

International Dermatologists Barometer (wave 7 - 2025) – LDB brand claim report for

**Great Britain**

Parameters of the study

Number of dermatologists <sup>(3)</sup>	<b>786</b>	Fieldwork start date	<b>06/01/2025</b>
Sample	<b>78</b>	Fieldwork end date	<b>25/04/2025</b>
Margin of error	<b>+/- 11%</b>	Channel	<b>Online</b>

Study managed by AplusA

Claim « La Roche Posay #1 recommended for photoprotection »

	% of physicians	Rank <sup>(2)</sup>	Claim validation <sup>(1)</sup>
La Roche Posay	72% <sup>(4)</sup>	1	<b>Validated</b>
2 <sup>nd</sup> ranking brand	24% <sup>(4)</sup>	2 ex.	<b>Not validated</b>
3 <sup>rd</sup> ranking brand	24% <sup>(4)</sup>	2 ex.	<b>Not validated</b>

**Notes:**

- (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