

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 January 2014			
Rank	Dec Rank	Brand	SOA
1	2	L'Oreal	2.16%
2	4	Olay	1.79%
3	6	Neutrogena	1.77%
4	7	Garnier	1.74%
5	1	MAC	1.32%
6	8	The Body Shop	1.25%
7	3	Conair	1.22%
8	5	Clinique	1.06%
9	18	Kieh'l's	0.99%
10	22	Redken	0.97%
11	9	Mary Kay	0.97%
12	12	Maybelline New York	0.97%
13	13	Revlon	0.94%
14	21	Shiseido	0.94%
15	28	Clarins	0.89%
16	44	Plus White	0.87%
17	19	Aveda	0.87%
18	15	Avon	0.81%
19	33	Lush	0.77%
20	10	Arbonne	0.77%
21	34	Dove	0.77%
22	41	Borghese	0.76%
23	36	Aveeno	0.76%
24	14	CHI	0.76%
25	30	Estee Lauder	0.75%
26	48	Mario Badescu Skin Care	0.72%
27	43	Patricia Wexler M.D.	0.72%
28	25	Chanel	0.70%
29	32	Pantene	0.69%
30	24	Pristine Beauty	0.68%
31	23	E.L.F.	0.68%
32	47	M2 Skin Care	0.67%
33	42	Lancome	0.66%
34	60	ARTISTRY	0.66%
35	46	Paul Mitchell	0.65%
36	37	Benefit	0.65%
37	40	Laura Mercier	0.65%
38	58	RoC	0.64%
39	11	Elchim	0.64%
40	39	Beecology	0.64%
41	35	Dermalogica	0.63%
42	53	NYX Cosmetics	0.59%
43	49	Smashbox	0.58%
44	20	It Cosmetics	0.57%
45	61	Hot Tools	0.56%
46	17	Vidal Sassoon	0.55%
47	54	Kerastase	0.55%
48	59	BaByliss	0.55%
49	70	Almay	0.55%
50	16	Nu Skin	0.54%
51	45	Dior	0.54%
52	38	Mark	0.53%
53	51	TIGI	0.52%
54	52	philosophy	0.52%
55	56	CoverGirl	0.51%
56	50	TRESemme	0.50%
57	66	Prestige	0.50%
58	73	Clairol	0.47%
59	55	Origins	0.46%
60	94	Sultra	0.46%
61	65	NARS	0.46%
62	71	Wella	0.46%
63	76	Kiss My Face	0.45%
64	72	Aussie	0.44%
65	31	Peter Thomas Roth	0.43%
66	62	SkinCeuticals	0.43%
67	80	Obagi	0.43%
68	89	Herbal Essences	0.43%
69	75	Merle Norman	0.42%
70	91	Wet n Wild	0.41%
71	84	Pureology	0.40%
72	82	Make Up For Ever	0.39%
73	63	Physicians Formula	0.37%
74	86	Rimmel London	0.37%
75	96	Made From Earth	0.37%
76	67	bareMinerals	0.36%
77	93	John Frieda	0.36%
78	103	Remington	0.35%
79	64	Urban Decay	0.34%
80	90	Tarte	0.34%
81	108	Sia Botanics	0.33%
82	83	Bobbi Brown	0.33%
83	112	La Roche-Posay	0.33%
84	100	Bumble and bumble	0.32%
85	68	Burt's Bees	0.32%
86	105	Organix	0.32%
87	98	DDF	0.32%
88	109	DERMAdoctor	0.32%
89	110	Jordana Cosmetics	0.31%
90	87	Elizabeth Arden	0.31%
91	85	Nexus	0.31%
92	120	eSalon	0.31%
93	79	Too Faced	0.30%
94	78	Joico	0.30%
95	99	Paula's Choice	0.29%
96	121	ProActiv	0.29%
97	102	Moroccanoil	0.28%
98	122	Clean & Clear	0.28%
99	81	Victoria's Secret	0.28%
100	104	Sally Hansen	0.27%
101	116	Crest	0.27%
102	146	Sun Laboratories	0.26%
103	113	Vichy Laboratories	0.26%
104	135	CeraVe	0.26%
