

A close-up photograph of a woman's face, looking directly at the camera. Her skin is clear and glowing. Two hands are gently touching her face: one on the left side of her face and another on the right side, near her ear. The background is a solid, vibrant teal color. The overall mood is serene and focused on skincare or beauty.

# 2021

## Résultats annuels

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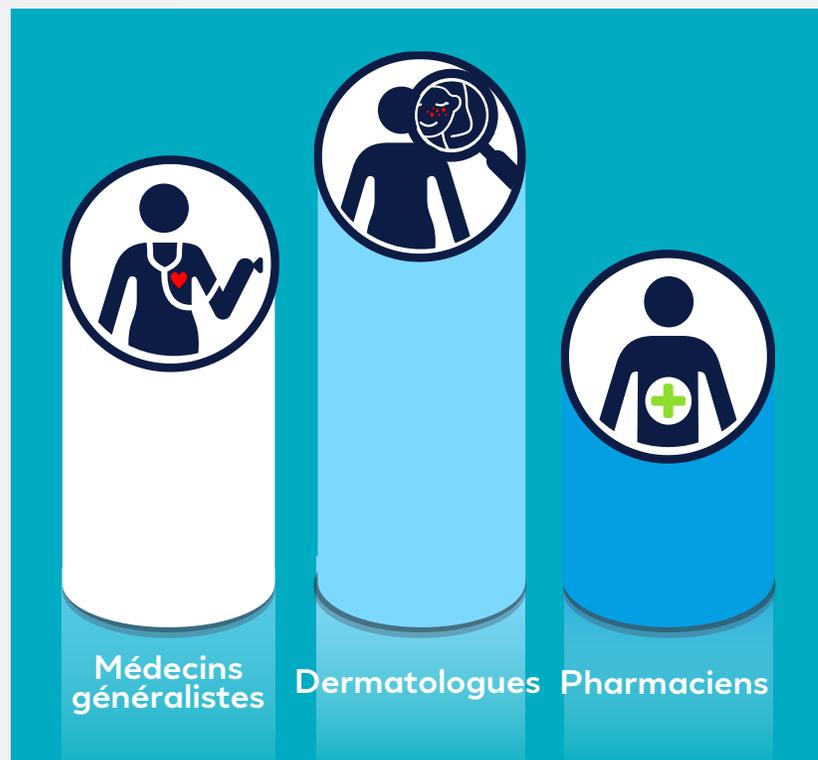
DIVISION COSMÉTIQUE ACTIVE

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**Myriam COHEN-WELGRYN**

10 février 2022

# Notre stratégie médicale porte ses fruits



**Confiance dans les sources d'informations\***

\*Etude shopper IRI, réalisée en septembre 2021 auprès de 1203 personnes, Hommes et Femmes acheteurs d'hygiène-beauté, responsables ou en partie des achats de produits de consommation courante. Echantillon représentatif des acheteurs d'HB sur le sexe et l'âge et nat rep sur les CSP et régions.

