Background

Pierre Fabre is the 2nd largest dermo-cosmetics laboratory in the world and the 2nd largest private French pharmaceutical group. Pierre Fabre Dermo-Cosmétique R&D wanted to publish their clinical trials on the fragility of the epidermis in older adults and symptom control to targeted therapy. They were looking to maximize their engagement of this publication with dermatologists.

The Challenge

Reach their target audience of dermatologists

Ability to distribute this information on the field by medical reps

The Solution

2x sponsored supplements

Available in print and online

20 and 36 pages

Results

Circulation of 1,591

Peer-reviewed

Impact factor 4.287

Seen by all members of the EADV

Testimonial

“The cosmetic products Pierre Fabre produce have a high-level medical background: their clinical studies are designed as studies with medical drugs. This is the reason why the PFDC clinical studies in various dermatological pathologies are accepted and published in JEADV. We are happy with collaboration with JEADV and Wiley; our collaboration is always constructive and in the best timelines.”

—Marketa Saint Aroman, Pierre Fabre, Global Medical Director, A-DERMA DERMATOLOGICAL LABORATOIRES