

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 2013				
Rank	Oct Rank	Brand	SOA	
1	13	Tweezerman	3.02%	
2	4	MAC	2.50%	
3	14	Arbonne	2.30%	
4	37	It Cosmetics	2.20%	
5	1	Olay	2.04%	
6	3	L'Oreal	1.88%	
7	7	Clinique	1.69%	
8	15	Dove	1.65%	
9	8	The Body Shop	1.30%	
10	5	Neutrogena	1.29%	
11	9	Mary Kay	1.28%	
12	34	Nu Skin	1.27%	
13	11	Avon	1.18%	
14	6	Garnier	1.09%	
15	142	ElanVeda	1.05%	
16	29	E.L.F.	1.02%	
17	16	Aveda	0.99%	
18	12	Maybelline New York	0.97%	
19	13	Revlon	0.92%	
20	17	Estee Lauder	0.91%	
21	10	Beecology	0.86%	
22	178	NovaLash	0.78%	
23	20	Chanel	0.77%	
24	165	EcoTools	0.75%	
25	24	Conair	0.73%	
26	23	Kiehl's	0.72%	
27	27	Shiseido	0.69%	
28	21	Lancome	0.68%	
29	18	Redken	0.68%	
30	22	Victoria's Secret	0.67%	
31	26	Paul Mitchell	0.65%	
32	19	Aveeno	0.63%	
33	32	CoverGirl	0.63%	
34	25	Pantene	0.61%	
35	30	Clarins	0.61%	
36	44	CHI	0.56%	
37	52	Pristine Beauty	0.56%	
38	85	Mark	0.56%	
39	31	Lush	0.54%	
40	2	TRESemme	0.54%	
41	36	Dermalogica	0.54%	
42	39	Dior	0.53%	
43	33	Benefit	0.50%	
44	38	TIGI	0.49%	
45	47	Origins	0.48%	
46	90	Peter Thomas Roth	0.47%	
47	35	Sally Hansen	0.47%	
48	46	philosophy	0.46%	
49	82	Bath & Body Works	0.45%	
50	41	Laura Mercier	0.44%	
51	28	Caress	0.42%	
52	45	Mario Badescu Skin Care	0.41%	
53	40	Patricia Wexler M.D.	0.40%	
54	42	Smashbox	0.40%	
55	70	Aussie	0.40%	
56	62	Vidal Sassoon	0.39%	
57	67	Burt's Bees	0.38%	
58	66	bareMinerals	0.37%	
59	53	Rimmel London	0.37%	
60	57	Borghese	0.37%	
61	78	Elchim	0.36%	
62	55	RoC	0.36%	
63	51	Herbal Essences	0.36%	
64	43	Obagi	0.36%	
65	86	Sephora	0.36%	
66	77	ARTISTRY	0.35%	
67	48	Clairol	0.35%	
68	69	Urban Decay	0.34%	
69	49	Wella	0.34%	
70	61	Kerastase	0.34%	
71	74	Joico	0.34%	
72	65	Plus White	0.34%	
73	60	John Frieda	0.34%	
74	71	NARS	0.33%	
75	54	Make Up For Ever	0.33%	
76	50	M2 Skin Care	0.32%	
77	73	Physicians Formula	0.32%	
78	63	St. Ives	0.32%	
79	59	Elizabeth Arden	0.32%	
80	87	Vaseline	0.32%	
81	64	Boots	0.31%	
82	235	Saffron James	0.31%	
83	72	NYX Cosmetics	0.30%	
84	255	Mason Pearson	0.30%	
85	56	Almay	0.29%	
86	75	Bobbi Brown	0.29%	
87	84	SkinCeuticals	0.27%	
88	80	Wet n Wild	0.27%	
89	76	Merle Norman	0.26%	
90	91	Too Faced	0.26%	
91	94	L'Occitane	0.26%	
92	88	ProActiv	0.25%	
93	96	Pureology	0.24%	
94	93	Guerlain	0.24%	
95	100	Tarte	0.24%	
96	81	Nivea	0.24%	
97	58	Suave	0.23%	
98	109	Frederic Fekkai	0.23%	
99	105	Josie Maran	0.23%	
100	98	Prestige	0.23%	
101	102	La Roche-Posay	0.23%	
102	116	Crest	0.22%	
103	68	eSalon	0.21%	
104	118	La Prairie	0.21%	
105	117	Shu Uemura	0.21%	
