

Evolux + You



The 7 Stages of
The SEM Consumer Journey

Identify...

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...”

How does X work ...”

“Product X Reviews”

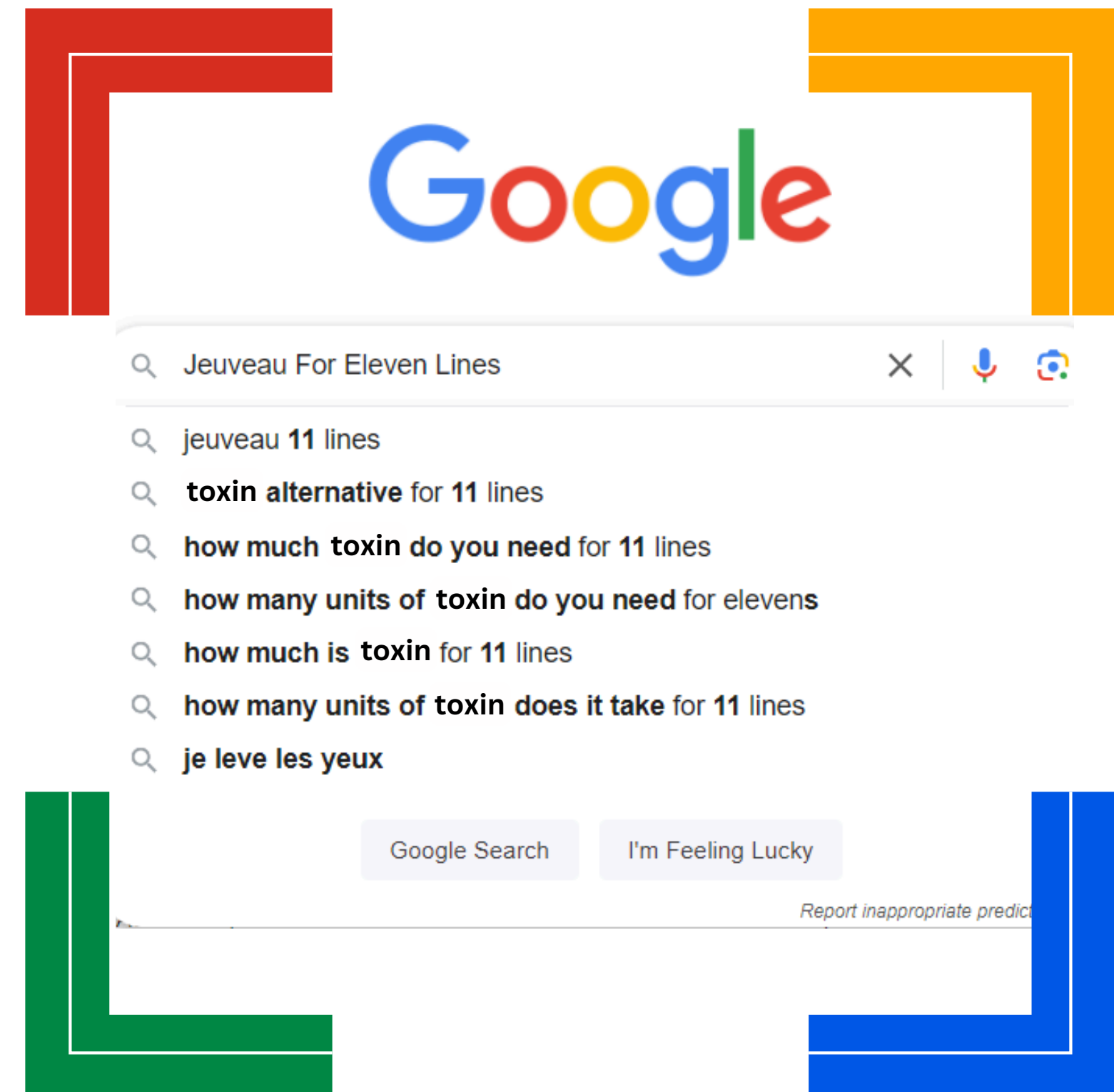
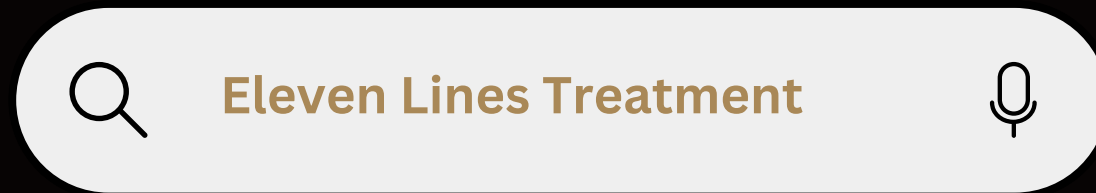
“Discounts for X”

