

The SEM Consumer Journey



Identify the grievances, concerns, or problems the consumer is facing with their image for the given target audience. The consumer has a specific need or interest.

"What is"

"Before and After Treatment"

"Why..."

"Best treatment for...."

"I need"

"Where Can I Find...."

'I want....'

"Best Product For..."

"Testimonials"

"What are side effects of..."

"Product X Reviews"

How does X work ..."

"Discounts for X"

"What are the results with X"



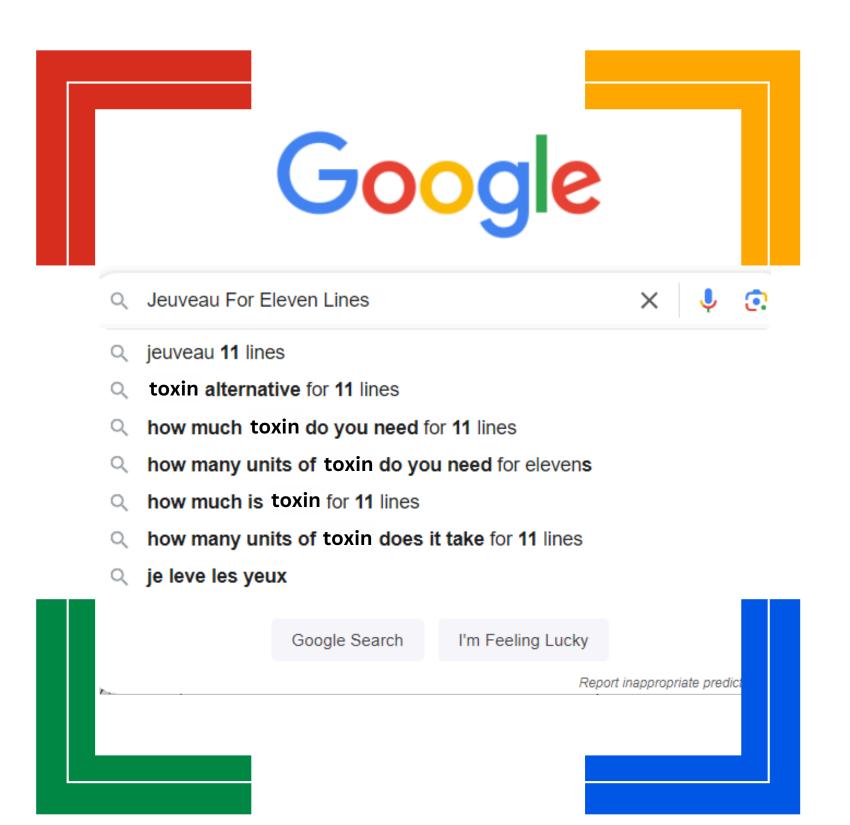


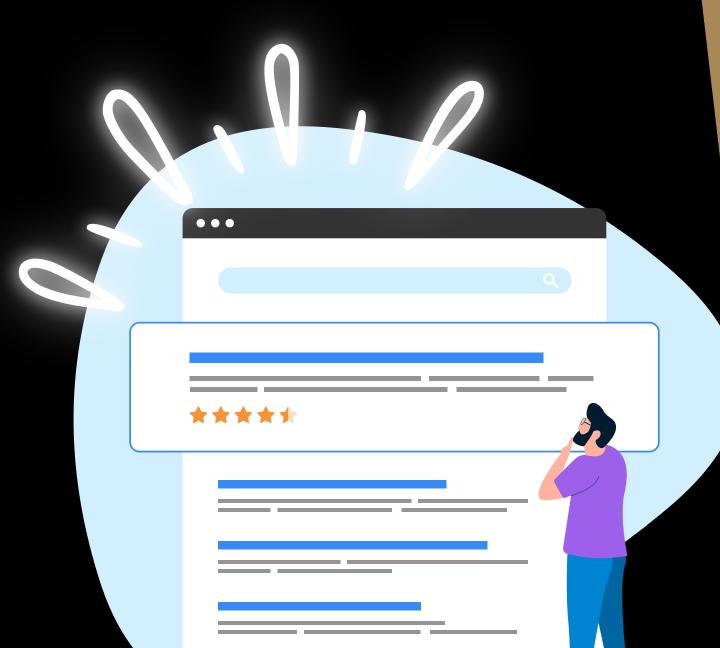
C Eleven Lines Treatment



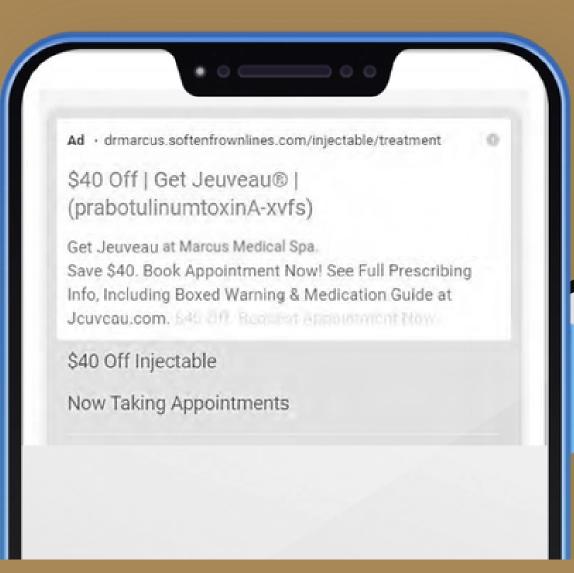


The consumer begins their search utilizing their smart phone, computer, or tablet and travels to their preferred homepage like Google.

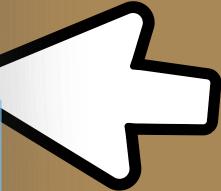




The consumer sees the advertisement!

