



NEWS RELEASE

Evolus Unveils New Branding for Flagship Product Jeuveau® to Reflect Growing and Evolving Consumers

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- Company launches bold rebrand of Jeuveau® (prabotulinumtoxinA-xvfs), a modern-made neurotoxin dedicated exclusively for aesthetics
- Jeuveau® has been the fastest-growing neurotoxin in the U.S. for two consecutive years in 2021 and 2022¹

NEWPORT BEACH, Calif.--(BUSINESS WIRE)-- Evolus, Inc. (NASDAQ: EOLS), a performance beauty company with a focus on building an aesthetic portfolio of consumer brands, unveils fresh, new branding for its flagship neurotoxin product, Jeuveau® (prabotulinumtoxinA-xvfs), showcased in the brand's marketing campaign and on Jeuveau.com. Jeuveau® stands as the single most successful new aesthetic product launched in the United States since 2019 and intends to continue this trajectory, re-branding to break further away from the outdated tone, look and feel traditionally seen in the neurotoxin market.

(Graphic: Evolus)

The new Jeuveau® imagery reflects today's consumers,

rejecting the traditional female-focused archetype, and celebrates the spectrum of beauty represented within the product's growing contingent of loyal consumers – many of whom are millennials and younger. Inspired by this demographic, as well as the growing number of men turning to treatments to achieve a youthful, toned, and vibrant aesthetic, the "Jeuveau®, You See Me" marketing campaign uses inclusive messaging to encourage consumers of all genders to live unapologetically and embrace their beauty.

"We're excited for the public to see the new look of Jeuveau®, which reflects the attributes of the evolving clientele for toxins," said David Moatzedi, President and CEO of Evolus. "We are immensely proud of the patient satisfaction



that Jeuveau® has delivered since 2019 – largely due to delivering excellent product performance to the ever-changing market that is looking for a brand that’s reflective of their needs. The rebranding of Jeuveau® is a significant part of our commitment to doing exactly that.”

Jeuveau® has an estimated 11 percent of the current U.S. cosmetic neurotoxin market and is available in approximately 11,000 healthcare practitioner locations around the United States. The company recently achieved its one-millionth redemption in the Evolus Rewards™ patient loyalty program, for which more than one-half of enrollees are millennials or younger – signifying the growing demand amongst this highly desirable demographic with immense buying power.

To find the nearest Jeuveau® provider, visit jeuveau.evolus.com/find-a-specialist/. To learn more visit jeuveau.evolus.com.

About Jeuveau®

Dedicated exclusively for aesthetics, Jeuveau® is a modern-made neurotoxin used for temporarily improving the appearance of moderate to severe vertical lines between the eyebrows, known as glabellar lines, in adults below the age of 65. The product is approved for sale in the United States under the brand name Jeuveau® and in Canada, Great Britain, Germany, Austria and Italy under the brand name Nuceiva®. Approved in 2019 by the U.S. Food and Drug Administration, Jeuveau® (prabotulinumtoxinA-xvfs) is the first and only neurotoxin dedicated exclusively to aesthetics and manufactured in a state-of-the-art facility using Hi-Pure™ technology. Jeuveau® is powered by Evolus’ unique technology platform and is designed to transform the aesthetic market by eliminating the friction points existing for customers today.

About Evolus, Inc.

Evolus (Nasdaq: EOLS) is a performance beauty company evolving the aesthetic neurotoxin market for the next generation of beauty consumers through its unique, customer-centric business model and innovative digital platform. Our mission is to become a global, multi-product aesthetics company based on our flagship product, Jeuveau® (prabotulinumtoxinA-xvfs), the first and only neurotoxin dedicated exclusively to aesthetics and manufactured in a state-of-the-art facility using Hi-Pure™ technology. Evolus is expanding its product portfolio having entered into a definitive agreement to be the exclusive U.S. distributor of Evolysse™, a line of five unique dermal fillers currently in late-stage development. Visit us at www.evolus.com, and follow us on **LinkedIn**, **Twitter**, **Instagram** or **Facebook**.

IMPORTANT SAFETY INFORMATION FOR JEUVEAU® (prabotulinumtoxinA-xvfs)

JEUVEAU may cause serious side effects that can be life threatening. Get medical help right away if you have any of these problems any time (hours to weeks) after injection of JEUVEAU:

- Problems swallowing, speaking, or breathing, due to weakening of associated muscles, can be severe and result in loss of life. You are at the highest risk if these problems are pre-existing before injection. Swallowing problems may last for several months.
- Spread of toxin effects. The effect of botulinum toxin may affect areas away from the injection site and cause serious symptoms including: loss of strength and all-over muscle weakness, double vision, blurred vision and drooping eyelids, hoarseness or change or loss of voice, trouble saying words clearly, loss of bladder control, trouble breathing, trouble swallowing.

Do not use JEUVEAU if you: are allergic to any of the ingredients in JEUVEAU (see Medication Guide for ingredients); had an allergic reaction to any other botulinum toxin product such as rimabotulinumtoxinB (MYOBLOC®), onabotulinumtoxinA (BOTOX®/BOTOX® Cosmetic), abobotulinumtoxinA (DYSPORT®), or incobotulinumtoxinA (XEOMIN®); have a skin infection at the planned injection site; or are a child.