“What are the results with X”



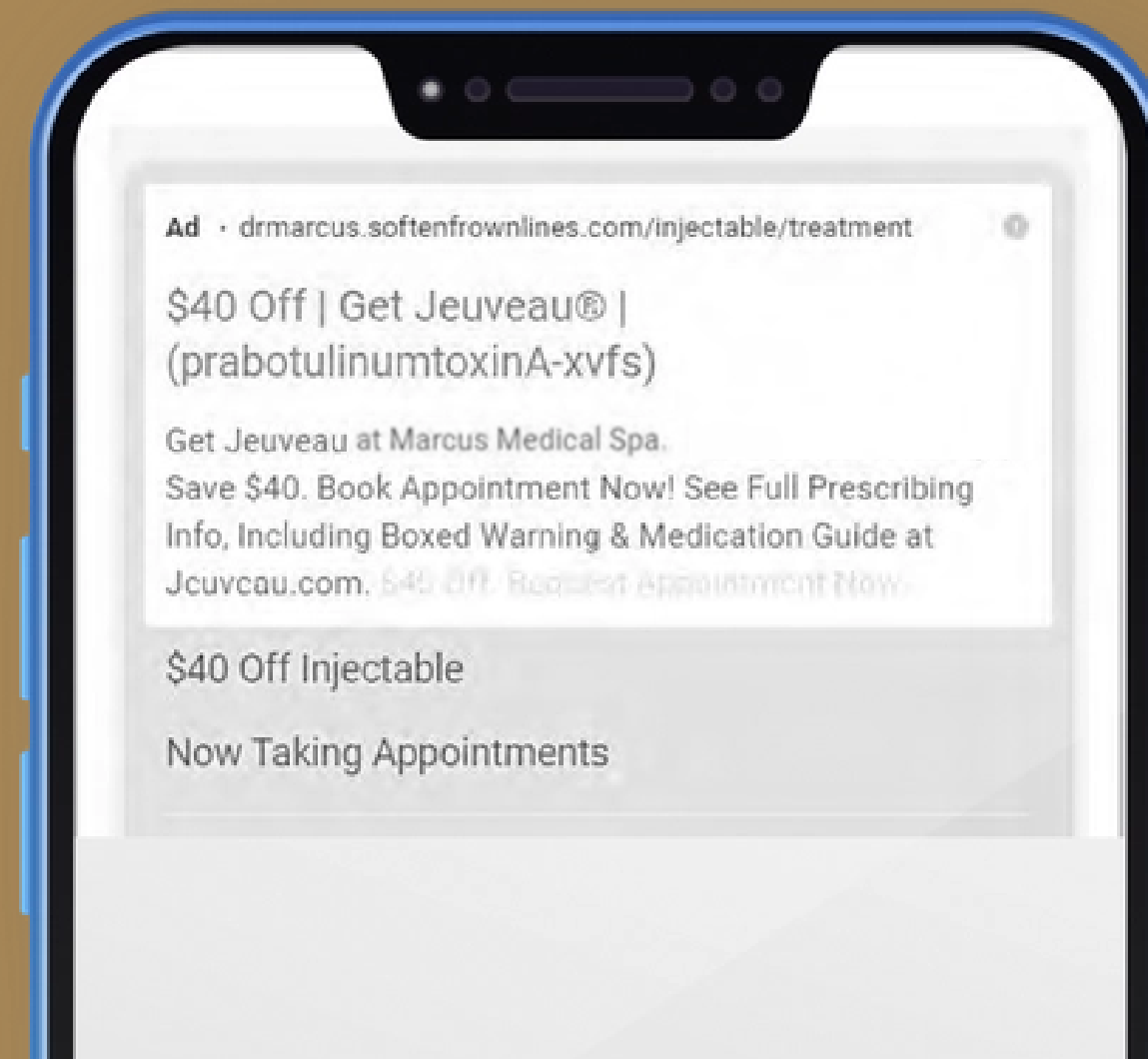
✦✦ The Search ✦✦

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...


\$40 Off your Jeuveau® Treatment!