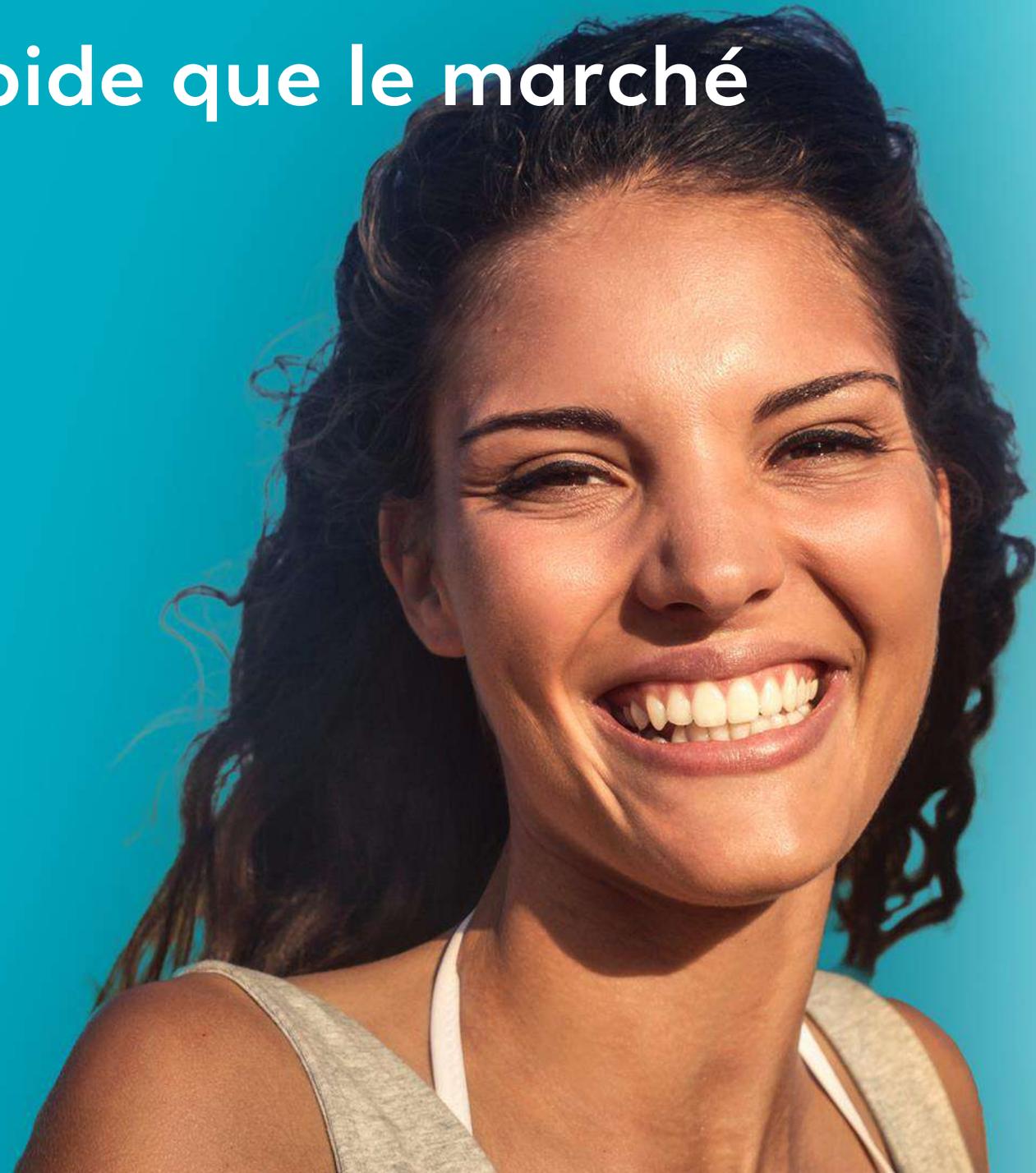
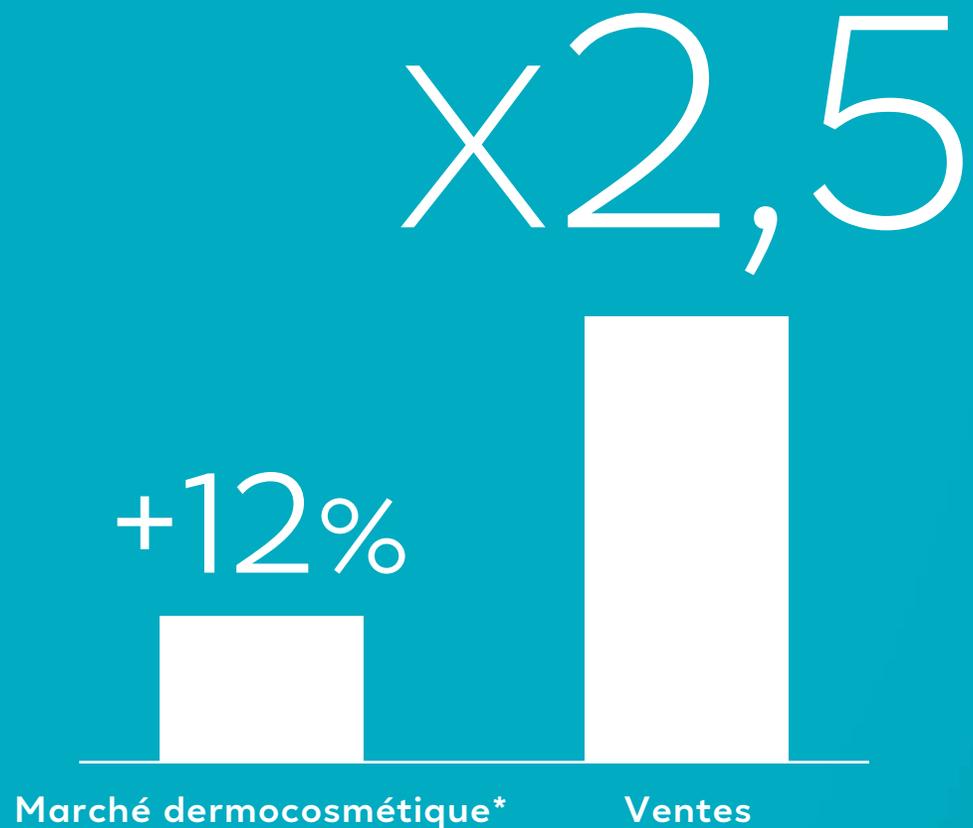
# Une croissance record pour la division



