



NEWS RELEASE

# Evolus Launches “Drop the F Word” Campaign in Advance of the Commercial Launch of Evolysse™ Injectable Hyaluronic Acid Gels

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NEWPORT BEACH, Calif.--(BUSINESS WIRE)-- **Evolus, Inc.** (NASDAQ: EOLS), a performance beauty company with a focus on building an aesthetic portfolio, today announced the launch of its bold new campaign, “Drop the F Word,” ahead of the upcoming commercial launch of Evolysse™. Designed to challenge outdated perceptions and language in the aesthetics industry, the campaign introduces Evolysse™, a collection of injectable hyaluronic acid (HA) gels specifically designed to deliver long-lasting, natural-looking results for the treatment of moderate to severe dynamic facial wrinkles and folds, such as nasolabial folds.

The “Drop the F Word” campaign aims to reenergize the injectable HA category and address growing filler fatigue. Increasingly, consumers associate the term “filler” with unnatural results and an overfilled look, perceptions that no longer reflect the advancement of today’s products or consumer desires. In response, Evolus conducted in-depth research with customers and consumers to better understand these shifting attitudes. The insights were clear, “filler” is an outdated term and no longer serves the category. As a result, Evolus tested new ways to reframe the category and is introducing Evolysse™ as a collection of injectable hyaluronic acid gels, removing “filler,” the “F word,” from its vernacular. This approach better reflects the innovation behind the collection and the results consumers expect today.

“As aesthetic treatments evolve, the conversation around them must evolve too,” said David Moatazedi, President and Chief Executive Officer of Evolus. “With the ‘Drop the F Word’ campaign, we’re pushing the industry forward, replacing the outdated term ‘filler’ with a more modern, meaningful conversation centered around personalization, education, and natural-looking results. Evolysse™ isn’t just another filler, it’s the future of performance beauty.”



With the first breakthrough in HA technology in over a decade, Evolysse™ marks a new chapter in aesthetic injectables, moving beyond the traditional concept of “fillers” and toward a new standard of personalized, natural-looking outcomes. Evolysse™ is manufactured utilizing Cold-X™ technology, an innovative manufacturing process designed to better preserve the natural structure of the HA molecule. The result is a collection of injectable HA gels that deliver natural-looking outcomes and align with the evolving expectations of today’s aesthetic consumers.

Through this initiative, Evolus is inviting patients, practitioners, and the broader beauty industry to rethink how aesthetic treatments are discussed, embraced, and delivered. The campaign also underscores the company’s broader mission and modern approach to elevate the aesthetics experience, prioritizing confidence and informed decision-making across all stakeholders.

With Evolysse™, Evolus is not only launching an innovative injectable HA collection but also leading a cultural shift in how beauty treatments are perceived. This campaign and product launch together represent a commitment to advancing performance beauty that reflects the expectations of today’s beauty consumer.

## About Evolus, Inc.

Evolus (NASDAQ: EOLS) is a global performance beauty company redefining the aesthetic injectable 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 leader in aesthetics anchored by our flagship products: Jeuveau® (prabotulinumtoxinA-xvfs), the first and only neurotoxin dedicated exclusively to aesthetics, and Evolysse™, a collection of unique injectable hyaluronic acid (HA) gels. Visit us at [www.evolus.com](http://www.evolus.com), and follow us on [LinkedIn](#), [X](#), [Instagram](#) or [Facebook](#).

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## Evolus Contacts:

### Investors:

Nareg Sagherian

Vice President, Head of Global Investor Relations and Corporate Communications

Tel: 248-202-9267

Email: [ir@evolus.com](mailto:ir@evolus.com)

### Media:

Email: [media@evolus.com](mailto:media@evolus.com)

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