

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 May 2011			
Rank	Apr. Rank	Brand	SOA
1	1	L'Oreal	3.40%
2	3	Neutrogena	3.41%
3	4	MAC	2.65%
4	2	Olay	2.45%
5	5	Clinique	2.09%
6	7	CoverGirl	1.60%
7	6	Revlon	1.54%
8	8	Maybelline New York	1.50%
9	13	Sally Hansen	1.24%
10	9	Avon	1.21%
11	19	John Frieda	1.24%
12	10	Bare Escentuals	1.09%
13	11	Chanel	1.14%
14	12	Lancome	1.09%
15	14	Estee Lauder	1.06%
16	18	The Body Shop	0.97%
17	15	Aveeno	0.96%
18	17	Garnier	0.94%
19	21	Claireol	0.88%
20	16	Dove	0.83%
21	26	Philosophy	0.88%
22	34	Paul Mitchell	0.89%
23	22	Victoria's Secret	0.79%
24	32	E.L.F.	0.77%
25	24	Arbonne	0.73%
26	45	Tarte	0.74%
27	20	Herbal Essences	0.76%
28	30	Kieh'l's	0.79%
29	44	Origins	0.69%
30	31	Mary Kay	0.66%
31	28	Benefit	0.71%
32	38	Conair	0.71%
33	36	Aveda	0.70%
34	47	Nars	0.66%
35	23	Redken	0.73%
36	66	Smashbox	0.65%
37	27	Pantene	0.61%
38	33	Physicians Formula	0.60%
39	29	Urban Decay	0.60%
40	35	Aussie	0.61%
41	43	Clarins	0.66%
42	59	Sephora	0.58%
43	37	Bobbi Brown	0.64%
44	25	Dior	0.62%
45	48	St. Ives	0.57%
46	42	Rimmel London	0.52%
47	40	TRESemme	0.55%
48	64	Goody	0.53%
49	65	Laura Mercier	0.57%
50	55	Banana Boat	0.46%
51	58	Boots	0.49%
52	56	Remington	0.46%
53	46	Shiseido	0.53%
54	83	Merle Norman	0.43%
55	57	Wet N Wild	0.42%
56	39	Burt's Bees	0.47%
57	41	OPI	0.46%
58	93	NYX	0.41%
59	52	Almay	0.42%
60	62	Tigi	0.45%
61	49	Clean & Clear	0.43%
62	63	Ambi	0.39%
63	69	Wen	0.39%
64	53	Bumble And Bumble	0.44%
65	61	Jergens	0.45%
66	72	N.Y.C. New York Color	0.36%
67	76	Nu Skin	0.33%
68	229	TempTu	0.33%
69	71	Make Up For Ever	0.33%
70	236	Borghese	0.34%
71	82	ProActiv	0.35%
72	79	RoC	0.34%
73	60	Dermalogica	0.39%
74	74	Nivea	0.36%
75	87	Eucerin	0.33%
76	88	Joico	0.34%
77	50	Suave	0.31%
78	73	Kerastase	0.31%
79	54	Stila	0.28%
80	51	Bath & Body Works	0.26%
81	107	Wella	0.27%
82	90	Frederic Fekkai	0.30%
83	68	Elizabeth Arden	0.29%
84	75	L'Occitane	0.29%
85	80	Lush	0.24%
86	67	Hard Candy	0.24%
87	85	Mario Badescu Skin Care	0.24%
88	96	Bliss	0.26%
89	70	Yves Saint Laurent Beauty	0.24%
90	106	Jason	0.25%
91	112	Crest	0.23%
92	105	Secret	0.23%
93	117	Noxzema	0.24%
94	97	Patricia Wexler M.D.	0.22%
95	115	Prescriptives	0.21%
96	101	Shu Uemura	0.22%
97	95	Lumene	0.21%
98	89	Biore	0.21%
99	86	Murad	0.22%
100	92	CHI	0.21%
101	118	Sonia Kashuk	0.20%
102	78	Cetaphil	0.23%
103	91	Nexus	0.20%
104	128	Max Factor	0.18%
105	194	Clearasil	0.19%
106	81	Mark	0.17%