+31,8%

+55% vs 2019

# Une croissance plus rapide que le marché



**La division a renforcé son leadership  
dans la "beauté médicale"**



4

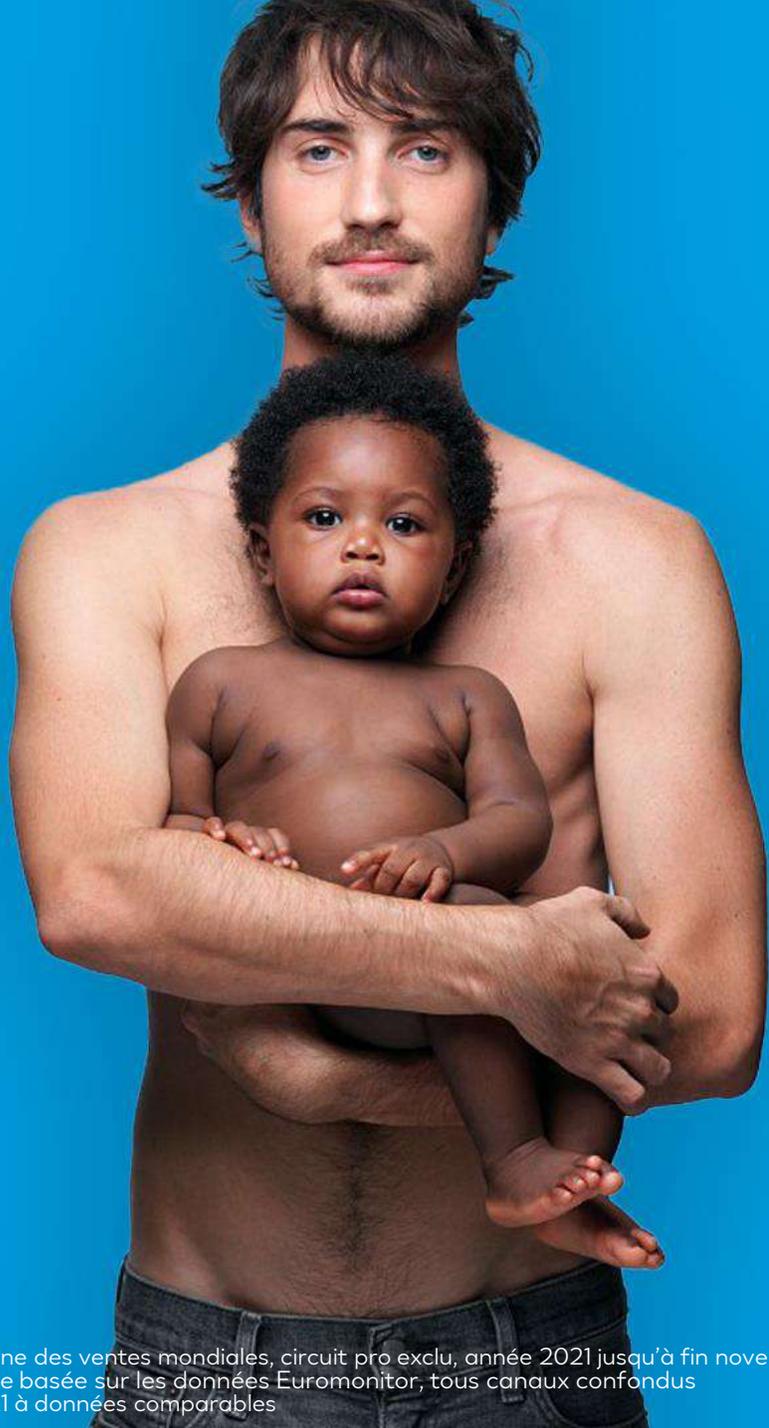
Facteurs  
de succès



1

# 4 marques complémentaires





**LA ROCHE POSAY**  
LABORATOIRE DERMATOLOGIQUE

#1

Marque  
dermocosmétique

#7

Marque de soin  
de la peau

+28%

Croissance

#1: consolidation interne des ventes mondiales, circuit pro exclu, année 2021 jusqu'à fin novembre

#7: estimation interne basée sur les données Euromonitor, tous canaux confondus

+28%: croissance 2021 à données comparables

+75%  
Croissance record

#3\*  
Marque  
dermocosmétique



# #2

## Marché US des nettoyants du visage





 SKINCEUTICALS

+31%\*

#1

Marque mondiale  
de soin de la peau  
en médecine esthétique\*\*



\*Croissance 2021 à données comparables  
\*\*Kline, canal de distribution médicale, année 20201, en valeur absolue



VICHY  
LABORATOIRES

+9%



2

Leadership  
médical





220 000

Médecins partenaires

+26%

+ Pédiatres  
+ Médecins généralistes

# Racial/Ethnic Variations in Skin Barrier: Implications for Skin Care Recommendations in Skin of Color

September 2021 | Volume 20 | Issue 9 | Original Article | 932 | Copyright © September 2021

Published online August 31, 2021

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## ABSTRACT

**Background:** Genetic and environmental factors influence stratum corneum (SC) barrier properties and function. Researchers increasingly focus on biophysical studies that may help clinicians provide their patients with an informed choice on tailor-made skincare. This literature review on skin barrier properties comparing different ethnic populations aims to offer insights into the information's clinical relevance.  
**Methods:** A literature review followed by panel discussions and an online review process aimed to answer the questions: Are there racial/ethnic differences in the SC barrier structure and healthy skin barrier function? Is there a need for specific cleansers and moisturizers?  
