

Parameters of the study

Number of dermatologists	694	Fieldwork start date	11-Jan-21
Sample	78	Fieldwork end date	22-Mar-21
Error margin	+/- 10 pts	Channel	Online + CAWI

Study managed by A+A

Claim « La Roche-Posay recommended by »

Number of dermatologists ⁽⁴⁾	694	Estimation of the total number of dermatologists recommending La Roche-Posay ⁽⁵⁾
% of dermatologists recommending La Roche-Posay ⁽³⁾	92%	
		599

Claim « La Roche-Posay #1 recommended »

	% of physician	Rank ⁽²⁾	Claim validation ⁽¹⁾
Most recommended brand	35%	1	Validated
Total spontaneous recommendation	55%	1	Validated
Prompted recommendation	92%	1 ex.	Not validated
Most often recommended skincare brand	35%	1	Validated
Total spont. skincare brand recommendation	56%	1	Validated

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

	% of physician	Rank ⁽²⁾	Claim validation ⁽¹⁾
Acne	54%	1 ex.	Not validated
Alopecia hairloss	7%	-	Not validated
Atopy dry skin eczema	25%	5 ex.	Not validated
Couperosis rosacea	44%	1	Validated
Epidermal healing	29%	1 ex.	Not validated
Intolerant reactive or allergic skin	38%	1 ex.	Not validated
Photoprotection	64%	1	Validated
Pigmentation disorders	43%	1 ex.	Not validated
Problems of aging skin	53%	1 ex.	Not validated
Psoriasis	14%	-	Not validated
Seborrheic dermatitis	13%	-	Not validated
Sensitive skin	42%	1 ex.	Not validated
Skin cancer	47%	1 ex.	Not validated
Actinic keratosis	42%	1 ex.	Not validated
Senile xerosis	27%	4 ex.	Not validated
Prior to an aesthetic procedure	31%	1 ex.	Not validated
Post aesthetic procedure	30%	1 ex.	Not validated
Prior or post aesthetic procedure	36%	1 ex.	Not validated
Dandruff	8%	5 ex.	Not validated
Corrective make-up	27%	2 ex.	Not validated

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

	% of physician	Rank ⁽²⁾	Claim validation ⁽¹⁾
Acne	36%	1 ex.	Not validated
Alopecia hairloss	4%	-	Not validated
Atopy dry skin eczema	9%	2 ex.	Not validated
Couperosis rosacea	21%	1 ex.	Not validated
Epidermal healing	14%	-	Not validated
Intolerant reactive or allergic skin	21%	1 ex.	Not validated
Photoprotection	46%	1	Validated
Pigmentation disorders	23%	1 ex.	Not validated
Problems of aging skin	30%	1	Validated
Psoriasis	6%	-	Not validated
Seborrheic dermatitis	5%	-	Not validated
Sensitive skin	17%	1 ex.	Not validated
Skin cancer	32%	1 ex.	Not validated
Actinic keratosis	29%	-	Not validated
Senile xerosis	9%	-	Not validated
Prior to an aesthetic procedure	18%	-	Not validated
Post aesthetic procedure	15%	-	Not validated
Prior or post aesthetic procedure	Not studied	-	-
Dandruff	3%	5 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 IQVIA and/or official sources

(5) The estimated number of dermatologists recommending La Roche-Posay is estimated based on the following calculation :

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