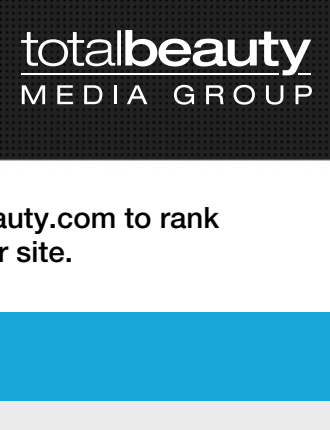


SHARE OF AUDIENCE REPORT



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 2012

Rank	Apr Rank	Brand	SOA
1	1	L'Oreal	2.90%
2	2	Olay	2.32%
3	3	MAC	2.09%
4	5	Neutrogena	2.03%
5	4	Clinique	1.99%
6	7	Aveeno	1.75%
7	6	Revlon	1.54%
8	8	Garnier	1.39%
9	11	The Body Shop	1.31%
10	9	Lancome	1.20%
11	10	Estee Lauder	1.18%
12	12	Avon	1.17%
13	19	Arbonne	1.00%
14	14	Chanel	0.97%
15	15	Aveda	0.96%
16	16	Mary Kay	0.95%
17	24	Suave	0.95%
18	17	Clarins	0.95%
19	20	Dove	0.94%
20	13	Maybelline New York	0.90%
21	21	Redken	0.87%
22	23	Sally Hansen	0.82%
23	26	Paul Mitchell	0.76%
24	22	Kiehl's	0.76%
25	33	Victoria's Secret	0.71%
26	27	Herbal Essences	0.69%
27	18	Physicians Formula	0.67%
28	31	Nu Skin	0.67%
29	25	Dior	0.66%
30	42	Bobbi Brown	0.66%
31	32	Pantene	0.65%
32	29	Origins	0.63%
33	34	CoverGirl	0.61%
34	30	Shiseido	0.60%
35	57	philosophy	0.58%
36	37	Clairol	0.54%
37	39	John Frieda	0.53%
38	40	Kerastase	0.52%
39	54	Burt's Bees	0.52%
40	41	Smashbox	0.51%
41	47	Patricia Wexler M.D.	0.50%
42	35	Dermalogica	0.50%
43	28	ProActiv	0.50%
44	43	St. Ives	0.49%
45	84	Stila	0.49%
46	45	Almay	0.49%
47	112	AMBI	0.49%
48	36	Conair	0.48%
49	44	Aussie	0.48%
50	38	Benefit	0.48%
51	49	E.L.F.	0.47%
52	46	Nivea	0.47%
53		Tigi	0.46%
54	51	TREsemme	0.46%
55	56	Boots	0.44%
56	52	Make Up For Ever	0.43%
57	53	Elizabeth Arden	0.42%
58	50	RoC	0.41%
59	65	Banana Boat	0.41%
60	93	Bliss	0.41%
61	60	NARS	0.39%
62	61	Nioxin	0.38%
63	67	Merle Norman	0.37%
64	74	CHI	0.37%
65	62	Rimmel London	0.37%
66	58	Laura Mercier	0.36%
67	66	Bath & Body Works	0.35%
68	69	Lush	0.35%
69	55	Urban Decay	0.34%
70	75	Jane Iredale	0.34%
71	72	Frederic Fekkai	0.34%
72	70	Wet n Wild	0.33%
73	68	Cetaphil	0.33%
74	73	It Cosmetics	0.33%
75	63	bareMinerals	0.32%
76	64	Boscia	0.32%
77	79	Joico	0.31%
78	76	Bumble and bumble	0.31%
79	90	Wella	0.31%
80	83	Vidal Sassoon	0.31%
81	86	Clean & Clear	0.30%
82	71	Sephora	0.30%
83	81	Jason	0.29%
84	82	Tarte	0.29%
85	92	Pristine Beauty	0.28%
86	77	Murad	0.28%
87	133	Nexus	0.27%
88	48	Obagi	0.26%
89	99	Biore	0.26%
90	95	Jergens	0.26%
91	89	Peter Thomas Roth	0.25%
92	94	Max Factor	0.25%
93	91	SkinCeuticals	0.25%
94	88	NYX Cosmetics	0.25%
95	96	Moroccanoil	0.25%
96	87	Rusk	0.24%
97	100	La Prairie	0.24%
98	80	Caudalie	0.24%
99	116	ReVive	0.24%
100	101	Organix	0.24%
101	97	OPI	0.23%
102	102	Pureology	0.23%
103	103	M2 Skin Care	0.23%
104	139	Lumene	0.23%