**Results:** Ethnic categories based on race and ethnicity are often not well defined and inconsistent across different studies. Studies comparing ethnic groups' physical and biochemical skin barrier properties have reported differences in transepidermal water loss (TEWL), skin lipid levels, pH, and mast cell granule size. However, these studies frequently had methodological flaws, mainly were small, and demonstrated conflicting results. The literature suggests racial/ethnic variations in ceramide content, SC structure, and filaggrin mutations. Furthermore, studies have shown a greater burden of pruritus and atopic dermatitis among Black populations. Data on barrier properties in Hispanic/LatinX and South Asian populations are lacking.

## MATERIALS AND METHODS

A panel comprised of seven dermatologists from the US (the authors) convened a virtual meeting on October 10, 2020, to address the following questions using a modified Delphi process: 1) Are there racial/ethnic differences in skin barrier structure and function? 2) Is there a need for specialized approaches to skincare in patients with skin of color? Statements intended for healthcare providers caring for diverse patients and clinician-researchers were developed based on available literature and the panel's expert opinion.

## INTRODUCTION

While multiple studies have identified variations in skin barrier properties between different racial/ethnic populations, the clinical relevance of these findings have not been established.<sup>1-3</sup> This project sought to help clarify the existing published data and provide consensus statements on variations in skin barrier properties that may be observed in populations with skin of color. We assembled a group of dermatologists with expertise in skin of color to examine the data and summarize the findings.

