

International Dermatologists Barometer (wave 8 - 2026) – LDB brand claim report for

Great Britain - Consultants

Parameters of the study

Number of dermatologists ⁽³⁾	786	Fieldwork start date	06/01/2026
Sample ⁽⁵⁾	76	Fieldwork end date	15/04/2026
Margin of error	+/- 11%	Channel	Online

Study managed by AplusA

Claim "La Roche Posay Anthelios, No. 1 dermatologist recommended brand for photoprotection"

	% of physicians	Rank ⁽²⁾	Claim validation ⁽¹⁾
La Roche Posay	61% ⁽⁴⁾	1	Validated
Other brands*	11% ⁽⁴⁾	2 ex.	Not validated
Heliocare	8% ⁽⁴⁾	2 ex.	Not validated

*Prompted "other brands" without specification

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) Source : BAD 2024 report (<https://cdn.bad.org.uk/uploads/2024/09/10155802/BAD-Workforce-Census-Report-Sept-24.pdf>)
- (4) Based on prompted recommendation
- (5) Dermatologists who are consulted for photoprotection issues and recommending dermocosmetic products for this indication

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from the results of the barometer wave 8 - 2026