

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 December 2010			
Rank	Nov. Rank	Brand	SOA
1	1	Neutrogena	3.13%
2	4	Maybelline New York	2.80%
3	2	L'Oreal	2.62%
4	3	MAC	2.52%
5	6	Olay	2.10%
6	7	Revlon	1.96%
7	30	Bath & Body Works	1.80%
8	5	Clinique	1.71%
9	11	Chanel	1.47%
10	8	Nars	1.43%
11	10	CoverGirl	1.34%
12	74	John Frieda	1.31%
13	12	Lancome	1.28%
14	20	Avon	1.21%
15	19	Aveeno	1.09%
16	21	The Body Shop	1.07%
17	9	Garnier	1.04%
18	23	Conair	1.02%
19	14	Estee Lauder	0.99%
20	24	Victoria's Secret	0.97%
21	25	Burt's Bees	0.94%
22	32	Kiehl's	0.90%
23	16	Redken	0.89%
24	43	E.L.F.	0.89%
25	18	Sally Hansen	0.89%
26	27	Benefit	0.87%
27	42	Aussie	0.86%
28	31	T3	0.85%
29	38	Philosophy	0.82%
30	36	Pantene	0.78%
31	13	Bare Escentuals	0.77%
32	15	Dove	0.76%
33	33	TRESemme	0.75%
34	17	Aveda	0.73%
35	40	Urban Decay	0.71%
36	46	Clean & Clear	0.71%
37	26	Paul Mitchell	0.70%
38	41	Bobbi Brown	0.67%
39	37	Clairol	0.60%
40	34	Herbal Essences	0.60%
41	93	Suave	0.59%
42	45	Dior	0.56%
43	29	Origins	0.55%
44	28	St. Ives	0.55%
45	35	Mary Kay	0.54%
46	52	Clarins	0.53%
47	47	Dermalogica	0.51%
48	49	Sephora	0.49%
49	55	Laura Mercier	0.48%
50	60	Tigi	0.47%
51	54	Boots	0.45%
52	39	Shiseido	0.44%
53	56	Smashbox	0.44%
54	48	Wet N Wild	0.44%
55	53	Almay	0.43%
56	82	Cetaphil	0.42%
57	58	Vaseline	0.39%
58	108	Yves Saint Laurent Beauty	0.39%
59	51	Physicians Formula	0.37%
60	63	Wen	0.37%
61	72	Bumble And Bumble	0.35%
62	66	Make Up For Ever	0.35%
63	44	Stila	0.34%
64	71	Merle Norman	0.32%
65	78	ProActiv	0.32%
66	62	ProC	0.32%
67	64	N.Y.C. New York Color	0.32%
68	76	Arbonne	0.32%
69	70	Ambi	0.32%
70	86	Frederic Fekkai	0.31%
71	110	NYX	0.31%
72	61	Elizabeth Arden	0.30%
73	144	Chapstick	0.30%
74	68	Too Faced	0.29%
75	107	Milani	0.29%
76	65	Rimmel London	0.29%
77	83	Lush	0.27%
78	81	Head And Shoulders	0.27%
79	88	Patricia Wexler M.D.	0.27%
80	80	Goody	0.26%
81	69	L'Occitane	0.26%
82	77	Kerastase	0.26%
83	233	Venus	0.26%
84	139	Queen Helene	0.25%
85	98	Tarte	0.25%
86	89	La Prairie	0.23%
87	73	Nivea	0.23%
88	75	Joico	0.23%
89	136	No!no!	0.22%
90	97	Hard Candy	0.22%
91	100	Jason	0.22%
92	67	Jergens	0.22%
93	196	Flirt!	0.20%
94	1471	Jordana Cosmetics	0.20%
95	138	Got2b	0.20%
96	94	La Mer	0.20%
97	130	CHI	0.20%
98	87	Lumene	0.20%
99	182	Avalon Organics	0.20%
100	91	Pond's	0.20%
101	115	Giorgio Armani	0.20%
102	59	C.O. Bigelow	0.20%
103	99	Shu Uemura	0.20%
104	101	Biore	0.19%
105	104	Eucerin	0.19%
106	155	LORAC	0.18%
