	168	Vincent Longo	0.12%
173	206	Slatkin & Co.	0.12%
174	191	Borba	0.12%
175	207	American Beauty	0.11%
176	155	Soap & Glory	0.11%
177	183	Rene Furterer	0.11%
178	142	Paula's Choice	0.11%
179	227	Cle De Peau	0.11%
180	172	NovaLash	0.11%
181	175	DDF	0.11%
182	199	Mario Badescu Skin Care	0.11%
183	187	Crabtree & Evelyn	0.11%
184	181	Secret	0.11%
185	423	IQ Derma	0.10%
186	467	Rilastil	0.10%
187	195	Jane	0.10%
188	201	Jane Iredale	0.10%
189	222	Pixi	0.10%
190	190	GloMinerals	0.10%
191	231	CeraVe	0.10%
192	210	Elemis	0.10%
193	266	Gigi	0.10%
194	170	Alterna	0.10%
195	180	Zoe	0.10%
196	200	Becca	0.10%
197	177	Hana	0.10%
198	208	CosMedix	0.10%
199	215	Rodan + Fields	0.09%
200	243	Exuviance	0.09%
201	174	Korres Natural Products	0.09%
202	213	Davines	0.09%
203	193	Stiefel Laboratories	0.09%
204	248	100% Pure	0.09%
205	219	Darphin	0.09%
206	198	ApHogee	0.09%
207	197	Principal Secret	0.09%
208	204	Bonne Bell	0.09%
209	178	Freeman	0.09%
210	188	KMS	0.09%
211	247	Givenchy	0.09%
212	237	Ole Henriksen	0.09%
213	234	Jo Malone	0.09%
214	239	Ck Calvin Klein	0.09%
215	216	AHAVA	0.09%
216	164	Nair	0.09%
217	228	Flirt!	0.09%
218	214	Marc Anthony	0.09%
219	211	BaByliss	0.09%
220	235	Kevin Murphy	0.09%
221	212	ElanVeda	0.08%
222	184	Samy	0.08%
223	221	Fresh	0.08%
224	223	Shea Moisture	0.08%
225	182	No!no!	0.08%
226	232	Chantecaille	0.08%
227	196	Kiss	0.08%
228	233	Kiss My Face	0.08%
229	226	Mally	0.08%
230	165	New York Color	0.08%
231	287	Bioelements	0.08%
232	301	Kinerase	0.08%
233	166	Skin Doctors	0.08%
234	245	Models Prefer	0.08%
235	220	Good Skin	0.08%
236	194	DermaBlend	0.08%
237	179	Cover FX	0.08%
238	230	Prestige	0.08%
239	218	Beauty Society	0.08%
240	260	Glytone	0.07%
241	262	Nature's Gate	0.07%
242	209	Sally Hershberger	0.07%
243	450	Dolce & Gabbana	0.07%
244	244	H2O+	0.07%
245	225	Eminence	0.07%
246	255	Grassroots Research Labs	0.07%
247	203	Infusium	0.07%
248	259	Pout	0.07%
249	241	Dr. Denese	0.07%
250	282	C. Booth	0.07%
251	267	Basis	0.07%
252	323	CARGO	0.07%
253	224	REN Clean Bio Active Skincare	0.07%
254	229	Bio-Oil	0.07%
255	291	Amazing Cosmetics	0.07%
256	274	Napoleon Perdis	0.07%
257	284	AmorePacific	0.07%
258	270	Design Essentials	0.06%
259	303	SkinMedica	0.06%
260	298	Juice Beauty	0.06%
261	280	Aubrey Organics	0.06%
262	275	Sexy Hair	0.06%
263	246	Borghese	0.06%
264	364	Macadamia Natural Oil	0.06%
265	264	N.V. Perricone M.D. Cosmeceuticals	0.06%
266	254	Trish McEvoy	0.06%
267	251	By Terry	0.06%
268	410	Mojave Magic	0.06%
269	309	Perfect Formula	0.06%
270	295	Dr. Dennis Gross Skincare	0.06%
271	306	Ardell	0.06%
272	236	Lancaster	0.06%
273	269	Merlot Skin Care	0.06%
274	311	Suki	0.06%
275	279	Terressentials	0.06%
276	286	StriVectin	0.06%
277	283	Joan Rivers	0.06%
278	265	The Balm	0.06%
279	252	Bulgari	0.06%
280	276	DERMAdoctor	0.06%
281	250	Blistex	0.06%
282	261	Weleda	0.06%
283	238	Fusion Beauty	0.06%
284	271	NeoCutis	0.06%
285	407	Blinc	0.06%
286	253	Proclaim	0.06%
287	337	YonKa	0.06%
288	335	Image SkinCare	0.06%
289	327	Burberry	0.06%
290	278	CND	0.06%
291	317	Orlane	0.06%
292	273	Dr. LeWinn By Kinerase	0.05%
293	398	Helen Of Troy	0.05%
294	288	Decleor	0.05%
295	353	Hot Tools	0.05%
296	192	Hawaiian Tropic	0.05%
297	205	Pur Minerals	0.05%
298	333	Propoline	0.05%
299	272	Umberto	0.05%
300	312	John Masters Organics	0.05%