≈ x2  
Publications  
scientifiques

# Topical S. aureus – Targeting Endolysin Significantly Improves Symptoms and QoL in Individuals With Atopic Dermatitis

December 2021 | Volume 20 | Issue 12 | Original Article | 1323 | Copyright © December 2021

Published online November 29, 2021

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## ABSTRACT

Atopic dermatitis (AD) is a chronic skin condition affecting an increasing number of children and adults whose quality of life is impacted by chronic itch and pain. It is characterized by an altered epidermal barrier, skin inflammation, and skin microbiome dysbiosis particularly over-colonization of *Staphylococcus aureus*. The efficacy and tolerance of a cream containing a *S. aureus* targeting technology (endolysin) was assessed in an open-label, two-week study in children and adults with mild-to-moderate atopic dermatitis. A total of 43 patients ranging from 7 months to 57 years old were included and all patients finished the study without any tolerance problem. Disease severity, measured with SCORAD, quickly reduced by 43% in 7 days and by 68% in 14 days. The benefit was perceived by the whole panel with a marked improvement in overall QoL. This study shows the efficacy of a highly specific *S. aureus*-targeted technology in alleviating symptoms and improving QoL in children and adults with atopic dermatitis. It could also be beneficial in reducing and preventing flares in subjects with *S. aureus* load due to its good tolerance and specific action.

J Drugs Dermatol. 2021;20(12):1323-1328. doi:10.36849/JDD.6363

## INTRODUCTION

Atopic dermatitis (AD) affects 20% of infants and adolescents and up to 3% of adults worldwide<sup>1-3</sup> and its incidence is increasing globally.<sup>4</sup> AD causes erythema, constant intense itching,<sup>4</sup> and psychological distress<sup>5</sup> which negatively impacts quality of life (QoL) more than other chronic conditions such as heart disease or diabetes.<sup>6</sup> In children, it has the second highest impact on QoL.<sup>7</sup>

AD is a chronic inflammatory skin condition associated with epidermal barrier dysfunction, abnormal immune response, and skin microbiome imbalance.<sup>8</sup> These three factors are interdependent thus enabling AD symptoms to be managed from multiple angles. Skin microbiome dysbiosis is often characterized by low skin microbial diversity compared to healthy skin and an over-colonization of *S. aureus*.<sup>9</sup> *S. aureus* levels are associated with AD disease severity, flare frequency and symptoms that directly impact QoL.<sup>10,12</sup> Its toxins stimulate proinflammatory cytokine and chemokine production causing itching, burning sensations, and pain,<sup>13,14</sup> and create a vicious itch-scratch cycle.<sup>15-17</sup>

During AD flares, treatment aims to reduce inflammation and

itching, rebuild the epidermal barrier, and prevent secondary infections.<sup>18</sup> Appropriate moisturizers and cleansers are cornerstones of AD management to address skin barrier dysfunction.<sup>19</sup> Topical corticosteroids (TCS) are first-line treatment for flares since they effectively reduce inflammation.<sup>20</sup> However, their use is limited to avoid developing skin atrophy in sensitive skin areas.<sup>21</sup> Furthermore, patients express concerns (corticophobia) which can impact TCS use, adherence to treatment and overall effectiveness.<sup>22</sup> Secondary infection, particularly by *S. aureus*, can be treated with broad spectrum or anti-staphylococcal antibiotics<sup>20</sup> but these can damage the beneficial skin microbiota and potentially lead to antibiotic resistance.<sup>23</sup> Considering the mounting evidence pointing towards the major negative role of *S. aureus* in AD and the beneficial role of the skin microbiome for skin homeostasis, a treatment exclusively targeting *S. aureus* offers many advantages.<sup>24</sup>

Many microbial ecosystems, including the skin microbiome, harbor viruses called bacteriophages that only infect bacteria.<sup>25</sup> Bacteriophages are specific for their target bacteria, and at the end of their lytic cycle induce the production of enzymes, called endolysins, which degrade the peptidoglycan of the bacterial cell wall from within, causing cell lysis and progeny virion release. Since Gram-positive bacteria, such as *S. aureus*,

# Leadership en matière de prescription

Marque la plus recommandée  
par les dermatologues

LA ROCHE POSAY  
LABORATOIRE DERMATOLOGIQUE



CeraVe  
DEVELOPED WITH DERMATOLOGISTS

#1

Marque de soin de la peau la  
plus recommandée par les  
dermatologues aux Etats-Unis

