

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 2011

Rank	Sep Rank	Brand	SOA
1	4	MAC	2.81%
2	5	Clinique	2.37%
3	3	Neutrogena	2.20%
4	1	L'Oreal	2.18%
5	2	Olay	2.10%
6	6	Revlon	1.63%
7	7	Chanel	1.47%
8	12	Maybelline New York	1.41%
9	13	The Body Shop	1.29%
10	10	Lancome	1.21%
11	50	Urban Decay	1.20%
12	17	Redken	1.20%
13	11	Estee Lauder	1.12%
14	8	Avon	0.99%
15	9	Garnier	0.99%
16	14	Sally Hansen	0.98%
17	24	Aveda	0.86%
18	25	Victoria's Secret	0.86%
19	19	Dove	0.84%
20	15	CoverGirl	0.83%
21	54	Conair	0.82%
22	48	Bare Escentuals	0.82%
23	18	Paul Mitchell	0.82%
24	20	Kieh'l's	0.81%
25	30	Herbal Essences	0.77%
26	23	Dior	0.77%
27	22	Mary Kay	0.76%
28	16	Aveeno	0.73%
29	35	Benefit	0.72%
30	31	E.L.F.	0.72%
31	34	Philosophy	0.67%
32	125	Nioxin	0.65%
33	26	Origins	0.64%
34	33	Arbonne	0.63%
35	21	Clairol	0.61%
36	28	Physicians Formula	0.61%
37	39	Rimmel London	0.61%
38	32	Shiseido	0.60%
39	29	Clarins	0.59%
40	49	Burt's Bees	0.58%
41	38	Bobbi Brown	0.58%
42	27	Pantene	0.56%
43	58	Make Up For Ever	0.54%
44	36	Aussie	0.52%
45	43	Tigi	0.52%
46	59	Elizabeth Arden	0.52%
47	51	Laura Mercier	0.51%
48	78	Tarte	0.50%
49	42	Dermalogica	0.47%
50	46	Nars	0.47%
51	52	ProActiv	0.47%
52	40	TRESemme	0.46%
53	41	Almay	0.46%
54	60	Smashbox	0.45%
55	72	Joico	0.44%
56	79	Remington	0.44%
57	326	Clarisonic	0.44%
58	47	St. Ives	0.44%
59	45	Merle Norman	0.43%
60	37	John Frieda	0.43%
61	64	Patricia Wexler M.D.	0.41%
62	76	Lush	0.40%
63	65	Suave	0.40%
64	70	La Prairie	0.39%
65	55	Ambi	0.39%
66	44	Boots	0.38%
67	77	Sephora	0.38%
68	56	Kerastase	0.38%
69	97	Bath & Body Works	0.37%
70	53	Clean & Clear	0.36%
71	68	N.Y.C. New York Color	0.35%
72	81	NYX	0.35%
73	57	Wet N Wild	0.34%
74	84	L'Occitane	0.34%
75	74	Frederic Fekkai	0.33%
76	61	RoC	0.32%
77	66	Wella	0.32%
78	352	Tweezerman	0.32%
79	71	Nivea	0.31%
80	149	T3	0.31%
81	96	Too Faced	0.30%
82	82	CHI	0.30%
83	100	Mark	0.29%
84	62	Wen	0.28%
85	73	Nu Skin	0.28%
86	83	Cetaphil	0.27%
87	99	Sonia Kashuk	0.27%
88	67	Bumble And Bumble	0.26%
89	91	Shu Uemura	0.26%
90	86	Jason	0.25%
91	98	Vidal Sassoon	0.24%
92	90	Biore	0.24%
93	139	Bourjois	0.24%
94	108	OPI	0.24%
95	89	Stila	0.24%
96	94	LORAC	0.24%
97	80	SK II	0.24%
98	63	Lumene	0.24%
99	93	La Mer	0.23%
100	110	Bliss	0.23%
101	178	Paula's Choice	0.22%
102	88	Yves Saint Laurent Beauty	0.22%
103	102	It Cosmetics	0.22%
104	126	Milani	0.22%
105	75	Goody	0.22%
106	87	Rusk	0.22%
