



**CANCER SUPPORT 2025 REPORT**  
OUR COMMITMENTS AND CONTRIBUTIONS



## «More than skincare we are a brand of greater good»

It is with pride and a strong sense of purpose that I introduce La Roche-Posay's first Cancer Support Progress Report, a testament to our commitment to taking action against cancer. For many years now, this commitment has been at the core of our brand DNA. What began with pioneering skincare solutions for sun protection has turned into comprehensive 360° ecosystem of support, driven by our belief that no one should fight cancer alone.

We know it: cancer is a global health crisis, leaving significant mental and physical scars on those it touches.

Cancer Support by La Roche-Posay is dedicated to helping people affected by the disease, by improving patients' quality of life throughout their journey, and raising awareness within the broader community. Every day, we strive to provide support at every step of the way, from the patient starting their third round of cancer treatment to the person noticing a suspicious mole for the first time. This report showcases how we bring this ambition to life through three fundamental pillars: Science, Support, and Awareness.

Our scientific discipline drives the development of our rigorously tested dermocosmetic solutions and enables us to advance knowledge across the medical community. Our support initiatives, delivered through meaningful partnerships with NGOs and healthcare professionals, provide tangible assistance to people with cancer. Finally, through impactful awareness campaigns, we aim at educating and empowering communities globally, breaking taboos and fostering open conversations.

As La Roche-Posay celebrates its 50th anniversary in 2025, this milestone is not just about looking back at half-a-century of dermatological innovation. It's about reaffirming our promise to the future. It's about strengthening our determination to leverage our expertise, our partnerships, and our collective intelligence to help reduce the burden of cancer and enhance the quality of life for people with cancer and their loved ones.

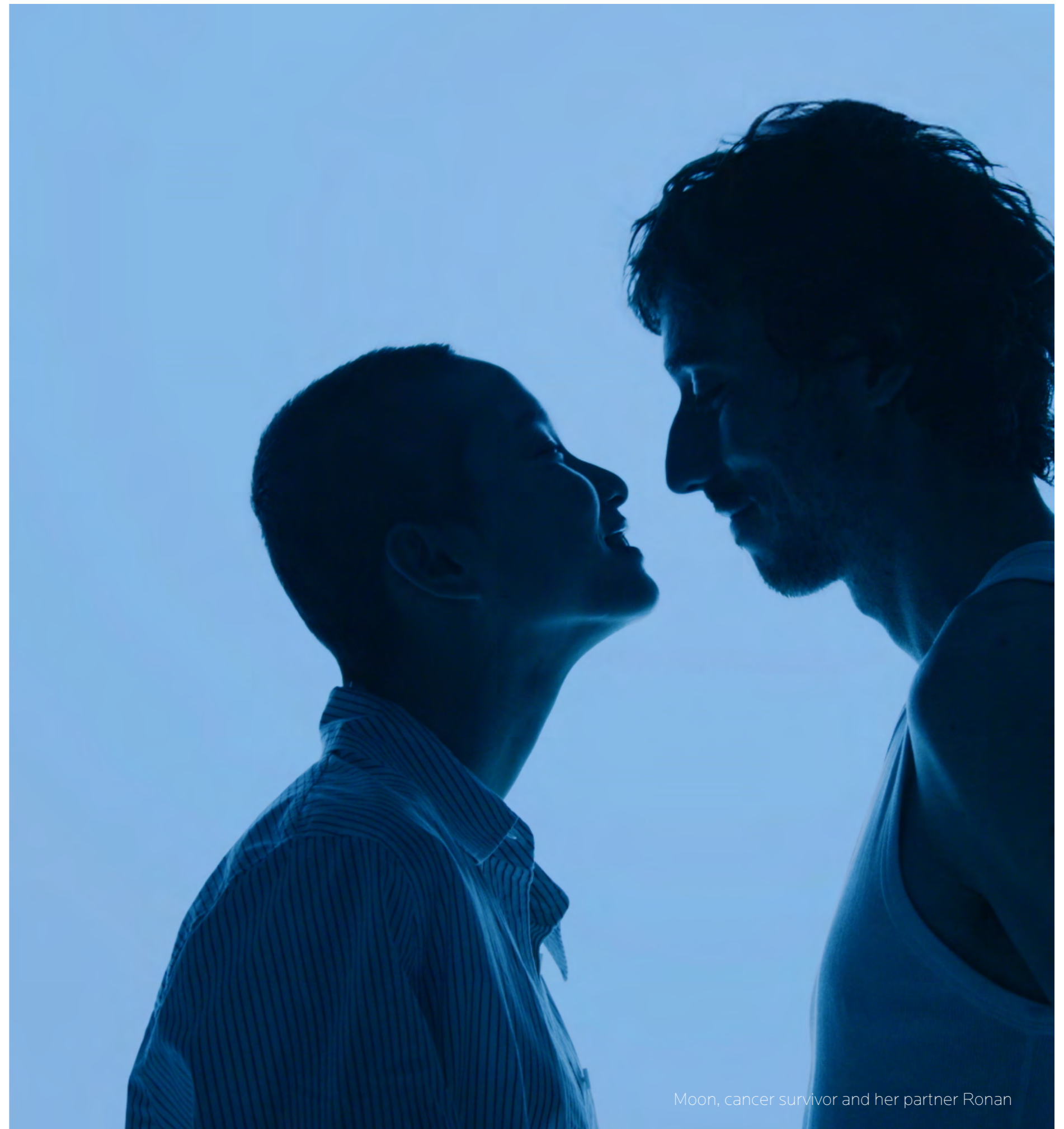
This report is more than a summary of our actions; it is an invitation to join us in this essential mission. Together, through continued innovation, dedicated support, and increased awareness, we can truly make a difference.

**ALEXANDRA RENI-CATHERINE**  
GLOBAL GENERAL MANAGER OF  
LA ROCHE-POSAY INTERNATIONAL



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Moon, cancer survivor and her partner Ronan

**A MATTER OF**  
PUBLIC HEALTH



Pedro, cancer survivor and his friend Alvaro

## THE CANCER BURDEN

The global impact of cancer has unfortunately never been more pronounced. Cancer is expected to affect one in five people during their lifetime<sup>1</sup>, and is the second leading cause of death globally<sup>2</sup>.

Further, cases are projected to increase by a concerning 77% by 2050<sup>3</sup>. The major public health crisis that this presents is undeniable. Yet, there is significant hope.

Many cancers can be cured if detected early and treated effectively<sup>4</sup>, which underscores the importance of global action focused on cancer prevention, accessible treatment, and comprehensive support systems.



Moon, cancer survivor and her partner Ronan

# 1/5

people will be diagnosed with cancer during their lifetime<sup>5</sup>

# ALMOST 20 M

new cancer cases were diagnosed worldwide in 2022<sup>6</sup>

# N°2

Cancer is the second leading cause of death globally<sup>7</sup>

- 1** International Agency for Research on Cancer, Global Cancer Observatory, 2022.
- 2** American Cancer Society, The Global Cancer Burden.
- 3** Versus 2022. World Health Organization, Global cancer burden growing, amidst mounting need for services, 1 February 2024.
- 4** World Health Organisation, Cancer, 3 February 2025.
- 5** International Agency for Research on Cancer, Global Cancer Observatory, 2022.
- 6** Bray F, Laversanne M, Sung H, et al. Global cancer statistics 2022: GLOBOCAN estimates of incidence and mortality worldwide for 36 cancers in 185 countries. CA Cancer J Clin. 2024; 74(3): 229-263. doi:10.3322/caac.21834
- 7** American Cancer Society, The Global Cancer Burden.

## COMMITTED TO TAKING ACTION AGAINST CANCER

Oncology has long been at the heart of La Roche-Posay. For almost four decades, we have dedicated ourselves to developing skincare solutions that provide protection against the sun and alleviate the skin discomfort of those undergoing cancer treatment.

Over the last 25 years, we have strived to expand our impact beyond our products to encompass patient support programmes, collaborations with non-governmental organisations (NGOs), and impactful awareness campaigns – all driven by our commitment to serve people with cancer.

This report details our progress and ongoing initiatives in these critical areas.



Cancer Support by La Roche-Posay encapsulates our global oncology efforts. The program is focused on two key battlefields:

- > **Save Your Skin**, dedicated to skin cancer prevention and detection.
- > **Fight With Care**, dedicated to improving the quality of life of patients through supportive care.





**CANCER SUPPORT**  
BY LA ROCHE-POSAY

Danielle, cancer survivor and her daughters Lauryn & Kenya

## OUR LONG-STANDING COMMITMENT TO CANCER SUPPORT

La Roche-Posay has dedicated 50 years to creating life-changing solutions for everyone. Discover our key cancer support milestones and achievements below.

### 1975

French pharmacist **Rene Levayer** founded **Roche-Posay Laboratoires Pharmaceutiques**, laying the groundwork for a future of skincare innovation.

### 1987

We became the **first brand to launch a product with an anti-UVA filter**, introducing Parsol 1789, which set new standards in sun protection.

### 1993

**New filter Mexoryl SX** reinforces protection against short-UVA rays, exclusive L'Oréal innovation launched 1st on Anthelios S.

### 1996

**Anthelios is chosen to protect French athletes** at the Atlanta Summer Olympics.

### 1998

New filter **mexoryl XL** reinforces **broad spectrum protection** for extra large protection from UVB to UVA rays, exclusive L'Oréal innovation launched 1st on Anthelios XL.

### 2007

Leading the way in holistic care, we **opened the first after-care cancer treatment center**, providing essential support for patients.

### 2013

We establish the **European Skin Management in Oncology (ESKIMO)** working group to increase understanding of the impacts on skin of cancer treatment.

### 2014

**Disruptive educational skinchecker campaign** in skin cancer prevention by learning how to detect melanomas. It was the first viral campaign of the brand, thanks to its disruptive creative approach using Dalmatians.

### 2021

Our oncology product range is communicated to consumers for the first time, showcasing our products which have been **tested to be suitable for patients undergoing cancer treatment**.

### 2016

Flexible UV patch. **My UV Patch, is launched to educate users on sun-safe behaviours**, paired with a mobile app.

### 2022

We establish our **global partnership with UICC**, the oldest and largest global membership organisation dedicated to taking action on cancer.

We launch the **UVMune 400 with Mexoryl**: a breakthrough in ultra-long UVA protection that set a new benchmark for sun care.

We establish **global partnership with MASCC**, an international organization dedicated to the practice, education and research of supportive care in cancer, and with the mission to continually improve the supportive care of people with cancer.

### 2020

We establish **global partnership with Euromelanoma**, an initiative led by a network of European dermatologists dedicated to promoting and sharing information on skin cancer prevention, early diagnosis and treatment.

### 2023

Launch of [www.cancer-support.com](http://www.cancer-support.com), our **online training platform** educating the public about the power of supportive care to improve quality of life during cancer treatments.

The **board of experts, International Skin Management in Oncology (ISKIMO)**, is formed, supported by La Roche-Posay, to provide guidance on the use of dermocosmetics for addressing cancer-related skin toxicities.

### 2025

**50 years** of La Roche-Posay

## SAVE YOUR SKIN

SKIN CANCER PREVENTION AND DETECTION



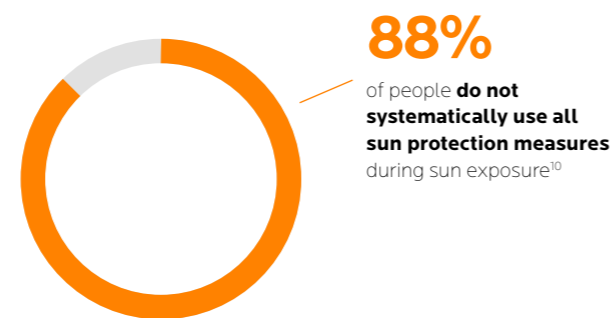
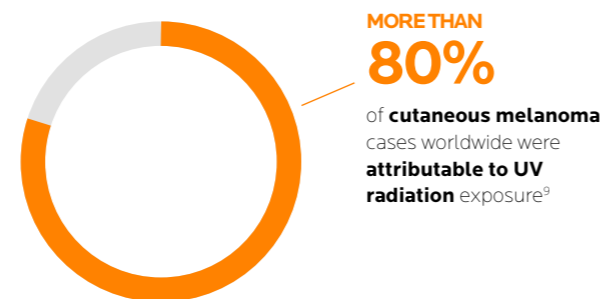
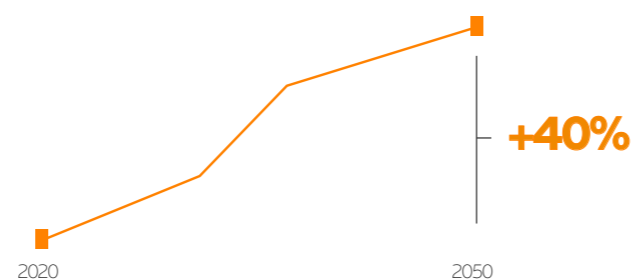
**Skin cancer continues to represent a significant public health concern, impacting people across all demographics, regardless of skin tone, gender, or age.**

In response to this pressing issue, Save Your Skin was established to work towards preventing skin cancer, through the promotion of sun-safe behaviours, and to support early detection of suspicious moles, by increasing access to free skin checks.