107	119	Sebastian	0.18%
108	108	Got2b	0.17%
109	181	Palmers	0.17%
110	99	La Prairie	0.20%
111	152	Hawaiian Tropic	0.17%
112	147	Giovanni	0.17%
113	197	Matrix	0.16%
114	131	Giorgio Armani	0.17%
115	136	SkinCeuticals	0.21%
116	154	Yes To	0.16%
117	164	Frizz-Ease	0.16%
118	111	LORAC	0.17%
119	182	HairDo	0.15%
120	144	Milani	0.16%
121	98	Josie Maran	0.17%
122	226	Coppertone	0.15%
123	104	VO5	0.15%
124	142	Sunsilk	0.17%
125	137	Rusk	0.16%
126	114	Goldwell	0.16%
127	391	Juicy Couture	0.15%
128	169	Ojon	0.15%
129	163	Ulta	0.14%
130	209	Kiss My Face	0.15%
131	123	La Roche-Posay	0.15%
132	187	Dr. Dennis Gross Skincare	0.15%
133	138	La Mer	0.16%
134	134	Guerlain	0.15%
135	125	Pond's	0.15%
136	103	Vichy Laboratories	0.13%
137	124	Biotherm	0.14%
138	121	Kate Somerville	0.14%
139	110	St. Tropez	0.14%
140	100	Essie	0.15%
141	122	It Cosmetics	0.14%
142	102	Vaseline	0.13%
143	77	Korres Natural Products	0.13%
144	287	Exuviance	0.13%
145	180	Charles Worthington	0.12%
146	268	Principal Secret	0.12%
147	150	C.O. Bigelow	0.12%
148	210	CARGO	0.12%
149	84	Too Faced	0.14%
150	133	SK II	0.13%
151	165	Queen Helene	0.13%
152	186	Scunci	0.11%
153	145	Organix	0.11%
154	243	DermaBlend	0.12%
155	135	Darphin	0.12%
156	157	Bourjois	0.12%
157	168	Venus	0.12%
158	151	StriVectin	0.12%
159	255	Prestige	0.11%
160	120	Peter Thomas Roth	0.14%
161	160	DHC	0.11%
162	203	Jane	0.11%
163	183	Dr. Brandt	0.12%
164	129	Fresh	0.11%
165	174	Avene	0.11%
166	475	Degree Women	0.10%
167	130	Carol's Daughter	0.11%
168	179	Rene Furterer	0.11%
169	149	Avalon Organics	0.11%
170	127	Jan Marini Skin Research	0.10%
171	148	Biosilk	0.11%
172	116	Pureology	0.11%
173	159	Vidal Sassoon	0.10%
174	185	Obagi	0.12%
175	153	Biolage	0.12%
176	296	AminoGenesis	0.10%
177	167	Kiss	0.09%
178	198	Mizani	0.10%
179	225	Freeman	0.09%
180	155	Sisley	0.11%
181	156	Becca	0.11%
182	281	Ocean Potion	0.09%
183	425	Oscar Blandi	0.09%
184	299	Nature's Gate	0.10%
185	362	Lubriderm	0.09%
186	199	New York Color	0.09%
187	162	Flirt!	0.09%
188	246	Napoleon Perdis	0.09%
189	113	Moroccanoil	0.10%
190	206	Soft Sheen Carson	0.09%
191	176	Alba	0.10%
192	171	Caudalie	0.09%
193	250	NovaLash	0.08%
194	126	No!no!	0.10%
195	190	Nioxin	0.09%
196	228	Lancaster	0.08%
197	196	Paula's Choice	0.08%
198	1317	Me By (Me)zhgan	0.08%
199	208	Bonne Bell	0.08%
200	233	Dr. Denese	0.08%
201	212	Fusion Beauty	0.09%
202	214	Hud And Shoulders	0.08%
203	205	Alterna	0.09%
204	600	Ted Gibson	0.08%