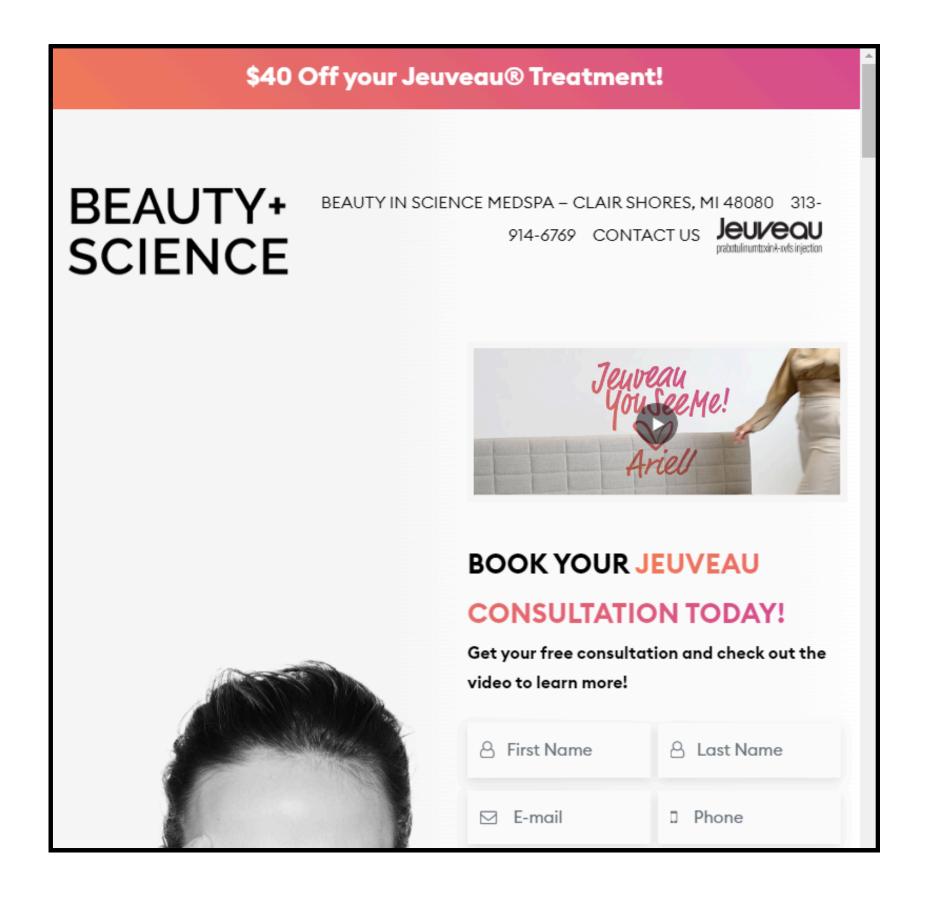


There are many versions of ads that may populate based on the search query the consumer uses. Competitor ads will also show in nearby positions.



Here's an example of an ad from a consumer searching for Eleven Lines Treatments.

Consumer is Taken to Landing Page...



After clicking on the advertisement, the consumer is directed to a targeted landing page, where they explore more details about the offering.

Interested, the consumer fills out the form on the page to submit their contact information, indicating a potential conversion or lead for the business.

Consumer Submits the Form Fill

Thank you for your submission!

We will be in touch with you shortly.

Go Back





After the consumer submits the form, their information is sent to a customer relationship management (CRM) system and an email notification is triggered to alert the practice of a new lead.

The practice can then follow up by sending an automated confirmation email to the consumer or contacting them directly, often by phone or email, to nurture the lead further.

The consumer is also redirected to a thank-you page, confirming their submission and providing next steps or additional resources.

Practice receives new lead notification!

Once the practice receives the lead's information, their sales or marketing team typically reviews the details to qualify the lead.

They assess whether the lead meets their target criteria, such as location, budget, or needs.

Once qualified, the practice initiates follow-up communication, often through a personalized email or phone call, to start the conversion process and move the lead further down the sales funnel.

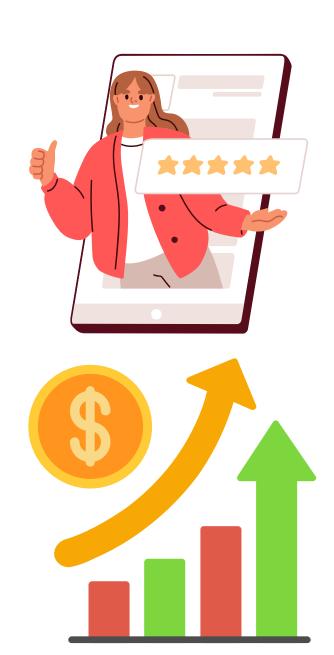


+ Lead converts to a New client - Success!! +

When the lead converts to a new client, the practice schedules the Jeuveau injection appointment and begins the onboarding process, which includes confirming the booking details and providing any necessary pre-appointment instructions.

The lead's information is updated in the booking system to reflect their new status as a confirmed client, and they receive a confirmation email or text message with appointment details.

The practice may also offer follow-up communications, such as reminders, posttreatment care instructions, and promotions for future services to enhance the client experience and encourage loyalty.



