

# DSMN8

The World's Most Active Cosmetics Professionals on Social - August 2021

## Industry at a glance:

Average Score:  
**4.23%**

Total Companies:  
**69**

Average Number of Employees:  
**6,228**

## Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at [www.dsmn8.com](http://www.dsmn8.com)

## So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)
1	Wella Company	<a href="https://www.linke">https://www.linke</a>	Switzerland	2,167	256	11.81%
2	La Prairie	<a href="https://www.linke">https://www.linke</a>	Switzerland	984	107	10.87%
3	Rituals	<a href="https://www.linke">https://www.linke</a>	Netherlands	3,289	309	9.39%
4	Davines	<a href="https://www.linke">https://www.linke</a>	Italy	705	64	9.08%
5	Laboratoires Filorga	<a href="https://www.linke">https://www.linke</a>	France	520	47	9.04%
6	Nuxe	<a href="https://www.linke">https://www.linke</a>	France	709	64	9.03%
7	Laboratoires Expanscience	<a href="https://www.linke">https://www.linke</a>	France	975	85	8.72%
8	Molton Brown	<a href="https://www.linke">https://www.linke</a>	United Kingdom	541	47	8.69%
9	Naos	<a href="https://www.linke">https://www.linke</a>	France	2,220	175	7.88%
10	Charlotte Tilbury	<a href="https://www.linke">https://www.linke</a>	United Kingdom	1,140	89	7.81%
11	Caudalie	<a href="https://www.linke">https://www.linke</a>	France	818	62	7.58%
12	Aesop	<a href="https://www.linke">https://www.linke</a>	Australia	1,331	96	7.21%
13	Sesderma	<a href="https://www.linke">https://www.linke</a>	Spain	506	35	6.92%
14	Guerlain	<a href="https://www.linke">https://www.linke</a>	France	2,113	144	6.81%
15	Beiersdorf	<a href="https://www.linke">https://www.linke</a>	Germany	12,081	767	6.35%
16	Sisley Paris	<a href="https://www.linke">https://www.linke</a>	France	1,742	110	6.31%
17	FM World	<a href="https://www.linke">https://www.linke</a>	Portugal	616	38	6.17%
18	LVMH Fragrance Brands	<a href="https://www.linke">https://www.linke</a>	France	1,140	69	6.05%
19	Pierre Fabre Dermo	<a href="https://www.linke">https://www.linke</a>	France	515	30	5.83%
20	Essens	<a href="https://www.linke">https://www.linke</a>	Czech Republic	676	37	5.47%
21	Coty	<a href="https://www.linke">https://www.linke</a>	Netherlands	10,999	591	5.37%
22	L'OCCITANE	<a href="https://www.linke">https://www.linke</a>	Switzerland	4,462	232	5.20%
23	Groupe Rocher	<a href="https://www.linke">https://www.linke</a>	France	30,403	1,450	4.77%
24	Voyant Beauty	<a href="https://www.linke">https://www.linke</a>	United States	640	30	4.69%

