

GALDERMA

EST. 1981

Cetaphil Research – Dermatologist Recommendation

UK – October 2021



Methodology

SAMPLE DESCRIPTION & SIZE



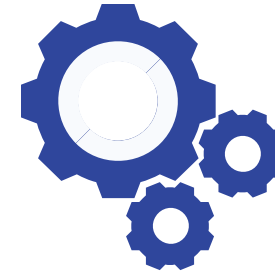
Nationwide

Dermatologists

N:71 Dermatologists

**>10% Sample of all UK
Dermatologists**

STUDY DESIGN



**Independent Market research Agency
on behalf of a Pharmaceutical
company**

**Online questionnaire
10 min length**

Conducted September – October 2021

**Aided brand selection of top 15
brands in skincare category**

Detailed Methodology & Study Design

- i. *How were the dermatologists selected to receive the survey?* We only invited Dermatologists who were a part of a specialist panel to take part in this research. All respondents were verified for their credentials during the original panel recruitment phase to ensure they were the correct profession (in this instance Dermatologists). Each of the panel members was verified against their corresponding license numbers when they were recruited to join the specialist panel for authentication purposes. The panel building team also calls them personally for another round of verification upon on boarding to the panel.
- ii. *How many dermatologists were registered in the UK at the point of the survey?* There were 626 Dermatologists registered in 2021 when the research was conducted.
- iii. *What was the response rate to the survey?* With a base size of 71 completed interviews we achieved the view of 11% of UK based Dermatologists.
- iv. *How were dermatologists introduced to the survey?* Dermatologist were introduced to the survey in a blind fashion, followed by a series of prompted questions around the brands that they were aware of, and would recommend. The prompted lists used within the survey were randomised to avoid any order effect/bias whilst answering the questions.

Survey introduction: *“For this survey, we’re interested in learning more about the skincare brands that you know and might recommend alongside other prescribed treatments. That is, we would like your opinion about products that you might suggest to your patients to help their skin conditions and/or reduce potential side effects from their prescribed treatments.”*

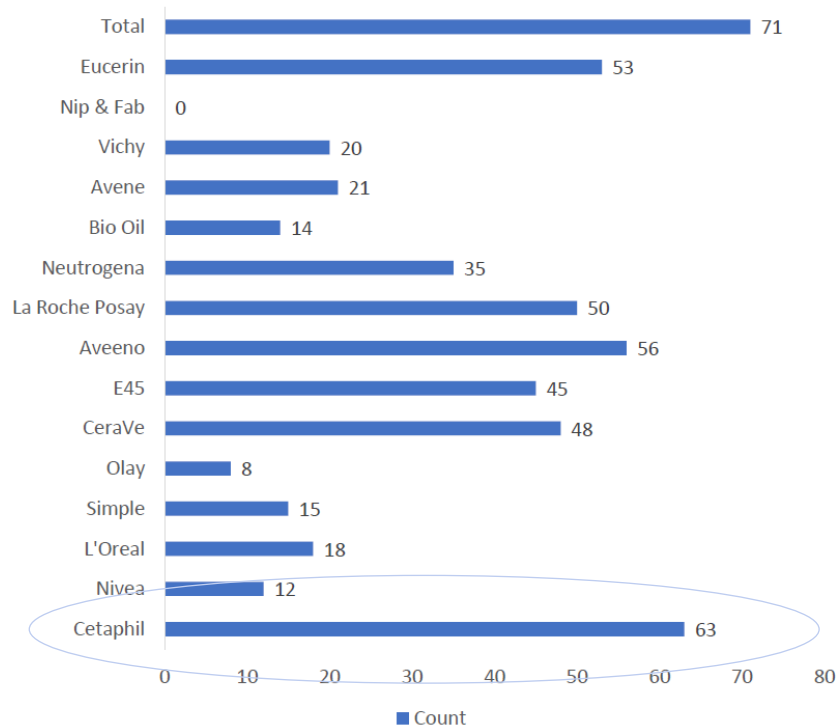
- v. *How many questions in the questionnaire in total?* The survey contained 28 questions in total (including adverse events information)
- vi. *How long was the survey open/available for?* The survey was live between 17th September 2021 and 8th October 2021
- vii. *How were the brands used within the survey selected?* For prompted brand lists we used the top 15 brands in the skincare category based on YTD 2021 Nielsen brand value share.

Claim & Substantiation

Claim



#1 DERMATOLOGIST
RECOMMENDED
SKINCARE BRAND*



#	Answer	%	Count
1	Cetaphil	88.70%	63
2	Nivea	16.90%	12
3	L'Oreal	25.40%	18
4	Simple	21.10%	15
5	Olay	11.30%	8
6	CeraVe	67.60%	48
7	E45	63.40%	45
8	Aveeno	78.90%	56
9	La Roche Posay	70.40%	50
10	Neutrogena	49.30%	35
11	Bio Oil	19.70%	14
12	Avene	29.60%	21
13	Vichy	28.20%	20
14	Nip & Fab	0.00%	0
15	Eucerin	74.60%	53
	Total	100%	71

Q: Which of these skincare brands would you recommend to your patients (alongside their prescribed treatments)? Tick all that apply.
Respondents: 71