205	266	Marc Anthony	0.09%
206	189	Samy	0.07%
207	265	Models Prefer	0.07%
208	143	DDF	0.10%
209	300	Sedu	0.08%
210	195	Jane Iredale	0.08%
211	253	Klorane	0.08%
212	212	Nair	0.11%
213	245	AHAVA	0.08%
214	172	T3	0.08%
215	420	Mixed Chicks	0.07%
216	191	Ole Henriksen	0.08%
217	343	John Masters Organics	0.07%
218	235	ReVive	0.08%
219	141	PHYTO	0.08%
220	252	KMS	0.07%
221	470	Mally	0.07%
222	230	Beauty Society	0.07%
223	202	Graham Webb	0.07%
224	222	Infusium	0.07%
225	175	Soap & Glory	0.07%
226	241	Cle De Peau	0.10%
227	283	Sally Hershberger	0.07%
228	256	Crabtree & Evelyn	0.08%
229	360	ElanVeda	0.07%
230	132	Ouidad	0.07%
231	338	Jo Malone	0.07%
232	1512	Dr.'s REMEDY	0.06%
233	783	Hair Rules	0.07%
234	433	Rx For Brown Skin	0.06%
235	258	By Terry	0.06%
236	224	Borba	0.07%
237	262	Slatkin & Co.	0.06%
238	139	Pixi	0.07%
239	215	Amala	0.06%
240	193	Boscia	0.07%
241	204	CeraVe	0.07%
242	223	Rodan + Fields	0.06%
243	170	DERMAdoctor	0.07%
244	295	Body Drench	0.06%
245	173	100% Pure	0.06%
246	396	Hempz	0.06%
247	293	C. Booth	0.06%
248	267	Trish McEvoy	0.06%
249	216	CosMedix	0.06%
250	416	M. Asam	0.06%
251	460	Artistry	0.06%
252	336	Blinc	0.06%
253	288	Keri	0.06%
254	301	Stiefel Laboratories	0.06%
255	1613	BigRuby	0.06%
256	231	Dr. Hauschka	0.06%
257	200	Vincent Longo	0.08%
258	365	Jennifer Aniston	0.06%
259	409	LaRocca	0.06%
260	394	Palladio	0.06%
261	188	Aubrey Organics	0.06%
262	94	CND	0.06%
263	140	Lancer Dermatology	0.05%
264	292	Grassroots Research Labs	0.05%
265	158	REN Clean Bio Active Skincare	0.06%
266	264	BaByliss	0.06%
267	328	Scott Barnes	0.06%
268	966	It's A 10	0.05%
269	260	Elemis	0.06%
270	261	American Beauty	0.05%
271	270	Cover FX	0.05%
272	567	Zia	0.05%
273	239	GloMinerals	0.06%
274	178	Zoya	0.05%
275	166	Chantecaille	0.06%
276	361	Korner Skin Care	0.05%
277	269	Skin Doctors	0.05%
278	388	Le Couvent Des Minimes	0.05%
279	244	Juice Beauty	0.05%
280	248	N.V. Perricone M.D. Cosmeceuticals	0.05%
281	1199	Couture Colour	0.05%
282	696	Escada	0.05%
283	400	Tanda	0.05%
284	363	Desert Essence	0.05%
285	263	Givenchy	0.05%
286	324	Rodial	0.08%
287	337	Umberto	0.05%
288	192	EOS	0.05%
289	571	Carmex	0.05%
290	1582	Kate Walsh	0.05%
291	318	Pur Minerals	0.05%
292	494	Rembrandt	0.05%
293	220	Veet	0.05%
294	315	Joan Rivers	0.05%
295	1116	Xen-Tan	0.05%
296	309	Bulgari	0.05%
297	573	Japonesque	0.05%
298	218	Laura Geller	0.06%
299	277	Good Skin	0.05%
300	376	Gigi	0.05%