

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 2013			
Rank	Nov Rank	Brand	SOA
1	2	MAC	1.89%
2	6	L'Oreal	1.88%
3	25	Conair	1.62%
4	5	Olay	1.57%
5	7	Clinique	1.52%
6	10	Neutrogena	1.48%
7	14	Garnier	1.41%
8	9	The Body Shop	1.27%
9	11	Mary Kay	1.11%
10	3	Arbonne	1.09%
11	61	Elchim	0.98%
12	18	Maybelline New York	0.97%
13	19	Revlon	0.97%
14	36	CHI	0.96%
15	13	Avon	0.96%
16	12	Nu Skin	0.94%
17	56	Vidal Sassoon	0.93%
18	26	Kiehl's	0.86%
19	17	Aveda	0.86%
20	4	It Cosmetics	0.83%
21	27	Shiseido	0.83%
22	29	Redken	0.83%
23	16	E.L.F.	0.82%
24	37	Pristine Beauty	0.82%
25	23	Chanel	0.77%
26	308	butter LONDON	0.77%
27	15	ElanVeda	0.76%
28	35	Clarins	0.76%
29	1	Tweezerman	0.76%
30	20	Estee Lauder	0.75%
31	46	Peter Thomas Roth	0.72%
32	34	Pantene	0.72%
33	39	Lush	0.70%
34	8	Dove	0.70%
35	41	Dermalogica	0.69%
36	32	Aveeno	0.68%
37	43	Benefit	0.67%
38	38	Mark	0.65%
39	21	Beecology	0.64%
40	50	Laura Mercier	0.64%
41	60	Borghese	0.63%
42	28	Lancome	0.62%
43	53	Patricia Wexler M.D.	0.62%
44	72	Plus White	0.62%
45	42	Dior	0.58%
46	31	Paul Mitchell	0.58%
47	76	M2 Skin Care	0.58%
48	52	Mario Badescu Skin Care	0.56%
49	54	Smashbox	0.55%
50	40	TRESemme	0.55%
51	44	TIGI	0.54%
52	48	philosophy	0.49%
53	83	NYX Cosmetics	0.49%
54	70	Kerastase	0.48%
55	45	Origins	0.48%
56	33	CoverGirl	0.48%
57	22	NovoLash	0.48%
58	62	RoC	0.47%
59	111	BaByliss	0.44%
60	66	ARTISTRY	0.43%
61	182	Hot Tools	0.42%
62	87	SkinCeuticals	0.41%
63	77	Physicians Formula	0.41%
64	68	Urban Decay	0.39%
65	74	NARS	0.39%
66	100	Prestige	0.38%
67	58	bareMinerals	0.36%
68	57	Burt's Bees	0.36%
69	109	Stila	0.36%
70	85	Almay	0.35%
71	69	Wella	0.35%
72	55	Aussie	0.34%
73	67	Clairol	0.34%
74	65	Sephora	0.33%
75	89	Merle Norman	0.33%
76	118	Kiss My Face	0.33%
77	24	EcoTools	0.32%
78	71	Joico	0.32%
79	90	Too Faced	0.32%
80	64	Obagi	0.32%
81	30	Victoria's Secret	0.31%
82	75	Make Up For Ever	0.31%
83	86	Bobbi Brown	0.31%
84	93	Pureology	0.31%
85	124	Nexus	0.31%
86	59	Rimmel London	0.30%
87	79	Elizabeth Arden	0.30%
88	49	Bath & Body Works	0.30%
89	63	Herbal Essences	0.30%
90	95	Tarte	0.30%
91	88	Wet n Wild	0.29%
92	123	Yves Saint Laurent Beauty	0.29%
93	73	John Frieda	0.29%
94	265	Sultra	0.29%
95	91	L'Occitane	0.29%
96	121	Made From Earth	0.29%
97	110	Rephase	0.29%
98	139	DDF	0.28%
99	106	Paula's Choice	0.27%
100	144	Bumble and bumble	0.26%
101	94	Guerlain	0.26%
102	114	Moroccanoil	0.26%
103	132	Remington	0.26%
104	47	Sally Hansen	0.26%
