

SHARE OF AUDIENCE REPORT		totalbeauty MEDIA GROUP	
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 April 2014			
Rank	Mar Rank	Brand	SOA
1	1	Olay	2.49%
2	2	L'OREAL	2.19%
3	3	M.A.C.	1.61%
4	5	Garnier	1.44%
5	4	Neutrogena	1.44%
6	7	Mary Kay	1.40%
7	6	Clinique	1.34%
8	8	The Body Shop	1.14%
9	16	Dove	1.08%
10	12	Arbonne	1.04%
11	11	Revlon	0.99%
12	10	Avon	0.98%
13	17	Aveda	0.95%
14	13	Kiehl's	0.93%
15	14	Redken	0.90%
16	9	ESTEE LAUDER	0.89%
17	18	Chanel	0.89%
18	19	Shiseido	0.88%
19	15	Clarins	0.83%
20	20	Maybelline New York	0.79%
21	22	Paul Mitchell	0.76%
22	65	Rimmel London	0.73%
23	23	Lush	0.70%
24	24	Aveeno	0.67%
25	25	Pantene	0.65%
26	42	Dermalogica	0.64%
27	7	Nu Skin	0.64%
28	14	Beecology	0.61%
29	36	ARTISTRY	0.58%
30	35	Dior	0.58%
31	8	Plus White	0.57%
32	6	Conair	0.56%
33	43	philosophy	0.56%
34	26	Patricia Wexler M.D.	0.54%
35	41	Pixi	0.54%
36	39	Victoria's Secret	0.54%
37	30	Clairol	0.53%
38	38	Origins	0.53%
39	9	BaByliss	0.52%
40	60	Crest	0.51%
41	47	Sally Hansen	0.50%
42	34	Almay	0.50%
43	41	Benefit	0.50%
44	32	Wella	0.49%
45	24	It Cosmetics	0.48%
46	12	E.L.F.	0.48%
47	33	Mario Badescu Skin Care	0.46%
48	68	Joico	0.46%
49	48	CoverGirl	0.45%
50	58	SkinCeuticals	0.45%
51	18	Obagi	0.44%
52	46	Smashbox	0.43%
53	62	St. Ives	0.43%
54	69	Pureology	0.41%
55	19	Borghese	0.40%
56	45	Elizabeth Arden	0.40%
57	100	Palmers	0.40%
58	52	Tigi	0.40%
59	53	NYX Cosmetics	0.40%
60	40	RoC	0.39%
61	70	Make Up For Ever	0.38%
62	72	AMBI	0.38%
63	76	Peter Thomas Roth	0.38%
64	61	Physicians Formula	0.38%
65	29	Sun Laboratories	0.38%
66	63	Aussie	0.38%
67	57	M2 Skin Care	0.37%
68	81	KoASTASE	0.37%
69	59	Laura Mercier	0.37%
70	78	Bobbi Brown	0.37%
71	64	Herbal Essences	0.37%
72	96	Tarte	0.36%
73	50	Boots	0.35%
74	84	La Roche-Posay	0.35%
75	79	Paula's Choice	0.35%
76	56	Suave	0.35%
77	88	Nivea	0.34%
78	82	CHI	0.34%
79	16	eSalon	0.34%
80	90	Matrix	0.34%
81	85	Jergens	0.34%
82	44	Nars	0.33%
83	74	Burt's Bees	0.33%
84	71	John Frieda	0.33%
85	77	Remington	0.33%
86	73	ProActiv	0.32%
87	91	Moroccanoil	0.31%
88	86	BareMinerals	0.31%
89	93	Sephora	0.31%
90	106	CeraVe	0.30%
91	75	Pristine Beauty	0.30%
92	99	Vaseline	0.30%
93	87	Wet n Wild	0.30%
94	52	Urban Decay	0.29%
95	21	Lancome	0.29%
96	146	Rodan + Fields	0.29%
97	83	Merle Norman	0.29%
98	104	La Prairie	0.28%
99	37	Sultra	0.27%
100	307	Silk'n	0.27%
101	98	Clean & Clear	0.27%
102	95	Bath & Body Works	0.27%
103	108	Nexus	0.27%
