

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 July 2013				
Rank	June Rank	Brand	SOA	
1	7	Olay	2.59%	
2	6	L'Oreal	2.29%	
3	2	Avon	2.28%	
4	4	MAC	1.79%	
5	10	Neutrogena	1.74%	
6	3	Arbonne	1.67%	
7	8	Clinique	1.66%	
8	11	Dove	1.49%	
9	25	Maybelline New York	1.49%	
10	5	Nu Skin	1.48%	
11	12	Garnier	1.41%	
12	15	The Body Shop	1.19%	
13	14	Mary Kay	1.13%	
14	43	Victoria's Secret	0.94%	
15	158	Caress	0.94%	
16	26	Revlon	0.93%	
17	22	Pantene	0.93%	
18	9	Pristine Beauty	0.91%	
19	101	Beecology	0.87%	
20	21	Aveeno	0.84%	
21	23	Estee Lauder	0.82%	
22	20	ElanVeda	0.79%	
23	28	Aveda	0.78%	
24	29	Lancome	0.73%	
25	17	It Cosmetics	0.73%	
26	18	Frederic Fekkai	0.71%	
27	35	Paul Mitchell	0.70%	
28	36	Redken	0.70%	
29	31	Chanel	0.70%	
30	40	philosophy	0.69%	
31	30	Kiehl's	0.67%	
32	34	Sally Hansen	0.66%	
33	13	Mason Pearson	0.65%	
34	33	Herbal Essences	0.64%	
35	1	Secret	0.61%	
36	24	E.L.F.	0.61%	
37	42	Vaseline	0.60%	
38	39	Origins	0.59%	
39	68	Suave	0.57%	
40	16	Tweezerman	0.57%	
41	41	Clarins	0.56%	
42	61	St. Ives	0.53%	
43	49	CoverGirl	0.53%	
44	47	Benefit	0.51%	
45	19	Nexxus	0.51%	
46	46	Shiseido	0.51%	
47	50	TIGI	0.50%	
48	66	Bath & Body Works	0.50%	
49	32	Sephora	0.50%	
50	45	Conair	0.50%	
51	54	TRESemme	0.49%	
52	57	John Frieda	0.49%	
53	51	Dermalogica	0.49%	
54	55	Patricia Wexler M.D.	0.48%	
55	115	eSalon	0.46%	
56	53	Joico	0.46%	
57	59	Aussie	0.45%	
58	62	Clairol	0.45%	
59	37	Almay	0.43%	
60	63	Dior	0.42%	
61	76	Rimmel London	0.41%	
62	67	Smashbox	0.41%	
63	60	Boots	0.41%	
64	71	Lush	0.40%	
65	64	Physicians Formula	0.40%	
66	70	Obagi	0.39%	
67	94	Wella	0.38%	
68	103	Organix	0.36%	
69	56	Make Up For Ever	0.35%	
70	52	Peter Thomas Roth	0.35%	
71	85	Bobbi Brown	0.34%	
72	82	M2 Skin Care	0.34%	
73	75	Burt's Bees	0.34%	
74	78	CHI	0.34%	
75	119	L'Occitane	0.34%	
76	83	Hawaiian Tropic	0.33%	
77	74	AMBI	0.33%	
78	73	Laura Mercier	0.33%	
79	27	Mark	0.33%	
80	105	NYX Cosmetics	0.32%	
81	72	Vidal Sassoon	0.32%	
82	96	Clean & Clear	0.31%	
83	102	Too Faced	0.31%	
84	95	Urban Decay	0.31%	
85	69	Boscia	0.31%	
86	88	Elizabeth Arden	0.31%	
87	98	bareMinerals	0.30%	
88	134	NP Set	0.30%	
89	79	NARS	0.30%	
90	86	Nivea	0.29%	
91	44	Certain Dri	0.29%	
92	87	ProActiv	0.28%	
93	111	Tarte	0.27%	
94	92	Merle Norman	0.26%	
95	99	Mario Badescu Skin Care	0.26%	
96	108	Palmers	0.26%	
97	91	Kerastase	0.26%	
98	84	EcoTools	0.26%	
99	81	Jergens	0.25%	
100	93	Wet n Wild	0.25%	
101	97	Cetaphil	0.25%	
102	65	Banana Boat	0.24%	
103	89	SkinCeuticals	0.24%	
104	117	Saffron James	0.24%	
105	104	RoC	0.24%	