With decades of expertise in photoprotection, La Roche-Posay possesses both the credibility and the responsibility to be a leader in this field.

Our high-protection sun care formulas provide a strong foundation for these preventative initiatives and reinforce our dedication to public health.

By 2050, skin cancer rates are projected to rise by 40%<sup>8</sup>



<sup>8</sup> International Agency for Research on Cancer, Global Cancer Observatory, Cancer Tomorrow, 2024.

<sup>9</sup> Langselius O, Rumgay H, de Vries E, et al. Global burden of cutaneous melanoma incidence attributable to ultraviolet radiation in 2022. *Int J Cancer*. 2025; 1-10. doi:10.1002/ijc.35463

<sup>10</sup> Passeron T, Lim HW, Goh CL, Kang HY, Ly F, Morita A, et al. Sun exposure behaviours as a compromise to paradoxical injunctions: Insight from a worldwide survey. *J Eur Acad Dermatol Venereol*. 2023;37:2481-2489. doi.org/10.1111/jdv.19421

## FIGHT WITH CARE

SUPPORTIVE CARE PROMOTION

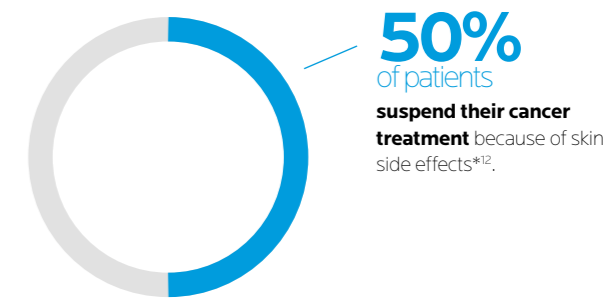
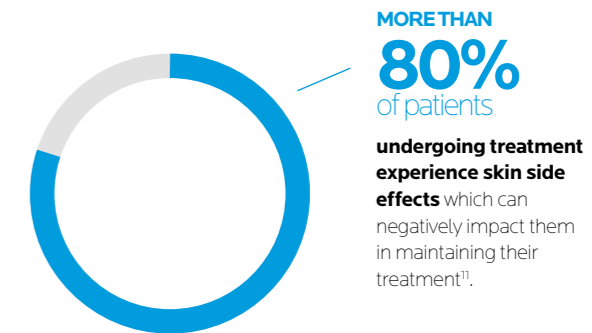


**Fight With Care represents our commitment to improving the quality of life for people with cancer by addressing a critical gap in supportive care access and awareness.**

The programme was established to address the often-overlooked skin-related side effects of cancer treatments, which, despite their profound impact on patient wellbeing, are often not well understood by patients, their families, and sometimes even healthcare professionals.

Beyond managing skin side effects, Fight With Care champions a holistic approach to supportive care to ensure patients receive continuous, multifaceted support throughout their entire treatment journey.

Through the programme, we actively engage with healthcare professionals and NGOs to advance scientific understanding and awareness surrounding supportive care, as well as to provide practical support to patients and carers worldwide.



<sup>11</sup> Charles C., et al. March 2013. Impact of cutaneous toxicity associated with targeted therapies on quality of life. Results of a longitudinal exploratory study. *Bulletin du Cancer*. Vol 100 N 3

<sup>12</sup> Aizman et al., The influence of supportive oncodermatology interventions on patients quality of life. *JDD* 2020

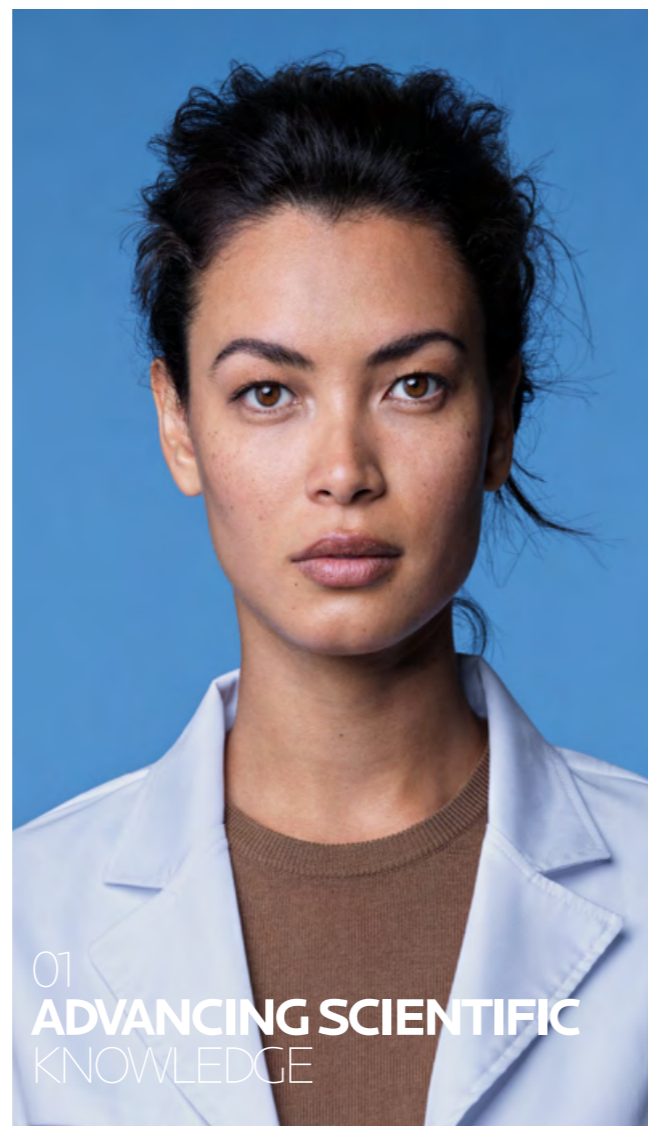
<sup>13</sup> Buiet et al. Prevalence of radiotherapy, chemotherapy and access to supportive care in cancer in Brazil, China, France, Russia and the USA *Eur J Cancer Care*. 2022;31(6):e13636.

\*Depending on the type of treatment and the severity of the side-effects.

## THREE PILLARS OF ACTION

At La Roche-Posay, we have built a comprehensive ecosystem to support people affected by cancer. Our oncology activity underpins both **Save Your Skin** and **Fight With Care** and centres around three key pillars: Science, Support and Awareness.

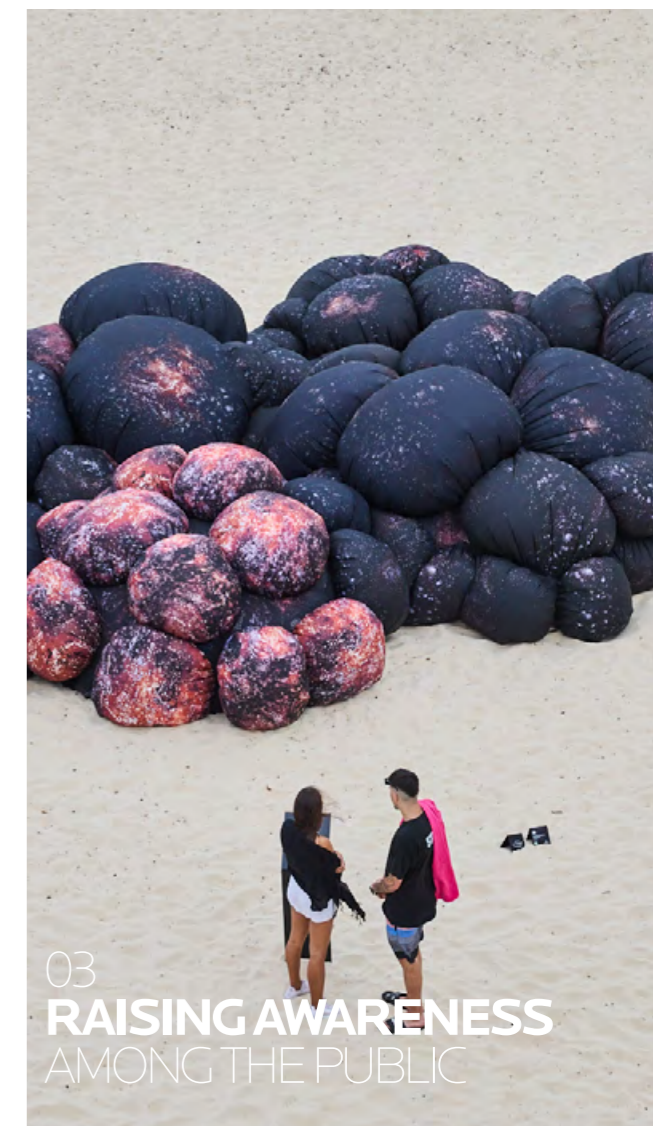
Within each pillar, we deliver a range of actions that represent our holistic cancer support offering, combining medical expertise with our social commitments and collaborative spirit.



Actions dedicated to **building our expertise and legitimacy in cancer care**, including product development, our Thermal Centre, the development of studies and publications, collaboration with experts, and healthcare practitioner visits and training.



Actions through which **we provide both financial and in-kind support to people** with cancer, carers, and NGOs active in the oncology field.



Actions dedicated to **increasing public recognition of the key issues we support** – skin cancer prevention and detection, and supportive care.

PILLAR N°01

**ADVANCING SCIENTIFIC**  
KNOWLEDGE

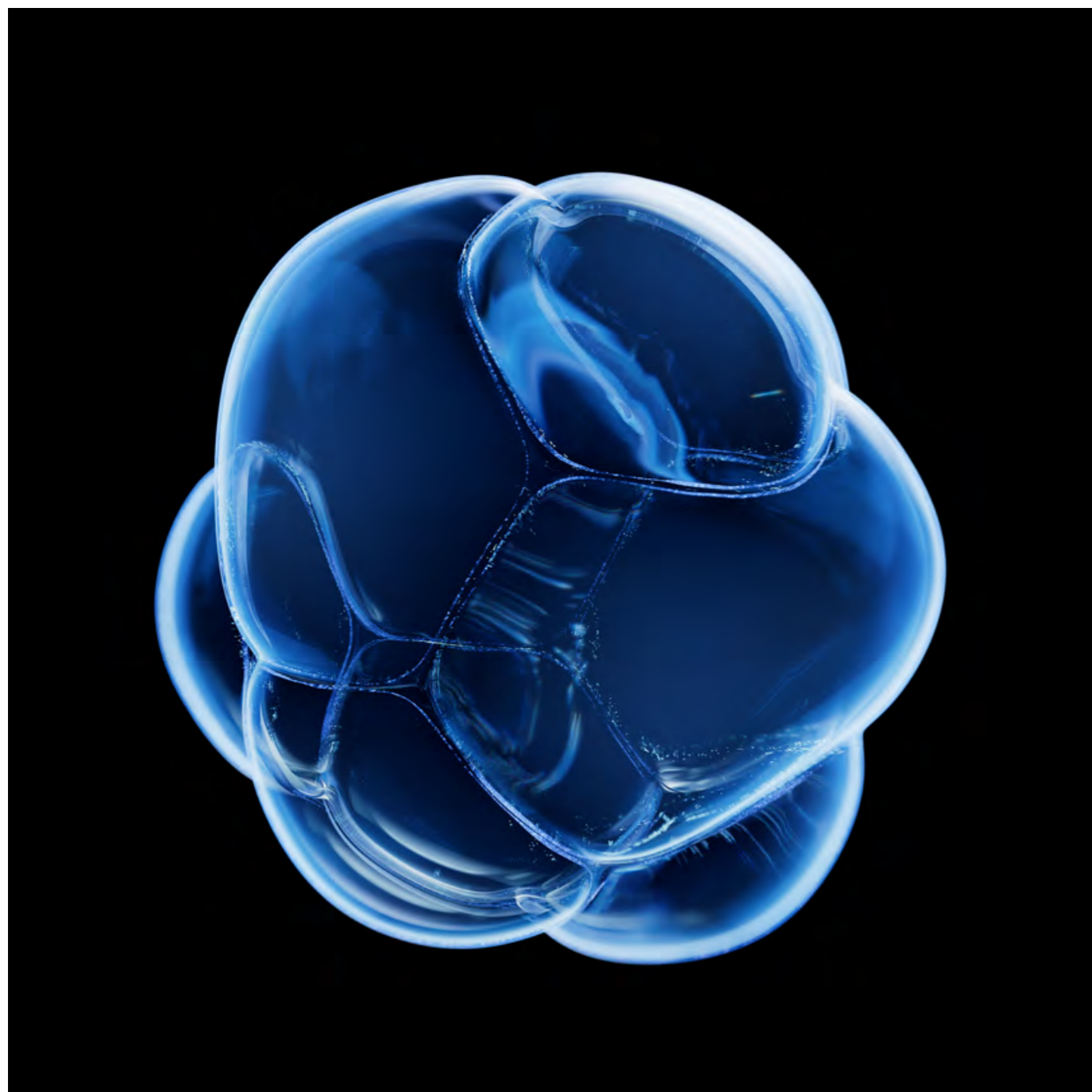


**Science is the foundation of our commitment to oncology. It provides the legitimacy and expertise required to deliver meaningful impact through the remaining pillars of our Cancer Support programme: Support and Awareness.**

This includes not only our high-protection sun care formulas, but also dermocosmetic solutions that are rigorously tested and proven suitable for people with cancer undergoing treatment. Our unique Thermal Centre also reflects our commitment to supporting people with cancer through its treatment offering.