25	Dior	<a href="https://www.linke">https://www.linke</a>	France	5,215	239	4.58%
26	Chromavis Fareva	<a href="https://www.linke">https://www.linke</a>	Italy	647	29	4.48%
27	Intercos	<a href="https://www.linke">https://www.linke</a>	Italy	1,141	51	4.47%
28	SpaceNK	<a href="https://www.linke">https://www.linke</a>	United Kingdom	500	22	4.40%
29	L'Oréal	<a href="https://www.linke">https://www.linke</a>	France	79,696	3,500	4.39%
30	Lush UK	<a href="https://www.linke">https://www.linke</a>	United Kingdom	1,876	82	4.37%
31	Revlon	<a href="https://www.linke">https://www.linke</a>	Spain	737	32	4.34%
32	The Estée Lauder	<a href="https://www.linke">https://www.linke</a>	United States	25,784	1,115	4.32%
33	Clarins	<a href="https://www.linke">https://www.linke</a>	France	5,184	222	4.28%
34	Alfaparf	<a href="https://www.linke">https://www.linke</a>	Italy	1,309	50	3.82%
35	Jo Malone	<a href="https://www.linke">https://www.linke</a>	United Kingdom	936	35	3.74%
36	Yves Rocher	<a href="https://www.linke">https://www.linke</a>	France	5,479	202	3.69%
37	JPMS	<a href="https://www.linke">https://www.linke</a>	United States	631	23	3.65%
38	Kiko Milano	<a href="https://www.linke">https://www.linke</a>	Italy	4,330	155	3.58%
39	Dessange	<a href="https://www.linke">https://www.linke</a>	France	560	20	3.57%
40	Farmasi	<a href="https://www.linke">https://www.linke</a>	United States	4,409	157	3.56%
41	Make up for ever	<a href="https://www.linke">https://www.linke</a>	France	1,483	52	3.51%
42	Marionnaud	<a href="https://www.linke">https://www.linke</a>	France	2,225	78	3.51%
43	Nocibé	<a href="https://www.linke">https://www.linke</a>	France	2,295	80	3.49%
44	Lush	<a href="https://www.linke">https://www.linke</a>	Canada	2,691	83	3.08%
45	bareMinerals	<a href="https://www.linke">https://www.linke</a>	United States	1,460	45	3.08%
46	Oriflame	<a href="https://www.linke">https://www.linke</a>	Switzerland	21,901	654	2.99%
47	Benefit Cosmetics	<a href="https://www.linke">https://www.linke</a>	United States	3,849	100	2.60%
48	Avon	<a href="https://www.linke">https://www.linke</a>	United Kingdom	70,710	1,650	2.33%
49	Revlon	<a href="https://www.linke">https://www.linke</a>	United States	5,944	136	2.29%
50	Jafra	<a href="https://www.linke">https://www.linke</a>	United States	3,031	58	1.91%
51	Mary Kay	<a href="https://www.linke">https://www.linke</a>	United States	55,175	1,001	1.81%
52	Aveda	<a href="https://www.linke">https://www.linke</a>	United States	3,201	58	1.81%
53	Inglot	<a href="https://www.linke">https://www.linke</a>	Poland	523	9	1.72%
54	Elizabeth Arden	<a href="https://www.linke">https://www.linke</a>	United States	1,874	31	1.65%
55	Bobbi Brown Cosmetics	<a href="https://www.linke">https://www.linke</a>	United States	1,637	27	1.65%
56	Wella	<a href="https://www.linke">https://www.linke</a>	United States	1,098	17	1.55%
57	Makeup Artist	<a href="https://www.linke">https://www.linke</a>	Switzerland	2,758	39	1.41%
58	Bottega Verde	<a href="https://www.linke">https://www.linke</a>	Italy	534	7	1.31%
59	Kicks	<a href="https://www.linke">https://www.linke</a>	Sweden	998	12	1.20%
60	MAC	<a href="https://www.linke">https://www.linke</a>	United States	11,927	135	1.13%
61	Merle Norman Cosmetics	<a href="https://www.linke">https://www.linke</a>	United States	1,069	11	1.03%
62	Clinique	<a href="https://www.linke">https://www.linke</a>	United States	6,822	65	0.95%
63	Make Up	<a href="https://www.linke">https://www.linke</a>	Luxembourg	938	7	0.75%
64	Cosméticos	<a href="https://www.linke">https://www.linke</a>	Spain	549	4	0.73%
65	Marco Aldany	<a href="https://www.linke">https://www.linke</a>	Spain	557	3	0.54%
66	Boots Retail USA	<a href="https://www.linke">https://www.linke</a>	United States	1,266	6	0.47%
67	Salon De Belleza	<a href="https://www.linke">https://www.linke</a>	Germany	1,802	8	0.44%
68	Kosmetik	<a href="https://www.linke">https://www.linke</a>	United Kingdom	920	3	0.33%
69	Beauty Systems	<a href="https://www.linke">https://www.linke</a>	United States	792	1	0.13%

## Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

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