105	116	Organix	0.25%
106	78	St. Ives	0.25%
107	145	Shea Moisture	0.25%
108	128	Sia Botanics	0.25%
109	122	DERMAdoctor	0.24%
110	171	Jordana Cosmetics	0.24%
111	98	Frederic Fekkai	0.24%
112	101	La Roche-Posay	0.24%
113	117	Vichy Laboratories	0.23%
114	148	Sedu	0.23%
115	105	Shu Uemura	0.23%
116	102	Crest	0.22%
117	96	Nivea	0.21%
118	81	Boots	0.21%
119	141	Sonia Kashuk	0.21%
120	103	eSalon	0.20%
121	92	ProActiv	0.20%
122	107	Clean & Clear	0.20%
123	153	C.O. Bigelow	0.20%
124	80	Vaseline	0.20%
125	149	Clarisonic	0.20%
126	129	Bliss	0.19%
127	104	La Prairie	0.19%
128	112	Murad	0.19%
129	185	REN Clean Bio Active Skincare	0.19%
130	97	Suave	0.19%
131	163	T3	0.18%
132	131	Boscia	0.18%
133	164	Wen	0.18%
134	208	bye bye blemish	0.18%
135	162	CeraVe	0.17%
136	180	the Balm	0.17%
137	138	Rusk	0.17%
138	152	Prescriptives	0.17%
139	142	Dr. Brandt	0.17%
140	125	Umberto	0.17%
141	157	Zenmed	0.17%
142	195	Yes To	0.17%
143	134	N.Y.C. New York Color	0.16%
144	176	Caudalie	0.16%
145	154	Fresh	0.16%
146	198	Sun Laboratories	0.16%
147	203	Bioelements	0.16%
148	257	Harry Josh	0.16%
149	119	AMBI	0.16%
150	108	Cetaphil	0.16%
151	99	Josie Maran	0.16%
152	158	ZO Skin Health	0.15%
153	115	Matrix	0.15%
154	181	Ole Henriksen	0.15%
155	159	Goldwell	0.15%
156	126	Jane Iredale	0.15%
157	232	Klorane	0.15%
158	143	Biolage	0.15%
159	209	Alba	0.15%
160	113	Palmers	0.15%
161	156	Sexy Hair	0.14%
162	173	It's A 10	0.14%
163	184	Head & Shoulders	0.14%
164	120	Cosmedicine	0.14%
165	161	Eucerin	0.14%
166	224	Juara	0.14%
167	140	DHC	0.14%
168	360	Secret	0.14%
169	211	TempTu	0.14%
170	206	Kate Somerville	0.14%
171	155	Hard Candy	0.14%
172	190	Epione	0.14%
173	191	Anastasia	0.13%
174	82	Saffron James	0.13%
175	160	Max Factor	0.13%
176	382	PMD Personal Microderm	0.13%
177	150	Korres	0.13%
178	268	RapidLash	0.12%
179	193	Jason	0.12%
180	235	Smith's	0.12%
181	186	Dr. Hauschka	0.12%
182	174	La Mer	0.12%
183		Bioxidea Paris	0.12%
184	234	MD Forte	0.12%
185	187	Dolce & Gabbana	0.12%
186	130	Jergens	0.12%
187	194	Davines	0.12%
188	225	Palladio	0.11%
189	135	OPI	0.11%
190	207	Pixi	0.11%
191	253	Vincent Longo	0.11%
192	175	Lumene	0.11%
193	239	Giovanni	0.11%
194	179	Biore	0.11%
195	251	REMBRANDT	0.11%
196	238	Raw Natural Beauty	0.11%
197	279	John Masters Organics	0.11%
198	218	Avalon Organics	0.11%
199	127	Pond's	0.11%
200	273	Sally Beauty	0.11%
201	169	PHYTO	0.11%
202	204	Cynthia Rowland	0.11%
203	188	Gold Bond	0.10%
204	166	Goody	0.10%