Beyond product innovation and dedicated services, we are committed to advancing knowledge within the oncology field through research and subsequent publication of evidence-based studies, as well as long-standing collaborations with leading scientific and medical experts.

These partnerships provide us with a deeper understanding of the effects of cancer treatments on the skin and on overall patient wellbeing. We use the valuable insights gained from these scientific activities to engage and empower healthcare professionals through medical visits and specialised training programmes. In this way, we can ensure that they are equipped with the latest understanding and tools to help support their patients.



*At La Roche-Posay, science is our passion and commitment to dermatology and oncology. It is a requirement to understand skin issues, especially in this fast-changing world with so many new oncology treatments approved every year which leads to new skin side effects. We are proud to play an active role in advancing scientific knowledge within the oncology sphere, thanks to a long-standing collaboration with leading experts in the field including dermatologists, oncologists, radiation therapists, oncology nurses, and, most importantly, oncology patients themselves.*

*Our dedication further extends to sharing knowledge with the scientific community through Congresses, medical visits, training programs, and publications. Ultimately, our mission is to empower patients with comprehensive information regarding the potential skin side effects of their cancer treatment, equip them with effective strategies for prevention and management, and improve their overall quality of life, in order to maintain their oncology treatment at the right dose and avoid as much as possible treatment interruptions."*

**DR. DELPHINE KEROB,**  
INTERNATIONAL SCIENTIFIC DIRECTOR AND DERMATOLOGIST



OUR  
PRODUCTS

## PHOTOPROTECTION

*At La Roche-Posay, we are committed to pioneering advanced solar protection solutions.*

**We recognise the importance of effective defence against the sun's damaging UVB and UVA rays, which can alter cells and significantly increase the risk of developing skin cancers.**

Our products are differentiated by a specific formula that delivers UV Broad Spectrum Coverage and provides comprehensive UV protection across the whole range. This includes protection against challenging ultra-long UVA rays, which we can now achieve through our UVMune 400 formula.

A cornerstone of this innovation is Mexoryl 400, an organic UV filter with a maximum absorption at 385 nm, precisely within the crucial long UVA range. This breakthrough, in conjunction with our other advanced UV filters, provides a significantly

broader spectrum of protection. The new formula is important, as the ultra-long UVA range (380-400 nm) constitutes approximately 30% of the total UV spectrum reaching our skin, and, critically, these rays penetrate more deeply into the skin.

The cutting-edge advance is the culmination of extensive scientific activity, proudly supported by 10 years of dedicated research, 65 comprehensive studies, and 25 patents, underscoring our commitment to innovation in sun protection.

## ONCOLOGY RANGE

*Our credibility in oncology is built upon our product offerings, which provide valuable solutions for patients.*

**La Roche-Posay's products deliver comprehensive holistic support and significantly improve both physical comfort and emotional wellbeing during cancer treatment.**

We proudly offer an extensive skincare range, addressing a wide variety of needs, from sun protection and cleansing to body care and make-up.

Our products are meticulously formulated to be well tolerated for all skin types and are thoroughly tested on sensitive and highly fragile skin. They are fragrance-free. They have a skin-friendly pH, soothing textures, and are easy to use. Our products are also validated by studies, approved by patients, and actively used by therapists in ourThermal Centre.

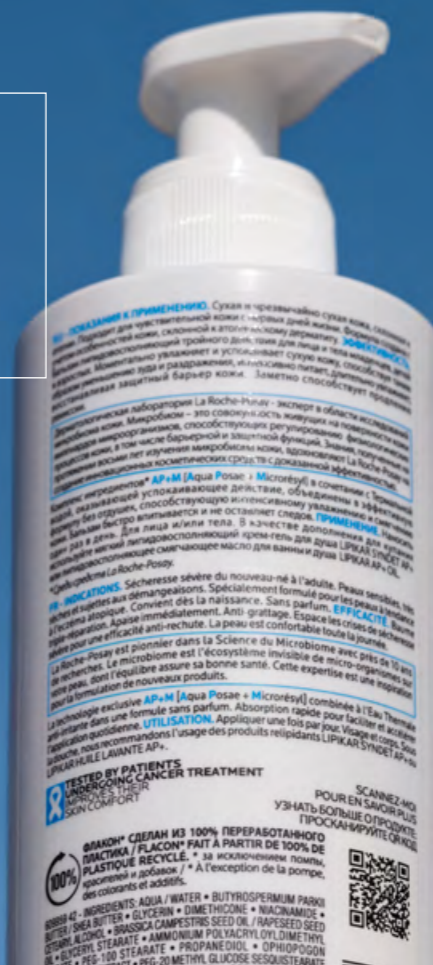
Our products are proven to help relieve skin discomfort induced by oncology therapies, such as dryness, irritation,

and heightened sensitivity, due to oncology therapies. Their proven efficacy and high tolerance levels make them trusted tools to support patients' comfort, skin health, and self-esteem throughout their treatment journey.

Our commitment extends to a tailored oncology product range, specifically tested and confirmed suitable for patients undergoing cancer treatments. For this reason, some of our products are marked with the Oncology Stamp: a clear and accessible visual guide to help healthcare professionals and patients identify appropriate products throughout therapy.

### ONCOLOGY STAMP

The Oncology Stamp confirms that products can be safely used by people with cancer. More information on our oncology range of products, and how they can be used to support people with cancer, is available in our practical Patient Guide.



# DISCOVER OUR PRODUCTS TESTED WITH PATIENTS UNDERGOING CANCER TREATMENTS



## STARTER KIT

## COMPLEMENTARY PRODUCTS

## COMPLEMENTARY PRODUCTS

	STARTER KIT			COMPLEMENTARY PRODUCTS			COMPLEMENTARY PRODUCTS		
	GENTLE CLEANSER	SOOTHING MOISTURIZER	PROTECT & CONCEAL	GENTLE CLEANSER			SOOTHING MOISTURIZER		PROTECT & CONCEAL
XEROSIS/ PRURITUS	LIPIKAR AP+ SYNDET	LIPIKAR AP+M BALM		LIPIKAR AP+ SYNDET LIPIKAR AP+ CLEANSING OIL	KERIUM SHAMPOO	TOLERIANE DERMO CLEANSER	LIPIKAR AP+M BALM	CICAPLAST B5 BALM TOLERIANE DERMALLERGO	ANTHELIOS UVMUNE 400
INFLAMMATORY HFS	LIPIKAR AP+ SYNDET	LIPIKAR AP+M BALM		LIPIKAR AP+ SYNDET LIPIKAR AP+ CLEANSING OIL			LIPIKAR AP+M BALM		
HYPERKERATOTIC HFS	LIPIKAR AP+ SYNDET	LIPIKAR AP+M BALM		LIPIKAR AP+ SYNDET LIPIKAR AP+ CLEANSING OIL			LIPIKAR AP+M BALM		
RADIATION DERMATITIS	LIPIKAR AP+ SYNDET	LIPIKAR AP+M BALM	ANTHELIOS UVMUNE 400	LIPIKAR AP+ SYNDET LIPIKAR AP+ CLEANSING OIL			LIPIKAR AP+M BALM CICAPLAST B5 BALM SEROZINC SOOTHING MIST EAU THERMALE	ANTHELIOS UVMUNE 400	
ACNEIFORM RASH	LIPIKAR AP+ SYNDET		ANTHELIOS UVMUNE 400	LIPIKAR AP+ SYNDET	TOLERIANE DERMO CLEANSER		CICAPLAST B5 BALM TOLERIANE DERMALLERGO SEROZINC SOOTHING MIST	ANTHELIOS UVMUNE 400 TOLERIANE SILICIUM NAIL POLISH	
PHOTO- SENSITIVITY	LIPIKAR AP+ SYNDET	CICAPLAST B5 BALM	ANTHELIOS UVMUNE 400	LIPIKAR AP+ SYNDET LIPIKAR AP+ CLEANSING OIL	TOLERIANE DERMO CLEANSER		LIPIKAR AP+M BALM CICAPLAST B5 BALM CICAPLAST B5 SPRAY TOLERIANE DERMALLERGO	ANTHELIOS UVMUNE 400 TOLERIANE SILICIUM NAIL POLISH	
ALOPECIA	KERIUM SHAMPOO			KERIUM SHAMPOO	LIPIKAR AP+ SYNDET		LIPIKAR AP+M BALM		
NAIL CHANGES	LIPIKAR AP+ SYNDET			LIPIKAR AP+ SYNDET LIPIKAR AP+ CLEANSING OIL			LIPIKAR AP+M BALM CICAPLAST B5 BALM	ANTHELIOS UVMUNE 400 TOLERIANE SILICIUM NAIL POLISH	

# THE LA ROCHE-POSAY THERMAL CENTER

*La Roche-Posay Thermal Center, located in La Roche-Posay city, France, is a cornerstone of our long-standing commitment to supporting people living with cancer.*

**Certified Europe's No. 1 Dermatological Thermal Center, and recognised by the medical community, our facility provides dermatological treatments under medical supervision.**

The Center first opened in 1905 to address sensitive skin and widespread skin pathologies. All thermal treatments are made with La Roche-Posay water and are specifically designed to soothe and repair skin affected by cancer surgeries and therapies. Since 2007, more than 26,000 people have visited for this reason.

The post-cancer treatment program is a therapeutic approach which boosts skin and psychological recovery following cancer treatment.

It is suitable for patients who have experienced any cancer treatments that have resulted in damaged skin and pain, including scarring, skin dryness, oedema, burns, redness, pruritus, hand-foot syndrome, mucositis in the mouth, and mobility and joint pain.

**N°1**

Dermatological Thermal Center in Europe

**26 000**

people visited the Thermal Center for post-cancer treatment since 2007



## DID YOU KNOW ?

Legend has it that a **French knight discovered La Roche-Posay's iconic thermal water** in the 14th century when his horse's eczema was healed after bathing in it.

The natural water source has a **unique mineral composition**, exceptionally rich in selenium and naturally enriched with calcium and silica, with relieving properties that **soothe inflammation and rebalance the skin's microbiome**. In 1887, the French Academy of Medicine even **recognised it as a Public Utility**.



**In 2024, La Roche-Posay released a documentary-style film, produced for them by BBC StoryWorks, as part of the Rewriting Cancer series presented by the Union for International Cancer Control, about the patient journey at the Thermal Center.**

The documentary follows Lawrence Stallings, a cancer survivor, who experienced severe skin effects after treatment.

The film, "The Thermal Center for Skin and Self," showcases the restorative potential of his therapy, not only for the skin but also for overall quality of life, demonstrating that supportive care can change the experience of cancer treatment.

**SCAN & WATCH THE DOCUMENTARY:**





**BENEFITS OF THE TREATMENT INCLUDE:**

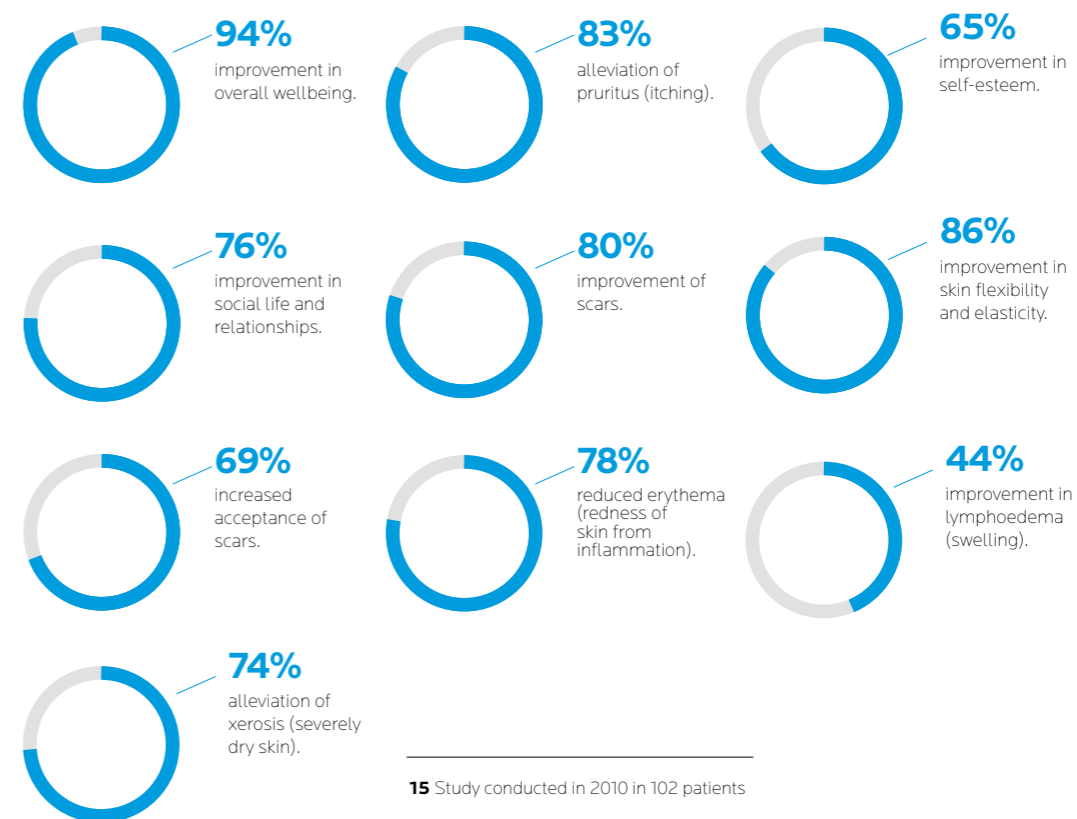
- > **After surgery** – accelerated healing, softening of skin, reduction of fibrosis and adhesions, and improvement of veno-lymphatic circulation.
- > **Post-radiotherapy** – improved skin suppleness and skin revitalisation, rehydration and soothing of mucous membranes.
- > **Post-chemotherapy** – rehydration and skin suppleness, soothing of mucous membranes and nail repair.

