

# AI Reputation Analysis and Signal Evaluation - La Roche-Posay (L'Oréal España S.A.U.)

## BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care  
Reputation: La Roche-Posay (L'Oréal España S.A.U.) (laroche-posay.es)

<https://laroche-posay.es>

Industry: Beauty, Cosmetics & Personal Care



REPUTATION LEVEL

## BEAUTY, COSMETICS & PERSONAL CARE

**54.6 Avg Reputation**

Based on 1453 businesses audited.

### HIGHER REPUTATION THAN AVERAGE

La Roche-Posay (L'Oréal España S.A.U.) has 6.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

## EXPERT VERDICT

La Roche-Posay is a high-substance brand trapped in a high-fluff corporate template. It uniquely backs its 'science-backed' jargon with actual medical journal citations, but fails the authority test by hiding its experts behind corporate walls and ignoring structured data (schema).

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## INFO DENSITY

Power-words vs. Substance ratio.

**20**

67% Reputation

The site exhibits a dual nature; while the H2s like 'DESCUBRE NUESTROS PRODUCTOS LIFE CHANGERS' are pure marketing fluff, the body text provides rare substance for this industry. Specifically, the Effaclar Spotscan+ page cites a study from the 'N Engl J Med 2018' and clinical trial sample sizes like 'n=24' and 'n=41'. However, the density is diluted by repetitive claims about 'commitment to safety' that occupy significant vertical space without providing new data points.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is minimal drift between the homepage signal and sub-page delivery. The homepage promises 'Cuidado de Pieles Sensibles' and the sub-pages deliver specific tools like the AI-powered Spotscan+ facial analyzer. A minor disconnect exists in technical delivery, as the 'Guía Paciente Oncológico' page returned almost no content in the crawl, failing to deliver on the high-stakes promise of oncology-specific skin guidance.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

The site uses a moderate amount of trust theatre, displaying review counts (14 on homepage, 2 on Spotscan) but with a low proof\_links\_count of 1. While the reviews are standard 'theatre,' the brand counteracts this by providing legitimate scientific citations for its acne claims, which is far above the industry average for 'science-backed' marketing.

### EVIDENCE: PROOF DENSITY

The proof density is higher than typical cosmetics sites, featuring specific technical markers like '6,000 images' for AI training and 'GEA score' for acne. Across 4 pages, we find 2-3 specific clinical citations, which is a high ratio compared to the 14 reviews. The evidence is aging (2018 study cited in a 2026 context is ~92 months old/stale), but its inclusion remains a substance-marker.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

8

53% Reputation

La Roche-Posay uses several industry clichés such as 'Life changers,' 'active dose,' and 'only the essential.' The newsletter and store locator blocks are boilerplate L'Oréal España templates. However, the AI diagnostic tool (Spotscan+) and the specific GEA scoring system provide a unique value proposition that prevents the site from being a pure commodity copy-paste.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists due to the total absence of JSON-LD schema (null) in the provided data, which is a technical failure for a brand claiming medical authority. While the text refers to 'dermatologists and toxicologists,' no specific names, credentials, or 'Person' schema entities are used to anchor these claims to real-world experts, leaving the 'authority' as a faceless corporate entity.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The brand makes bold claims like 'zero allergic reactions' (Un requisito = cero reacciones alérgicas), which is a statistically improbable marketing absolute. However, it partially justifies this with a protocol description (reformulating if a single case is detected). The 'Life Changers' H2 is the most egregious disconnect, as it categorizes basic topical creams using high-intensity emotional triggers without immediate outcome data.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Beauty, Cosmetics & Personal Care Reputation: La Roche-Posay (L?Oréal España S.A.U.) (laroche-posay.es)**

**Reputation: 61 / 100**

### INDUSTRY CLASSIFICATION

The content perfectly aligns with the Beauty, Cosmetics & Personal Care industry, specifically the 'cosmeceutical' sub-sector. The focus on 'sensitive skin,' 'hypoallergenic' products, and 'dermatological' testing confirms its positioning as a pharmacy-grade skincare brand.

*"The score of 61 (Low BS) is primarily driven by the 'Identity and Authority' pillar (13/15) due to missing schema and unnamed experts. The 'Information Density' and 'Trust and Proof' scores are relatively low for this industry because the site actually includes clinical sample sizes and medical journal references, which are high-substance markers."*

### ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://laroche-posay.es> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 30, 2026

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