

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 December 2012				
Rank	Nov Rank	Brand	SOA	
1	74	Vaseline	3.00%	
2	529	Clear	2.36%	
3	1	Olay	2.00%	
4	2	L'Oreal	1.97%	
5	3	MAC	1.71%	
6	6	Revlon	1.70%	
7	4	Clinique	1.64%	
8	8	Neutrogena	1.29%	
9	9	Garnier	1.22%	
10	10	Avon	1.14%	
11	12	Estee Lauder	1.13%	
12	14	Maybelline New York	1.07%	
13	7	Mary Kay	1.04%	
14	13	Lancome	1.03%	
15	11	Chanel	1.00%	
16	15	Arbonne	0.98%	
17	20	Conair	0.96%	
18	16	The Body Shop	0.93%	
19	17	Dove	0.91%	
20	5	Sally Hansen	0.89%	
21	19	Aveda	0.84%	
22	25	Victoria's Secret	0.83%	
23	23	Kiehl's	0.73%	
24	18	Pantene	0.69%	
25	21	Redken	0.67%	
26	34	Elizabeth Arden	0.67%	
27	27	CoverGirl	0.66%	
28	22	Aveeno	0.66%	
29	53	Laura Mercier	0.65%	
30	42	Benefit	0.63%	
31	24	philosophy	0.61%	
32	26	Paul Mitchell	0.61%	
33	32	Shiseido	0.59%	
34	37	Colgate	0.58%	
35	29	Herbal Essences	0.58%	
36	31	Clarins	0.56%	
37	30	E.L.F.	0.52%	
38	28	Dior	0.52%	
39	47	Vidal Sassoon	0.52%	
40	46	CHI	0.51%	
41	33	Origins	0.49%	
42	40	TIGI	0.49%	
43	35	Physicians Formula	0.49%	
44	39	Smashbox	0.48%	
45	61	NARS	0.48%	
46	36	TRESemme	0.48%	
47	57	Sephora	0.47%	
48	41	Clairol	0.46%	
49	43	Make Up For Ever	0.45%	
50	44	Nu Skin	0.45%	
51	63	Urban Decay	0.44%	
52	86	Tarte	0.44%	
53	100	Shu Uemura	0.43%	
54	49	Burt's Bees	0.43%	
55	38	Bobbi Brown	0.42%	
56	55	Almay	0.42%	
57	48	Dermalogica	0.41%	
58	51	Boots	0.41%	
59	78	Stila	0.40%	
60	50	St. Ives	0.39%	
61	69	Bath & Body Works	0.39%	
62	68	bareMinerals	0.38%	
63	52	Aussie	0.38%	
64	71	John Frieda	0.37%	
65	59	Patricia Wexler M.D.	0.37%	
66	58	Rimmel London	0.37%	
67	67	Lush	0.37%	
68	70	Suave	0.36%	
69	72	Clean & Clear	0.36%	
70	54	Kerastase	0.36%	
71	62	Merle Norman	0.35%	
72	73	L'Occitane	0.35%	
73	76	Joico	0.35%	
74	64	Obagi	0.33%	
75	87	It Cosmetics	0.33%	
76	65	ProActiv	0.33%	
77	66	Jane Iredale	0.33%	
78	56	RoC	0.33%	
79	88	Pristine Beauty	0.33%	
80	83	Too Faced	0.32%	
81	79	Wet n Wild	0.31%	
82	107	Tweezerman	0.31%	
83	103	T3	0.31%	
84	77	Nivea	0.30%	
85	80	Cetaphil	0.30%	
86	89	AMBI	0.30%	
87	82	N.Y.C. New York Color	0.29%	
88	45	Wella	0.28%	
89	85	NYX Cosmetics	0.28%	
90	90	OPI	0.28%	
91	92	Max Factor	0.27%	
92	81	Pond's	0.27%	
93	75	SkinCeuticals	0.26%	
94	97	Beecology	0.25%	
95	84	Jason	0.25%	
96	60	Farmako Kozmetik	0.25%	
97	108	Yves Saint Laurent Beauty	0.25%	
98	93	Bumble and bumble	0.25%	
99	98	Frederic Fekkai	0.25%	
100	102	Mark	0.24%	
101	95	La Prairie	0.24%	
102	99	Murad	0.24%	
103	96	Moroccanoil	0.24%	
104	106	Guerlain	0.24%	
105	121	Remington	0.24%	