Alongside treatments, the Thermal Center also offers supportive care to promote healing of both body and mind, help recovery from fatigue, reduce anxiety about remission, and boost self-image.

**THIS CARE INCLUDES:**

- > **A talk given by experts** (doctors, oncologists, surgeons, dietitians, physiotherapists) focused on improving quality of life.
- > **Workshops to manage skin conditions** and boost self-esteem.
- > **Movement classes**, including yoga, Pilates, and Latino fitness.
- > **Relaxation activities**, including reflexology, sophrology, sound therapy and guided relaxation workshops.

**PATIENTS REPORTED EXPERIENCING THE FOLLOWING IMPROVEMENTS FROM THE POST-CANCER TREATMENTS<sup>15</sup>:**





## STUDIES AND PUBLICATIONS

*For 25 years, we have been committed to improving the quality of life for people experiencing sensitive or weakened skin due to cancer.*

**Our commitment takes the form of scientific research, conducted in partnership with dermatologists and oncology experts, which leads to the development of specialised skincare products.**

Our research is robust and encompasses 16 studies, 23 publications, and 72 posters, demonstrating the efficacy of our dermocosmetics in preventing and reducing skin discomfort in over 13,300 patients. This work also includes the ISKIMO board and publication (See adjacent section for more information).

The studies highlight the prevalence and impact of skin reactions from cancer treatments, including radiotherapy, chemotherapy, targeted therapy, immunotherapy, and hormone therapy. The reactions range from radiodermatitis and dryness to more severe complications, and significantly affect patients' quality of life and treatment adherence.

La Roche-Posay's research explores preventative measures, emphasising gentle

cleansers, moisturisers, and sunscreen. We also underscore the importance of patient education, consistent skincare routines, and collaboration between healthcare providers and patients to manage and minimise treatment-related skin toxicities. In this way, we can ultimately improve patient comfort and wellbeing throughout their cancer journey.

La Roche-Posay goes beyond product development by conducting international surveys and developing practical algorithms to help healthcare professionals provide comprehensive skincare support for oncology patients. At La Roche-Posay, our commitment extends beyond supportive care to passionate advocacy for sun safety. To better understand global sun protection habits and perceptions, we undertook a comprehensive epidemiological study. This large-scale research project involved 17,000 participants from 17 countries, and represented a rich diversity of skin tones and ethnicities.

The study gave critical insights into why sun protection remains inadequately used. A

barrier is the misconception that SPF 50+ sunscreen is solely for people deemed 'at risk', coupled with general misinformation surrounding the dangers of sun exposure.

Dermatologists play a crucial role, with people placing high trust in their recommendations for sun protection. One finding showed that 57% of people expressed profound regret for not having adequately protected their skin from the sun in earlier years.

**For more information on some of our studies and publications, please visit the L'Oréal Dermatological Beauty Pro website.**



## COLLABORATION WITH EXPERTS

*For many years, we have worked together with experts to understand better the effects of cancer treatments on the skin.*



**In 2012, we initiated a European working group—the European Skin Management in Oncology (ESKIMO)—composed of dermatologists and an oncologist specialized in cancer care and the dermatological issues associated with it.**

After reviewing updated scientific data, the group then drew on its medical expertise to develop recommendations on how to manage cutaneous toxicities with suitable dermocosmetic solutions and therefore improve the quality of life of patients during their cancer treatments (chemotherapy, radiotherapy and targeted therapies).

In 2023, we supported the International Skin Management in Oncology (ISKIMO) multidisciplinary expert group, formed through a partnership between the Association Francophone des Soins Oncologiques de Support (AFSOS) and the Multinational Association of Supportive Care in Cancer (MASCC). This board of experts published recommendations for managing skin toxicities in cancer patients.

The board demonstrated international consensus, developed by a multidisciplinary team of healthcare professionals through review of existing literature and online collaboration. Their report emphasises the need to understand skin toxicity mechanisms, such as changes in skin barrier function and the microbiota.

The ISKIMO recommendations highlight the importance of integrating dermatologists into cancer care teams to improve patient outcomes and minimize treatment interruptions caused by skin issues. The report provides both general skincare advice for all oncology patients and specific guidance on using dermocosmetics to manage various skin toxicities.

**Access the ISKIMO**  
publication here



**La Roche-Posay supported the publication of a study analyzing the FDA Adverse Event Reporting System (FAERS) database to identify skin-related side effects of anticancer drugs.**

This research revealed 676 significant associations between 113 drugs and 144 skin conditions, including common issues like rash, dry skin, hair loss, and inflammation, as well as more serious concerns such as squamous cell carcinoma.

Targeted therapies and chemotherapies were most frequently implicated. The study demonstrated FAERS' ability to detect skin reactions even for newly approved drugs, confirming established links and identifying potential new ones. While acknowledging limitations like under-reporting in FAERS, the study emphasises its value in understanding real-world drug impacts and informing proactive management.

**Access the FDA**  
publication here



## EMPOWERING HEALTHCARE PRACTITIONERS

*We are deeply committed to advancing dermatological science and improving patients' quality of life through strategic partnerships and comprehensive educational initiatives.*

### **We partner with leading dermatologists and scientific experts worldwide, fostering a powerful global network of key opinion leaders (KOLs).**

This network is dedicated to pushing the boundaries and application of dermatological knowledge. Our strategy maximises impact by disseminating knowledge from top-tier dermatologists and health associations to all dermatologists, other medical professionals, and then further to skin influencers, derm influencers, and key patient associations. This comprehensive approach is rooted in our belief that skin health is a matter of public health, and we are driven to scale the best solutions for the benefit of both healthcare professionals and patients.

A core commitment is empowering healthcare professionals and patients with the knowledge to effectively manage skin side effects associated with cancer treatment. We adopt a multifaceted approach and provide healthcare practitioners (HCPs) with a diverse range of resources. This includes informative materials such as advertising materials, leaflets, infographics,

and emails, alongside practical guides and online tools. We also offer robust educational opportunities, including specialised training programmes. Our patient-centric approach is further supported by materials designed to facilitate sensitive skincare conversations and address individual patient needs. We continually update our cancer support solutions, notably through dedicated e-training modules.

As of 2024, our medical visits and HCP training sessions have reached over 19,500 Oncologists and HCPs globally with more than 5 medical visits per year.

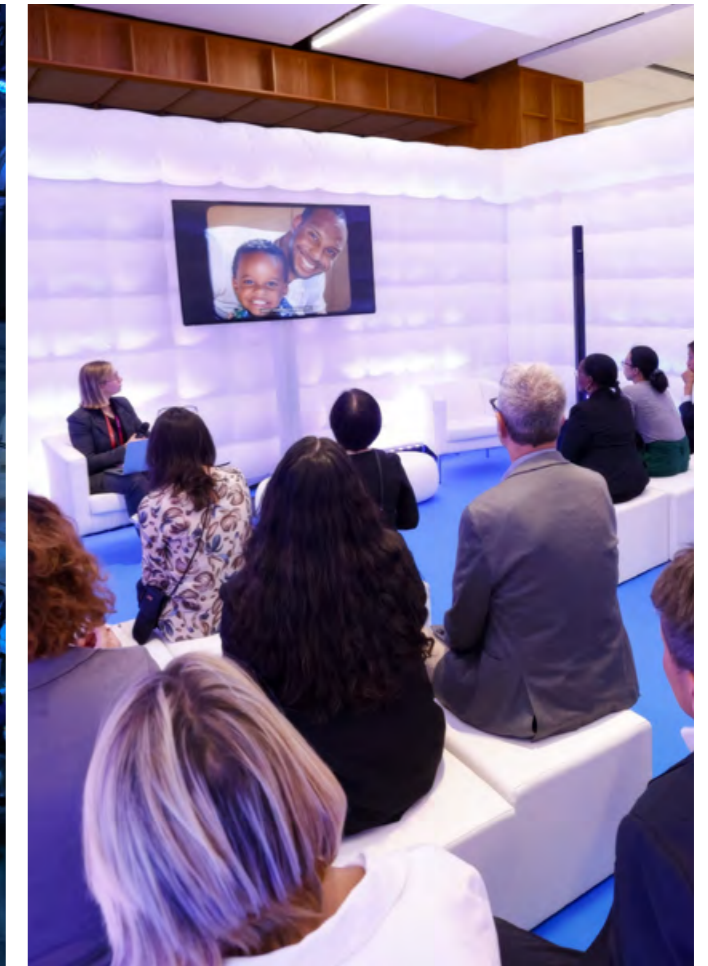
Our training emphasises a holistic approach that takes into account the human factor, mental wellness, pain management, fatigue, nutrition, and specific skin care. We integrate clinical case studies for nurses and pharmacy professionals, and highlight our solutions.

### 19,500

Oncologists and HCPs reached globally as of 2024

### +5

medical visits per year were performed



#### CASE STUDY

### COLLABORATION WITH ONCOLOGY KEY OPINION LEADERS WORLDWIDE

*La Roche-Posay actively engages with Key Opinion Leaders in oncology to co-develop educational content and research initiatives related to skincare for cancer patients.*

*This collaboration ensures that we stay at the forefront of the specific needs of this patient population. In addition, we co-develop workshops aimed at healthcare professionals to increase awareness of the dermatological side effects of cancer treatments and how to manage them.*

#### CASE STUDY

### SUPPORT OF MAJOR CONGRESSES WORLDWIDE

*We regularly sponsor and participate in key oncology conferences, such as the American Society of Clinical Oncology (ASCO) Annual Meeting, EADO (European Association of Dermato-Oncology meeting) and MASCC (Multinational Association of Supportive Care in Cancer).*

*At these events, we host educational sessions that focus on the importance of skincare during and after cancer treatment.*



Danielle, cancer survivor and her daughters Lauryn & Kenya

**At La Roche-Posay, we are dedicated to providing comprehensive support to individuals affected by cancer, their carers, and NGOs active in the oncology community.**

Our commitment is demonstrated through a range of initiatives, encompassing financial contributions, in-kind assistance, and patient support programmes across both Save Your Skin and Fight With Care. These programmes differ by region, depending on which initiatives will have the greatest positive impact locally.

PILLAR N°02  
**SUPPORTING PEOPLE**  
AFFECTED BY CANCER

## FINANCIAL DONATIONS

*Financial contributions to NGOs are a cornerstone of our comprehensive Cancer Support programme.*

**These funds support a range of organisations, including associations supporting people with cancer and leading research bodies, and enable them to expand their crucial work in cancer prevention, treatment, and support.**

A significant example of our commitment in this arena is our global partnership with the Union for International Cancer Control (UICC).

As the world's oldest and largest global membership organisation dedicated to cancer control, the UICC

plays a pivotal role in reducing the global cancer burden. La Roche-Posay's funding helps to support UICC's mission to bring together key stakeholders to advance cancer control on a large scale.

Our collaboration with UICC underscores our dedication to supporting their mission through strategic financial aid.



Pedro, cancer survivor and his friend Alvaro

Beyond our global initiatives, our local markets are also instrumental in delivering impactful change through targeted donations to NGOs, as exemplified by the DACH case study below.



### CASE STUDY

#### CANCER SUPPORT FUNDRAISING GERMANY

*For Pink October 2024, La Roche-Posay DACH launched a fundraising initiative to support DKMS Germany, a local NGO dedicated to supporting blood cancer patients, and raise awareness in pharmacies of oncology-related issues. It was accompanied by a Cicaplast Baume initiative, with €1 per product sold being donated to the NGO between October 2024 and December (capped at €100,000).*

*The funds raised were specifically allocated to the NGO's international "Look Good Feel Better" programme, which helps people with cancer regain confidence and self-esteem through free beauty seminars. The seminars equip patients with tools to manage skin side effects and address the emotional challenges of cancer treatment.*

## PRODUCTS DONATIONS

*In addition to financial donations, we provide full-size product donations to patients and NGOs, including associations supporting people with cancer and hospitals, with the aim of targeting the most vulnerable patients where possible and relevant.*

**For our Save Your Skin programme,** we donate sunscreen to emphasise the critical importance of sun protection, and this further reinforces our commitment to public health education and preventative care.

**Our Fight With Care programme** specifically focuses on donating products from our oncology range that undergo rigorous testing to ensure their safety and efficacy for people with cancer. The products are designed to help soothe the skin-related side effects often associated with cancer treatments, and contribute to an improved quality of life for patients during their recovery journey.