**BEAUTY+
SCIENCE** BEAUTY IN SCIENCE MEDSPA – CLAIR SHORES, MI 48080 313-914-6769 CONTACT US **Jeuveau**
prabotulinumtoxinA-injection



**BOOK YOUR JEUVEAU
CONSULTATION TODAY!**

**Get your free consultation and check out the
video to learn more!**



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

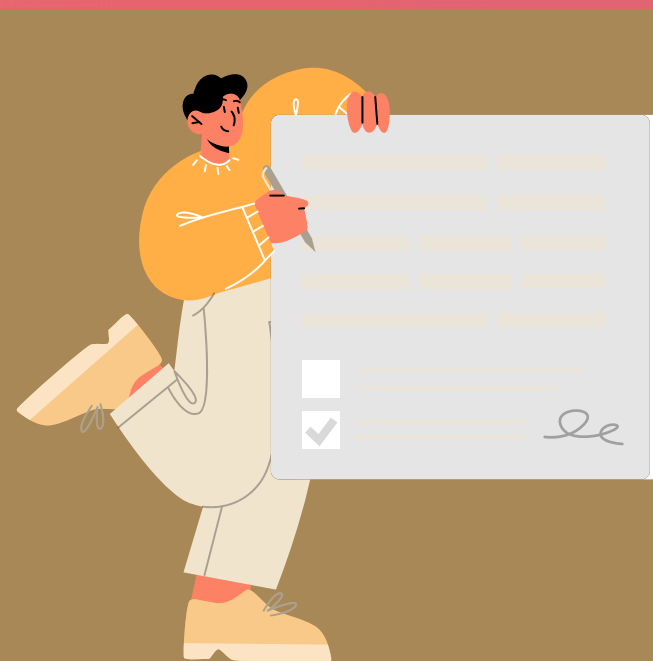
Interested, the consumer fills out the form on the page to submit their contact information, indicating a potential conversion or lead for the business.

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.

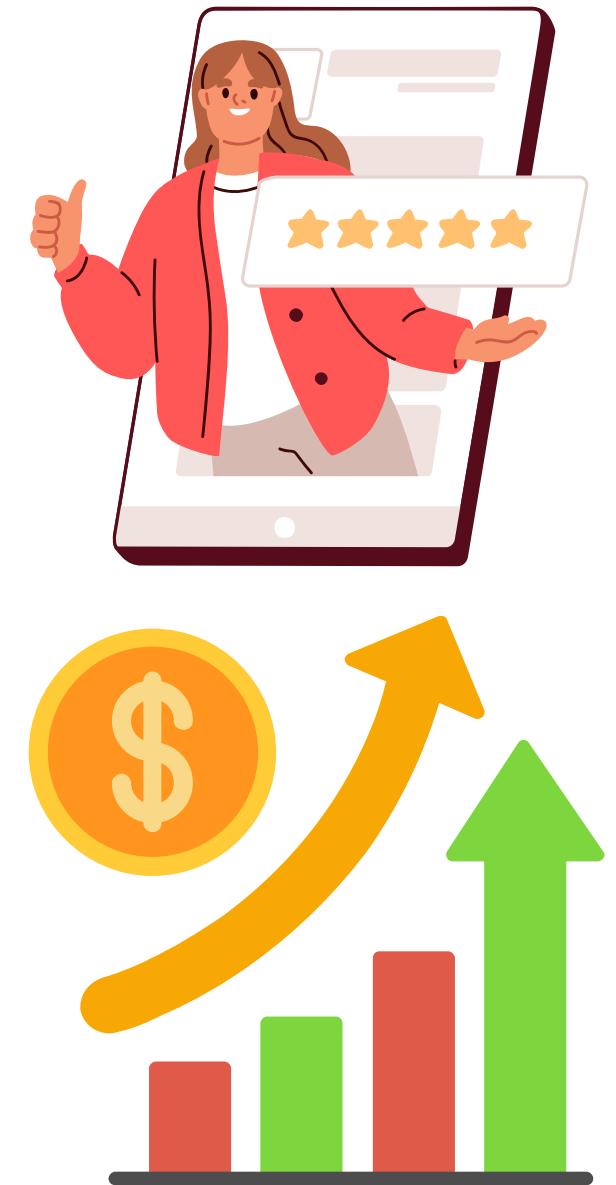


✦✦ Lead converts to a New client - Success!! ✦✦

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, post-treatment care instructions, and promotions for future services to enhance the client experience and encourage loyalty.



Lets Look At a 'Real life Scenario' (steps 1-3)

Day 1

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.