106	105	Organix	0.24%	
107	91	Nioxin	0.24%	
108	94	Peter Thomas Roth	0.23%	
109	109	Biore	0.23%	
110	111	Nexus	0.22%	
111	101	Mario Badescu Skin Care	0.22%	
112	119	Supersmile	0.21%	
113	118	Rusk	0.21%	
114	117	Palmers	0.21%	
115	112	Pureology	0.21%	
116	116	DHC	0.20%	
117	114	Sedu	0.20%	
118	138	Milani	0.20%	
119	141	Wen	0.20%	
120	113	Crest	0.19%	
121	120	Bliss	0.19%	
122	115	La Mer	0.19%	
123	126	Sonia Kashuk	0.19%	
124	129	Jergens	0.19%	
125	104	ARTISTRY	0.19%	
126	122	Biolage	0.19%	
127	125	Boscia	0.19%	
128	127	Eucerin	0.18%	
129	128	Frizz-Ease	0.17%	
130	134	Giorgio Armani	0.17%	
131	150	Cosmedicine	0.17%	
132	124	Biotherm	0.16%	
133	164	ElanVeda	0.16%	
134	151	BaByliss	0.16%	
135	149	M2 Skin Care	0.16%	
136	160	Crabtree & Evelyn	0.16%	
137	140	Matrix	0.16%	
138	162	Mason Pearson	0.16%	
139	131	Head & Shoulders	0.16%	
140	146	Hard Candy	0.16%	
141	110	Lumene	0.16%	
142	133	got2b	0.16%	
143	144	Paula's Choice	0.15%	
144	142	C.O. Bigelow	0.15%	
145	147	Shea Moisture	0.15%	
146	139	Josie Maran	0.15%	
147	136	Giovanni	0.15%	
148	137	Essie	0.15%	
149	156	Blistex	0.14%	
150	145	Sunsilk	0.14%	
151	132	Vincent Longo	0.14%	
152	199	Cle de Peau	0.14%	
153	217	EcoTools	0.14%	
154	152	PHYTO	0.14%	
155	168	Carol's Daughter	0.14%	
156	135	Dr. Hauschka	0.14%	
157	148	La Roche-Posay	0.13%	
158	130	SK-II	0.13%	
159	208	StriVectin	0.13%	
160	165	Goody	0.13%	
161	186	Burberry	0.13%	
162	177	Secret	0.13%	
163	166	Caudalie	0.12%	
164	159	Goldwell	0.12%	
165	191	Jane	0.12%	
166	158	Sisley	0.12%	
167	167	Prescriptives	0.12%	
168	154	Korres Natural Products	0.12%	
169	161	Dr. Brandt	0.12%	
170	153	Fresh	0.12%	
171	180	Bourjois	0.12%	
172	184	Scunci	0.12%	
173	270	Lipstick Queen	0.11%	
174	155	Sebastian	0.11%	
175	172	Queen Helene	0.11%	
176	183	REN Clean Bio Active Skincare	0.11%	
177	209	AHAVA	0.11%	
178	157	Vichy Laboratories	0.11%	
179	207	Givenchy	0.11%	
180	196	Biosilk	0.11%	
181	181	the Balm	0.11%	
182	193	Noxzema	0.11%	
183	210	Jo Malone	0.11%	
184	176	Ulta	0.11%	
185	202	Basis	0.11%	
186	206	Clarisonic	0.11%	
187	214	Laura Geller	0.11%	
188	233	Soap & Glory	0.11%	
189	197	Freeman	0.11%	
190	185	Yes To	0.11%	
191	189	Ojon	0.10%	
192	123	Dolce & Gabbana	0.10%	
193	223	Caress	0.10%	
194	325	Mally	0.10%	
195	143	Image SkinCare	0.10%	
196	248	Michael Kors	0.10%	
197	174	Pixi	0.10%	
198	163	Alterna	0.10%	
199	187	LORAC	0.10%	
200	171	ReVive	0.10%	
201	228	Sultra	0.10%	
202	204	Becca	0.09%	
203	225	Saffron James	0.09%	
204	194	Avalon Organics	0.09%	
205	229	China Glaze	0.09%	
