

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 November 2012				
Rank	Oct Rank	Brand	SOA	
1	1	Olay	2.54%	
2	2	L'Oreal	2.34%	
3	3	MAC	1.95%	
4	4	Clinique	1.81%	
5	29	Sally Hansen	1.81%	
6	6	Revlon	1.78%	
7	14	Mary Kay	1.65%	
8	5	Neutrogena	1.58%	
9	7	Garnier	1.38%	
10	8	Avon	1.28%	
11	12	Chanel	1.23%	
12	9	Estee Lauder	1.22%	
13	15	Lancome	1.21%	
14	13	Maybelline New York	1.09%	
15	17	Arbonne	1.09%	
16	16	The Body Shop	1.05%	
17	18	Dove	0.97%	
18	21	Pantene	0.93%	
19	11	Aveda	0.92%	
20	19	Conair	0.89%	
21	10	Redken	0.81%	
22	22	Aveeno	0.77%	
23	20	Kiehl's	0.77%	
24	31	philosophy	0.74%	
25	30	Victoria's Secret	0.72%	
26	24	Paul Mitchell	0.68%	
27	34	CoverGirl	0.66%	
28	32	Dior	0.66%	
29	23	Herbal Essences	0.66%	
30	38	E.L.F.	0.62%	
31	27	Clarins	0.62%	
32	28	Shiseido	0.61%	
33	36	Origins	0.59%	
34	49	Elizabeth Arden	0.57%	
35	33	Physicians Formula	0.57%	
36	25	TRESemme	0.56%	
37	41	Colgate	0.56%	
38	50	Bobbi Brown	0.55%	
39	35	Smashbox	0.55%	
40	39	TIGI	0.54%	
41	43	Clairol	0.52%	
42	37	Benefit	0.52%	
43	45	Make Up For Ever	0.51%	
44	52	Nu Skin	0.50%	
45	26	Wella	0.50%	
46	63	CHI	0.50%	
47	60	Vidal Sassoon	0.48%	
48	46	Dermalogica	0.45%	
49	57	Burt's Bees	0.45%	
50	47	St. Ives	0.44%	
51	56	Boots	0.43%	
52	40	Aussie	0.43%	
53	48	Laura Mercier	0.43%	
54	51	Kerastase	0.43%	
55	42	Almay	0.41%	
56	44	RoC	0.41%	
57	68	Sephora	0.41%	
58	53	Rimmel London	0.40%	
59	61	Patricia Wexler M.D.	0.40%	
60	N/A	Farmako Kozmetik	0.40%	
61	58	NARS	0.38%	
62	69	Merle Norman	0.37%	
63	66	Urban Decay	0.37%	
64	54	Obagi	0.37%	
65	59	ProActiv	0.36%	
66	55	Jane Iredale	0.36%	
67	70	Lush	0.36%	
68	62	bareMinerals	0.36%	
69	80	Bath & Body Works	0.35%	
70	67	Suave	0.35%	
71	65	John Frieda	0.35%	
72	64	Clean & Clear	0.35%	
73	84	L'Occitane	0.34%	
74	112	Vaseline	0.33%	
75	81	SkinCeuticals	0.33%	
76	88	Joico	0.33%	
77	79	Nivea	0.32%	
78	72	Stila	0.31%	
79	75	Wet n Wild	0.31%	
80	83	Cetaphil	0.31%	
81	89	Pond's	0.31%	
82	93	N.Y.C. New York Color	0.30%	
83	85	Too Faced	0.30%	
84	73	Jason	0.29%	
85	90	NYX Cosmetics	0.29%	
86	74	Tarte	0.29%	
87	91	It Cosmetics	0.29%	
88	96	Pristine Beauty	0.28%	
89	76	AMBI	0.28%	
90	71	OPI	0.28%	
91	77	Nioxin	0.28%	
92	94	Max Factor	0.26%	
93	87	Bumble and bumble	0.26%	
94	78	Peter Thomas Roth	0.26%	
95	95	La Prairie	0.25%	
96	92	Moroccanoil	0.25%	
97	141	Beecology	0.24%	
98	103	Frederic Fekkai	0.24%	
99	104	Murad	0.24%	
100	109	Shu Uemura	0.23%	
101	101	Mario Badescu Skin Care	0.22%	
102	106	Mark	0.22%	
103	114	T3	0.22%	
104	126	ARTISTRY	0.22%	
