

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 June 2013				
Rank	May Rank	Brand	SOA	
1	27	Secret	3.02%	
2	5	Avon	2.97%	
3	9	Arbonne	2.46%	
4	4	MAC	2.18%	
5	30	Nu Skin	2.00%	
6	1	L'Oreal	1.97%	
7	2	Olay	1.71%	
8	6	Clinique	1.65%	
9	16	Pristine Beauty	1.53%	
10	7	Neutrogena	1.33%	
11	18	Dove	1.25%	
12	8	Garnier	1.21%	
13	134	Mason Pearson	1.16%	
14	12	Mary Kay	1.15%	
15	10	The Body Shop	1.11%	
16	72	Tweezerman	1.07%	
17	58	It Cosmetics	1.03%	
18	103	Frederic Fekkai	0.92%	
19	96	Nexus	0.90%	
20	118	ElanVeda	0.87%	
21	14	Aveeno	0.83%	
22	25	Pantene	0.83%	
23	11	Estee Lauder	0.81%	
24	29	E.L.F.	0.80%	
25	20	Maybelline New York	0.79%	
26	13	Revlon	0.78%	
27	50	Mark	0.78%	
28	23	Aveda	0.76%	
29	15	Lancome	0.71%	
30	24	Kiehl's	0.69%	
31	21	Chanel	0.67%	
32	62	Sephora	0.65%	
33	36	Herbal Essences	0.65%	
34	19	Sally Hansen	0.64%	
35	35	Paul Mitchell	0.63%	
36	22	Redken	0.62%	
37	49	Almay	0.61%	
38	60	Brush Lab	0.61%	
39	28	Origins	0.60%	
40	26	philosophy	0.59%	
41	17	Clarins	0.56%	
42	87	Vaseline	0.54%	
43	33	Victoria's Secret	0.52%	
44	102	Certain Dri	0.50%	
45	31	Conair	0.50%	
46	34	Shiseido	0.48%	
47	3	Benefit	0.45%	
48	92	Hana K.	0.45%	
49	38	CoverGirl	0.45%	
50	42	TIGI	0.45%	
51	37	Dermalogica	0.44%	
52	63	Peter Thomas Roth	0.43%	
53	73	Joico	0.43%	
54	48	TRESemme	0.43%	
55	47	Patricia Wexler M.D.	0.43%	
56	57	Make Up For Ever	0.42%	
57	59	John Frieda	0.41%	
58	150	NovaLash	0.41%	
59	52	Aussie	0.41%	
60	39	Boots	0.40%	
61	40	St. Ives	0.40%	
62	43	Clairol	0.39%	
63	44	Dior	0.39%	
64	41	Physicians Formula	0.39%	
65	75	Banana Boat	0.38%	
66	71	Bath & Body Works	0.37%	
67	46	Smashbox	0.37%	
68	94	Suave	0.36%	
69	74	Boscia	0.36%	
70	45	Obagi	0.36%	
71	65	Lush	0.35%	
72	66	Vidal Sassoon	0.34%	
73	53	Laura Mercier	0.34%	
74	54	AMBI	0.34%	
75	56	Burt's Bees	0.33%	
76	55	Rimmel London	0.32%	
77	129	Satina	0.32%	
78	51	CHI	0.31%	
79	70	NARS	0.31%	
80	124	Umberto	0.31%	
81	61	Jergens	0.31%	
82	68	M2 Skin Care	0.31%	
83	93	Hawaiian Tropic	0.30%	
84	280	EcoTools	0.29%	
85	82	Bobbi Brown	0.29%	
86	64	Nivea	0.29%	
87	78	ProActiv	0.28%	
88	67	Elizabeth Arden	0.28%	
89	85	SkinCeuticals	0.27%	
90	180	Pixi	0.26%	
91	80	Kerastase	0.26%	
92	69	Merle Norman	0.26%	
93	97	Wet n Wild	0.26%	
94	91	Wella	0.26%	
95	95	Urban Decay	0.26%	
96	81	Clean & Clear	0.24%	
97	79	Cetaphil	0.24%	
98	84	bareMinerals	0.24%	
99	83	Mario Badescu Skin Care	0.24%	
100	90	Bumble and bumble	0.23%	
101	116	Beecology	0.23%	
102	105	Too Faced	0.23%	
103	86	Organix	0.23%	
104	76	RoC	0.22%	