### CASE STUDY

#### ONCOLOGY PRODUCT DONATIONS THAILAND

*In 2024, during the first year of its oncology programme, La Roche-Posay Thailand partnered with the Thai Cancer Society and medical schools to organise product donations to people with cancer and HCPs across the country.*

*These donations aimed to improve skincare for patients undergoing cancer treatments and often suffering from severe dermatological side effects. The programme also served as an opportunity to raise awareness among healthcare professionals about skin-related side effects from cancer treatments.*

## PATIENT SUPPORT PROGRAMMES

*In addition to our direct NGO donations, we also allocate funding for a wide range of patient support programmes related to skin cancer prevention and detection, and supportive care.*

**These initiatives are often delivered in collaboration with our NGO partners, leveraging their expertise and reach. In certain instances, La Roche-Posay implements these programmes directly, ensuring targeted assistance where it is most needed.**

Since 2021, La Roche-Posay has supported over one million people through our patient programmes. The following examples and case studies highlight some of our current impactful actions to support our commitment to people with cancer.

### FREE MOLE CHECKS

Providing free mole check stands is a flagship initiative within our Save Your Skin programme. The events are designed to offer accessible early detection services for melanoma and other skin cancers, and, simultaneously, to enhance public awareness around preventing skin cancer and adopting safe sun practices.

La Roche-Posay facilitates mole check events in various formats and locations to ensure broad reach. These include events in high-traffic areas, temporary pop-up clinics at major public events, and specialised initiatives aimed at reaching underserved or at-risk populations.

#### CASE STUDY

### MOLE CHECKS ON REMOTE ISLANDS

GREECE

*Since 2019, La Roche-Posay Greece has been partnering with the local patient association AgkaliaZO to provide mole checks and lead oncology awareness campaigns.*

*In particular, free skin checks and mole detections are organised on remote islands, such as Patmos, Amorgos, Koufonisia, Donoussa, Schinoussa, Samos and Samothrace, where residents' access to healthcare is often limited, but sun exposure is very high.*

*Volunteer dermatologists from different regions of Greece take part and hundreds of residents have been reached since the programme launched.*

### SKINVISION

Our commitment to expanding access to early skin cancer detection is further strengthened through our partnership with SkinVision. SkinVision is a clinically validated mobile app that empowers users to assess skin spots for potential signs of skin cancer. It leverages advanced AI-driven technology complemented by the expertise of a dedicated team of dermatologists.

By facilitating early detection and encouraging timely medical follow-ups, SkinVision helps reduce the burden on the healthcare system and improve patient outcomes. La Roche-Posay is proudly partnering with SkinVision to support the global expansion of the app, which serves as a scalable, digital complement to conventional mole-checking initiatives, enabling a broader reach.

Our shared goal is to spread awareness and increase access to skin checks, particularly in regions where access to dermatological care is limited or overburdened, helping to bridge service gaps, increase early detection capabilities, and extend preventative care reach across underserved populations. To date, SkinVision has successfully launched the app in Argentina and Mexico, with plans for further market rollouts in the coming years.



#### CASE STUDY

### MELANOMA MONDAY

UNITED STATES

*La Roche-Posay US is always looking for creative ways to mark Melanoma Monday, the first Monday in May, which kicks off Skin Cancer Awareness Month. In 2023, the team hosted an event at Hudson Yards in New York, offering free skin checks and promoting sun-safe behaviours. The event was such a success that La Roche-Posay US even broke the Guinness World Record for the most skin cancer screenings in eight hours, delivering an impressive 1,988 checks.*

*In 2025, the team travelled to Miami and hosted a pop-up at Racing Fan Fest, as part of the Miami Grand Prix, in the lead-up to Melanoma Monday. The pop-up raised awareness of the importance of skin cancer prevention and detection, and provided complimentary skin checks to visitors, who included La Roche-Posay brand ambassador Tyler 'Ninja' Blevins, a melanoma survivor. Ninja received a free skin check at the booth and encouraged others to do the same. Close to 200 skin checks were provided over the course of the pop-up.*

#### CASE STUDY

### SKINVISION

ARGENTINA

*In Argentina, La Roche-Posay launched a large-scale comprehensive campaign called "Save your Skin" ("Salvá Tu Piel" in Spanish), based on three key pillars. The first pillar focused on awareness communication through media, advocacy, mailing, and the press.*

*The second involved in-person mole checks in partnership with dermatologists nationwide. The third pillar of the campaign was the promotion of SkinVision, a mobile application that can be used by the public to self-check their moles and assess skin cancer risk.*

*To activate its use and encourage self-detection, La Roche-Posay Argentina offered free access to the app, and raised awareness of SkinVision through a strong digital communications campaign and in-person mole check-ups.*

**Download the SkinVision app**  
to try on your skin



## EDUCATION AND TRAINING PROGRAMMES

**La Roche-Posay recognises the pivotal role of education in fostering sustainable, long-term change, and delivers training programmes across both our Save Your Skin and Fight With Care initiatives.**

**For Save Your Skin**, our primary focus is delivering sun-safety education. Programmes are designed to make participants aware of the risks associated with sun exposure and to build long-lasting sun protection habits. We place significant emphasis on engaging school children, with the aim of empowering the youngest generation to embrace and maintain sun-safe behaviours throughout their lives.



### CASE STUDY

#### SMART SCHOOLS UNDER THE SUN

BELGIUM

“Écoles Futées au Soleil” (“Smart Schools Under the Sun”) is an awareness program developed by the Fondation contre le Cancer (Fondation against Cancer) in partnership with La Roche-Posay Belgium for French-speaking schools in Brussels and Wallonia. It aims to educate school children aged 6 to 12 – a particularly at-risk group – about the dangers of UV exposure, and to promote lifelong sun-safe behaviours using an educational kit.

The initiative is rolled out in public schools, which have free access to a complete toolkit to become a Sun Smart School, including games, experiments, and teaching and communication materials.

**For Fight With Care**, our markets deliver education and training programmes dedicated to raising awareness of the critical importance of supportive care for patients undergoing cancer treatment. The programmes deliver practical, actionable knowledge aimed at significantly improving patients’ quality of life throughout their treatment.

These programmes take a holistic approach that addresses not only the skin side effects of cancer treatment, but also the broader dimensions of supportive care, including nutrition, physical activity, and mental wellbeing. By empowering patients and their carers with this knowledge, we hope to enable them to more effectively manage the various side effects of cancer treatment.

These initiatives also play a vital role in breaking taboos and fostering open, constructive conversations around topics that can often be challenging or sensitive. They also serve to bridge existing information gaps, particularly given that access to comprehensive supportive care remains inconsistent in many parts of the world.

Although supportive care is proven to enhance the quality of life for people with cancer, systematic access to such care is not yet universal. Through our programmes, we aim to address this disparity and ensure that more individuals benefit from essential supportive resources.

### CASE STUDY

#### SUPPORTIVE CARE EDUCATION

FRANCE

In March 2024, for the second year in a row, La Roche-Posay France launched a national campaign across 10 cities to raise awareness of supportive care for people living with cancer and doctors treating patients, in partnership with AFSOS and RoseUp.

The campaign featured free events in selected cities, offering educational conferences to a variety of HCPs and workshops for patients and their loved ones on topics such as meditation, nutrition, and adapted physical activity. The sessions aimed to equip patients and carers with practical tools to better navigate the cancer journey.

### CASE STUDY

#### MEDICAL SUPPORT THROUGH EDUCATION

CHINA

Since 2022, La Roche-Posay China has made patient workshops a cornerstone of its Fight With Care programme, following the identification of a major knowledge gap around treatment-related skin reactions. Organised in partnership with NGOs, hospitals and pharmaceutical players, these events bring together a wide range of experts, including dermatologists, oncologists and psychologists. The workshops aim to effectively deliver vital information and support to patients navigating cancer treatment and skin-related challenges.

In 2024, this educational programme was structured around two key initiatives. The first was the “Tumour Patient Health Education China Tour”, with the Love Book Cancer Foundation, which delivered four expert-led workshops in Beijing, Wuhan, Changchun and Wenzhou. The second initiative was a programme with the East Clinical Centre of Oncology (ECCO), which organised educational forums across 21 leading hospitals.

**In addition to the local supportive care education programmes delivered by our markets, La Roche-Posay has developed [www.cancer-support.com](http://www.cancer-support.com) at a global level.**

This is an online training programme dedicated to raising awareness about supportive care and the management of cancer treatment side effects, and targets patients and carers. Training content for [cancer-support.com](http://cancer-support.com) was developed in partnership with two leading global NGOs: UICC and the Multinational Association of Supportive Care in Cancer (MASCC).

This collaboration ensures that the programme's content is both credible and highly relevant.

[Cancer-support.com](http://cancer-support.com) offers expert content, practical advice, and real-life patient testimonials. The comprehensive information is delivered through concise 15-minute e-learning modules, structured around four key areas: mental health and work; skin, hair, and nails; mouth, stomach, and nutrition; and pain and fatigue.

The overarching objective is to empower patients and their carers with tangible supportive strategies that can be integrated into their daily lives, regardless of treatment stage.

To further amplify our impact, for every completed training, La Roche-Posay contributes €1 to the UICC, with donations capped at €100,000 annually. These funds directly support cancer care globally. Currently, [cancer-support.com](http://cancer-support.com) is accessible in 15 languages, with further translations actively planned for introduction in the coming months.

**Complete the training today**



AVAILABLE IN

Arabic, Dutch, English, French, German, Greek, Hindi, Italian, Korean, Portuguese, Romanian, Russian, Spanish, Thai



## SUPPORTIVE CARE IN PRACTICE

**In addition to our training and educational initiatives, we are dedicated to providing practical supportive care to directly enhance quality of life for people living with cancer.**

We do this through a variety of activities; however, our flagship initiative is providing specialised socio-aesthetic workshops.

### SOCIO-AESTHETIC WORKSHOPS

The workshops combine traditional aesthetic care with a therapeutic and social approach. They are designed to address the specific physical, emotional, and psychological challenges that often arise during and after cancer treatment.

Our goal extends beyond cosmetic enhancement to provide holistic support that actively fosters overall wellbeing and empowers patients to regain a profound sense of self.

Workshop topics include managing skin changes and hair loss, applying corrective and restorative make-up techniques, and, critically, boosting participants' self-esteem and confidence.

### HOTLINE SUPPORT

We provide funding for dedicated hotlines that provide comprehensive support to people with cancer and their carers. The hotlines facilitate real-time connections between individuals and specialised professionals, offering

reliable information, practical guidance, and emotional support on topics such as diagnosis, treatment, and day-to-day challenges.

Operating remotely, the hotlines offer significant accessibility advantages. They ensure that vital supportive care is available to a wider demographic, particularly in contexts where direct access to medical specialists may be limited, or when individuals find themselves overwhelmed by the sheer volume of online information.

By easing the psychological burden of the cancer journey, hotlines play a crucial role in strengthening the broader supportive care ecosystem for both patients and carers.

### ACCOMMODATION

La Roche-Posay supports people living with cancer and their carers by providing temporary accommodation for those who have to travel long distances for treatment.

This initiative helps alleviate the emotional and financial burdens associated with specialised care and ensures access to safe and appropriate accommodation. Most importantly, it helps ensure that no patient is forced to delay or interrupt their treatment due to a lack of suitable accommodation.

### CASE STUDY

#### SOCIO-AESTHETIC WORKSHOPS

EGYPT

*In 2024, La Roche-Posay Egypt launched a partnership with Baheya Foundation, a leading force in Egypt's healthcare landscape, dedicated to providing free, world-class medical care to women battling breast cancer while treating every woman like family. This partnership is built on a shared belief in healing that cares for the whole person, body, mind, and spirit.*

*La Roche-Posay's real commitment has translated into tangible support, from funding awareness campaigns to creating a serene socio-aesthetic room. But the most powerful impact is seen in the smiles of over 400 women who have participated in their transformative workshops. Guided by L'Oréal-trained experts, these women rediscover a sense of self through skincare and makeup.*

*In the midst of treatment, these acts of self-care become acts of empowerment, restoring confidence and serving as a beautiful reminder of their incredible strength. Together, Baheya and La Roche-Posay are ensuring that every woman feels supported, beautiful, and powerful on her journey.*



### CASE STUDY

#### MACMILLAN SUPPORT LINE

UNITED KINGDOM

*La Roche-Posay UK&I has been working in partnership with Macmillan Cancer Support, the UK's leading cancer-care charity, with a number of its cancer support actions.*

*Among these, we contribute to funding the Macmillan Support Line, which provides a free and confidential support offering emotional, practical, financial, and clinical guidance to people affected by cancer, or their families, in the UK.*

*Staffed by a dedicated team – including Cancer Information Nurse Specialists – the service is available 12 hours a day, 7 days a week. It provides trusted information, a compassionate listening ear, and referrals to additional support.*

### CASE STUDY

#### PROVIDING ACCOMMODATION DURING TREATMENT

UNITED STATES

*La Roche-Posay US supports the American Cancer Society's Hope Lodge programme that offers free accommodation to cancer patients and their carers who have to travel away from home to access treatment.*

*Beyond direct funding, La Roche-Posay donates skincare products for patients, events, and staff volunteer time to supply meals and spend time with those staying at the lodge.*

## OUR CANCER SUPPORT NGO ECOSYSTEM



«At UICC, we recognise that advancing cancer care requires more than clinical treatment - it also means addressing the broader needs of those living with the disease. Since 2022, our collaboration with La Roche-Posay has focused on strengthening supportive care, with particular attention to the physical and emotional effects of treatment.

