

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 March 2011			
Rank	Feb. Rank	Brand	SOA
1	2	Neutrogena	3.40%
2	3	Olay	3.36%
3	4	Clinique	3.31%
4	1	L'Oreal	2.78%
5	5	MAC	2.38%
6	12	Avon	2.11%
7	8	Revlon	1.97%
8	40	Philosophy	1.72%
9	6	Maybelline New York	1.69%
10	19	Herbal Essences	1.60%
11	13	Aveeno	1.59%
12	39	Pantene	1.48%
13	26	Bare Escentuals	1.40%
14	34	Benefit	1.34%
15	10	CoverGirl	1.32%
16	69	Bath & Body Works	1.22%
17	42	Mary Kay	1.17%
18	20	Clairol	1.17%
19	14	Chanel	1.10%
20	11	Lancome	1.09%
21	21	Aveda	1.07%
22	15	Estee Lauder	1.06%
23	18	Garnier	1.00%
24	25	The Body Shop	0.93%
25	17	Sally Hansen	0.90%
26	33	Dove	0.89%
27	77	Kerastase	0.88%
28	38	Aussie	0.84%
29	52	Urban Decay	0.81%
30	16	Conair	0.77%
31	22	TRESemme	0.77%
32	57	Arbonne	0.75%
33	9	Nars	0.75%
34	7	Nu Skin	0.73%
35	45	Burt's Bees	0.71%
36	23	Paul Mitchell	0.69%
37	24	John Frieda	0.68%
38	35	Physicians Formula	0.67%
39	29	Victoria's Secret	0.67%
40	31	Bobbi Brown	0.66%
41	28	Redken	0.66%
42	125	CHI	0.63%
43	46	Rimmel London	0.63%
44	76	Lush	0.60%
45	32	Origins	0.60%
46	79	Patricia Wexler M.D.	0.59%
47	41	St. Ives	0.58%
48	59	Laura Mercier	0.54%
49	27	Kiehl's	0.51%
50	44	Clean & Clear	0.51%
51	62	Cetaphil	0.49%
52	54	Smashbox	0.49%
53	51	Clarins	0.48%
54	73	Make Up For Ever	0.48%
55	47	Dior	0.48%
56	37	E.L.F.	0.47%
57	71	It Cosmetics	0.46%
58	116	Vaseline	0.44%
59	67	Dermalogica	0.44%
60	81	Stila	0.43%
61	58	Wet N Wild	0.41%
62	61	Frederic Fekkai	0.41%
63	55	Almay	0.41%
64	50	RoC	0.41%
65	92	Yves Saint Laurent Beauty	0.40%
66	80	Goody	0.40%
67	97	Moroccanoil	0.40%
68	49	Shiseido	0.37%
69	56	Elizabeth Arden	0.36%
70	131	SkinCeuticals	0.36%
71	112	Noxzema	0.34%
72	449	Ouidad	0.34%
73	186	Vidal Sassoon	0.32%
74	68	Tigi	0.31%
75	43	Boots	0.30%
76	140	Sebastian	0.30%
77	63	Bumble And Bumble	0.30%
78	100	Banana Boat	0.29%
79	135	Carol's Daughter	0.29%
80	935	Trillium Organics	0.28%
81	74	Sephora	0.28%
82	48	Ambi	0.28%
83	66	Tarte	0.28%
84	155	Biosilk	0.26%
85	36	ProActiv	0.26%
86	101	C.O. Bigelow	0.26%
87	198	Secret	0.25%
88	511	Envision Beauty	0.25%
89	351	Amazing Cosmetics	0.24%
90	30	T3	0.24%
91	70	N.Y.C. New York Color	0.24%
92	65	Merle Norman	0.23%
93	90	Jergens	0.23%
94	428	ElanVeda	0.23%
95	64	Wen	0.23%
96	99	Crest	0.22%
97	184	Jane Iredale	0.21%
98	127	Eucerin	0.20%
99	109	La Mer	0.20%
100	78	Josie Maran	0.20%
101	53	Suave	0.20%
102	75	Nivea	0.20%
103	105	OPI	0.19%
104	113	Dr. Brandt	0.19%