105	98	NYX Cosmetics	0.22%	
106	135	Cosmedicine	0.22%	
107	88	Murad	0.21%	
108	101	Palmers	0.21%	
109	89	Jason	0.21%	
110	162	Arrid	0.21%	
111	32	Tarte	0.21%	
112	121	Biolage	0.21%	
113	77	Bliss	0.20%	
114	100	Pond's	0.20%	
115	120	eSalon	0.20%	
116	304	IT Brands	0.20%	
117	342	Saffron James	0.19%	
118	109	OPI	0.19%	
119	104	L'Occitane	0.19%	
120	127	Max Factor	0.19%	
121	99	Biore	0.19%	
122	215	Rephase	0.19%	
123	111	N.Y.C. New York Color	0.19%	
124	140	Essie	0.18%	
125	117	Pureology	0.18%	
126	112	Nioxin	0.17%	
127	123	DHC	0.17%	
128	132	Basis	0.17%	
129	454	Huetiful	0.17%	
130	110	La Prairie	0.17%	
131	166	Dr. Bronner's	0.16%	
132	128	Crest	0.16%	
133	122	Guerlain	0.16%	
134	496	NP Set	0.15%	
135	146	Jane Iredale	0.15%	
136	114	Caudalie	0.15%	
137	113	ARTISTRY	0.15%	
138	133	Matrix	0.15%	
139	115	Moroccanoil	0.15%	
140	108	Sonia Kashuk	0.15%	
141	119	Stila	0.14%	
142	159	Wen	0.14%	
143	144	T3	0.14%	
144	138	Remington	0.14%	
145	534	Essence	0.14%	
146	404	Gold Bond	0.14%	
147	136	Rusk	0.14%	
148	145	Lumene	0.13%	
149	154	Head & Shoulders	0.13%	
150	141	La Roche-Posay	0.13%	
151	309	Kevin Murphy	0.13%	
152	149	PHYTO	0.13%	
153	130	Shu Uemura	0.13%	
154	106	Supersmile	0.13%	
155	137	Sunsilk	0.12%	
156	143	Yves Saint Laurent Beauty	0.12%	
157	131	La Mer	0.12%	
158	277	Caress	0.12%	
159	139	Milani	0.12%	
160	167	Sedu	0.12%	
161	153	California Baby	0.12%	
162	125	got2b	0.12%	
163	147	REN Clean Bio Active Skincare	0.12%	
164	107	Josie Maran	0.12%	
165	299	CARGO	0.12%	
166	263	AHAVA	0.11%	
167	151	Paula's Choice	0.11%	
168	160	Goody	0.11%	
169	152	Giorgio Armani	0.11%	
170	155	Biotherm	0.11%	
171	173	Fresh	0.11%	
172	161	Hard Candy	0.10%	
173	142	ReVive	0.10%	
174	183	Frizz-Ease	0.10%	
175	240	Borba	0.10%	
176	174	Sebastian	0.10%	
177	200	Scunci	0.10%	
178	189	Kiss My Face	0.10%	
179	238	Borghese	0.10%	
180	170	Vincent Longo	0.10%	
181	163	Shea Moisture	0.10%	
182	186	Ulta	0.10%	
183	165	Clearasil	0.10%	
184	148	LORAC	0.10%	
185	185	CosMedix	0.10%	
186	188	Goldwell	0.10%	
187	157	ZO Skin Health	0.10%	
188	194	Biosilk	0.10%	
189	156	Eucerin	0.10%	
190	213	BaByliss	0.10%	
191	184	C.O. Bigelow	0.09%	
192	198	Prescriptives	0.09%	
193	191	Zenmed	0.09%	
194	172	Laura Geller	0.09%	
195	204	Freeman	0.09%	
196	205	Veet	0.09%	
197	397	Aquolina	0.09%	
198	193	Noxzema	0.09%	
199	202	Ouidad	0.09%	
200	201	SK-II	0.09%	
201	199	Dr. Hauschka	0.09%	
202	208	Ole Henriksen	0.09%	
203	126	Body Drench	0.09%	
204	158	DDF	0.09%	
205	297	Zoya	0.09%	
206	171	CeraVe	0.09%	