SKINCEUTICALS  
ADVANCED PROFESSIONAL SKINCARE

#1

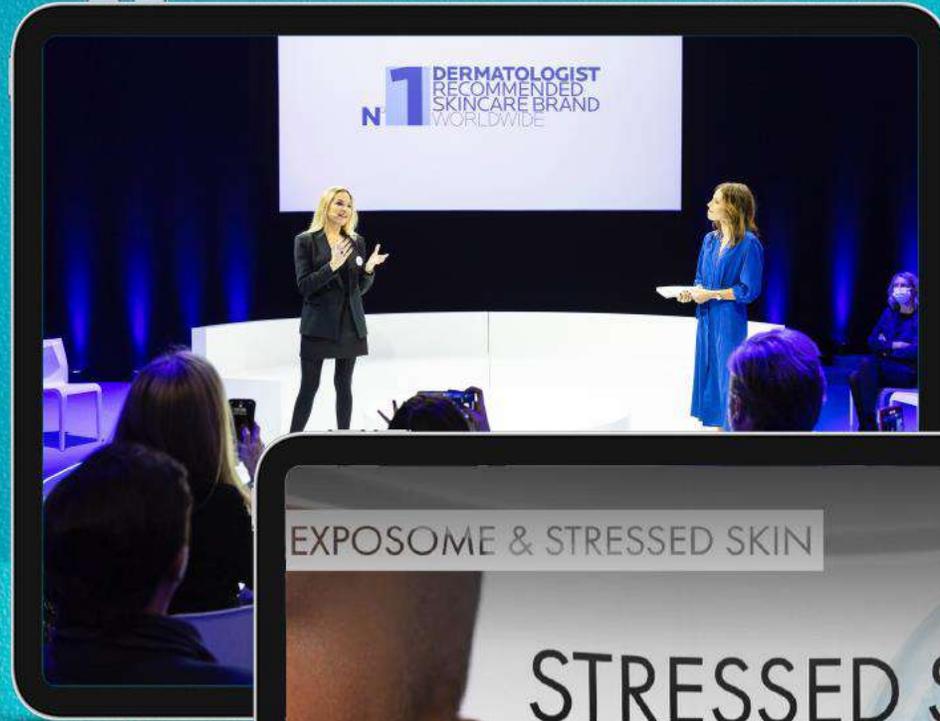
Marque mondiale  
de soin de la peau  
en médecine esthétique