107	113	Giovanni	0.18%
108	50	Bliss	0.18%
109	105	Wella	0.18%
110	96	Prescriptives	0.18%
111	116	Rusk	0.18%
112	145	Korres Natural Products	0.18%
113	102	Sonia Kashuk	0.18%
114	228	Matrix	0.17%
115	119	Sebastian	0.17%
116	120	Secret	0.17%
117	212	Boscia	0.17%
118	95	Nexxus	0.17%
119	121	Sunsilk	0.17%
120	128	SkinCeuticals	0.17%
121	106	Crest	0.16%
122	320	EOS	0.16%
123	164	Dolce & Gabbana	0.16%
124	117	OPI	0.16%
125	111	Josie Maran	0.16%
126	126	Peter Thomas Roth	0.16%
127	174	Dr. Dennis Gross Skincare	0.16%
128	122	It Cosmetics	0.15%
129	114	Max Factor	0.15%
130	193	Remington	0.15%
131	103	Slatkin & Co.	0.15%
132	327	Gillette	0.15%
133	275	Nair	0.15%
134	294	Eminence	0.15%
135	152	Carol's Daughter	0.15%
136	1516	LypSyl	0.14%
137	208	Bonne Bell	0.14%
138	147	La Roche-Posay	0.14%
139	84	Laura Geller	0.14%
140	227	Jo Malone	0.14%
141	269	Becca	0.14%
142	203	Juicy Couture	0.14%
143	112	Nu Skin	0.14%
144	141	Biolage	0.14%
145	156	Charles Worthington	0.14%
146	159	DHC	0.14%
147	234	Anastasia	0.13%
148	176	Clearasil	0.13%
149	143	Guerlain	0.13%
150	123	SK II	0.13%
151	281	Klorane	0.13%
152	1332	BE Beverly Hills	0.13%
153	224	Soap & Glory	0.13%
154	127	Goldwell	0.13%
155	131	Ojon	0.13%
156	125	Murad	0.13%
157	90	Noxzema	0.13%
158	92	Mark	0.12%
159	421	VO5	0.12%
160	148	Vidal Sassoon	0.12%
161	209	Liz Earle	0.12%
162	231	Kiss	0.12%
163	282	Tom's Of Maine	0.12%
164	173	Ulta	0.12%
165	201	Alterna	0.12%
166	237	Grassroots Research Labs	0.12%
167	109	Scunci	0.12%
168	387	CellCeuticals	0.11%
169	160	Sedu	0.11%
170	162	Bourjois	0.11%
171	118	Vichy Laboratories	0.11%
172	185	Blistex	0.11%
173	163	Obagi	0.11%
174	194	Biosilk	0.11%
175	180	Mizani	0.11%
176	158	Pureology	0.11%
177	157	Banana Boat	0.10%
178	284	By Terry	0.10%
179	172	Biotherm	0.10%
180	469	Elemental Herbology	0.10%
181	217	CeraVe	0.10%
182	925	Pacifica	0.10%
183	183	Kiss My Face	0.10%
184	124	Vincent Longo	0.10%
185	167	Nioxin	0.10%
186	153	Frizz-Ease	0.10%
187	140	Palmers	0.10%
188	134	Moroccanoil	0.10%
189	186	Maudalie	0.09%
190	187	Sisley	0.09%
191	150	PHYTO	0.09%
192	236	SkinMedica	0.09%
193	129	Rene Furterer	0.09%
194	197	Fresh	0.09%
195	132	Mario Badescu Skin Care	0.09%
196	170	Dr. Brandt	0.09%
197	190	Yes To	0.09%
198	202	Jane Iredale	0.09%
199	188	Kate Somerville	0.09%
200	178	Avene	0.09%
201	271	American Beauty	0.09%
202	168	DDF	0.09%
203	321	Donna Karan	0.09%
204	135	Elemis	0.09%
205	1249	Viktor & Rolf	0.09%