106	589	Brazilian Blowout	0.24%	
107	114	Pond's	0.23%	
108	58	NovaLash	0.23%	
109	90	Pixi	0.22%	
110	100	Bumble and bumble	0.22%	
111	107	Murad	0.22%	
112	80	Umberto	0.21%	
113	139	Moroccanoil	0.21%	
114	118	OPI	0.21%	
115	112	Biolage	0.21%	
116	125	Pureology	0.21%	
117	156	Yves Saint Laurent Beauty	0.21%	
118	191	C.O. Bigelow	0.20%	
119	138	Matrix	0.20%	
120	106	Cosmedicine	0.20%	
121	121	Biore	0.20%	
122	126	Nioxin	0.19%	
123	153	Shu Uemura	0.19%	
124	109	Jason	0.19%	
125	192	Prescriptives	0.18%	
126	144	Remington	0.18%	
127	120	Max Factor	0.18%	
128	113	Bliss	0.18%	
129	150	La Roche-Posay	0.18%	
130	493	mama mio	0.17%	
131	161	California Baby	0.17%	
132	135	Jane Iredale	0.17%	
133	133	Guerlain	0.17%	
134	132	Crest	0.17%	
135	401	Jordana Cosmetics	0.16%	
136	140	Sonia Kashuk	0.16%	
137	122	Rephase	0.16%	
138	160	Sedu	0.16%	
139	137	ARTISTRY	0.15%	
140	141	Stila	0.15%	
141	218	Queen Helene	0.15%	
142	130	La Prairie	0.15%	
143	123	N.Y.C. New York Color	0.15%	
144	142	Wen	0.15%	
145	136	Caudalie	0.15%	
146	129	Huetiful	0.15%	
147	154	Supersmile	0.14%	
148	128	Basis	0.14%	
149	147	Rusk	0.14%	
150	127	DHC	0.14%	
151	313	Gillette	0.14%	
152	149	Head & Shoulders	0.14%	
153	208	CeraVe	0.14%	
154	172	Hard Candy	0.14%	
155	131	Dr. Bronner's	0.13%	
156	157	La Mer	0.13%	
157	171	Fresh	0.13%	
158	164	Josie Maran	0.13%	
159	167	Paula's Choice	0.13%	
160	168	Goody	0.13%	
161	178	Kiss My Face	0.13%	
162	306	Prestige	0.13%	
163	186	Goldwell	0.13%	
164	1735	Sweet Science Self Blended Skincare	0.12%	
165	181	Shea Moisture	0.12%	
166	124	Essie	0.12%	
167	159	Milani	0.12%	
168	148	Lumene	0.12%	
169	190	BaByliss	0.12%	
170	196	Veet	0.12%	
171	152	PHYTO	0.12%	
172	155	Sunsilk	0.12%	
173	236	Kate Somerville	0.11%	
174	209	Vichy Laboratories	0.11%	
175	183	Clearasil	0.11%	
176	163	REN Clean Bio Active Skincare	0.11%	
177	174	Frizz-Ease	0.11%	
178	202	Ole Henriksen	0.11%	
179	182	Ulta	0.11%	
180	173	ReVive	0.11%	
181	176	Sebastian	0.11%	
182	143	T3	0.11%	
183	198	Noxzema	0.11%	
184	162	got2b	0.11%	
185	310	Nuance	0.11%	
186	219	Korres	0.11%	
187	225	Avalon Organics	0.11%	
188	166	AHAVA	0.11%	
189	177	Scunci	0.10%	
190	194	Laura Geller	0.10%	
191	229	Image SkinCare	0.10%	
192	249	Yes To	0.10%	
193	216	Bare Escentuals	0.10%	
194	188	Biosilk	0.10%	
195	179	Borghese	0.10%	
196	245	EOS	0.10%	
197	316	It's A 10	0.10%	
198	170	Biotherm	0.10%	
199	252	Anastasia	0.09%	
200	253	Kat Von D	0.09%	
201	175	Borba	0.09%	
202	204	DDF	0.09%	
203	189	Eucerin	0.09%	
204	248	Alterna	0.09%	
205	208	Rodan + Fields	0.09%	