105	88	NYX	0.19%
106	94	Jason	0.18%
107	263	CARGO	0.17%
108	93	Nexus	0.17%
109	60	Hard Candy	0.17%
110	86	No!no!	0.17%
111	114	L'Occitane	0.17%
112	83	La Prairie	0.17%
113	95	Mark	0.16%
114	147	Mario Badescu Skin Care	0.16%
115	72	Joico	0.16%
116	205	Fresh	0.16%
117	89	Wella	0.15%
118	216	Blistex	0.15%
119	107	Prescriptives	0.15%
120	91	Queen Helene	0.15%
121	85	Lumene	0.14%
122	96	Too Faced	0.14%
123	390	Smith's	0.14%
124	108	Bliss	0.14%
125	102	Shu Uemura	0.14%
126	631	Ghd	0.14%
127	87	Biore	0.14%
128	218	Rodan + Fields	0.14%
129	207	Kiss My Face	0.14%
130	128	LORAC	0.13%
131	120	SK II	0.13%
132	98	Rusk	0.13%
133	163	Got2b	0.13%
134	386	Softlips	0.13%
135	537	Pristine Beauty	0.13%
136	622	Essie	0.12%
137	161	Biotherm	0.12%
138	119	Goldwell	0.12%
139	262	StriVectin	0.12%
140	123	Max Factor	0.12%
141	104	Pond's	0.12%
142	144	Laura Geller	0.12%
143	136	VO5	0.11%
144	222	Venus	0.11%
145	142	Yes To	0.11%
146	252	Carmex	0.11%
147	82	Peter Thomas Roth	0.11%
148	134	Bourjois	0.11%
149	206	Trish McEvoy	0.11%
150	115	La Roche-Posay	0.11%
151	139	Korres Natural Products	0.11%
152	121	Pureology	0.11%
153	138	Murad	0.11%
154	84	Sonia Kashuk	0.11%
155	160	Mizani	0.11%
156	331	China Glaze	0.10%
157	133	EOS	0.10%
158	151	Bonne Bell	0.10%
159	145	Palmers	0.10%
160	157	Vichy Laboratories	0.10%
161	415	Arm & Hammer	0.10%
162	106	Sunsilk	0.10%
163	566	Eco Tools	0.10%
164	124	Ulta	0.10%
165	122	Giorgio Armani	0.10%
166	277	Zoya	0.09%
167	152	Guerlain	0.09%
168	311	Jonathan Product	0.09%
169	156	Milani	0.09%
170	273	AHAVA	0.09%
171	187	Alterna	0.09%
172	148	Biolage	0.09%
173	173	Sisley	0.09%
174	158	Avene	0.09%
175	165	Head And Shoulders	0.09%
176	1887	Mode Cosmetics	0.08%
177	581	Ralph Lauren	0.08%
178	633	Vera Wang	0.08%
179	103	Ole Henriksen	0.08%
180	315	Purpose	0.08%
181	618	Calvin Klein	0.08%
182	126	Obagi	0.08%
183	129	Avalon Organics	0.08%
184	484	Seche	0.08%
185	190	Clearasil	0.08%
186	169	Ojon	0.08%
187	117	Giovanni	0.08%
188	110	Frizz-Ease	0.08%
189	338	The Balm	0.08%
190	164	DHC	0.07%
191	1043	Saffron James	0.07%
192	267	Jemma Kidd Make Up School	0.07%
193	245	N.V. Perricone M.D. Cosmeceuticals	0.07%
194	505	Skynd Iceland	0.07%
195	162	Pixi	0.07%
196	137	Charles Worthington	0.07%
197	562	Listerine	0.07%
198	276	New York Color	0.07%
199	176	Dr. Denese	0.07%
200	141	CeraVe	0.06%
201	168	Scunci	0.06%
202	172	Paula's Choice	0.06%
203	189	Jane	0.06%
204	167	Caudalie	0.06%
205	214	Matrix	0.06%