206	220	CND	0.09%
207	191	ReVive	0.08%
208	198	Essie	0.08%
209	636	Pristine Beauty	0.08%
210	238	Stella McCartney	0.08%
211	151	Paula's Choice	0.08%
212	133	Crabtree & Evelyn	0.08%
213	225	Le Couvent Des Minimes	0.08%
214	205	Jane	0.08%
215	222	Umberto	0.08%
216	223	BaByliss	0.08%
217	216	Hot Tools	0.08%
218	213	Cle De Peau	0.08%
219	175	Ole Henriksen	0.08%
220	179	Alba	0.08%
221	199	Cover FX	0.07%
222	137	Dr. Hauschka	0.07%
223	291	CARGO	0.07%
224	219	NovaLash	0.07%
225	206	Gravamel Webb	0.07%
226	242	Dr. Denese	0.07%
227	285	StriVectin	0.07%
228	161	CosMedix	0.07%
229	245	Soft Sheen Carson	0.07%
230	239	Givenchy	0.07%
231	274	Trish McEvoy	0.07%
232	255	Bulgari	0.07%
233	221	Stiefel Laboratories	0.07%
234	272	Clarisonic	0.07%
235	892	Salvatore Ferragamo	0.07%
236	230	Good Skin	0.06%
237	263	LaRocca	0.06%
238	553	Veet	0.06%
239	253	Broadway Nails	0.06%
240	200	Pixi	0.06%
241	489	Artemis Woman	0.06%
242	225	Chantecaille	0.06%
243	241	Exuviance	0.06%
244	244	100% Pure	0.06%
245	366	White Sands	0.06%
246	214	KMS	0.06%
247	85	Yankee Candle Company	0.06%
248	314	John Masters Organics	0.06%
249	458	Oscar Blandi	0.06%
250	195	Organix	0.06%
251	730	Kre-at Beauty	0.06%
252	515	Nina Ricci	0.06%
253	192	Samy	0.06%
254	367	DNA EGF Renewal	0.06%
255	265	ApHogee	0.06%
256	189	AHAHA	0.06%
257	248	Borghese	0.06%
258	296	Paris Hilton	0.06%
259	261	Lola	0.06%
260	328	Basis	0.06%
261	374	Tova	0.06%
262	536	EmerginC	0.06%
263	252	C. Booth	0.06%
264	268	La Roche	0.06%
265	260	Models Prefer	0.06%
266	283	REN Clean Bio Active Skincare	0.06%
267	409	SkinMilk	0.06%
268	465	DKNY	0.05%
269	279	Bioelements	0.05%
270	308	Aubrey Organics	0.05%
271	218	GloMinerals	0.05%
272	360	Studio Gear	0.05%
273	277	Infusium	0.05%
274	246	Carmex	0.05%
275	330	Supersmile	0.05%
276	235	TweezerMan	0.05%
277	215	DermaBlend	0.05%
278	262	Kinerase	0.05%
279	257	Davines	0.05%
280	280	Fusion Beauty	0.05%
281	323	Glytone	0.05%
282	290	Marc Anthony	0.05%
283	293	Principal Secret	0.05%
284	165	Sexy Hair	0.05%
285	306	Iman	0.05%
286	319	Jasmine La Belle	0.05%
287	331	Zirh	0.05%
288	259	H2O+	0.05%
289	305	Kevin Murphy	0.05%
290	249	Prestige	0.05%
291	340	Paula Dorf	0.05%
292	363	Jennifer Lopez	0.05%
293	307	Sally Hershberger	0.05%
294	316	Pur Minerals	0.05%
295	266	Beauty Society	0.05%
296	256	N.V. Perricone M.D. Cosmeceuticals	0.04%
297	276	Acuvue	0.04%
298	357	Brazilian Blowout	0.04%
299	318	Freeman	0.04%
300	237	Purpose	0.04%