

CONFIDENTIAL

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

UK*

Parameters of the study

Number of dermatologists ⁽³⁾	747	Fieldwork start date	01/15/2024
Sample	77	Fieldwork end date	04/03/2024
Margin of error	+/- 11%	Channel	Online

Study managed by AplusA

Claim « La Roche Posay #1 recommended for photoprotection »

	% of physicians	Rank ⁽²⁾	Claim validation ⁽¹⁾
La Roche Posay	73% ⁽⁴⁾	1	Validated
2 nd ranking brand	30% ⁽⁴⁾	2 ex.	Not validated
3 rd ranking brand	23% ⁽⁴⁾	2 ex.	Not validated

Notes:

*UK excluding Northern Ireland & Wales.

(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 AplusA and/or official sources

(4) Based on prompted recommendation