

International Dermatologists Barometer (wave 4) – La Roche-Posay claim report for

UK

Parameters of the study

Number of dermatologists	626	Fieldwork start date	06-Jan-22
Sample	74	Fieldwork end date	02-May-22
Error margin	+/- 10 pts	Channel	Online

Study managed by A+A

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⁾	477
84%	

Claim « La Roche-Posay #1 recommended »

	% of physician	Rank ⁽²⁾	Claim validation ⁽¹⁾
Most recommended brand	46%	1	Validated
Total spontaneous recommendation	72%	1	Validated
Prompted recommendation	84%	1 ex.	Not validated
Most often recommended skincare brand	30%	1	Validated
Total spont. skincare brand recommendation	51%	1 ex.	Not validated

Claim « La Roche-Posay #1 recommended » on spontaneous recommendation

	% of physician	Rank ⁽²⁾	Claim validation ⁽¹⁾
Total spontaneous dermocosmetic brand recommendation			
<i>La Roche Posay</i>	72%	1	Validated
<i>Eucerin</i>	30%	2ex	-
<i>CeraVe</i>	27%	2ex	-
<i>Aveeno</i>	24%	2ex	-
<i>Bioderma</i>	23%	2ex	-
<i>Avène</i>	22%	-	-

Claim « La Roche Posay #1 recommended skincare brand » on spontaneous recommendation

	% of physician	Rank ⁽²⁾	Claim validation ⁽¹⁾
Total spontaneous skincare brand recommendation			
<i>La Roche Posay</i>	51%	1ex	Not validated
<i>CeraVe</i>	39%	1ex	-
<i>Aveeno</i>	38%	1ex	-
<i>Eucerin</i>	34%	4ex	-
<i>Cetraben</i>	31%	4ex	-
<i>Cetaphil</i>	25%	-	-
<i>Avène</i>	18%	-	-
<i>Vichy</i>	15%	-	-

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

	% of physician	Rank ⁽²⁾	Claim validation ⁽¹⁾
Acne	62%	1	Validated
Alopecia hairloss	13%	2 ex.	Not validated
Atopy dry skin eczema	30%	6 ex.	Not validated
Couperosis rosacea	55%	1	Validated
Intolerant reactive or allergic skin	43%	1 ex.	Not validated
Photoprotection	70%	1	Validated
Pigmentation disorders	46%	1 ex.	Not validated
Problems of aging skin	49%	1	Validated
Psoriasis	23%	3 ex.	Not validated
Seborrheic dermatitis	19%	2 ex.	Not validated
Sensitive skin	47%	1 ex.	Not validated
Skin cancer	47%	1 ex.	Not validated
Actinic keratosis	51%	1	Validated
Senile xerosis	25%	4 ex.	Not validated
Dandruff	7%	-	Not validated
Prior or post aesthetic procedure	46%	1	Validated
Damaged or injured skin (repair/epidermal healing)	39%	1 ex.	Not validated
Corrective make-up	34%	2 ex.	Not validated

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

	% of physician	Rank ⁽²⁾	Claim validation ⁽¹⁾
Acne	45%	1	Validated
Alopecia hairloss	3%	-	Not validated
Atopy dry skin eczema	8%	4 ex.	Not validated
Couperosis rosacea	40%	1	Not validated
Intolerant reactive or allergic skin	20%	1 ex.	Not validated
Photoprotection	49%	1	Validated
Pigmentation disorders	28%	1 ex.	Not validated

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Problems of aging skin	32%	1	Validated
Psoriasis	9%	-	Not validated
Seborrheic dermatitis	4%	-	Not validated
Sensitive skin	22%	1 ex.	Not validated
Skin cancer	34%	1 ex.	Not validated
Actinic keratosis	36%	1 ex.	Not validated
Senile xerosis	7%	-	Not validated
Dandruff	3%	2 ex.	Not validated
Prior or post aesthetic procedure	30%	1 ex.	Not validated
Damaged or injured skin (repair/epidermal healing)	24%	1 ex.	Not validated
Corrective make-up	16%	2 ex.	Not validated

Note:

- (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 prompted recommendation (4) Based on A+A and/or official sources
 (5) The estimated number of dermatologists recommending La Roche-Posay is estimated based on the following calculation :

[% recommending LRP-Error margin] x number of dermatologists in the country

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