Paid Search

Direct x4

Paid Search

Organic Search Social

Paid Search

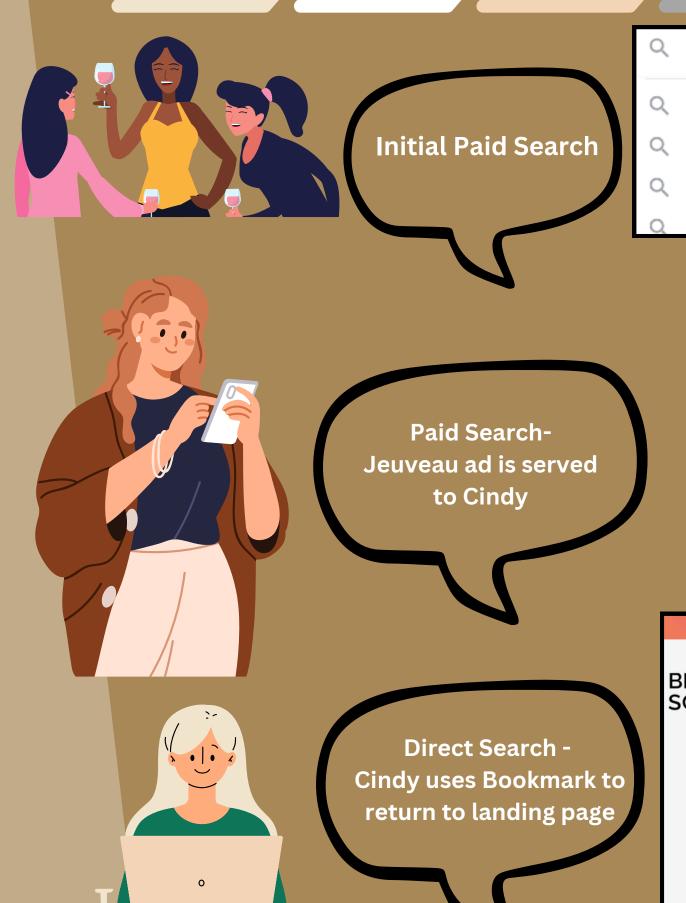
<u>Day 1</u>

Cindy's friend tells her that she recently got her "Elevens Done" and is super happy with the results.

Cindy does a quick Google search for "Eleven Lines Treatment," on her phone while finishing her wine.

She ends up being served an ad for Eleven Lines Treatment at 'Beauty In Science' using Jeuveau. She navigates to the Beauty in Science Jeuveau landing page and reads a bit. She's tired so she bookmarks the page, closes the tab, and heads home.

Once Cindy is at home, she opens the bookmarked Landing page & continues to read.





Ad - drmarcus.softenfrownlines.com/injectable/treatment

Save \$40. Book Appointment Now! See Full Prescribing

Info, Including Boxed Warning & Medication Guide at

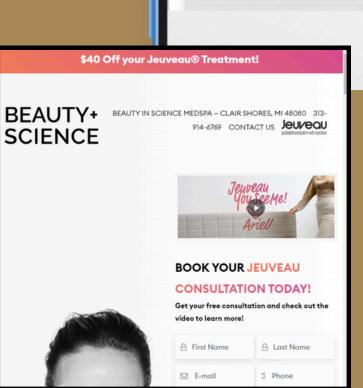
\$40 Off | Get Jeuveau® | (prabotulinumtoxinA-xvfs)

Get Jeuveau, at Marcus Medical Spa.

Jeuveau.com. 645 diff. Recorded Appen

Now Taking Appointments

\$40 Off Injectable



Day 4

(steps 4-6)

Weekend Search - After a stressful Friday, Cindy wakes up and remembers Eleven Lines. She also forgets about the bookmarked page, so she navigates back to Google and searches 'How to Fix Eleven Lines,' triggering an organic search.

Day 8

Cindy logs onto Facebook and is catching up on her family's posts. She notices a 'Jeuveau Beauty in Science' paid Social ad!

Jeuveau Beauty In Science

Day 12

Cindy is back at work and types in 'Jeuveau Beauty In Science' in the address box (without the .com) and triggers a Brand Paid Search Ad. She clicks on the landing page & fills out the form fill & is now a lead!



Paid Search

How to Fix Eleven Lines Triggers an 'Organic Search'

Cindy's Facebook keeps up with her interests, and after her previous activity, a Paid Social ad appears

Cindy returns to the Landing page after all of her research, completes the form fill, and clicks submit!