206	48	Hana K.	0.09%	
207	77	Satina	0.09%	
208	193	Zenmed	0.09%	
209	184	LORAC	0.09%	
210	185	CosMedix	0.09%	
211	197	Aquolina	0.09%	
212	247	Bioelements	0.09%	
213	250	Bonne Bell	0.09%	
214	725	Prai	0.09%	
215	38	Brush Lab	0.09%	
216	284	Hot Tools	0.09%	
217	234	Soft Sheen Carson	0.09%	
218	474	Fake Bake	0.09%	
219	201	Dr. Hauschka	0.09%	
220	276	Clarisonic	0.08%	
221	203	Body Drench	0.08%	
222	207	Giovanni	0.08%	
223	187	ZO Skin Health	0.08%	
224	199	Ouidad	0.08%	
225	242	Sexy Hair	0.08%	
226	221	Carol's Daughter	0.08%	
227	169	Giorgio Armani	0.08%	
228	217	Dr. Brandt	0.08%	
229	214	Jan Marini Skin Research	0.08%	
230	210	Sisley	0.08%	
231	230	Avene	0.08%	
232	215	Palladio	0.08%	
233	251	the Balm	0.08%	
234	110	Arrid	0.08%	
235	212	DERMAdoctor	0.08%	
236	232	Mizani	0.08%	
237	224	Kiss	0.08%	
238	241	Dr. Denese	0.08%	
239	454	Juara	0.08%	
240	415	AG Hair Cosmetics	0.08%	
241	322	Johnson's	0.08%	
242	238	Exuviance	0.08%	
243	211	Nair	0.08%	
244	223	Rene Furterer	0.08%	
245	505	Simple	0.07%	
246	260	Sea Breeze	0.07%	
247	228	Crabtree & Evelyn	0.07%	
248	235	VO5	0.07%	
249	259	Aubrey Organics	0.07%	
250	146	Gold Bond	0.07%	
251	326	Pacifica	0.07%	
252	302	Yankee Candle Company	0.07%	
253	N/A	Freeman Feeling Beautiful	0.07%	
254	263	Bio-Oil	0.07%	
255	205	Zoya	0.07%	
256	318	Hourglass	0.07%	
257	N/A	ModelSupplies	0.07%	
258	200	SK-II	0.07%	
259	255	ApHogee	0.07%	
260	227	Davines	0.07%	
261	340	Spongeables	0.07%	
262	264	Kinerase	0.07%	
263	266	Alba	0.07%	
264	265	American Beauty	0.07%	
265	233	Lancaster	0.07%	
266	343	Skin Doctors	0.07%	
267	268	Bourjois	0.07%	
268	273	KeSARI Beauty	0.07%	
269	267	Sally Hershberger	0.07%	
270	226	Becca	0.06%	
271	257	Argan Magic	0.06%	
272	180	Vincent Longo	0.06%	
273	271	St. Tropez	0.06%	
274	261	Bikini Zone	0.06%	
275	325	UNITE	0.06%	
276	277	Aquaphor	0.06%	
277	303	Colorescience Pro	0.06%	
278	243	Mitchum	0.06%	
279	256	Ojon	0.06%	
280	336	SkinMedica	0.06%	
281	145	Essence	0.06%	
282	262	H2O+	0.06%	
283	297	Kenra	0.06%	
284	301	John Masters Organics	0.06%	
285	258	KMS	0.06%	
286	222	Cle de Peau	0.06%	
287	165	CARGO	0.06%	
288	237	Aquafresh	0.06%	
289	299	Weleda	0.06%	
290	280	Elemis	0.06%	
291	289	Stiefel Laboratories	0.06%	
292	309	Blistex	0.06%	
293	240	Givenchy	0.06%	
294	220	Eminence	0.06%	
295	350	Colgate	0.06%	
296	254	Napoleon Perdis	0.05%	
297	151	Kevin Murphy	0.05%	
298	279	Molton Brown	0.05%	
299	281	Burberry	0.05%	
300	287	Dr. Dennis Gross Skincare	0.05%	
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