JEUVEAU dosing units are not the same as, or comparable to, any other botulinum.

Tell your healthcare provider about all your muscle or nerve conditions, such as ALS or Lou Gehrig's disease, Myasthenia gravis, or Lambert-Eaton syndrome, as you may be at increased risk of serious side effects including difficulty swallowing and difficulty breathing from typical doses of JEUVEAU.

Tell your healthcare provider about all your medical conditions, including: any side effects from botulinum toxin products, including dry eye; breathing, swallowing, bleeding, or heart problems; plans to have surgery; weakness of forehead muscles; drooping eyelids; have had surgery on your face; are pregnant or breastfeeding or plan to become pregnant or breastfeed (it is not known if JEUVEAU can harm your unborn baby or passes into breast milk).

Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. Using JEUVEAU with certain other medicines may cause serious side effects. Do not start any new medicines until you have told your healthcare provider that you have received JEUVEAU in the past.

Especially tell your healthcare provider if you: have received any other botulinum toxin product in the past and the last 4 months, and exactly which product you received (such as BOTOX, BOTOX Cosmetic, MYOBLOC, DYSPORT, or XEOMIN). JEUVEAU may cause loss of strength or general muscle weakness, vision problems, or dizziness within hours to weeks of treatment with JEUVEAU. **If this happens, do not drive a car, operate**

machinery, or do other dangerous activities.

JEUVEAU can cause other serious side effects including: **allergic reactions** such as itching, rash, red itchy welts, wheezing, trouble breathing, asthma symptoms, or dizziness or feeling faint. Tell **your** healthcare provider or get emergency medical help right away if you develop wheezing or trouble breathing, or if you feel dizzy or faint. **Heart problems.** Irregular heartbeat and heart attack that have caused death, have happened in some people who received botulinum toxin products. **Eye problems** such as dry eye, reduced blinking, and corneal problems. Tell your healthcare provider if you develop eye pain or irritation, sensitivity to light, or changes in your vision.

The most common side effects include: headache, eyelid drooping, upper respiratory tract infection, and increased white blood cell count.

APPROVED USE

JEUVEAU is a prescription medicine that is injected into muscles and used in adults for a short period of time (temporary) to improve the look of moderate to severe frown lines between the eyebrows (glabellar lines).

The risk information provided here is not complete. For more information about JEUVEAU, see the full Prescribing Information including BOXED WARNING, and Medication Guide, visit evolus.com or talk to your healthcare provider.

To report side effects associated with use of JEUVEAU, please call 1-877-EVOLUS1/1-877-386-5871. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Exclusively licensed and manufactured for: Evolus, Inc., 520 Newport Center Drive, Suite 1200, Newport Beach, CA 92660

¹ Medical Insights US Facial Injectables Tracker, March 2023 www.miineews.com (Accessed 6/23/2023) and company estimates.

Forward-Looking Statements

This press release contains forward-looking statements as defined under the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties, including statements about future events, our business, financial condition, results of operations and prospects, our industry and the regulatory environment in which we operate. Any statements contained herein that are not statements of historical or current facts are forward-looking

statements. In some cases, you can identify forward-looking statements by terms such as “anticipate,” “believe,” “could,” “estimate,” “expect,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “should,” “will,” “would” or the negative of those terms, or other comparable terms intended to identify statements about the future. The company’s forward-looking statements include, but are not limited to, statements related to market conditions and consumer demand; and the financial and other benefits expected from the company’s branding.

The forward-looking statements included herein are based on our current expectations, assumptions, estimates and projections, which we believe to be reasonable, and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by the forward-looking statements. These risks and uncertainties, all of which are difficult or impossible to predict accurately and many of which are beyond our control, include, but are not limited to uncertainties associated with our ability to comply with the terms and conditions in the Medytox Settlement Agreements, our ability to fund our future operations or obtain financing to fund our operations, unfavorable global economic conditions and the impact on consumer discretionary spending, uncertainties related to customer and consumer adoption of Jueveau[®] and Evolysse[™], the efficiency and operability of our digital platform, competition and market dynamics, our ability to successfully launch and commercialize our products in new markets, including the Evolysse[™] dermal filler product line in the U.S., our ability to maintain regulatory approvals of Jueveau[®] or obtain regulatory approvals for new product candidates or indications, our reliance on Symatase to achieve regulatory approval for the Evolysse[™] dermal filler product line in the U.S., and other risks described in our filings with the Securities and Exchange Commission, including in the section entitled “Risk Factors” in our Quarterly Report on Form 10-Q for the quarter ended June 30, 2023 filed with the SEC on August 2, 2023. These filings can be accessed online at www.sec.gov. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Except as required by law, we undertake no obligation to update or revise any forward-looking statements to reflect new information, changed circumstances or unanticipated events. If we do update or revise one or more of these statements, investors and others should not conclude that we will make additional updates or corrections.

Jueveau[®] and Nuceiva[®] are registered trademarks of Evolus, Inc.

Evolysse[™] is a trademark of Evolus, Inc.

Hi-Pure[™] is a trademark of Daewoong Pharmaceutical Co, Ltd.

BOTOX[®] is a registered trademark of Allergan Inc.

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