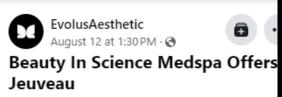






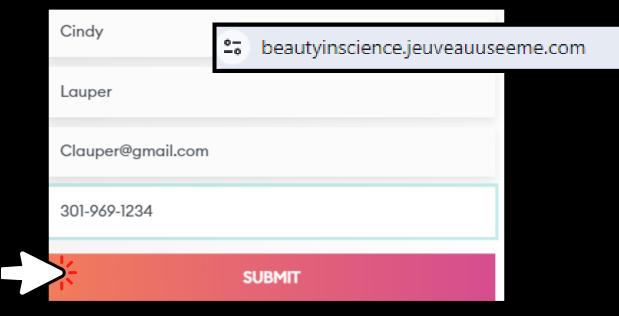






Ready to temporarily kiss your frown lines goodbye? With Jeuveau® by Evolus, you can get \$40 off treatment every 90 days. Ask us

For full Product Information, including Boxed Warning and Medication Guide, see







IMPORTANT SAFETY INFORMATION FOR JEUVEAU® (prabotulinumtoxinA-xvfs)

WARNING: DISTANT SPREAD OF TOXIN EFFECT: The effects of all botulinum toxin products, including JEUVEAU, may spread from the area of injection to produce symptoms consistent with botulinum toxin effects. These symptoms have been reported hours to weeks after injection. Swallowing and breathing difficulties can be life threatening and there have been reports of death. JEUVEAU is not approved for the treatment of spasticity or any conditions other than glabellar lines.

CONTRAINDICATIONS

JEUVEAU is contraindicated in individuals with known hypersensitivity to any botulinum toxin preparation or to any of the components in the formulation, and in the presence of infection at the proposed injection site(s).

WARNINGS AND PRECAUTIONS

Spread of Toxin Effect

Postmarketing safety data from other approved botulinum toxins suggest that botulinum toxin effects may be observed beyond the site of local injection. The symptoms are consistent with the mechanism of action of botulinum toxin and may include asthenia, generalized muscle weakness, diplopia, ptosis, dysphagia, dysphonia, dysarthria, urinary incontinence, blurred vision and breathing difficulties. These symptoms have been reported hours to weeks after injection. Swallowing and breathing difficulties can be life threatening and there have been reports of death related to spread of toxin effects. In unapproved uses, including upper limb spasticity in children and approved indications, symptoms consistent with spread of toxin effect have been reported at doses comparable to or lower than the maximum recommended total dose. JEUVEAU is not approved for the treatment of spasticity or any conditions other than glabellar lines. Patients or caregivers should be advised to seek immediate medical care if swallowing, speech or respiratory difficulties occur.

Lack of Interchangeability between Botulinum Toxin Products

The potency Units of JEUVEAU are specific to the preparation and assay method utilized. They are not interchangeable with other preparations of botulinum toxin products and, therefore, units of biological activity of JEUVEAU cannot be compared to nor converted into units of any other botulinum toxin products assessed with any other specific assay method.

Serious Adverse Reactions with Unapproved Use

Serious adverse reactions, including excessive weakness, dysphagia, and aspiration pneumonia, with some adverse reactions associated with fatal outcomes, have been reported in patients who received botulinum toxin injections for unapproved uses. In these cases, the adverse reactions were not necessarily related to distant spread of toxin, but may have resulted from the administration of botulinum toxin products to the site of injection and/or adjacent structures. In several of the cases, patients had pre-existing dysphagia or other significant disabilities. There is insufficient information to identify factors associated with an increased risk for adverse reactions associated with the unapproved uses of botulinum toxin products.

Hypersensitivity Reactions

Serious and/or immediate hypersensitivity reactions have been reported for botulinum toxin products, including anaphylaxis, serum sickness, urticaria, soft-tissue edema, and dyspnea. If such reactions occur with JEUVEAU, discontinue use of JEUVEAU and immediately institute appropriate medical therapy.

Cardiovascular System

There have been reports following administration of botulinum toxins of adverse events involving the cardiovascular system, including arrhythmia and myocardial infarction, some with fatal outcomes. Some of these patients had risk factors including pre-existing cardiovascular disease. Use caution when administering to patients with pre-existing cardiovascular disease.