105	98	Organix	0.22%	
106	123	Guerlain	0.21%	
107	203	Tweezerman	0.21%	
108	127	Yves Saint Laurent Beauty	0.21%	
109	108	Biore	0.21%	
110	121	Lumene	0.21%	
111	97	Nexus	0.21%	
112	107	Pureology	0.20%	
113	116	Crest	0.20%	
114	136	Sedu	0.20%	
115	154	La Mer	0.20%	
116	111	DHC	0.19%	
117	134	Palmers	0.19%	
118	128	Rusk	0.19%	
119	119	Supersmile	0.19%	
120	115	Bliss	0.18%	
121	144	Remington	0.18%	
122	117	Biolage	0.18%	
123	102	Dolce & Gabbana	0.18%	
124	138	Biotherm	0.17%	
125	120	Boscia	0.17%	
126	125	Sonia Kashuk	0.17%	
127	139	Eucerin	0.17%	
128	100	Frizz-Ease	0.17%	
129	133	Jergens	0.17%	
130	160	SK-II	0.16%	
131	130	Head & Shoulders	0.16%	
132	82	Vincent Longo	0.16%	
133	151	got2b	0.16%	
134	146	Giorgio Armani	0.15%	
135	152	Dr. Hauschka	0.15%	
136	122	Giovanni	0.15%	
137	113	Essie	0.15%	
138	131	Milani	0.15%	
139	86	Josie Maran	0.15%	
140	149	Matrix	0.15%	
141	99	Wen	0.15%	
142	176	C.O. Bigelow	0.15%	
143	157	Image SkinCare	0.15%	
144	135	Paula's Choice	0.15%	
145	140	Sunsilk	0.15%	
146	129	Hard Candy	0.15%	
147	143	Shea Moisture	0.15%	
148	132	La Roche-Posay	0.14%	
149	153	M2 Skin Care	0.14%	
150	156	Cosmedicine	0.14%	
151	189	BaByliss	0.14%	
152	148	PHYTO	0.14%	
153	193	Fresh	0.14%	
154	169	Korres Natural Products	0.13%	
155	155	Sebastian	0.13%	
156	219	Blistex	0.13%	
157	150	Vichy Laboratories	0.13%	
158	159	Sisley	0.13%	
159	145	Goldwell	0.13%	
160	200	Crabtree & Evelyn	0.12%	
161	185	Dr. Brandt	0.12%	
162	328	Mason Pearson	0.12%	
163	110	Alterna	0.12%	
164	275	ElanVeda	0.12%	
165	161	Goody	0.12%	
166	147	Caudalie	0.12%	
167	165	Prescriptives	0.12%	
168	162	Carol's Daughter	0.12%	
169	324	ck Calvin Klein	0.12%	
170	241	Anastasia	0.12%	
171	205	ReVive	0.12%	
172	175	Queen Helene	0.12%	
173	142	Kate Somerville	0.11%	
174	183	Pixi	0.11%	
175	208	Ole Henriksen	0.11%	
176	171	Ulta	0.11%	
177	118	Secret	0.11%	
178	273	100% Pure	0.11%	
179	277	Hot Tools	0.11%	
180	168	Bourjois	0.11%	
181	214	the Balm	0.11%	
182	308	Cricket	0.11%	
183	170	REN Clean Bio Active Skincare	0.11%	
184	166	Scunci	0.11%	
185	164	Yes To	0.10%	
186	223	Burberry	0.10%	
187	173	LORAC	0.10%	
188	182	Mizani	0.10%	
189	174	Ojon	0.10%	
190	172	Clearasil	0.10%	
191	186	Jane	0.10%	
192	195	American Beauty	0.10%	
193	194	Noxzema	0.10%	
194	211	Avalon Organics	0.10%	
195	178	DDF	0.10%	
196	187	Biosilk	0.10%	
197	180	Freeman	0.10%	
198	184	Rene Furterer	0.10%	
199	179	Cle de Peau	0.10%	
200	167	Avene	0.10%	
201	191	Klorane	0.10%	
202	201	Basis	0.09%	
203	199	VO5	0.09%	
204	198	Becca	0.09%	
