

CONFIDENTIAL

International Dermatologists Barometer (wave 6 - 2024) – LDB brand claim report for

UK

Parameters of the study

Number of dermatologists	626	Fieldwork start date	01/15/2024
Sample	78	Fieldwork end date	04/03/2024
Margin of error	+/- 10%	Channel	Online

Study managed by AplusA

Please review with your local legal teams to validate claims

Claim « La Roche-Posay recommended by »

Number of dermatologists ⁽⁴⁾	Estimation of the total number of dermatologists recommending La Roche-Posay ⁽⁵⁾
626	
% of dermatologists recommending La Roche-Posay ⁽³⁾	522
90%	

Claim « La Roche-Posay #1 recommended »

	% of physicians	Rank ⁽²⁾	Claim validation ⁽¹⁾
Most recommended brand	38%	1	Validated
Total spontaneous recommendation	58%	1 ex.	Not validated
Prompted recommendation	90%	1 ex.	Not validated
Most often recommended skincare brand	32%	1	Validated
Total spont. skincare brand recommendation	58%	1 ex.	Not validated

Claim « La Roche-Posay #1 recommended for [indication] »

	% of physicians	Rank ⁽²⁾	Claim validation ⁽¹⁾
Photoprotection	73%	1	Validated