106	83	Paula's Choice	0.21%	
107	79	Clean & Clear	0.21%	
108	92	Cetaphil	0.21%	
109	103	Stila	0.21%	
110	342	Rephase	0.20%	
111	127	BaByliss	0.20%	
112	122	Murad	0.20%	
113	106	Palmers	0.20%	
114	110	Moroccanoil	0.20%	
115	97	Matrix	0.20%	
116	95	Organix	0.19%	
117	121	Vichy Laboratories	0.19%	
118	107	Kiss My Face	0.19%	
119	99	AMBI	0.19%	
120	128	Cosmedicine	0.19%	
121	111	Made From Earth	0.18%	
122	134	DERMAdoctor	0.18%	
123	119	Yves Saint Laurent Beauty	0.18%	
124	101	Nexus	0.18%	
125	199	Umberto	0.17%	
126	150	Jane Iredale	0.17%	
127	112	Pond's	0.17%	
128	123	Sia Botanics	0.17%	
129	120	Bliss	0.17%	
130	114	Jergens	0.17%	
131	130	Boscia	0.16%	
132	139	Remington	0.16%	
133	573	Spongeables	0.16%	
134	125	N.Y.C. New York Color	0.16%	
135	108	OPI	0.16%	
136	133	EOS	0.16%	
137	149	Secret	0.16%	
138	131	Rusk	0.16%	
139	113	DDF	0.16%	
140	141	DHC	0.16%	
141	136	Sonia Kashuk	0.16%	
142	160	Dr. Brandt	0.15%	
143	140	Biolage	0.15%	
144	115	Bumble and bumble	0.15%	
145	129	Shea Moisture	0.15%	
146	124	Ulta	0.15%	
147	397	Yankee Candle Company	0.14%	
148	144	Sedu	0.14%	
149	231	Clarisonic	0.14%	
150	167	Korres	0.14%	
151	104	Nioxin	0.14%	
152	143	Prescriptives	0.14%	
153	151	C.O. Bigelow	0.14%	
154	158	Fresh	0.14%	
155	159	Hard Candy	0.14%	
156	196	Sexy Hair	0.14%	
157	168	Zenmed	0.14%	
158	192	ZO Skin Health	0.13%	
159	147	Goldwell	0.13%	
160	132	Max Factor	0.13%	
161	182	Eucerin	0.13%	
162	148	CeraVe	0.13%	
163	138	T3	0.13%	
164	126	Wen	0.13%	
165	163	Giorgio Armani	0.13%	
166	183	Goody	0.13%	
167	245	Dr. Bronner's	0.13%	
168	164	Biosilk	0.12%	
169	152	PHYTO	0.12%	
170	261	Banana Boat	0.12%	
171	154	Jordana Cosmetics	0.12%	
172	204	SK-II	0.12%	
173	146	It's A 10	0.12%	
174	156	La Mer	0.12%	
175	161	Lumene	0.12%	
176	177	Caudalie	0.12%	
177	170	got2b	0.12%	
178	315	Miracle Hydrate	0.11%	
179	137	Biore	0.11%	
180	175	the Balm	0.11%	
181	180	Ole Henriksen	0.11%	
182	184	Hot Tools	0.11%	
183	361	California Baby	0.11%	
184	166	Head & Shoulders	0.11%	
185	153	REN Clean Bio Active Skincare	0.11%	
186	190	Dr. Hauschka	0.11%	
187	244	Dolce & Gabbana	0.11%	
188	486	Gold Bond	0.11%	
189	203	Essie	0.10%	
190	185	Epione	0.10%	
191	189	Anastasia	0.10%	
192	282	Bonne Bell	0.10%	
193	173	Jason	0.10%	
194	179	Davines	0.10%	
195	135	Yes To	0.10%	
196	222	LaRocca	0.10%	
197	219	Basis	0.10%	
198	187	Sun Laboratories	0.10%	
199	171	Sebastian	0.10%	
200	198	Laura Geller	0.09%	
201	340	GoodSkin Labs	0.09%	
202	383	Oscar Blandi	0.09%	
203	191	Bioelements	0.09%	
204	172	Cynthia Rowland	0.09%	