107	134	Giovanni	0.21%
108	121	Hard Candy	0.21%
109	132	Ulta	0.21%
110	106	Vaseline	0.21%
111	115	Pond's	0.21%
112	92	Essie	0.20%
113	112	Pureology	0.19%
114	141	Boscia	0.19%
115	69	NeXxus	0.19%
116	95	Murad	0.19%
117	164	Crest	0.19%
118	116	Guerlain	0.18%
119	120	Eucerin	0.18%
120	188	Jane Iredale	0.18%
121	118	Prescriptives	0.18%
122	103	Sebastian	0.18%
123	172	Vincent Longo	0.17%
124	229	Mally	0.17%
125	109	Organix	0.17%
126	169	Kate Somerville	0.17%
127	105	Peter Thomas Roth	0.17%
128	128	Banana Boat	0.17%
129	215	AHAVA	0.17%
130	114	La Roche-Posay	0.17%
131	104	Sunsilk	0.17%
132	101	Biolage	0.17%
133	195	Zoe	0.16%
134	182	Mario Badescu Skin Care	0.16%
135	146	C.O. Bigelow	0.16%
136	143	ReVive	0.16%
137	123	Biotherm	0.16%
138	183	Crabtree & Evelyn	0.15%
139	160	Noxzema	0.15%
140	124	Dr. Hauschka	0.15%
141	130	Got2b	0.15%
142	129	Jergens	0.15%
143	127	Giorgio Armani	0.15%
144	158	Josie Maran	0.15%
145	113	Sedu	0.15%
146	122	Max Factor	0.15%
147	119	SkinCeuticals	0.15%
148	157	Head And Shoulders	0.15%
149	117	Obagi	0.15%
150	162	Moroccanoil	0.14%
151	276	StriVectin	0.14%
152	224	Shea Moisture	0.14%
153	180	NovaLash	0.13%
154	191	CeraVe	0.13%
155	111	Goldwell	0.13%
156	213	Jo Malone	0.13%
157	165	Caudalie	0.13%
158	131	Palmers	0.13%
159	173	Slatkin & Co.	0.13%
160	197	Hana	0.13%
161	152	Carol's Daughter	0.13%
162	140	Dr. Brandt	0.12%
163	248	Pout	0.12%
164	133	Frizz-Ease	0.12%
165	419	EOS	0.12%
166	135	Mizani	0.12%
167	221	ElanVeda	0.12%
168	136	Scunci	0.12%
169	208	Bonne Bell	0.12%
170	137	Ojon	0.11%
171	279	Bulgari	0.11%
172	201	Korres Natural Products	0.11%
173	167	Yes To	0.11%
174	148	Vichy Laboratories	0.11%
175	217	Flirt!	0.11%
176	153	Soft Sheen Carson	0.11%
177	142	VO5	0.11%
178	171	PHYTO	0.11%
179	168	Avene	0.11%
180	161	Sisley	0.11%
181	151	Biosilk	0.11%
182	156	Matrix	0.11%
183	175	American Beauty	0.11%
184	281	Blistex	0.11%
185	219	BaByliss	0.11%
186	107	Clearasil	0.10%
187	222	Samy	0.10%
188	155	Charles Worthington	0.10%
189	199	Rodan + Fields	0.10%
190	147	DHC	0.10%
191	249	Dr. Denese	0.10%
192	223	Fresh	0.10%
193	212	Ole Henriksen	0.10%
194	144	Graham Webb	0.10%
195	176	Soap & Glory	0.10%
196	192	Elmisis	0.10%
197	150	Alba	0.10%
198	163	Queen Helene	0.10%
199	179	Cle De Peau	0.10%
200	245	Eminence	0.09%
201	177	Rene Furterer	0.09%
202	368	M. Asam	0.09%
203	226	Chantecaille	0.09%
204	227	Kiss	0.09%
205	154	Avalon Organics	0.09%