105	85	Josie Maran	0.22%
106	136	L'Occitane	0.22%
107	110	N.Y.C. New York Color	0.22%
108	107	Too Faced	0.22%
109	105	ARTISTRY	0.22%
110	59	Hawaiian Tropic	0.22%
111	117	Biolage	0.21%
112	98	Mark	0.21%
113	104	Vaseline	0.20%
114	109	Body Drench	0.20%
115	130	Hard Candy	0.20%
116	161	La Roche-Posay	0.20%
117	138	Pond's	0.20%
118	108	Giovanni	0.20%
119	125	Frizz-Ease	0.20%
120	115	Sonia Kashuk	0.19%
121	111	Palmers	0.19%
122	177	REMBRANDT	0.19%
123	145	Yves Saint Laurent Beauty	0.19%
124	127	Shu Uemura	0.19%
125	120	Prescriptives	0.18%
126	106	DHC	0.18%
127	114	Guerlain	0.18%
128	119	Eucerin	0.18%
129	126	La Mer	0.17%
130	137	Biotherm	0.17%
131	132	Milani	0.17%
132	150	Crest	0.17%
133	140	Essie	0.17%
134	162	Mario Badescu Skin Care	0.16%
135	141	Sunsilk	0.16%
136	122	SK-II	0.16%
137	131	T3	0.16%
138	149	Beecology	0.16%
139	118	Kate Somerville	0.16%
140	113	Wen	0.16%
141	143	Goody	0.15%
142	165	Sebastian	0.15%
143	151	Dr. Brandt	0.15%
144	173	LORAC	0.15%
145	174	Noxzema	0.15%
146	163	DDF	0.14%
147	159	Goldwell	0.14%
148	129	Envision Beauty	0.14%
149	152	Vichy Laboratories	0.14%
150	158	Cosmedicine	0.14%
151	147	PHYTO	0.14%
152	205	got2b	0.14%
153	144	Vincent Longo	0.14%
154	155	AHAVA	0.14%
155	157	Bourjois	0.14%
156	170	Avene	0.14%
157	187	Bare Escentuals	0.13%
158	196	Davines	0.13%
159	123	Secret	0.13%
160	160	Tweezerman	0.13%
161	185	Charles Worthington	0.13%
162	612	Supergoop!	0.13%
163	168	ElanVeda	0.13%
164	192	Ojon	0.13%
165	183	Caress	0.12%
166	176	Shea Moisture	0.12%
167	154	Dr. Hauschka	0.12%
168	148	Giorgio Armani	0.12%
169	164	Sisley	0.12%
170	153	Korres Natural Products	0.12%
171	169	Paula's Choice	0.12%
172	200	Supersmile	0.12%
173	190	Carol's Daughter	0.12%
174	184	Sedu	0.12%
175	128	Head & Shoulders	0.12%
176	181	Mizani	0.12%
177	171	Queen Helene	0.12%
178	220	St. Tropez	0.12%
179	186	Ultra	0.12%
180	167	Yes To	0.11%
181	182	Alterna	0.11%
182	193	Pixi	0.11%
183	197	Jane	0.11%
184	175	Remington	0.11%
185	224	Rene Furterer	0.11%
186	146	Dr. LeWinn by Kinerase	0.11%
187	142	Freeman	0.11%
188	210	Fresh	0.11%
189	194	Ole Henriksen	0.11%
190	218	CosMedix	0.11%
191	188	L'Oréal	0.11%
192	207	Rodan + Fields	0.11%
193	209	Clearasil	0.11%
194	206	VOS	0.11%
195	208	Matrix	0.10%
196	195	Scunci	0.10%
197	202	Borba	0.10%
198	180	Becca	0.10%
199	172	Avalon Organics	0.10%
200	231	Nair	0.10%
201	239	100% Pure	0.10%
202	216	C.O. Bigelow	0.10%
203	201	Soft Sheen Carson	0.09%
