

Parameters of the study

Number of dermatologists	626	Fieldwork start date	06-Jan-23
Sample	73	Fieldwork end date	11-Apr-23
Margin of error	+/- 11%	Channel	Online

Study managed by A+A

Please review with your local legal teams to validate claims

Claim « La Roche-Posay recommended by »

Number of dermatologists ⁽⁴⁾	626	Estimation of the total number of dermatologists recommending La Roche-Posay ⁽⁵⁾
% of dermatologists recommending La Roche-Posay ⁽³⁾	85%	

Claim « La Roche-Posay #1 recommended »

	% of physicians	Rank ⁽²⁾	Claim validation ⁽¹⁾
Most recommended brand	32%	1	Validated
Total spontaneous recommendation	58%	1	Validated
Prompted recommendation	85%	1 ex.	Not validated
Most often recommended skincare brand	30%	1	Validated
Total spont. skincare brand recommendation	47%	1 ex.	Not validated

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

Total spontaneous dermocosmetic brand recommendation	% of physicians	Rank ⁽²⁾	Claim validation ⁽¹⁾
La Roche-Posay	58%	1	Validated
CeraVe	40%	2ex	-
Eucerin	34%	2ex	-
Aveeno	22%	4ex	-
Avene	21%	4ex	-
Vichy	19%	4ex	-
Cetaphil	15%	4ex	-
Bioderma	12%	4ex	-
Cetraben	10%	9	-

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

Total spontaneous skincare brand recommendation	% of physicians	Rank ⁽²⁾	Claim validation ⁽¹⁾
La Roche-Posay	47%	1ex	Not validated
CeraVe	36%	1ex	-
Aveeno	29%	3ex	-
Eucerin	22%	3ex	-
Cetraben	18%	3ex	-
Dermol 500 Lotion	18%	3ex	-
Cetaphil	15%	7	-

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

	% of physicians	Rank ⁽²⁾	Claim validation ⁽¹⁾
Acne	53%	1	Validated
Alopecia / Hairloss	N/A	N/A	Not evaluated
Atopy / Eczema	16%	5 ex.	Not validated
Rosacea / Couperosis	37%	1 ex.	Not validated
Sensitive, intolerant, reactive or allergic skin	33%	1 ex.	Not validated
Photoprotection	55%	1	Validated
Hyper pigmentation (melasma, PIHP...)	35%	1 ex.	Not validated
Anti-aging (wrinkle, sagging skin)	47%	1	Validated
Psoriasis	11%	6 ex.	Not validated
Seborrheic dermatitis (face)	20%	2 ex.	Not validated
Side effect of cancer treatment	21%	1 ex.	Not validated
Actinic keratosis	29%	1 ex.	Not validated
Senile xerosis	23%	5 ex.	Not validated
Dandruff / Seborrheic dermatitis (scalp)	N/A	N/A	Not evaluated
Prior or post aesthetic procedures	34%	1 ex.	Not validated
Damaged or injured skin	26%	1 ex.	Not validated
Severe dryness (excluding senile xerosis)	25%	5 ex.	Not validated

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

	% of physicians	Rank ⁽²⁾	Claim validation ⁽¹⁾
Acne	36%	1	Validated
Alopecia / Hairloss	N/A	N/A	Not evaluated
Atopy / Eczema	7%	3 ex.	Not validated
Rosacea / Couperosis	23%	1 ex.	Not validated
Sensitive, intolerant, reactive or allergic skin	14%	1 ex.	Not validated
Photoprotection	37%	1	Validated
Hyper pigmentation (melasma, PIHP...)	23%	1 ex.	Not validated
Anti-aging (wrinkle, sagging skin)	25%	1 ex.	Not validated
Psoriasis	3%	3 ex.	Not validated
Seborrheic dermatitis (face)	7%	3 ex.	Not validated
Side effect of cancer treatment	14%	1 ex.	Not validated
Actinic keratosis	20%	1 ex.	Not validated
Senile xerosis	8%	2 ex.	Not validated
Dandruff / Seborrheic dermatitis (scalp)	N/A	N/A	Not evaluated
Prior or post aesthetic procedures	20%	1 ex.	Not validated
Damaged or injured skin	13%	1 ex.	Not validated
Severe dryness (excluding senile xerosis)	8%	5 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 :

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