205	224	Kenra	0.09%	
206	217	Kate Somerville	0.09%	
207	176	Pixi	0.09%	
208	169	bye bye blemish	0.09%	
209	237	Alba	0.09%	
210	277	Bare Escentuals	0.09%	
211	162	TempTu	0.09%	
212	238	Crabtree & Evelyn	0.09%	
213	216	Alterna	0.09%	
214	188	CosMedix	0.09%	
215	207	Aubrey Organics	0.09%	
216	232	Mizani	0.09%	
217	181	LORAC	0.08%	
218	208	Avalon Organics	0.08%	
219	174	Blistex	0.08%	
220	155	Clearasil	0.08%	
221	193	Napoleon Perdis	0.08%	
222	234	Rodan + Fields	0.08%	
223	250	Jan Marini Skin Research	0.08%	
224	229	Juara	0.08%	
225	157	Palladio	0.08%	
226	399	Joppa Minerals	0.08%	
227	206	Marc Anthony	0.08%	
228	291	Johnson's	0.08%	
229	210	Milani	0.08%	
230	201	VO5	0.08%	
231	197	Biotherm	0.08%	
232	215	Klorane	0.08%	
233	275	AHAVA	0.07%	
234	226	MD Forte	0.07%	
235	248	Smith's	0.07%	
236	214	ReVive	0.07%	
237	228	Bio-Oil	0.07%	
238	205	Raw Natural Beauty	0.07%	
239	186	Giovanni	0.07%	
240	220	Scunci	0.07%	
241	221	Carol's Daughter	0.07%	
242	200	Avene	0.07%	
243	296	GloMinerals	0.07%	
244	213	Noxzema	0.07%	
245	211	Sisley	0.07%	
246	326	AmorePacific	0.07%	
247	242	Exuviance	0.07%	
248	236	Image SkinCare	0.07%	
249	227	Cle de Peau	0.07%	
250	805	Kudos	0.07%	
251	218	REMBRANDT	0.07%	
252	293	Kiss	0.07%	
253	145	Vincent Longo	0.07%	
254	197	CurlFriends	0.07%	
255	268	H2O+	0.07%	
256	195	Sunsilk	0.07%	
257	285	Harry Josh	0.07%	
258	262	Ojon	0.07%	
259	266	Burberry	0.07%	
260	283	Elemis	0.07%	
261	230	Kevin Murphy	0.07%	
262	270	American Beauty	0.07%	
263	395	Meaningful Beauty	0.07%	
264	212	SkinMedica	0.06%	
265	273	Sultra	0.06%	
266	239	Dr. Denase	0.06%	
267	225	Queen Helene	0.06%	
268	480	RapidLash	0.06%	
269	249	Soft Sheen Carson	0.06%	
270	258	Fake Bake	0.06%	
271	393	LATHER	0.06%	
272	264	Topstyler	0.06%	
273	254	Sally Beauty	0.06%	
274	702	Elure	0.06%	
275	247	Perfect Formula	0.06%	
276	274	Aquaphor	0.06%	
277	246	Bourjois	0.06%	
278	446	Huetiful	0.06%	
279	240	John Masters Organics	0.06%	
280	338	Iman	0.06%	
281	260	Dr. Dennis Gross Skincare	0.06%	
282	276	Mirabella Beauty	0.06%	
283	257	Samy	0.06%	
284	233	ApHogee	0.06%	
285	252	Frizz-Ease	0.06%	
286	467	FLOWER	0.06%	
287	306	Ouidad	0.06%	
288	223	Genie	0.06%	
289	317	Aquolina	0.06%	
290	290	Hawaiian Tropic	0.06%	
291	209	Argan Magic	0.06%	
292	703	Kimiko	0.06%	
293	298	Nature's Gate	0.06%	
294	343	Simple	0.06%	
295	368	The Honest Company	0.06%	
296	271	Certain Dri	0.06%	
297	448	Dr. Jart+	0.06%	
298	412	NeoStrata	0.06%	
299	253	Molton Brown	0.06%	
300	305	YonKa	0.06%	
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