This report outlines La Roche-Posay's engagement across the cancer community, from participating in global dialogues such as the World Cancer Congress 2024 to supporting local initiatives that improve patient well-being. Through its expertise in skincare, the company contributes in a tangible way to improving quality of life for people undergoing cancer treatment - helping manage visible side effects that can affect comfort, confidence, and dignity. We value partnerships that align with our goal of making equitable, person-centred care a reality. La Roche-Posay's commitment to supportive care reflects an understanding that these interventions are not optional extras, but a vital part of the cancer experience.»

—  
**DR CARY ADAMS**

CEO, UNION FOR INTERNATIONAL CANCER CONTROL

## GLOBAL PARTNERS



**Euromelanoma promotes skin cancer prevention, early detection, and treatment through public awareness, screenings, and policy advocacy.**

Led by European dermatologists, it has provided 450,000+ free skin checks and engages with health professionals and policymakers to improve care for people living with skin cancer.

La Roche-Posay has been working closely with Euromelanoma for almost 20 years, including our long-term support for the Euromelanoma website. This website is multilingual and aimed at a diverse European audience from across the continent. By providing a site that has been translated into multiple languages for many countries, it has been possible to provide information on skin cancer prevention to countries that did not previously have access to this. To date, the website has been accessed by more than 1 million visitors.



**The Multinational Association of Supportive Care in Cancer (MASCC) is dedicated to improving supportive care for people living with cancer from diagnosis to end-of-life.**

La Roche-Posay has formed a significant partnership with MASCC, aimed at enhancing the quality of life for people living with cancer, particularly in the realm of skin side effects. This collaboration fuels various initiatives that underscore the vital role of skin health during cancer treatment. La Roche-Posay actively engages in research and provides essential resources for health-care professionals and patients, enabling better management of skin-related side effects from cancer therapies.

The partnership also reflects both organizations' commitment to improving patient care for people affected by cancer. In addition, La Roche-Posay and MASCC have contributed to the ISKIMO consensus, which aims to standardise skincare practices in oncology and ensure that best practices are followed. Additionally, we are working together on an AI project designed to enhance the understanding and care of skin conditions associated with cancer treatments. This initiative leverages artificial intelligence to deliver insights and recommendations for people living with cancer and healthcare providers, ultimately enriching the overall patient experience during treatment.



**The Union for International Cancer Control is the largest and oldest global membership organisation dedicated to action against cancer.**

Founded in 1933 and based in Geneva, Switzerland, UICC has more than 1,100 member organisations in over 170 countries and territories. UICC's membership base includes the world's major cancer leagues and societies, research institutes, treatment centres, hospitals, public health agencies, and patient support groups. UICC's mission is to unite and support the cancer community in its efforts to reduce the global cancer burden, promote greater equity, and ensure that cancer control remains a priority on the global health and development agenda.

La Roche-Posay has partnered with UICC since 2022, and during this time have worked together on various key projects. At UICC's World Cancer Congress 2024 in Geneva, La Roche-Posay led discussions on supportive care in our designated Supportive Care Pavilion, and hosted a session on the importance of dermatological solutions. We have also been an official partner and vocal advocate of World Cancer Day, organised by UICC. Additionally, we participated in the BBC StoryWorks branded film series on cancer, co-produced with UICC, further showing the value and impact of private sector and NGO partnerships in cancer care.

## LOCAL PARTNERS

### ARGENTINA

#### Donde Quiero Estar

The Donde Quiero Estar foundation is dedicated to improving quality of life for people with cancer and their families by humanising oncology treatment and engaging the entire healthcare system. La Roche-Posay Argentina has partnered with Donde Quiero Estar since 2023. During this time, we have worked together on the local Fight With Care programme to offer supportive care workshops.

#### LALCEC

LALCEC is dedicated to prevention and awareness about cancer in Argentina, as well as supporting people living with cancer. Since 2019, La Roche-Posay Argentina and LALCEC have partnered together to leverage nationwide in-person mole checks.

#### FUCA

Cancer foundation FUCA is a non-profit organisation dedicated to reducing cancer mortality through research, medical education and prevention. In collaboration with La Roche-Posay Argentina since 2023, FUCA participated in the Fight With Care programme, which aims to support people undergoing cancer treatment by enhancing scientific research in supportive care, providing healthcare professional training, and offering patient assistance.

### AUSTRALIA

#### McGrath Foundation

The McGrath Foundation is an Australian charity founded in 2005 through the vision of Jane McGrath, the late wife of Australian cricketer Glenn McGrath. The McGrath Foundation raises money to fund McGrath Cancer Care Nurses across Australia and to deliver world-leading clinical, psychosocial, and emotional support to people with any type of cancer throughout their treatment. Since 2023, La Roche-Posay Australia's partnership with the McGrath Foundation has provided hundreds of patients with access to a cancer-care nurse during their treatment.

#### Melanoma Institute Australia

Melanoma Institute Australia (MIA) educates the public on the critical role of regular sun safety for melanoma prevention, and the importance of knowing your own skin to promote early detection of melanoma and other skin cancers. A global leader in melanoma research and treatment advances, its mission is zero deaths from melanoma this decade. La Roche-Posay Australia proudly supports MIA as the official sunscreen partner, helping to raise awareness on skin cancer prevention and educate Australians on sun safety through community programmes.

### BELGIUM

#### Fondation contre le Cancer

The Fondation contre le Cancer (Foundation Against Cancer) is a Belgian organisation primarily focused

on funding scientific research, promoting cancer prevention, and providing comprehensive support for people living with cancer and their relatives. For over 4 years, La Roche-Posay Benelux has partnered with the Fondation contre le Cancer to promote skin cancer awareness and prevention amongst students (aged 6-12) through the Écoles Futées au Soleil programme.

#### FightxLife

FightxLife is an NGO that focuses on rebuilding the confidence, physical and mental wellbeing of people affected by cancer, especially children and their families. For over 3 years, La Roche-Posay Benelux has partnered with FightxLife to support children diagnosed with cancer in Belgium through the SmileBox project. SmileBox gifts a care box to every new patient admitted to hospital and organises in-hospital activities.

### BRAZIL

#### SAS Brasil

SAS Brasil operates in regions with limited access to healthcare, providing free medical care to underserved communities. In addition to prevention, screening, and treatment actions for patients with suspicious skin lesions, SAS provides training for local health teams and educational activities within the school health program, involving elementary school students and focusing on the importance of skin care. Their mobile medical units and volunteer professionals help bridge healthcare gaps, ensuring that remote populations receive essential treatments and guidance. La Roche-Posay Brazil has partnered with SAS Brasil since 2021, supporting dermatological initiatives focused on skin cancer prevention, awareness, detection, and treatment.

#### WeCancer

WeCancer remotely monitors cancer patients and connects them to relevant services. Through a mobile app, the WeCancer oncology team tracks symptoms and provides personalized care. The app includes medication reminders, symptom reporting, cancer-related content, a calendar, a discount club, and a chat function with a specialist nurse during business hours. As part of Pink October, La Roche-Posay Brazil partnered with WeCancer to provide daily monitoring by a specialised nursing team for cancer patients in Brazil, offering symptom management, medication assistance, and exercise adaptations. Patients were also provided with educational resources on topics like self-esteem, and mental health, and access to psychological support.

### CANADA

#### Look Good Feel Better

Look Good Feel Better empowers individuals facing cancer to manage the impact of treatment on their appearance. Through their workshops, they provide support to enhance confidence, wellbeing, and self-image, helping participants feel better about themselves during a challenging time. Since 2024, La Roche-Posay Canada has partnered with Look Good Feel Better in Canada to develop a new workshop

called the "Advanced Skincare Series", which focuses on skin and nail toxicities for people undergoing cancer treatment. This series is designed to provide valuable information and practical advice to help patients manage the side effects of treatment and maintain healthy skin and nails during their cancer journey.

#### Canadian Cancer Society

The Canadian Cancer Society works tirelessly to save and improve lives through ground-breaking research and a compassionate support system for all those affected by cancer, creating a healthier future for everyone. La Roche-Posay Canada has partnered with the Canadian Cancer Society, including the sponsorship of its helpline for cancer patients and carers, and support of the SunSense programme to help inform parents, children, and educators about the importance of sun safety in daycares across Canada.

### CHINA

#### Beijing Love Book Cancer Foundation

The Beijing Love Book Cancer Foundation is dedicated to promoting cancer prevention and treatment, improving the quality of patients' survival, and reflecting social care. The Foundation has close ties with more than 145 patient organisations nationwide, covering more than 1 million people living with cancer. La Roche-Posay China has partnered with the Beijing Love Book Cancer Foundation since 2022, working together on the health education for people living with cancer in China, among other key projects.

#### Beijing One Heart Sphere Charity Foundation

Beijing One Heart Sphere Charity Foundation was established in June 2016 as a 4A-rated and non-public offering organisation by the Beijing Municipal Civil Affairs Bureau. It provides accommodation and educational activities for patients through its major programs, to improve their physical and psychological wellbeing. Since 2022, La Roche-Posay China has supported the Foundation with providing accommodation, as well as supportive care workshops on skin side effects and product donations.

### COLOMBIA

#### Liga Colombiana Contra el Cáncer

Liga Colombiana Contra El Cáncer is devoted to transforming the experience of cancer in Colombia, committed to the care of the patient, their family, and the community. The «Tour Salva tu Piel» is a national campaign organized by the Liga Colombiana Contra el Cáncer, in collaboration with La Roche-Posay Colombia. Its primary goal is to raise awareness about skin cancer prevention and provide free mole screenings to facilitate early detection.

### EGYPT

#### Baheya Fondation

The Baheya Foundation is dedicated to providing comprehensive care for women with breast cancer in Egypt, focusing on early detection, treatment, and holistic support services, using the latest technologies and scientific research. Since 2024, La Roche-Posay Egypt has provided support to the Baheya Foundation

on a number of activities, including the delivery of socio-aesthetic workshops for people living with cancer, and oncology skincare education for healthcare professionals, as well as raising awareness of the importance of caring for skin during and after cancer treatment across multiple channels.

### FRANCE

#### RoseUp

RoseUp informs, supports and defends the rights of women affected by all types of cancer, throughout France. Since 2021, La Roche-Posay France has partnered with RoseUp to help women affected by cancer to retake control of their lives. This includes the M@ Maison RoseUp project, through which La Roche-Posay supported the digitalisation of content provided in Maison RoseUp, such as offering online socio-aesthetic workshops to women affected by cancer.

#### Association Francophone des Soins Oncologiques de Support

The Association Francophone des Soins Oncologiques de Support (French-Speaking Association for Supportive Oncological Care, AFSOS) aim is to promote knowledge and the implementation of supportive oncology care. La Roche-Posay France has partnered with AFSOS since 2018, including on the impactful Pouvoir réparateur du toucher (Healing Power of Touch) campaign, which involved the delivery of supportive care workshops around France.

#### La Ligue contre le Cancer

The association La Ligue contre le Cancer (League Against Cancer) is a non-profit association whose vocation, in particular, is to inform the population about the risks associated with cancer, to finance research in this field and to provide all forms of support to cancer patients and their relatives. Its mission is based on 4 axes; actions for patients and their relatives, prevention, information, and screening, research, and raising awareness in society. These 4 axes make it possible to take into account all the needs of the fight against cancer and their combination is the guarantee of real effectiveness in this fight. As part of its activities, the Association has set up a system, «Au Fil de la Ligue» which offers personalized support to people affected by cancer. The Scheme offers socio-aesthetic spaces and places of well-being dedicated to improving the quality of life of patients. Through its partnership with La Ligue contre le Cancer, La Roche-Posay France provide its support, in particular financially, to the association in order to participate in the development and renovation of the socio-aesthetic spaces of the Scheme.

## GERMANY

### DKMS

Look Good Feel Better, a key patient programme of DKMS, teaches beauty techniques to people with cancer to help them manage the appearance-related side effects of cancer treatment. Since 2024, La Roche-Posay Germany has partnered with DKMS on the Look Good Feel Better programme to support hundreds of people with cancer to help them regain confidence and wellbeing through transformative beauty seminars. These workshops offer more than skincare – they provide strength, self-esteem, and a renewed sense of self during their journey.

## GREECE

### AgkaliaZO

AgkaliaZO is the Group of Volunteers Against Cancer of Western Greece. The goals of AgkaliaZO are: informing and mobilising the public about prevention and early diagnosis of cancer; providing psychosocial and financial support to cancer patients and their relatives; and advocating for the rights of oncology patients. AgkaliaZO provides intra-hospital programmes, educational informative programmes for high school students regarding HPV and melanoma, in schools across Greece, seminars about quality of life for people living with cancer, their carers and the organisation's volunteers, and preventative examinations for various cancer types in Piraeus, in the islands, and across Greece. AgkaliaZO has supported and housed the Panhellenic Association of Laryngectomists since 1989. From the foundation of the society of volunteers against cancer – AgkaliaZO – until now, their vision has been: 'No one is alone against cancer.' La Roche-Posay has partnered with AgkaliaZO since 2019 to provide free skin checks for people living on remote Greek islands.