206	225	NoNo!	0.09%
207	450	Chapstick	0.09%
208	236	DermaBlend	0.09%
209	138	Laura Geller	0.09%
210	216	Nair	0.09%
211	189	Pixi	0.09%
212	194	Alterna	0.09%
213	869	Dermagenics	0.09%
214	231	Bioelements	0.09%
215	174	Borba	0.08%
216	796	Kre-at Beauty	0.08%
217	206	ApHogee	0.08%
218	202	Davines	0.08%
219	184	Secret	0.08%
220	278	The Balm	0.08%
221	145	Rx For Brown Skin	0.08%
222	538	M2 Skin Care	0.08%
223	289	Burberry	0.08%
224	205	Darphin	0.08%
225	292	Dr. LeWinn By Kinerase	0.08%
226	252	CARGO	0.08%
227	764	Caruso	0.08%
228	220	Kevin Murphy	0.08%
229	190	GloMinerals	0.08%
230	357	NP Set	0.08%
231	200	Exuviance	0.08%
232	207	Principal Secret	0.08%
233	211	Givenchy	0.07%
234	196	Becca	0.07%
235	181	DDF	0.07%
236	335	Marc Jacobs	0.07%
237	255	Amazing Cosmetics	0.07%
238	323	Keri	0.07%
239	243	Dolce & Gabbana	0.07%
240	166	Ouidad	0.07%
241	437	Vera Wang	0.07%
242	187	Jane	0.07%
243	706	Motives	0.07%
244	238	Prestige	0.07%
245	366	Donna Karan	0.07%
246	472	Sarah Jessica Parker	0.07%
247	204	100% Pure	0.07%
248	198	CosMedix	0.07%
249	393	Zenmed	0.07%
250	253	REN Clean Bio Active Skincare	0.06%
251	266	Trish McEvoy	0.06%
252	425	AminoGenesis	0.06%
253	210	KMS	0.06%
254	239	Beauty Society	0.06%
255	407	LaRocca	0.06%
256	301	Alexandra De Markoff	0.06%
257	447	Calvin Klein	0.06%
258	170	Cosmedicine	0.06%
259	295	Hot Tools	0.06%
260	232	Kinerase	0.06%
261	375	Hourglass	0.06%
262	209	Freeman	0.06%
263	235	Good Skin	0.06%
264	270	Dr. Dennis Gross Skincare	0.06%
265	251	Basis	0.06%
266	203	Stiefel Laboratories	0.06%
267	444	Envision Beauty	0.06%
268	391	Jennifer Lopez	0.06%
269	254	Bio-Oil	0.06%
270	246	Grassroots Research Labs	0.06%
271	85	Nuance	0.06%
272	244	H2O+	0.06%
273	256	Napoleon Perdis	0.06%
274	247	Infusium	0.06%
275	242	Sally Hershberger	0.06%
276	288	Image SkinCare	0.06%
277	241	Nature's Gate	0.06%
278	290	CND	0.06%
279	259	SkinMedica	0.06%
280	403	Juicy Couture	0.06%
281	234	Models Prefer	0.06%
282	504	Seche	0.06%
283	376	Artistry	0.05%
284	230	New York Color	0.05%
285	350	Caress	0.05%
286	267	By Terry	0.05%
287	280	DERMAdoctor	0.05%
288	250	C. Booth	0.05%
289	218	Marc Anthony	0.05%
290	299	Umberto	0.05%
291	512	Living Proof	0.05%
292	228	Kiss My Face	0.05%
293	284	NeoCutis	0.05%
294	439	Michael Kors	0.05%
295	263	Borghese	0.05%
296	240	Glytone	0.05%
297	312	Lavera	0.05%
298	434	Butter LONDON	0.05%
299	287	YonKa	0.05%
300	283	Fusion Beauty	0.05%