204	204	Biosilk	0.09%
205	199	Elemis	0.09%
206	248	noIno!	0.09%
207	215	ZO Skin Health	0.09%
208	217	NovatLash	0.09%
209	232	Ouidad	0.09%
210	256	Jan Marini Skin Research	0.09%
211	876	Earth Therapeutics	0.09%
212	213	Kinerase	0.09%
213	223	CeraVe	0.09%
214	219	DERMAdoctor	0.09%
215	238	Dr. Denese	0.09%
216	234	Zenmed	0.09%
217	211	Basis	0.09%
218	212	Bioelements	0.09%
219	1666	Sundari	0.09%
220	229	KMS	0.09%
221	198	GloMinerals	0.09%
222	312	CND	0.08%
223	246	Kiss My Face	0.08%
224	257	the Balm	0.08%
225	438	PAPERSELF	0.08%
226	250	Darphin	0.08%
227	230	Bonne Bell	0.08%
228	226	American Beauty	0.08%
229	203	Cle de Peau	0.08%
230	242	Aquolina	0.08%
231	221	Crabtree & Evelyn	0.08%
232	278	Hot Tools	0.08%
233	253	Sally Hershberger	0.08%
234	191	SK	0.08%
235	236	Eminence	0.08%
236	244	Lancaster	0.08%
237	335	Genie	0.08%
238	237	Exuviance	0.07%
239	291	Kiss	0.07%
240	255	ApHogee	0.07%
241	249	Prestige	0.07%
242	214	Samy	0.07%
243	252	REN Clean Bio Active Skincare	0.07%
244	241	Nuance	0.07%
245	261	BaByliss	0.07%
246	268	Saffron James	0.07%
247	222	Mally	0.07%
248	277	Stiefel Laboratories	0.07%
249	235	Alba	0.07%
250	271	Borghese	0.07%
251	292	Infusium	0.07%
252	308	Veet	0.07%
253	258	Marc Anthony	0.07%
254	273	Jo Malone	0.07%
255	240	China Glaze	0.07%
256	264	Glytone	0.07%
257	276	Graham Webb	0.07%
258	260	Givenchy	0.07%
259	178	Clarisonic	0.07%
260	254	Nature's Gate	0.07%
261	270	Skin Doctors	0.07%
262	259	Laura Geller	0.07%
263	266	DermaBlend	0.07%
264	262	Image SkinCare	0.07%
265	233	Soap & Glory	0.07%
266	265	Chantecaille	0.07%
267	982	Ted Gibson	0.07%
268	281	Anastasia	0.06%
269	263	Amazing Cosmetics	0.06%
270	551	Bodycology	0.06%
271	272	H2O+	0.06%
272	290	SkinMedica	0.06%
273	228	Beauty Society	0.06%
274	300	Kevin Murphy	0.06%
275	313	Sexy Hair	0.06%
276	332	Ocean Potion	0.06%
277	315	Bio-Oil	0.06%
278	267	Flirt!	0.06%
279	280	Fusion Beauty	0.06%
280	282	Hana	0.06%
281	298	Aubrey Organics	0.06%
282	365	Johnson's	0.06%
283	279	IQ Derma	0.06%
284	269	StriVectin	0.06%
285	294	Blistex	0.06%
286	274	Juice Beauty	0.06%
287	728	Barbar	0.06%
288	393	Coppertone	0.06%
289	316	Zoya	0.06%
290	310	Decleor	0.06%
291	251	Rephase	0.06%
292	301	Dr. Bronner's	0.06%
293	384	Olivia Garden	0.06%
294	247	Napoleon Perdis	0.06%
295	297	Suki	0.06%
296	275	Principal Secret	0.05%
297	597	SarahPotempa	0.05%
298	328	therapy-g	0.05%
299	395	Klorane	0.05%
300	318	Mason Pearson	0.05%