206	183	PHYTO	0.06%
207	177	Becca	0.06%
208	197	DDF	0.06%
209	170	Nioxin	0.06%
210	191	Rene Furterer	0.06%
211	230	CND	0.06%
212	227	Soft Sheen Carson	0.06%
213	166	Kate Somerville	0.06%
214	154	ReVive	0.06%
215	174	Organix	0.06%
216	195	Remington	0.06%
217	194	Flirt!	0.06%
218	261	Hawaiian Tropic	0.06%
219	188	Alba	0.06%
220	200	NovaLash	0.06%
221	178	Boschia	0.06%
222	193	Dr. Hauschka	0.06%
223	424	Phytomer	0.06%
224	242	Borghese	0.06%
225	317	Decleor	0.05%
226	249	Prestige	0.05%
227	253	Fusion Beauty	0.05%
228	782	Nailtiques	0.05%
229	196	Vincent Longo	0.05%
230	202	By Terry	0.05%
231	180	Zeno	0.05%
232	226	Stiefel Laboratories	0.05%
233	408	Motions	0.05%
234	150	Chantecaille	0.05%
235	283	Tom's Of Maine	0.05%
236	248	Samy	0.05%
237	192	Cle De Peau	0.05%
238	143	Kiss	0.05%
239	224	Exuviance	0.05%
240	213	CosMedix	0.05%
241	215	Cover FX	0.05%
242	514	Fran Wilson	0.05%
243	237	DermaBlend	0.05%
244	153	Dr. Dennis Gross Skincare	0.04%
245	364	Mally	0.04%
246	512	Mederma	0.04%
247	201	Graham Webb	0.04%
248	208	Davines	0.04%
249	199	Anastasia	0.04%
250	239	Good Skin	0.04%
251	367	Freeman	0.04%
252	175	REN Clean Bio Active Skincare	0.04%
253	275	Blinc	0.04%
254	626	Somme Institute	0.04%
255	217	Tweezerman	0.04%
256	210	Merlot Skin Care	0.04%
257	203	Sally Hershberger	0.04%
258	265	Lancaster	0.04%
259	298	Skin Doctors	0.04%
260	181	Soap & Glory	0.04%
261	284	Models Prefer	0.04%
262	238	GloMinerals	0.04%
263	246	100% Pure	0.04%
264	255	Crabtree & Evelyn	0.04%
265	259	KMS	0.04%
266	299	Colorescience Pro	0.04%
267	637	Mehron	0.04%
268	240	Bioelements	0.04%
269	297	Sexy Hair	0.04%
270	236	Slatkin & Co.	0.04%
271	329	Lola	0.04%
272	513	Raquel Welch Wigs	0.04%
273	304	Nature's Gate	0.04%
274	235	Eminence	0.04%
275	339	Erno Laszlo	0.04%
276	293	Umberto	0.04%
277	330	Bio-Oil	0.04%
278	211	DERMAdoctor	0.04%
279	268	Grassroots Research Labs	0.04%
280	243	Elemis	0.04%
281	231	Kinerase	0.04%
282	171	Zenmed	0.04%
283	290	Darphin	0.04%
284	278	American Beauty	0.04%
285	258	H2O+	0.04%
286	378	PaloVia	0.04%
287	225	Beauty Society	0.04%
288	250	Marc Anthony	0.03%
289	233	Aubrey Organics	0.03%
290	204	Keri	0.03%
291	1019	D.J.V. Beautenizer	0.03%
292	219	C. Booth	0.03%
293	118	Sedu	0.03%
294	1160	YoYo	0.03%
295	271	Jo Malone	0.03%
296	310	Suki	0.03%
297	269	Infusium	0.03%
298	159	Napoleon Perdis	0.03%
299	934	Tree Hut	0.03%
300	279	Lubriderm	0.03%
© 2007–2011 Total Beauty Media, Inc. All rights reserved.			