

AI Reputation Analysis and Signal Evaluation - La Roche-Posay

BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care
Reputation: La Roche-Posay
(laroche-posay.ru)

<https://laroche-posay.ru>

Industry: Beauty, Cosmetics & Personal Care



BEAUTY, COSMETICS & PERSONAL CARE

54.6 Avg Reputation

Based on 1453 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

La Roche-Posay has 6.6 points less reputation than the average for Beauty, Cosmetics & Personal Care.

EXPERT VERDICT

La Roche-Posay is a master of 'Authority by Association,' using massive volumes of unverified social proof to compensate for a lack of genuine technical transparency. The site functions more as a marketing funnel than a scientific resource, hiding behind a facade of 'Expertise' that lacks structured data or named accountabilities.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The site is saturated with power words like breakthrough (???????) and innovation (??????????), particularly in the ANTHELIOS and MELA B3 sections. While substance is present in the form of technical ratings like PPD42 and mention of a 6,000-image AI training set, these are often overshadowed by repetitive marketing slogans. The 'Ingredients Library' page is a significant failure, containing almost no actual data despite its high-level H1 claim.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

The homepage H1 and meta title aggressively position the site as an 'Official Online Shop,' yet the body text immediately contradicts this with an error message stating there is 'no information about the availability of goods' from partners. This disconnect between the commercial 'Signal' and the functional 'Substance' is a major source of drift. Furthermore, the 'Ingredients Library' sub-page acts as a hollow shell that fails to deliver the technical transparency promised on the homepage.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is rampant, with review counts exceeding 3,500 for single products like the 'Micro-peeling Cleansing Gel,' yet the `proof_links_count` remains 0 across all pages. The site references surveys by 'Aston Consulting' but provides stale data from 2023 (over 36 months old) to support 2026 'innovation' claims. The `trust_theatre_flag` is true on every page, indicating a reliance on unverified internal metrics rather than external validation.

EVIDENCE: PROOF DENSITY

There is a moderate amount of internal proof (technical specs and sample sizes), but the ratio of verifiable evidence to assertions is skewed. For every one technical metric (like PPD), there are five to seven instances of vague marketing fluff. There are zero outbound links to third-party labs, medical journals, or independent certification bodies.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The 'AI + Dermatologists' value proposition is a standard industry cliché for 2026, utilized by almost every major pharmacy-grade brand. The content relies on generic template blocks such as 'Best Sellers' and 'How it Works' (the 3-step diagnosis), which could be swapped with any competitor's logo without losing meaning. Clichés like 'expert diagnosis' and 'professional experience' are used as filler in nearly every H2 and H3 heading.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

Despite claiming to be an authority in dermatology, the site has a total absence of structured data (`schema_json` is null), representing a massive technical credibility gap. There are no named individual experts or lead scientists with verifiable digital footprints or Person schema. The authority is entirely 'Institutional'?projected through the brand name rather than documented through the credentials of its personnel.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about 'one application' helping users forget about dry skin and 'breakthroughs' in pigment correction without providing links to published clinical study methodologies. The reliance on a 2023 survey of 300 dermatologists to validate current product performance in 2026 creates a chronological disconnect in their evidence base.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Beauty, Cosmetics & Personal Care Reputation: La Roche-Posay (laroche-posay.ru)

Reputation: 48 / 100

INDUSTRY CLASSIFICATION

The website content perfectly matches the Beauty, Cosmetics & Personal Care industry. The usage of technical skincare terminology such as SPF50+, PPD42, and acne-specific diagnostic parameters confirms its classification.

"The score of 48 is driven by high penalties in Trust and Proof (17/20) and Identity and Authority (12/15). The presence of massive unverified review counts combined with the total absence of structured data and the failure of the Ingredients sub-page to provide actual data created a significant gap between brand claims and forensic evidence."

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.ru> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 30, 2026

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