## ISRAEL

### The Israeli Skin Cancer Association

The Israeli Skin Cancer Association was established in 2015 by Dr. Hedva Gonen, who recovered from metastatic skin cancer herself. The association's vision is to provide a warm and vital platform for communication, peer support, and empowerment among patients and their caregivers, including their families, while also disseminating essential and current data on melanoma and non-melanoma skin cancer. The organization's overarching mission is to elevate public awareness of skin cancer and provide comprehensive prevention guidance throughout Israel. Since 2018 La Roche-Posay Israel has partnered with The Israeli Skin Cancer Association to raise awareness of skin cancer and its prevention.

### Good Genes

Good Genes is a non profit organization focused on preventing hereditary cancers by promoting awareness, genetic testing, and counseling for individuals at risk. The organization is dedicated to supporting the well-being of BRCA gene mutation carriers in Israel. Since 2023, La Roche-Posay Israel has partnered with Good Genes to support BRCA carriers through the decision-making process regarding preventive surgeries, and to assist those undergoing chemotherapy treatments.

### Israel Cancer Association

Established in 1952, the Israel Cancer Association is a non-profit dedicated to reducing cancer morbidity and mortality across all cancer types through research, prevention, early detection, and comprehensive support for patients and their families. Since 2019, La Roche-Posay Israel has partnered with the Israel Cancer Association to improve the quality of life of cancer patient, survivors and their families in Israel and to increase awareness of skin cancer and its prevention.

### HaBait Shel Bar - Israel Women's Cancer Association

The Israel Women's Cancer Association is the first and only patient association for gynecologic cancers in Israel. The organization promotes women's health by raising public awareness of gynecological cancers prevention and symptoms awareness and serves as the patients' voice in front of policymakers. Since 2024, La Roche-Posay Israel has partnered with the Israel Women's Cancer Association to promote patients' wellness and ease of symptoms and side effects from radiotherapy and chemotherapy.

## MEXICO

### Asociación Mexicana de Lucha Contra el Cáncer

Asociación Mexicana de Lucha Contra el Cáncer (AMLCC) is dedicated to education, prevention and early detection of cancer, patient support and public policy advocacy. La Roche-Posay Mexico has partnered with ALMCC since 2023 to provide supportive care workshops for people living with cancer, and free mole check detections.

## NETHERLANDS

### De Nije Stichting

De Nije Stichting is a foundation committed to supporting (ex-)cancer patients and their loved ones through psychosocial care, being a source of information, and organizing activities focused on recovery and well-being. With the support of La Roche-Posay Benelux, De Nije Stichting has put in place the creation and distribution of care packages to cancer patients in the hospital in the Netherlands and offers free workshops on skin care in relation to cancer treatments.

## NEW ZEALAND

### Melanoma New Zealand

Melanoma New Zealand is the only charity in New Zealand solely dedicated to melanoma prevention, detection, and patient care for all. Melanoma New Zealand advocates for system improvements and behaviour change, champions access to targeted services to address critical unmet needs, and drives advancements in research and service delivery. In October 2024, La Roche-Posay New Zealand partnered with Melanoma New Zealand for Melanoma Awareness Month, offering free skin cancer spot checks across 21 days in high traffic areas across New Zealand. During this campaign, over 1,500 checks were conducted, with 132 suspicious lesions, including 47 suspected melanomas, found.

### Leukemia and Blood Cancer New Zealand

With a vision to cure and a mission to care, Leukaemia and Blood Cancer New Zealand is committed to improving the quality of life of patients and their families living with a blood cancer or related blood condition throughout New Zealand. La Roche-Posay New Zealand is proud to begin a new partnership with Leukemia and Blood Cancer New Zealand in 2025.

## PERU

### Fundación Peruana de Cancer

The Fundación Peruana de Cancer (Peruvian Cancer Foundation) provides comprehensive assistance to the country's most in need cancer patients by contributing to various initiatives to prevent, detect early, and raise the standards of cancer treatment in Peru. In 2024, La Roche-Posay Peru partnered with the Fundación Peruana de Cancer on its Fight With Care programme, with the goal of enhancing patients' quality of life by addressing treatment-related skin discomfort. The initiative provided specialized skincare solutions, educational resources, and support networks, empowering people with cancer to manage their skin health during therapy.

## POLAND

### Rak'n'Roll

Rak'n'Roll's mission is to change the perception of cancer and help improve quality of life for people living with cancer. La Roche-Posay Poland has partnered with Rak'n'Roll since 2024, joining forces for the 'Spot the Dot' campaign to raise awareness about skin cancer. Through music, education, and screenings, the initiative encouraged early detection and provided education on skin cancer risks.

## SWITZERLAND

### Look Good Feel Better

Look Good Feel Better Switzerland is a non-profit organization that offers free in-person and online beauty workshops for cancer patients. The aim of these workshops is to give participants more self-confidence and a positive body image through make-up, skincare, and styling, in order to alleviate the psychological stress during treatment. La Roche-Posay Switzerland has partnered with Look Good Feel Better for several years to support the beauty workshops with a monetary donation and provide product donations to the participants. In this way, we help to provide participants with valuable support during a difficult time and give them back a piece of their zest for life and self-esteem.

### OTIUM Foundation

The mission of the OTIUM foundation is to improve the quality of life for people affected, directly or indirectly, by cancer. Since 2020, the OTIUM Foundation and La Roche-Posay have been offering skincare advice tailored to people affected by cancer. This partnership offers group or individual workshops combining make-up and personalized advice for women, men and teenagers, to help them reclaim their image during and after their illness. Between 2020 and 2024, this partnership facilitated over 250 workshops, reaching more than 2,000 participants.

### Swiss Cancer League

The Swiss Cancer League is the leading organisation for cancer patients in Switzerland. It advises, supports and informs cancer patients and their families. It is specifically committed to cancer prevention and early detection, and promotes independent cancer research. Since 2024, La Roche-Posay in Switzerland has supported the Swiss Cancer League on a number of projects, including a research project on brain tumours, a research project on breast cancer, the provision of product donations, and education campaigns about the skin side effects of cancer treatments.

## SPAIN

### Grupo Español de Pacientes con Cáncer

Grupo Español de Pacientes con Cáncer (the Spanish Group of Cancer Patients, GEPAC) offers information and psycho-oncological, social, legal, onco-aesthetic and physical rehabilitation counselling for people living with cancer and their families. La Roche-Posay Spain has partnered with GEPAC to provide accommodation support for patients, as well as an online course for volunteers about skincare for oncology patients.

### Federació Catalana d'Entitats contra el Càncer

The Federació Catalana d'Entitats contra el Càncer (Catalan Federation Against Cancer, FECEC) brings together the main organisations working to improve quality of life for people living with cancer and their families in Catalonia. In 2024, FECEC and La Roche-Posay Spain launched an advertising campaign on the FECEC website to promote skin cancer awareness and prevention. The campaign reached over 60,000 people and disseminated crucial information on skincare for people living with cancer.

### Oncovallès

Oncovallès supports the needs of people living with cancer and their families through psycho-oncological and social work. La Roche-Posay Spain partnered with Oncovallès to create a dedicated advertorial, spreading awareness on supportive skincare for people living with cancer. With 5,000 copies distributed across hospitals in Barcelona, this initiative ensures that essential information reaches patients, carers, and healthcare professionals, enhancing their access to specialised skincare solutions.

### Asociación Pitiusa de Ayuda a Afectados/as de Cáncer

The Asociación Pitiusa de Ayuda a Afectados/as de Cáncer (the Ibizan Association for Cancer Support) (APAAC) offers free psycho-oncological care programmes, social care, occupational workshops, and volunteer support throughout all stages of the disease. La Roche-Posay Spain has partnered with APAAC to establish a "Maison Rose" unit within the leading hospital of the Pitiusas, offering a dedicated space to provide comprehensive supportive care to people living with cancer and their families. This initiative aims to enhance the quality of life and wellbeing of those affected by cancer in the region.

## SWEDEN

### CancerRehabFonden

CancerRehabFonden is a non-profit organization supporting post cancer therapy and chronic cancer patients' rehab for adults in Sweden. La Roche-Posay Nordics sponsors a one-week "living with chronic cancer" program which includes full accommodation, ensuring a restorative and healing environment for participants. In 2024, La Roche-Posay Nordics was proud to support 18 patients to participate in the program.

## UKRAINE

### Tabletochki

Tabletochki's aim is to enable better conditions for high-end medical care, psychological support, and to improve the quality of life for families affected by childhood cancer. Over the past six years, La Roche-Posay Ukraine has partnered with Tabletochki on ten fundraising campaigns. Together, these initiatives have raised an impressive 18.4 million UAH to support children battling cancer in Ukraine. This collaboration has brought vital treatments, care, and hope to countless children and young people living with cancer and their families.

## UNITED ARAB EMIRATES

### Al Jalila Foundation

Al Jalila Foundation, a global healthcare philanthropic organisation dedicated to transforming lives, was founded by His Highness Sheikh Mohammed bin Rashid Al Maktoum in April 2013. Al Jalila Foundation leads the giving mission of Dubai Health, Dubai's first integrated academic health system, which was established to elevate the standard of care and to advance health for humanity. La Roche-Posay Middle East has partnered with the Al Jalila Foundation since 2024, providing support to patients through skincare and make-up workshops.

### Wareef Charity by King Faisal Hospital Saudi Arabia

The King Faisal Specialist Hospital Foundation "Wareef Charity" is the charitable arm of King Faisal Specialist Hospital and Research Centre. Both aim to provide the highest standards of healthcare to their patients by providing all means to help enhance the experiences of patients and their families. As the largest cancer facility in the Gulf region, the Oncology Centre aims to provide the best cure and prevention measures in the field of cancer. The centre was accredited by the World Health Organization as a Collaborating Centre for Cancer Prevention and Control. Since 2023, La Roche-Posay Middle East has provided the Wareef Charity with support through product donations and education around the skin side effects of cancer treatment for patients.

## UNITED KINGDOM

### Macmillan Cancer Support

Macmillan Cancer Support does whatever it takes to get every person with cancer the best support today and spark a revolution in cancer care for the future. La Roche-Posay United Kingdom and Ireland has been in partnership with Macmillan since 2022, with a focus on providing information, support and education on

ways to prevent and alleviate the side effects of cancer treatment on skin. In addition, La Roche-Posay has contributed to funding the Macmillan Support Line, which offers confidential support to people living with cancer and their loved ones.

## UNITED STATES OF AMERICA

### American Cancer Society

The American Cancer Society (ACS) is a leading cancer-fighting organisation with a vision to end cancer as we know it, for everyone. The ACS is improving the lives of people with cancer and their families as the only organisation combating cancer through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer. Since 2021, La Roche-Posay in the United States has been supporting the ACS to provide free accommodation for cancer patients and carers, along with free treatment-safe skincare products, during their stays at the NGO's Hope Lodge locations across the country.

## URUGUAY

### Fundación Hilo Rosa

Fundación Hilo Rosa is a Uruguayan non-profit that offers comprehensive support to people living with cancer and their families, with a strong emphasis on complementary therapies and emotional wellbeing. Since 2023, La Roche-Posay Uruguay has partnered with Fundación Hilo Rosa to contribute to workshops for people living with cancer by providing organisational support and products for participants.

## THAILAND

### Thai Cancer Society

Thai Cancer Society (TCS) is a non-profit organisation supported by patients, carers, and professionals. The TCS aims to increase quality of life for people living with cancer, empower patient groups, and practice advocacy. Since 2024, La Roche-Posay Thailand has partnered with the TCS to provide educational workshops for people living with cancer and carers.





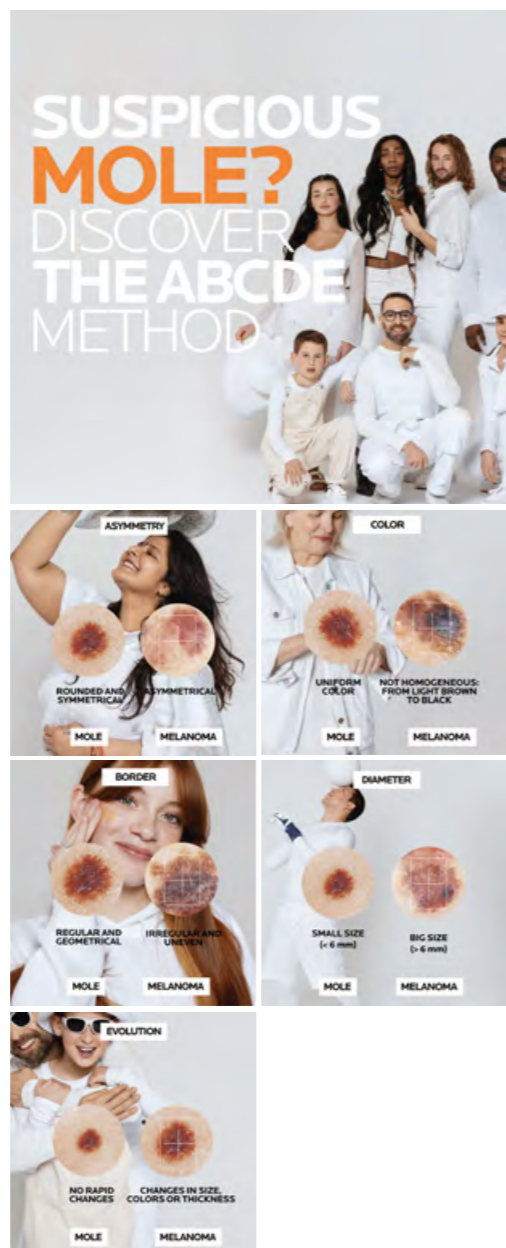
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**RAISING AWARENESS**  
AMONG THE PUBLIC

As well as providing support through donations and patient programmes, La Roche-Posay is deeply committed to increasing public understanding and awareness of the key issues we support: skin cancer prevention and early detection, and supportive care for people living with cancer.

