

CONFIDENTIAL

International Dermatologists Barometer (wave 5) – La Roche-Posay claim report for

**UK**

**Parameters of the study**

Number of dermatologists	626	Fieldwork start date	06-Jan-23
Sample	73	Fieldwork end date	27-Apr-23
Margin of error	+/- 11%	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)	483
85%	

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

	% of physicians	Rank(2)	Claim validation(1)
Most recommended brand	32%	1	<b>Validated</b>
Total spontaneous recommendation	58%	1	<b>Validated</b>

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

	% of physicians	Rank(2)	Claim validation(1)
Photoprotection	55%	1	<b>Validated</b>

**Claim « La Roche-Posay, most often recommended for photoprotection »**

	% of physicians	Rank(2)	Claim validation(1)
Photoprotection	37%	1	<b>Validated</b>

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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