Increased Risk of Clinically Significant Effects with Pre-existing Neuromuscular Disorders

Individuals with peripheral motor neuropathic diseases, amyotrophic lateral sclerosis, or neuromuscular junction disorders (e.g., myasthenia gravis or Lambert-Eaton syndrome) were excluded from the JEUVEAU clinical studies. Patients with neuromuscular disorders may be at increased risk of clinically significant effects, including generalized muscle weakness, diplopia, ptosis, dysphonia, dysarthria, severe dysphagia and respiratory compromise from typical doses of JEUVEAU.

Dysphagia and Breathing Difficulties

Treatment with botulinum toxin products, including JEUVEAU, can result in swallowing or breathing difficulties. Patients with pre-existing swallowing or breathing difficulties may be more susceptible to these complications. In most cases, this is a consequence of weakening of muscles in the area of injection that are involved in breathing or oropharyngeal muscles that control swallowing or breathing. (See Boxed Warning for Spread of Toxin Effect).

Pre-existing Conditions at the Injection Site

Caution should be used when JEUVEAU is used in the presence of inflammation at the proposed injection site(s) or when excessive weakness or atrophy is present in the target muscle(s). Caution should be used when JEUVEAU treatment is used in patients who have marked facial asymmetry, ptosis, excessive dermatochalasis, deep dermal scarring, thick sebaceous skin or when subjects do not respond to 20 Units of botulinum toxin (e.g. the inability to substantially lessen glabellar lines even by physically spreading them apart). Do not exceed the recommended dosage and frequency of administration of JEUVEAU.

Ophthalmic Adverse Reactions in Patients Treated with Botulinum Toxin Products

Dry eye has been reported with the use of botulinum toxin products in the treatment of glabellar lines. Reduced tear production, reduced blinking, and corneal disorders, may occur with use of botulinum toxins, including JEUVEAU. If symptoms of dry eye (e.g., eye irritation, photophobia, or visual changes) persist, consider referring patient to an ophthalmologist.

Human Albumin and Transmission of Viral Diseases

JEUVEAU contains albumin, a derivative of human blood. Based on effective donor screening and product manufacturing processes, it carries an extremely remote risk for transmission of viral diseases. A theoretical risk for transmission of Creutzfeldt-Jakob disease (CJD) is also considered extremely remote. No cases of transmission of viral diseases or CJD have ever been reported for albumin.

ADVERSE REACTIONS

The most frequently reported adverse reactions (≥ 1% and placebo) following injection of JEUVEAU were headache (12%), eyelid ptosis (2%), upper respiratory tract infection (3%), and white blood cell count increase (1%).

DRUG INTERACTIONS

No formal drug interaction studies have been conducted with JEUVEAU. The potential for certain drugs to potentiate the effects of JEUVEAU warrant consideration given the potential risks involved and should be used with caution, including: aminoglycosides or other agents interfering with neuromuscular transmission, anticholinergic drugs, botulinum neurotoxin products, and muscle relaxants.

USE IN SPECIFIC POPULATIONS

The limited available data on JEUVEAU use in pregnant women are insufficient to inform a drug associated risk of adverse developmental outcomes.

There are no data on the presence of JEUVEAU in human or animal milk, its effects on the breastfed infant, or its effects on milk production. Safety and effectiveness in pediatric patients have not been established.

INDICATION

JEUVEAU is an acetylcholine release inhibitor and a neuromuscular blocking agent indicated for the temporary improvement in the appearance of moderate to severe glabellar lines associated with corrugator and/or procerus muscle activity in adult patients.

Please note that this information is not comprehensive. For more information about JEUVEAU, see the full Prescribing Information including BOXED WARNING, and Medication Guide, or visit jeuveau.com.

To report side effects associated with use of JEUVEAU, please call 1-877-EVOLUS1 (1-877-386-5871). You are encouraged to report side effects of prescription drugs to 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

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