105	129	REN Clean Bio Active Skincare	0.25%
106	107	Shea Moisture	0.25%
107	126	Bliss	0.25%
108	118	Boots	0.25%
109	157	Klorane	0.24%
110	101	Guerlain	0.24%
111	130	Suave	0.24%
112	247	Prai	0.23%
113	186	Jergens	0.23%
114	151	Josie Maran	0.23%
115	92	Yves Saint Laurent Beauty	0.23%
116	117	Nivea	0.23%
117	95	L'Occitane	0.23%
118	106	St. Ives	0.22%
119	74	Sephora	0.21%
120	143	N.Y.C. New York Color	0.21%
121	154	Ole Henriksen	0.21%
122	155	Goldwell	0.20%
123	111	Frederic Fekkai	0.20%
124	133	Wen	0.20%
125	200	Sally Beauty	0.20%
126	132	Boscia	0.20%
127	153	Matrix	0.20%
128	136	the Balm	0.20%
129	144	Caudalie	0.20%
130	134	bye bye blemish	0.20%
131	69	Stila	0.19%
132	128	Murad	0.19%
133	115	Shu Uemura	0.19%
134	170	Kate Somerville	0.19%
135	162	It's A 10	0.19%
136	88	Bath & Body Works	0.19%
137	141	Zenmed	0.19%
138	149	AMBI	0.19%
139	138	Prescriptives	0.18%
140	123	C.O. Bigelow	0.18%
141	160	Palmers	0.18%
142	142	Yes To	0.18%
143	127	La Prairie	0.18%
144	119	Sonia Kashuk	0.18%
145	163	Head & Shoulders	0.18%
146	469	Taya Beauty	0.17%
147	171	Hard Candy	0.17%
148	169	TempTu	0.17%
149	139	Dr. Brandt	0.17%
150	188	Palladio	0.16%
151	147	Bioelements	0.16%
152	156	Jane Iredale	0.16%
153	114	Sedu	0.16%
154	193	Giovanni	0.16%
155	168	Secret	0.16%
156	137	Rusk	0.16%
157	230	Fake Bake	0.16%
158	192	Lumene	0.15%
159	158	Biolage	0.15%
160	184	MD Forte	0.15%
161	194	Biore	0.15%
162	152	ZO Skin Health	0.15%
163	145	Fresh	0.15%
164	166	Juara	0.15%
165	222	AG Hair Cosmetics	0.15%
166	198	Avalon Organics	0.14%
167	150	Cetaphil	0.14%
168	159	Alba	0.14%
169	195	REMBRANDT	0.14%
170	173	Anastasia	0.14%
171	161	Sexy Hair	0.14%
172	172	Epione	0.14%
173	190	Pixi	0.14%
174	167	DHC	0.14%
175	197	John Masters Organics	0.14%
176	140	Umberto	0.14%
177	124	Vaseline	0.14%
178	177	Korres	0.14%
179	240	Kat Von D	0.13%
180	181	Dr. Hauschka	0.13%
181	179	Jason	0.13%
182	202	Cynthia Rowland	0.13%
183	187	Davines	0.13%
184	220	Simple	0.13%
185	165	Eucerin	0.13%
186	175	Max Factor	0.13%
187	148	Harry Josh	0.12%
188	176	PMD Personal Microderm	0.12%
189	211	Aubrey Organics	0.12%
190	131	T3	0.12%
191	224	Sally Hershberger	0.12%
192	215	Dr. Denese	0.12%
193	201	PHYTO	0.12%
194	223	Avene	0.12%
195	199	Pond's	0.12%
196	196	Raw Natural Beauty	0.11%
197	259	Weleda	0.11%
198	251	Kenra	0.11%
199	207	Marc Anthony	0.11%
200	N/A	Norpro	0.11%
201	191	Vincent Longo	0.11%
202	189	OPI	0.11%
203	249	Frizz-Ease	0.11%
204	208	M. Asam	0.11%
