

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 August 2013				
Rank	July Rank	Brand	SOA	
1	1	Olay	2.64%	
2	2	L'Oreal	2.38%	
3	4	MAC	1.99%	
4	5	Neutrogena	1.70%	
5	3	Avon	1.67%	
6	11	Garnier	1.51%	
7	7	Clinique	1.46%	
8	12	The Body Shop	1.34%	
9	9	Maybelline New York	1.09%	
10	13	Mary Kay	1.09%	
11	16	Revlon	1.09%	
12	8	Dove	1.02%	
13	6	Arbonne	0.96%	
14	21	Estee Lauder	0.89%	
15	17	Pantene	0.86%	
16	36	E.L.F.	0.83%	
17	23	Aveda	0.80%	
18	34	Herbal Essences	0.80%	
19	28	Redken	0.79%	
20	24	Lancome	0.78%	
21	29	Chanel	0.78%	
22	37	Vaseline	0.77%	
23	20	Aveeno	0.77%	
24	14	Victoria's Secret	0.75%	
25	30	philosophy	0.75%	
26	27	Paul Mitchell	0.73%	
27	26	Frederic Fekkai	0.73%	
28	25	It Cosmetics	0.72%	
29	19	Beecology	0.72%	
30	31	Kiehl's	0.69%	
31	50	Conair	0.66%	
32	10	Nu Skin	0.66%	
33	32	Sally Hansen	0.65%	
34	41	Clarins	0.65%	
35	64	Lush	0.64%	
36	15	Caress	0.63%	
37	51	TRESemme	0.62%	
38	46	Shiseido	0.60%	
39	42	St. Ives	0.58%	
40	40	Tweezerman	0.56%	
41	38	Origins	0.56%	
42	43	CoverGirl	0.55%	
43	58	Clairol	0.54%	
44	60	Dior	0.53%	
45	79	Mark	0.52%	
46	66	Obagi	0.52%	
47	44	Benefit	0.51%	
48	47	TIGI	0.50%	
49	62	Smashbox	0.49%	
50	54	Patricia Wexler M.D.	0.48%	
51	69	Make Up For Ever	0.47%	
52	57	Aussie	0.47%	
53	45	Nexus	0.46%	
54	53	Dermalogica	0.45%	
55	52	John Frieda	0.45%	
56	49	Sephora	0.45%	
57	67	Wella	0.45%	
58	78	Laura Mercier	0.45%	
59	61	Rimmel London	0.44%	
60	59	Almay	0.43%	
61	65	Physicians Formula	0.42%	
62	56	Joico	0.42%	
63	63	Boots	0.41%	
64	33	Mason Pearson	0.41%	
65	81	Vidal Sassoon	0.40%	
66	75	L'Occitane	0.40%	
67	72	M2 Skin Care	0.40%	
68	74	CHI	0.40%	
69	95	Mario Badescu Skin Care	0.39%	
70	55	eSalon	0.39%	
71	73	Burt's Bees	0.38%	
72	105	RoC	0.37%	
73	39	Suave	0.37%	
74	77	AMBI	0.37%	
75	86	Elizabeth Arden	0.36%	
76	48	Bath & Body Works	0.36%	
77	18	Pristine Beauty	0.36%	
78	100	Wet n Wild	0.34%	
79	80	NYX Cosmetics	0.34%	
80	68	Organix	0.34%	
81	87	bareMinerals	0.34%	
82	89	NARS	0.32%	
83	101	Cetaphil	0.31%	
84	97	Kerastase	0.31%	
85	94	Merle Norman	0.31%	
86	103	SkinCeuticals	0.30%	
87	82	Clean & Clear	0.30%	
88	84	Urban Decay	0.29%	
89	133	Guerlain	0.29%	
90	116	Pureology	0.28%	
91	92	ProActiv	0.28%	
92	195	Borghese	0.28%	
93	90	Nivea	0.27%	
94	119	Matrix	0.27%	
95	71	Bobbi Brown	0.26%	
96	114	OPI	0.26%	
97	70	Peter Thomas Roth	0.26%	
98	96	Palmers	0.25%	
99	107	Pond's	0.25%	
100	162	Prestige	0.25%	
101	108	NovaLash	0.25%	
102	143	N.Y.C. New York Color	0.25%	
103	93	Tarte	0.24%	
104	83	Too Faced	0.24%	
105	99	Jergens	0.24%	
106	122	Nioxin	0.23%	