104	112	Pond's	0.26%
105	89	DERMAdoctor	0.26%
106	101	Organix	0.26%
107	55	L'Occitane	0.26%
108	42	Prestige	0.26%
109	442	Tresemme	0.26%
110	127	Sonia Kashuk	0.26%
111	117	Guerlain	0.25%
112	119	OPI	0.25%
113	116	Sally Beauty	0.25%
114	125	Frederic Fekkai	0.24%
115	123	Shu Uemura	0.23%
116	83	Tweezerman	0.23%
117	43	Hot Tools	0.23%
118	75	Fresh	0.23%
119	121	Josie Maran	0.23%
120	129	Yves Saint Laurent Beauty	0.23%
121	92	Elchim	0.23%
122	3	MAC	0.23%
123	115	Cetaphil	0.23%
124	47	Zenmed	0.23%
125	65	It's A 10	0.23%
126	131	Hawaiian Tropic	0.23%
127	109	Too Faced	0.23%
128	120	Rusk	0.23%
129	110	Mark	0.23%
130	45	Kiss My Face	0.22%
131	57	Ole Henriksen	0.22%
132	60	DHC	0.20%
133	222	Dolce & Gabbana	0.20%
134	135	Vichy Laboratories	0.19%
135	137	N.Y.C. New York Color	0.19%
136	155	Jane Iredale	0.19%
137	49	Made From Earth	0.18%
138	61	Murad	0.18%
139	113	Sexy Hair	0.18%
140	130	Nioxin	0.18%
141	113	City Cosmetics	0.18%
142	128	Sia Botanics	0.17%
143	63	Lumene	0.17%
144	56	Boscia	0.17%
145	150	Bliss	0.17%
146	149	Goldwell	0.17%
147	148	Biosilk	0.17%
148	134	Davines	0.17%
149	158	EOS	0.17%
150	145	Giorgio Armani	0.16%
151	142	Shea Moisture	0.16%
152	144	Bumble and bumble	0.16%
153	140	Vidal Sassoon	0.16%
154	147	ZO Skin Health	0.16%
155	198	Yes To	0.15%
156	141	Stila	0.15%
157	878	Eve Lom	0.15%
158	167	Max Factor	0.15%
159	234	Topstyler	0.14%
160	86	Fake Bake	0.14%
161	175	Head & Shoulders	0.14%
162	183	Biologie	0.14%
163	193	Kate Somerville	0.14%
164	166	Essie	0.14%
165	74	Avalon Organics	0.14%
166	73	Sedu	0.14%
167	143	O.R.G Skincare	0.14%
168	162	Jordana Cosmetics	0.13%
169	209	Clearasil	0.13%
170	157	Korres	0.13%
171	258	Hourglass	0.13%
172	85	Goody	0.13%
173	178	Sebastian	0.13%
174	180	PHYTO	0.13%
175	205	Banana Boat	0.13%
176	80	Dr. Hauschka	0.13%
177	78	Wen	0.13%
178	171	Kevin Murphy	0.13%
179	169	Queen Helene	0.13%
180	77	Anastasia	0.13%
181	90	Sisley	0.12%
182	116	Body Drench	0.12%
183	200	StriVectin	0.12%
184	170	Hard Candy	0.12%
185	172	Prescriptives	0.12%
186	112	T3	0.12%
187	81	Dr. Brandt	0.12%
188	176	La Mer	0.12%
189	400	Emjoi	0.12%
190	259	Colgate	0.12%
191	179	Eucerin	0.11%
192	188	Juara	0.11%
193	221	Bio-Oil	0.11%
194	181	Biotherm	0.11%
195	139	the Balm	0.11%
196	292	THANN	0.11%
197	94	got2b	0.11%
198	95	Klorane	0.11%
199	108	Milani	0.11%
200	129	Harry Josh	0.11%
201	152	DDF	0.11%
202	192	Rephase	0.11%
203	216	Simple	0.11%
204	257	Kat Von D	0.11%
205	84	Bioelements	0.11%