205	255	H2O+	0.10%
206	172	SK-II	0.10%
207	227	Marc Anthony	0.10%
208	433	M. Asam	0.10%
209	267	Queen Helene	0.10%
210	220	Clearasil	0.10%
211	215	Aubrey Organics	0.10%
212	200	Laura Geller	0.10%
213	84	Mason Pearson	0.10%
214	259	Burberry	0.10%
215	266	Dr. Denese	0.10%
216	231	Biotherm	0.10%
217	201	GoodSkin Labs	0.10%
218	214	CosMedix	0.09%
219	260	Elemis	0.09%
220	294	Simple	0.09%
221	291	Argan Magic	0.09%
222	301	AG Hair Cosmetics	0.09%
223	242	Avene	0.09%
224	316	Sally Hershberger	0.09%
225	167	Dr. Bronner's	0.09%
226	219	Blistex	0.09%
227	168	Biosilk	0.09%
228	292	Kimiko	0.09%
229	196	LaRocca	0.09%
230	270	Fake Bake	0.09%
231	299	Molton Brown	0.09%
232	136	EOS	0.09%
233	261	Kevin Murphy	0.09%
234	221	Napoleon Perdis	0.09%
235	217	LORAC	0.09%
236	223	Jan Marini Skin Research	0.09%
237	146	Ulta	0.08%
238	343	Mally	0.08%
239	262	American Beauty	0.08%
240	321	Kat Von D	0.08%
241	243	GloMinerals	0.08%
242	300	YonKa	0.08%
243	226	Joppa Minerals	0.08%
244	276	Aquaphor	0.08%
245	165	Giorgio Armani	0.08%
246	216	Mizani	0.08%
247	455	Prai	0.08%
248	404	ghd	0.08%
249	285	Frizz-Ease	0.08%
250	393	Marc Jacobs	0.08%
251	205	Kenra	0.08%
252	278	Huetiful	0.08%
253	335	Sebastian	0.08%
254	398	Coach	0.08%
255	230	VO5	0.08%
256	151	Nioxin	0.08%
257	331	Oribe	0.08%
258	212	Crabtree & Evelyn	0.08%
259	302	Weleda	0.08%
260	247	Exuviance	0.08%
261	241	Carol's Daughter	0.08%
262	360	Principal Secret	0.08%
263	202	Oscar Blandi	0.07%
264	379	Soap & Glory	0.07%
265	249	Cle de Peau	0.07%
266	248	Image SkinCare	0.07%
267	240 & 2321	Scunci	0.07%
268	369	ModelCo	0.07%
269	177	got2b	0.07%
270	277	Bourjois	0.07%
271	318	Freeman Feeling Beautiful	0.07%
272	312	Kinerase	0.07%
273	319	Givenchy	0.07%
274	197	Basis	0.07%
275	281	Dr. Dennis Gross Skincare	0.07%
276	258	Ojon	0.07%
277	313	Jo Malone	0.07%
278	342	TouchBack by Colormark	0.07%
279	222	Rodan + Fields	0.07%
280	189	Essie	0.07%
281	283	Samy	0.07%
282	363	Body Drench	0.06%
283	275	Perfect Formula	0.06%
284	397	Mi Yoga	0.06%
285	210	Bare Escentuals	0.06%
286	282	Mirabella Beauty	0.06%
287	274	Elure	0.06%
288	245	Sisley	0.06%
289	311	Rene Furterer	0.06%
290	329	Alfaparf	0.06%
291	246	AmorePacific	0.06%
292	288	Genie	0.06%
293	306	Perlier	0.06%
294	264	SkinMedica	0.06%
295	229	Milani	0.06%
296	361	Jurlique	0.06%
297	435	NuFACE	0.06%
298	354	Liz Earle	0.06%
299	213	Alterna	0.06%
300	244	Noxzema	0.06%
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