107	123	Shu Uemura	0.23%	
108	110	Bumble and bumble	0.23%	
109	140	Stila	0.23%	
110	113	Moroccanoil	0.22%	
111	129	La Roche-Posay	0.22%	
112	118	C.O. Bigelow	0.22%	
113	142	La Prairie	0.22%	
114	35	Secret	0.21%	
115	115	Biolage	0.21%	
116	153	CeraVe	0.21%	
117	144	Wen	0.20%	
118	134	Crest	0.20%	
119	139	ARTISTRY	0.20%	
120	191	Image SkinCare	0.19%	
121	121	Biore	0.19%	
122	131	California Baby	0.19%	
123	165	Shea Moisture	0.19%	
124	128	Bliss	0.19%	
125	85	Boscia	0.18%	
126	111	Murad	0.18%	
127	405	Cynthia Rowland	0.18%	
128	132	Jane Iredale	0.18%	
129	156	La Mer	0.18%	
130	136	Sonia Kashuk	0.17%	
131	161	Kiss My Face	0.17%	
132	98	EcoTools	0.17%	
133	149	Rusk	0.17%	
134	117	Yves Saint Laurent Beauty	0.17%	
135	120	Cosmedicine	0.17%	
136	126	Remington	0.17%	
137	112	Umberto	0.17%	
138	102	Banana Boat	0.17%	
139	125	Prescriptives	0.17%	
140	135	Jordana Cosmetics	0.17%	
141	158	Josie Maran	0.17%	
142	150	DHC	0.17%	
143	174	Vichy Laboratories	0.16%	
144	175	Clearasil	0.16%	
145	127	Max Factor	0.16%	
146	76	Hawaiian Tropic	0.16%	
147	159	Paula's Choice	0.16%	
148	171	PHYTO	0.16%	
149	157	Fresh	0.15%	
150	166	Essie	0.15%	
151	22	ElanVeda	0.15%	
152	268	KeSARI Beauty	0.15%	
153	182	T3	0.15%	
154	163	Goldwell	0.14%	
155	235	DERMAdoctor	0.14%	
156	232	Palladio	0.14%	
157	152	Head & Shoulders	0.14%	
158	154	Hard Candy	0.14%	
159	124	Jason	0.14%	
160	184	got2b	0.14%	
161	233	the Balm	0.13%	
162	196	EOS	0.13%	
163	109	Pixi	0.13%	
164	192	Yes To	0.13%	
165	202	DDF	0.13%	
166	204	Alterna	0.13%	
167	155	Dr. Bronner's	0.13%	
168	138	Sedu	0.13%	
169	172	Sunsilk	0.13%	
170	147	Supersmile	0.13%	
171	203	Eucerin	0.13%	
172	212	Bioelements	0.12%	
173	215	Brush Lab	0.12%	
174	168	Lumene	0.12%	
175	145	Caudalie	0.12%	
176	197	It's A 10	0.12%	
177	255	Zoya	0.12%	
178	181	Sebastian	0.12%	
179	223	ZO Skin Health	0.12%	
180	176	REN Clean Bio Active Skincare	0.12%	
181	177	Frizz-Ease	0.12%	
182	194	Biosilk	0.12%	
183	218	Fake Bake	0.12%	
184	160	Goody	0.12%	
185	187	Avalon Organics	0.11%	
186	169	BaByliss	0.11%	
187	222	Giovanni	0.11%	
188	173	Kate Somerville	0.11%	
189	219	Dr. Hauschka	0.11%	
190	227	Giorgio Armani	0.11%	
191	317	Sun Laboratories	0.11%	
192	189	Scunci	0.11%	
193	210	CosMedix	0.11%	
194	178	Ole Henriksen	0.11%	
195	186	Korres	0.11%	
196	208	Zenmed	0.11%	
197	179	Ulla	0.10%	
198	148	Basis	0.10%	
199	167	Milani	0.10%	
200	360	Raw Natural Beauty	0.10%	
201	258	SK-II	0.10%	
202	308	Sia Botanics	0.10%	
203	198	Biotherm	0.10%	
204	228	Dr. Brandt	0.10%	
205	236	Mizani	0.10%	