205	207	Alba	0.09%	
206	215	Clarisonic	0.09%	
207	229	Givenchy	0.09%	
208	248	StriVectin	0.09%	
209	218	AHAVA	0.09%	
210	231	Jo Malone	0.09%	
211	177	CeraVe	0.09%	
212	196	Davines	0.09%	
213	190	CosMedix	0.09%	
214	228	Laura Geller	0.09%	
215	188	Dr. Dennis Gross Skincare	0.08%	
216	287	no!no!	0.08%	
217	353	EcoTools	0.08%	
218	296	Argan Magic	0.08%	
219	230	Bonne Bell	0.08%	
220	209	Darphin	0.08%	
221	204	GloMinerals	0.08%	
222	202	Charles Worthington	0.08%	
223	262	Caress	0.08%	
224	233	Kevin Murphy	0.08%	
225	350	Saffron James	0.08%	
226	216	DERMAdoctor	0.08%	
227	192	Banana Boat	0.08%	
228	303	Sultra	0.08%	
229	250	China Glaze	0.08%	
230	267	Weleda	0.08%	
231	217	Dr. Denese	0.08%	
232	253	H2O+	0.08%	
233	270	Soap & Glory	0.08%	
234	197	eSalon	0.08%	
235	286	HairDo	0.08%	
236	236	KMS	0.08%	
237	221	Soft Sheen Carson	0.08%	
238	284	Flirt!	0.08%	
239	206	Rodan + Fields	0.08%	
240	220	Zenmed	0.07%	
241	290	ghd	0.07%	
242	245	NovaLash	0.07%	
243	N/A	SK	0.07%	
244	226	Dr. Jart+	0.07%	
245	227	Kiss My Face	0.07%	
246	344	Lubriderm	0.07%	
247	242	Sam Villa	0.07%	
248	320	Michael Kors	0.07%	
249	222	Stiefel Laboratories	0.07%	
250	257	Borghese	0.07%	
251	225	Exuviance	0.07%	
252	265	Johnson's	0.07%	
253	389	Motions	0.07%	
254	25	ApHogee	0.07%	
255	266	Hourglass	0.07%	
256	254	ZO Skin Health	0.07%	
257	105	Coolway	0.07%	
258	283	Hana	0.07%	
259	238	Elemis	0.07%	
260	212	Napoleon Perdis	0.07%	
261	256	Molton Brown	0.07%	
262	244	SkinMedica	0.06%	
263	260	Graham Webb	0.06%	
264	356	Ralph Lauren	0.06%	
265	224	Ouidad	0.06%	
266	232	Principal Secret	0.06%	
267	312	Bare Escentuals	0.06%	
268	347	Models Prefer	0.06%	
269	181	Nuance	0.06%	
270	522	Lipstick Queen	0.06%	
271	243	Slatkin & Co.	0.06%	
272	324	Calvin Klein	0.06%	
273	258	Kat Von D	0.06%	
274	251	Infusium	0.06%	
275	294	Eminence	0.06%	
276	309	Kiss	0.06%	
277	240	Genie	0.06%	
278	300	Curel	0.06%	
279	304	Kenra	0.06%	
280	163	Samy	0.06%	
281	247	CND	0.06%	
282	255	Palladio	0.06%	
283	279	Dr. LeWinn by Kinerase	0.06%	
284	368	Donna Karan	0.06%	
285	371	Perfect Formula	0.06%	
286	278	Rephase	0.06%	
287	327	Perlier	0.06%	
288	261	Prestige	0.06%	
289	276	Beauty Society	0.06%	
290	313	Bulgari	0.06%	
291	268	Bioelements	0.06%	
292	293	Fusion Beauty	0.06%	
293	322	The Sanctuary	0.06%	
294	298	Suki	0.06%	
295	288	Chantecaille	0.06%	
296	269	Kinara	0.05%	
297	272	Marc Anthony	0.05%	
298	285	Skin Doctors	0.05%	
299	271	CARGO	0.05%	
300	317	Dr. Bronner's	0.05%	
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