207	176	Giovanni	0.09%	
208	221	Rodan + Fields	0.09%	
209	168	Vichy Laboratories	0.08%	
210	195	Sisley	0.08%	
211	207	Nair	0.08%	
212	164	DERMsdoctor	0.08%	
213	254	CurlFriends	0.08%	
214	175	Jan Marini Skin Research	0.08%	
215	212	Palladio	0.08%	
216	190	Bare Escentuals	0.08%	
217	177	Dr. Brandt	0.08%	
218	226	Queen Helene	0.08%	
219	196	Korres	0.08%	
220	274	Eminence	0.08%	
221	206	Carol's Daughter	0.08%	
222	211	Cle de Peau	0.08%	
223	192	Rene Furterer	0.08%	
224	242	Kiss	0.07%	
225	228	Avalon Organics	0.07%	
226	182	Becca	0.07%	
227	239	Davines	0.07%	
228	225	Crabtree & Evelyn	0.07%	
229	232	Image SkinCare	0.07%	
230	214	Avene	0.07%	
231	245	Charles Worthington	0.07%	
232	247	Mizani	0.07%	
233	223	Lancaster	0.07%	
234	237	Soft Sheen Carson	0.07%	
235	266	VO5	0.07%	
236	235	Kate Somerville	0.07%	
237	259	Aquafresh	0.07%	
238	285	Exuviance	0.07%	
239	367	Arm & Hammer	0.07%	
240	286	Givenchy	0.07%	
241	203	Dr. Denese	0.07%	
242	250	Sexy Hair	0.07%	
243	251	Mitchum	0.07%	
244	253	Kudos	0.07%	
245	236	EOS	0.07%	
246	327	Chella	0.07%	
247	241	Bioelements	0.07%	
248	219	Alterna	0.07%	
249	178	Yes To	0.07%	
250	224	Bonne Bell	0.07%	
251	181	the Balm	0.07%	
252	243	Anastasia	0.07%	
253	262	Kat Von D	0.07%	
254	291	Napoleon Perdis	0.07%	
255	264	ApHogee	0.07%	
256	222	Ojon	0.07%	
257	216	Argan Magic	0.06%	
258	292	KMS	0.06%	
259	302	Aubrey Organics	0.06%	
260	257	Sea Breeze	0.06%	
261	290	Bikini Zone	0.06%	
262	234	H2O+	0.06%	
263	258	Bio-Oil	0.06%	
264	233	Kinerase	0.06%	
265	220	American Beauty	0.06%	
266	267	Alba	0.06%	
267	284	Sally Hershberger	0.06%	
268	197	Bourjois	0.06%	
269	210	Beaute de Maman	0.06%	
270	268	GloMinerals	0.06%	
271	209	St. Tropez	0.06%	
272	406	Oribe	0.06%	
273	1259	KeSARI Beauty	0.06%	
274	229	Jane	0.06%	
275	358	Clear	0.06%	
276	283	Clarisonic	0.06%	
277	273	Aquaphor	0.06%	
278	329	Completely Bare	0.06%	
279	270	Molton Brown	0.06%	
280	244	Elemis	0.05%	
281	256	Burberry	0.05%	
282	265	Coppertone	0.05%	
283	249	Paul Sebastian	0.05%	
284	278	Hot Tools	0.05%	
285	230	Plus White	0.05%	
286	334	Perricone MD	0.05%	
287	246	Dr. Dennis Gross Skincare	0.05%	
288	272	REMBRANDT	0.05%	
289	281	Stiefel Laboratories	0.05%	
290	298	Samy	0.05%	
291	276	StriVectin	0.05%	
292	507	LATHER	0.05%	
293	370	Tom's of Maine	0.05%	
294	218	Blue Lizard	0.05%	
295	260	Infusium	0.05%	
296	340	Living Proof	0.05%	
297	295	Kenra	0.05%	
298	320	Glytone	0.05%	
299	217	Weleda	0.05%	
300	187	ME! Bath	0.05%	
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