206	146	Huetiful	0.10%	
207	231	Avene	0.10%	
208	271	Argan Magic	0.10%	
209	183	Noxzema	0.10%	
210	205	Rodan + Fields	0.09%	
211	217	Soft Sheen Carson	0.09%	
212	180	ReVive	0.09%	
213	170	Veet	0.09%	
214	230	Sisley	0.09%	
215	238	Dr. Denese	0.09%	
216	226	Carol's Daughter	0.09%	
217	141	Queen Helene	0.09%	
218	253	Freeman Feeling Beautiful	0.09%	
219	225	Sexy Hair	0.09%	
220	239	Juara	0.09%	
221	206	Hana K.	0.09%	
222	185	Nuance	0.09%	
223	280	SkinMedica	0.09%	
224	306	Orly	0.09%	
225	209	LORAC	0.09%	
226	199	Anastasia	0.09%	
227	249	Aubrey Organics	0.08%	
228	297	Kevin Murphy	0.08%	
229	190	Laura Geller	0.08%	
230	267	Bourjois	0.08%	
231	248	VO5	0.08%	
232	216	Hot Tools	0.08%	
233	151	Gillette	0.08%	
234	237	Kiss	0.08%	
235	254	Bio-Oil	0.08%	
236	247	Crabtree & Evelyn	0.08%	
237	353	Sally Beauty	0.08%	
238	284	John Masters Organics	0.08%	
239	379	bye bye blemish	0.08%	
240	298	Molton Brown	0.08%	
241	229	Jan Marini Skin Research	0.08%	
242	260	Davines	0.08%	
243	293	Givenchy	0.08%	
244	435	Epione	0.08%	
245	750	Exposed	0.08%	
246	244	Rene Furterer	0.08%	
247	207	Satina	0.08%	
248	393	Klorane	0.07%	
249	289	Weleda	0.07%	
250	250	Gold Bond	0.07%	
251	224	Ouidad	0.07%	
252	213	Bonne Bell	0.07%	
253	91	Certain Dri	0.07%	
254	548	Oscar Blandi	0.07%	
255	130	mama mio	0.07%	
256	242	Exuviance	0.07%	
257	290	Elemis	0.07%	
258	200	Kat Von D	0.07%	
259	240	AG Hair Cosmetics	0.07%	
260	296	Napoleon Perdis	0.07%	
261	188	AHAVA	0.07%	
262	104	Saffron James	0.07%	
263	263	Alba	0.07%	
264	193	Bare Escentuals	0.07%	
265	328	NeoCutis	0.07%	
266	270	Becca	0.07%	
267	269	Sally Hershberger	0.07%	
268	332	LaRocca	0.07%	
269	243	Nair	0.07%	
270	282	H2O+	0.07%	
271	285	KMS	0.06%	
272	356	Perfect Formula	0.06%	
273	341	REMBRANDT	0.06%	
274	220	Clarisonic	0.06%	
275	276	Aquaphor	0.06%	
276	291	Stiefel Laboratories	0.06%	
277	304	Nature's Gate	0.06%	
278	275	UNITE	0.06%	
279	259	ApHogee	0.06%	
280	300	Dr. Dennis Gross Skincare	0.06%	
281	246	Sea Breeze	0.06%	
282	272	Vincent Longo	0.06%	
283	361	Jo Malone	0.06%	
284	266	Skin Doctors	0.06%	
285	307	StriVectin	0.06%	
286	352	Pur Minerals	0.06%	
287	264	American Beauty	0.06%	
288	283	Kenra	0.06%	
289	333	MD Forte	0.06%	
290	286	Cle de Peau	0.06%	
291	265	Lancaster	0.06%	
292	385	Iman	0.06%	
293	323	Sultra	0.06%	
294	164	Sweet Science Self Blended Skincare	0.06%	
295	279	Ojon	0.06%	
296	299	Burberry	0.06%	
297	278	Mitchum	0.06%	
298	137	Rephase	0.06%	
299	211	Aquolina	0.06%	
300	303	Dr. LeWinn by Kinerase	0.06%	
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