206	192	American Beauty	0.09%	
207	216	no!no!	0.09%	
208	284	Donna Karan	0.09%	
209	198	Rene Furterer	0.09%	
210	188	Mizani	0.09%	
211	175	Ole Henriksen	0.09%	
212	201	Klorane	0.09%	
213	227	Banana Boat	0.09%	
214	190	Clearasil	0.09%	
215	257	Coolway	0.09%	
216	195	DDF	0.08%	
217	200	Avene	0.08%	
218	173	Kate Somerville	0.08%	
219	211	CeraVe	0.08%	
220	226	DERMAdoctor	0.08%	
221	231	Dr. Denese	0.08%	
222	234	eSalon	0.08%	
223	203	VO5	0.08%	
224	232	H2O+	0.08%	
225	405	Topstyler	0.08%	
226	179	Hot Tools	0.08%	
227	250	Borghese	0.08%	
228	238	Flirt!	0.08%	
229	219	Bonne Bell	0.08%	
230	264	Ralph Lauren	0.08%	
231	265	Ouidad	0.08%	
232	242	NovaLash	0.08%	
233	272	Calvin Klein	0.08%	
234	240	Zenmed	0.08%	
235	307	butter LONDON	0.08%	
236	245	Kiss My Face	0.07%	
237	213	CosMedix	0.07%	
238	247	Sam Villa	0.07%	
239	258	Hana	0.07%	
240	205	Alba	0.07%	
241	220	Darphin	0.07%	
242	377	Perricone MD	0.07%	
243	170	Anastasia	0.07%	
244	230	Weleda	0.07%	
245	261	Molton Brown	0.07%	
246	222	Charles Worthington	0.07%	
247	241	ghd	0.07%	
248	212	Davines	0.07%	
249	236	KMS	0.07%	
250	4141	Meaningful Beauty	0.07%	
251	239	Rodan + Fields	0.07%	
252	370	M. Asam	0.07%	
253	252	Johnson's	0.07%	
254	243	SK	0.07%	
255	295	Chantecaille	0.07%	
256	237	Soft Sheen Carson	0.07%	
257	266	Principal Secret	0.07%	
258	283	Dr. LeWinn by Kinerase	0.07%	
259	320	Jennifer Lopez	0.07%	
260	267	Bare Escentuals	0.07%	
261	260	Napoleon Perdis	0.07%	
262	268	Models Prefer	0.07%	
263	256	ZO Skin Health	0.07%	
264	251	Exuviance	0.07%	
265	221	GloMinerals	0.07%	
266	312	Aqualina	0.06%	
267	279	Kenra	0.06%	
268	273	Kat Von D	0.06%	
269	259	Elemis	0.06%	
270	182	Cricket	0.06%	
271	249	Stiefel Laboratories	0.06%	
272	215	Dr. Dennis Gross Skincare	0.06%	
273	557	Gillette	0.06%	
274	300	Dr. Bronner's	0.06%	
275	347	Vera Wang	0.06%	
276	281	CND	0.06%	
277	290	Bulgari	0.06%	
278	288	Prestige	0.06%	
279	275	Eminence	0.06%	
280	322	Marc Jacobs	0.06%	
281	292	Fusion Beauty	0.06%	
282	299	CARGO	0.06%	
283	369	Caswell-Massey	0.06%	
284	361	Gold Bond	0.06%	
285	328	Sarah Jessica Parker	0.06%	
286	263	Graham Webb	0.06%	
287	224	Kevin Murphy	0.06%	
288	218	Argan Magic	0.06%	
289	287	Pertier	0.06%	
290	278	Curel	0.06%	
291	315	Aquafresh	0.06%	
292	262	SkinMedica	0.06%	
293	280	Samy	0.06%	
294	293	The Sanctuary	0.06%	
295	323	Desert Essence	0.06%	
296	282	Palladio	0.06%	
297	317	EOS	0.06%	
298	235	HairDo	0.06%	
299	321	Pur Minerals	0.06%	
300	311	Sally Hershberger	0.06%	
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