To achieve our objectives, we carry out annual large-scale, multi-channel awareness campaigns. We design the initiatives strategically around two key periods of the year, in line with our core cancer support pillars, Save Your Skin and Fight With Care.

During the summer, our Save Your Skin campaigns promote essential sun-safe habits, educate the public on skin cancer risks, and encourage proactive awareness and detection of suspicious moles. For example, our 2025 Save Your Skin campaign drew inspiration from the classic French children's game 1,2,3 Soleil, as a framework to highlight three fundamental sun protection measures: wearing appropriate protective clothing, applying sunscreen, and adding accessories such as hats and sunglasses.



## DID YOU KNOW?

The ABCDE method has been developed, approved and used by dermatologists all over the world.

Each letter corresponds to an aspect of moles that you should pay attention to. You can use this method to check your skin and help identify a suspicious mole.

**A**symmetry – pay attention to a mole that is not round or oval in shape

**B**order – check if borders are irregular or jagged like on a map

**C**olor – observe the color of your moles, most benign ones have a uniform colour

**D**iameter – see a dermatologist if your moles have a diameter above 6mm

**E**volution – monitor your moles for changes in size, color or thickness.

## MOVING THE WORLD WITH IMPACTFUL CAMPAIGNS

These global campaigns are supported by local creative activities, such as the La Roche-Posay Australia campaign that aims to capture the attention of local audiences and encourages them to take action on skin cancer.



## CASE STUDY

### YOUR SKIN REMEMBERS AUSTRALIA

In 2023, La Roche-Posay Australia and New Zealand launched the «Your Skin Remembers» campaign to raise public awareness about the cumulative impact of sun exposure and the importance of early skin cancer detection.

Timed to coincide with National Skin Cancer Action Week, the campaign combined a strong visual presence using advertising hoardings across the city with a digital campaign focused on education through direct preventative action, linking the audience through to an online platform. This included offering free mole checks, at a dedicated pop-up clinic on Sydney's Bondi Beach.

In 2024, a new campaign was launched in partnership with three artists who have been exhibiting an evolving sculpture on a Sydney beach. The piece mimics the appearance and progression of melanoma to raise public awareness of the importance of prioritising regular skin checks and early detection.

## CASE STUDY

## BEAUTY MARKS

MEXICO

Beauty marks are everywhere and have been widely featured from the days of historical figures like Marilyn Monroe to today's beauty influencers. In recent years, influencer tutorials on TikTok and Instagram have amplified the trend and regularly show fake beauty marks as part of everyday make-up routines.

But what happens when beauty marks stop being beautiful?

In 2025, La Roche-Posay Mexico rolled out a new advocacy campaign focused on raising awareness around skin cancer. We invited our influencers to attend a dermatologist-led workshop to learn more about melanoma and the ABCDE method. Influencers then filmed content applying a "beauty mark" as part of their usual make-up routine. However, something looked different, and their communities began to react to their strange-looking moles. Our influencers then revealed that they had actually applied a melanoma rather than a beauty mark, and encouraged their communities to check their moles. The campaign was praised for its innovative and engaging approach. One commentor even reported that it had encouraged her to take her mother to see a dermatologist to check a mole, which turned out to be a precancerous lesion. It gives new meaning to the term "Live-Saving Routine!"

## CASE STUDY

## SCARS OF LIFE

INTERNATIONAL CAMPAIGN

In 2025, La Roche-Posay unveiled Scars of Life, a powerful 25-minute documentary exploring the profound impact of scars, both visible and invisible. Everyone has or will have a scar. One in two people worldwide bears one: a mark left by injury, skin disease, cancer treatment side effects, or sun exposure. Each scar tells a story, shaping our identity and experiences. Although diverse in origin, scars share a common thread: the potential for physical and mental suffering, leading to shame, stigma, and isolation.

Scars of Life provides an immersive exploration, tracing the journey of scars from their origins and impact to current solutions and future possibilities. The documentary centres on the personal narratives of people living with scars, including scars linked to cancer battles. Scars of Life examines the hidden damage caused by sun exposure and promotes awareness and preventative measures, as well as the skin side effects of cancer treatment, highlighting the importance of supportive care and its connection to skin health.

The documentary premiered at the La Roche-Posay 50th anniversary global event in Paris, in March 2025, and is available on YouTube.

WATCH THE DOCUMENTARY  
ON YOUTUBE



LA ROCHE POSAY  
LABORATOIRE DERMATOLOGIQUE

# SCARS OF LIFE

*Stories of invisible scars*

A FILM BY LA ROCHE-POSAY    PRODUCED BY ELEPHANT    DIRECTED BY ANAIS LE GUENNEC



**Our Fight With Care campaigns are timed to coincide with Pink October, the global cancer awareness month.**

The campaigns highlight the crucial role of supportive care during cancer treatment, with a particular emphasis on the management of skin side effects that can significantly impact patients' wellbeing.

Our overarching goal is to raise awareness of supportive care among the general public, and crucially, among patients, carers, and healthcare professionals, inspiring them to take proactive steps.

In recent years, our Fight With Care campaigns have centred around the idea of 'the Healing Power of Touch', illustrating the power of supportive care practices in alleviating skin discomfort during and after cancer treatment.

In our 2025 campaign, we continue this theme, and highlight the power of love and knowledge as guiding forces throughout the cancer journey to reaffirm our belief that no one should fight cancer alone.

Through these campaigns, we actively encourage people to access our dedicated cancer support resources, including our practical Patient Guide and our cancer-support.com training – both important resources for further education and empowerment.

As with Save Your Skin, local awareness initiatives, such as the La Roche-Posay Canada example that follows, amplify the global message, and provide touchpoints with local audiences.

**CASE STUDY**

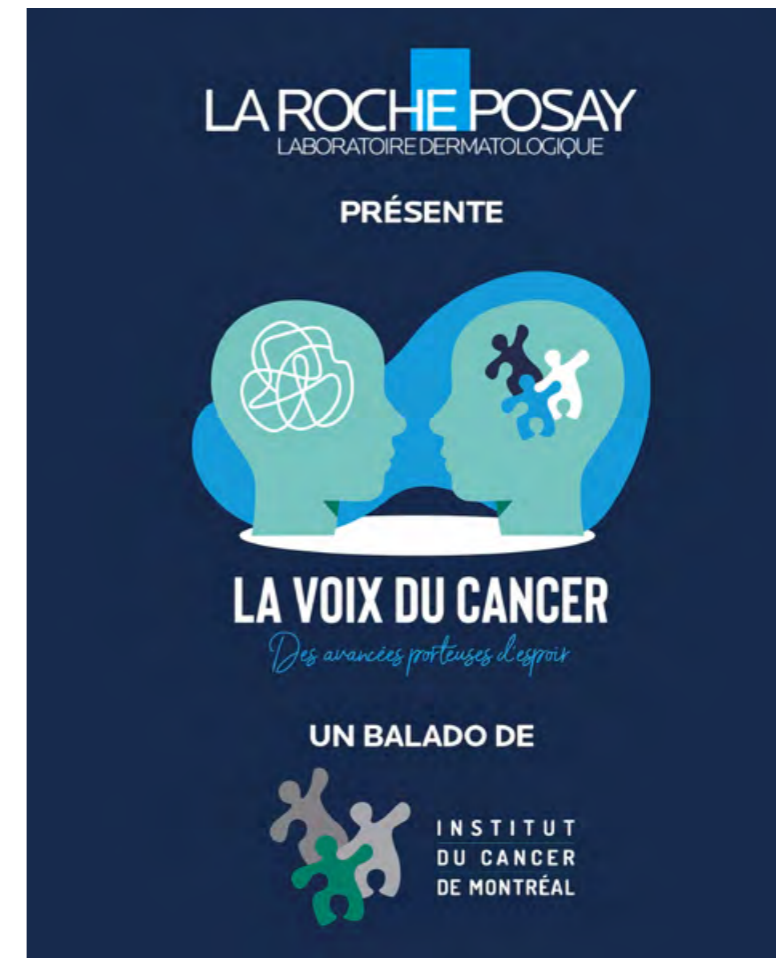
**THE VOICE OF CANCER PODCAST**  
CANADA

*La Voix du Cancer ("The Voice of Cancer") is an 8-episode podcast series launched in 2024 by La Roche-Posay Canada in partnership with the Institut du cancer de Montréal and hosted by renowned science communicator Jean-Daniel Doucet.*

*Each episode invites public figures affected by cancer to have open, authentic conversations with oncology researchers. They share their stories, fears, and hopes while exploring the latest scientific breakthroughs.*

*The series breaks taboos, informs the public, and builds emotional bridges between patients and science, while promoting La Roche-Posay's commitment to cancer support. Since the launch, more than 55K people have listened to the podcast.*

**LISTEN TO THE PODCAST**  
LA VOIX DU CANCER



## 50 YEARS OF LA ROCHE-POSAY

*In 2025, La Roche-Posay celebrates 50 years of life-changing dermatological skincare solutions. To celebrate this significant milestone, we hosted a multi-day immersive experience in March, bringing together the entire La Roche-Posay family. This included healthcare professionals, content creators, media representatives, retailers, and NGOs, all united in celebrating half a century of dedication to skin health.*

**The event unfolded across various iconic locations, commencing with a visit to the town of La Roche-Posay, which included tours of the Brand Factory to showcase its innovation development processes.**

The tour offered guests an in-depth look at the brand's heritage. They were also able to visit the integral thermal treatment centre, where a significant number of people living with cancer receive treatments every day. During their time with us, they also took part in a corrective make-up workshop alongside people living with cancer.

The experience continued at Le Palais Brongniart in Paris, where guests enjoyed a programme of expert talks and interactive workshops.

These sessions offered comprehensive insights into the brand's legacy and our commitment to positive social and environmental impact. They also highlighted our unparalleled medical expertise and the cutting-edge innovation driving progress across our core franchises. A powerful highlight of the discussions was the testimonial shared by Tyler 'Ninja' Blevins, our partner in raising awareness around melanoma. A pro gamer and melanoma survivor, he shared his personal story. The festivities culminated in a memorable "50 Shades of Blue" birthday celebration.

A key focus of the anniversary celebration was to highlight La Roche-Posay's long-standing commitment to cancer support. We emphasised that, as a brand dedicated to the greater good, we are committed to leading in the fight against cancer. At Le Palais Brongniart, our Save Your Skin and Fight With Care programmes were showcased as part of the "Life-Changing Bridge", an interactive activity designed to immerse guests in the core commitments and values that drive our brand, illustrating how La Roche-Posay leverages innovation to foster a better life for all.





**For decades, La Roche-Posay has been actively engaged in taking action against cancer through a comprehensive approach built on scientific innovation and compassion.**

Our mission is built on three key pillars: Science, Support, and Awareness.

**Science:** La Roche-Posay leverages advanced scientific research and develops cutting-edge dermocosmetic solutions to ease the physical and emotional side effects of cancer treatments. Our Thermal Center also plays a unique role in patient care.

**Support:** we partner with medical experts, NGOs, and healthcare professionals worldwide to offer practical, human-centred support. Initiatives include free mole checks, patient accommodation, digital tools like SkinVision, and a variety of patient-focused programmes such as educational sessions and socio-aesthetic workshops.

**Awareness:** multi-channel awareness campaigns educate both the public and healthcare providers on the importance of early skin cancer detection, sun protection, and supportive care strategies.

As La Roche-Posay celebrates its 50th anniversary, we reaffirm our commitment to cancer support for future generations. Our continued innovation and advocacy stem from the belief that no one should face cancer alone. Through collective action, shared knowledge, and steadfast commitment, we aim to help reduce cancer's burden and ensure a better quality of life for patients worldwide.

**REAFFIRMING**  
OUR COMMITMENT



# LA ROCHE-POSAY

LABORATOIRE DERMATOLOGIQUE



## ABOUT LA ROCHE-POSAY

In 2025, La Roche-Posay celebrates 50 years of life-changing dermatological skincare solutions. Created by a pharmacist in 1975, the brand is now present in over 60 countries and is recommended by over 100,000 dermatologists worldwide\*. It provides a unique range of daily skincare developed for every skin type, from newborns to cancer patients, from UV protection to repairing severely fragilized skin. Formulated with a minimal number of ingredients and rigorously tested for efficacy and safety, La Roche-Posay partners with the medical community to advance dermatological care. Committed to both skin health and the environment, our products are manufactured in factories using 100% renewable energy, and we continuously strive to reduce our environmental impact through initiatives like eco-conscious packaging.

Learn more at [www.laroche-posay.com](http://www.laroche-posay.com) and follow us on Instagram, TikTok, YouTube and Facebook.

\* SURVEY CONDUCTED AMONG THE DERMOCOSMETIC MARKET CARRIED OUT BY AP+USA AND OTHER PARTNERS BETWEEN JANUARY 2023 AND MAY 2023. INVOLVING DERMATOLOGISTS IN 34 COUNTRIES, REPRESENTING MORE THAN 80% OF THE WORLDWIDE GDP