206	98	MD Forte	0.11%
207	114	Kenra	0.10%
208	97	Bior	0.10%
209	199	Noxzema	0.10%
210	190	LORAC	0.10%
211	96	C.O. Bigelow	0.10%
212	105	CosMedix	0.10%
213	197	ElanVeda	0.10%
214	195	Image SkinCare	0.10%
215	177	TempTu	0.10%
216	130	Perfect Formula	0.10%
217	124	AG Hair Cosmetics	0.09%
218	206	Caudalie	0.09%
219	219	Alterna	0.09%
220	233	Givenchy	0.09%
221	207	Ulta	0.09%
222	191	Jason	0.09%
223	N/A	Tanceuticals	0.09%
224	243	Nuance	0.09%
225	231	Cynthia Rowland	0.09%
226	227	Saffron James	0.09%
227	274	Clarisonic	0.09%
228	253	Dr. Dennis Gross Skincare	0.09%
229	123	SkinMedica	0.09%
230	119	Palladio	0.09%
231	211	Soft Sheen Carson	0.09%
232	230	Crabtree & Evelyn	0.09%
233	174	Laura Geller	0.09%
234	133	Marc Anthony	0.09%
235	139	Alba	0.09%
236	141	Carol's Daughter	0.09%
237	177	Juice Beauty	0.09%
238	224	Sunsilk	0.09%
239	214	bye bye blemish	0.09%
240	163	Aqua Tan	0.08%
241	128	GloMinerals	0.08%
242	138	Giovanni	0.08%
243	210	Freeman Feeling Beautiful	0.08%
244	235	John Masters Organics	0.08%
245	131	Mizani	0.08%
246	126	Umberto	0.08%
247	196	ReVive	0.08%
248	247	Certain Dri	0.08%
249	262	Cosmedicine	0.08%
250	249	SK-II	0.08%
251	245	Rene Furterer	0.08%
252	145	VOS	0.08%
253	122	Jan Marini Skin Research	0.08%
254	251	NeoCutis	0.08%
255	267	Lancaster	0.08%
256	189	Napoleon Perdis	0.08%
257	188	H2O+	0.08%
258	140	Principal Secret	0.08%
259	147	Exuviance	0.08%
260	170	Zoya	0.08%
261	406	Prai	0.08%
262	298	Ojon	0.07%
263	242	REMBRANDT	0.07%
264	269	DermaBlend	0.07%
265	288	Kiss	0.07%
266	1643	MD Complete	0.07%
267	240	Aubrey Organics	0.07%
268	328	Swipe	0.07%
269	261	Scunci	0.07%
270	266	Samy	0.07%
271	268	Suki	0.07%
272	156	Sally Hershberger	0.07%
273	195	Cover FX	0.07%
274	150	Dr. Denese	0.07%
275	248	Raw Natural Beauty	0.07%
276	362	Living Proof	0.07%
277	172	Bioderma	0.07%
278	120	Argan Magic	0.07%
279	338	Ouidad	0.07%
280	353	Nair	0.07%
281	280	Aquaphor	0.07%
282	284	NovoLash	0.06%
283	143	Epione	0.06%
284	154	American Beauty	0.06%
285	290	Veet	0.06%
286	201	Taya Beauty	0.06%
287	52	TIGI	0.06%
288	252	GHD	0.06%
289	279	Nature's Gate	0.06%
290	169	Blistex	0.06%
291	802	Keranique	0.06%
292	264	Cle de Peau Beaute	0.06%
293	425	Coppertone	0.06%
294	167	Elemis	0.06%
295	162	Bourjois	0.06%
296	310	CND	0.06%
297	305	UNITE	0.06%
298	155	Skin Doctors	0.06%
299	515	Indeed Laboratories	0.06%
300	232	Secret	0.06%
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