3

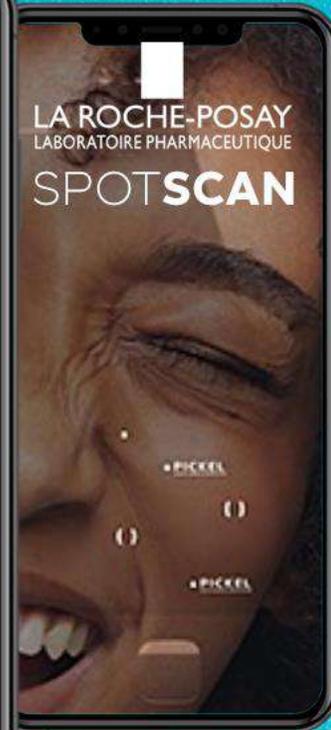
# Leadership digital



# Leadership en matière de recommandations et de services en ligne



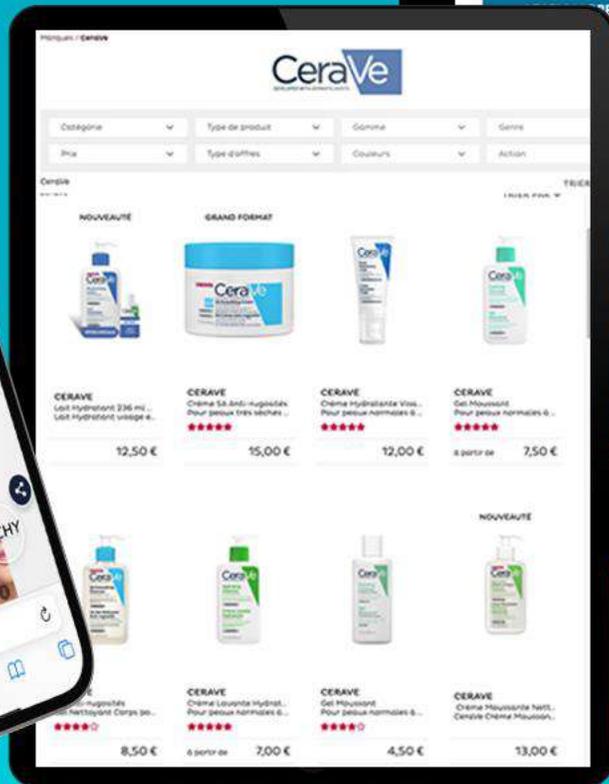
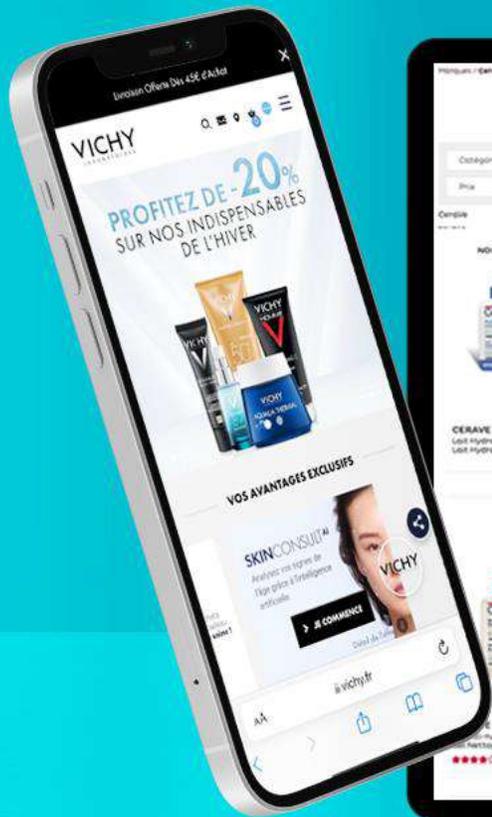
10 M  
diagnostics



20 M  
diagnostics

# Explosion du e-commerce

>1,2Md€



4

# Expansion internationale

Toutes les régions > +20%



Amérique du N.

+ 49%



Europe

+ 20%



Asie du N.

+ 31%

Sapmena

+ 34%

Amérique Lat.

+ 33%

SSA

+ 34%



Equipes  
exceptionnelles

Cette performance va-t-elle continuer?



Cette performance va-t-elle continuer?

Oui!



1

Les problèmes de peau en croissance constante



2 milliards  
de personnes

souffrent de  
problèmes de peau\*





Solide plan  
de lancement  
2022

Activation par  
l'endolysine,  
au cœur de  
la science du  
microbiome



**LA ROCHE POSAY**  
LABORATOIRE DERMATOLOGIQUE

**N°1** MARQUE  
**SOIN DE LA PEAU**  
PRESCRITE EN FRANCE

**NOUVEAU FILTRE UV : MEXORYL 400**

**LE FILTRE SOLAIRE LE PLUS EFFICACE  
CONTRE LES RAYONS UV  
LES PLUS INSIDIEUX**

**ANTHELIOS  
UVMUNE 400** spf 50+

[PROTÈGE DES DOMMAGES CELLULAIRES PROFONDS]



## ② Opportunités liées aux plateformes médicales



# Un grand pas vers la prise en charge de la santé de la peau

**verily**



**L'ORÉAL**  
Active Cosmetics

AIR FORCE  
350°

13BE BOE696  
1132681 F  
113:ZVF  
11111 XV

236US 6763  
1123 :: pq

35  
cos ght  
00215

LAT/HEIGHT  
4550°

13BE BOE696  
1132681 F  
113:ZVF  
11111 XV

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@Q

8000°  
20217 wly  
wat soldier

8000  
6000  
4000  
2000  
1000  
0000

PERCENTAGEBAR 79%

PERCENTAGEBAR 3%



3

# Un fort réservoir de croissance



**L'ORÉAL**

Active Cosmetics

# 2021

## Résultats annuels

### DIVISION COSMÉTIQUE ACTIVE

#### Avertissement

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