

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

**UK**

**Parameters of the study**

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

Study managed by AplusA

**Claim « La Roche-Posay #1 recommended »**

	% of physicians	Rank <sup>(2)</sup>	Claim validation <sup>(1)</sup>
Most recommended brand	38%	1	Validated

**Claim « La Roche-Posay, most often recommended for [indication] »**

	% of physicians	Rank	Claim validation
Photoprotection	48%	1	Validated

**Claim « La Roche-Posay recommended by »**

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

**Notes:**

- (1) Claim is considered validated if La Roche-Posay is the only brand #1 (1 ex. leads to a non validation)
- (2) The rank is based on a statistical analysis validating significant differences between La Roche-Posay rank and competitors. Physician could answer "other brands" in prompted questions (without specifying the name). If the percentage of recommendation of "other brands" is greater than the percentage of recommendation of La Roche-Posay, then the rank is not displayed
- (3) Based on prompted recommendation
- (4) Based on AplusA and/or official sources
- (5) The estimated number of dermatologists recommending the LDB brand is estimated based on the following calculation:

$$[\% \text{ recommending LDB brand-Error margin}] \times \text{number of dermatologists in the country}$$