205	210	Clearasil	0.11%
206	243	Joppa Minerals	0.11%
207	180	Smith's	0.10%
208	226	Blistex	0.10%
209	241	GloMinerals	0.10%
210	260	Exuviance	0.10%
211	256	Nioxin	0.10%
212	204	Goody	0.10%
213	238	Mally	0.10%
214	336	Nuance	0.10%
215	262	Principal Secret	0.10%
216	265	Cle de Peau	0.09%
217	233	Kevin Murphy	0.09%
218	282	Body Drench	0.09%
219	125	Clarisonic	0.09%
220	263	Oscar Blandi	0.09%
221	255	VOS	0.09%
222	218	CosMedix	0.09%
223	269	got2b	0.09%
224	229	LaRocca	0.09%
225	227	Biosilk	0.09%
226	212	Laura Geller	0.09%
227	185	Dolce & Gabbana	0.09%
228	289	Rene Furterer	0.09%
229	182	La Mer	0.09%
230	266	Image SKINCare	0.09%
231	235	LORAC	0.09%
232	228	Kimiko	0.09%
233	237	Ulta	0.09%
234	239	American Beauty	0.09%
235	261	Carol's Daughter	0.09%
236	299	Alterna	0.09%
237	236	Jan Marini Skin Research	0.09%
238	281	Samy	0.09%
239	268	ModelCo	0.08%
240	434	Sebastian	0.08%
241	231	Molton Brown	0.08%
242	234	Napoleon Perdis	0.08%
243	296	Jurlique	0.08%
244	272	Kinerase	0.08%
245	270	Bourjois	0.08%
246	275	Dr. Dennis Gross Skincare	0.08%
247	246	Mizani	0.08%
248	278	TouchBack by Colormark	0.08%
249	221	Argan Magic	0.08%
250	306	Deva	0.08%
251	238	Perfect Formula	0.08%
252	244	Aquaphor	0.08%
253	295	Milani	0.08%
254	345	Nature's Gate	0.08%
255	300	Noxzema	0.08%
256	219	Elemis	0.08%
257	290	Alfaparf	0.07%
258	294	SkinMedica	0.07%
259	479	M. Steves	0.07%
260	286	Mirabella Beauty	0.07%
261	301	Suki	0.07%
262	77	EcoTools	0.07%
263	333	Finesse	0.07%
264	305	Ouidad	0.07%
265	395	Juice Beauty	0.07%
266	203	Gold Bond	0.07%
267	279	Rodan + Fields	0.07%
268	358	Mineral Essence	0.07%
269	242	YonKa	0.07%
270	330	Banana Boat	0.07%
271	206	SK-II	0.07%
272	280	Essie	0.07%
273	297	NuFACE	0.07%
274	27	ElanVeda	0.07%
275	309	Dr. LeWinn by Kinerase	0.07%
276	341	NeoStrata	0.06%
277	339	Neaclear	0.06%
278	216	Biotherm	0.06%
279	324	Darphin	0.06%
280	209	Queen Helene	0.06%
281	248	ghd	0.06%
282	315	Sunsilk	0.06%
283	307	Becca	0.06%
284	164	Cosmedicine	0.06%
285	288	Sisley	0.06%
286	264	Soap & Glory	0.06%
287	350	Amazing Cosmetics	0.06%
288	214	Burberry	0.06%
289	245	Giorgio Armani	0.06%
290	323	Belli Specialty Skin Care	0.06%
291	183	Bioxidea Paris	0.06%
292	276	Ojon	0.06%
293	97	Rephase	0.06%
294	178	RapidLash	0.06%
295	343	NeoCutis	0.06%
296	373	Talika	0.06%
297	353	Colorescience Pro	0.06%
298	327	DermaBlend	0.06%
299	362	Grassroots Research Labs	0.06%
300	337	CND	0.06%
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