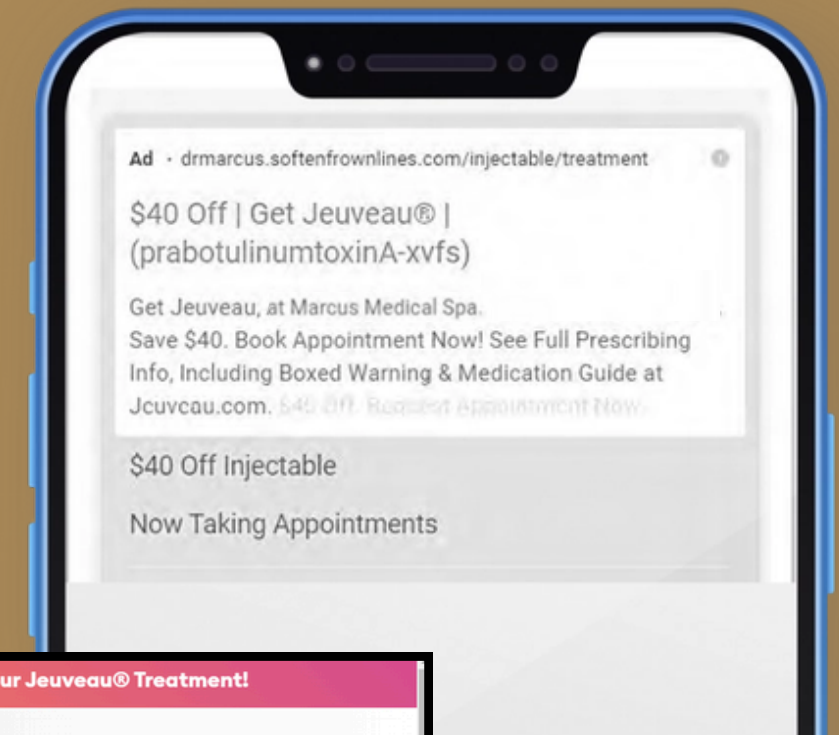
Once Cindy is at home, she opens the bookmarked Landing page & continues to read.



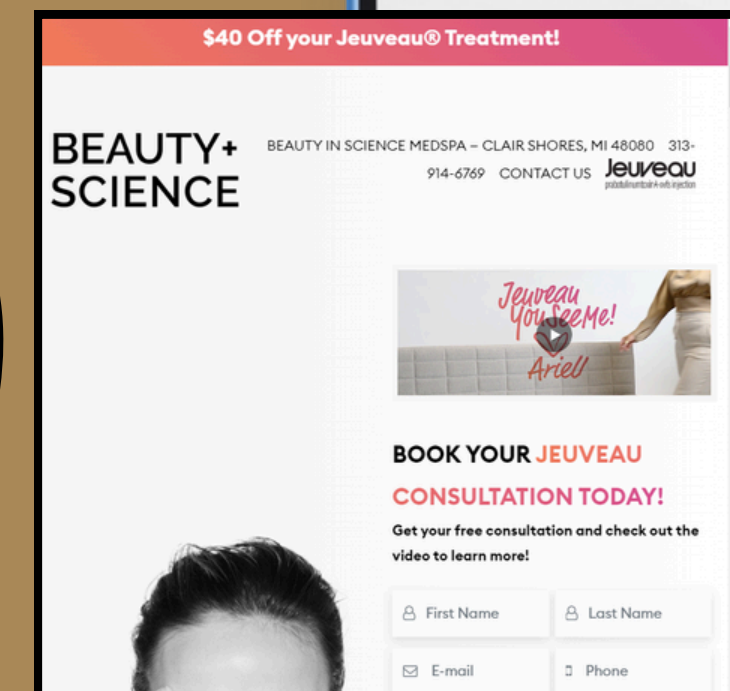
Initial Paid Search



Paid Search-
Jeuveau ad is served
to Cindy



Direct Search -
Cindy uses Bookmark to
return to landing page



Lets Look At a 'Real life Scenario' (steps 4-6)

Day 4

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!

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

Direct x4

Paid Search

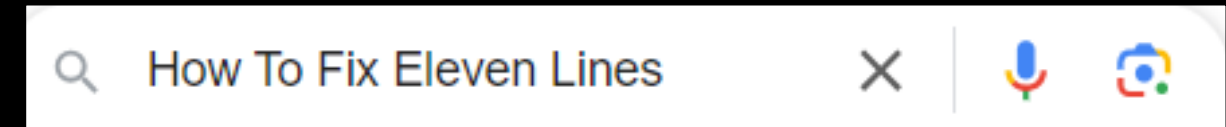
Organic Search

Social

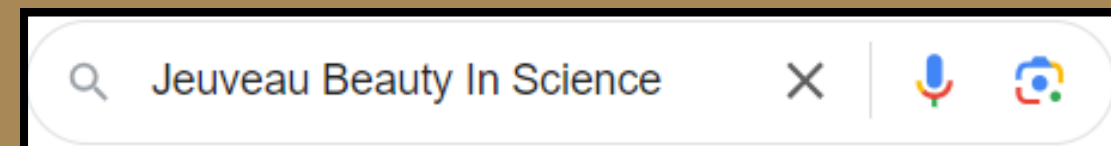
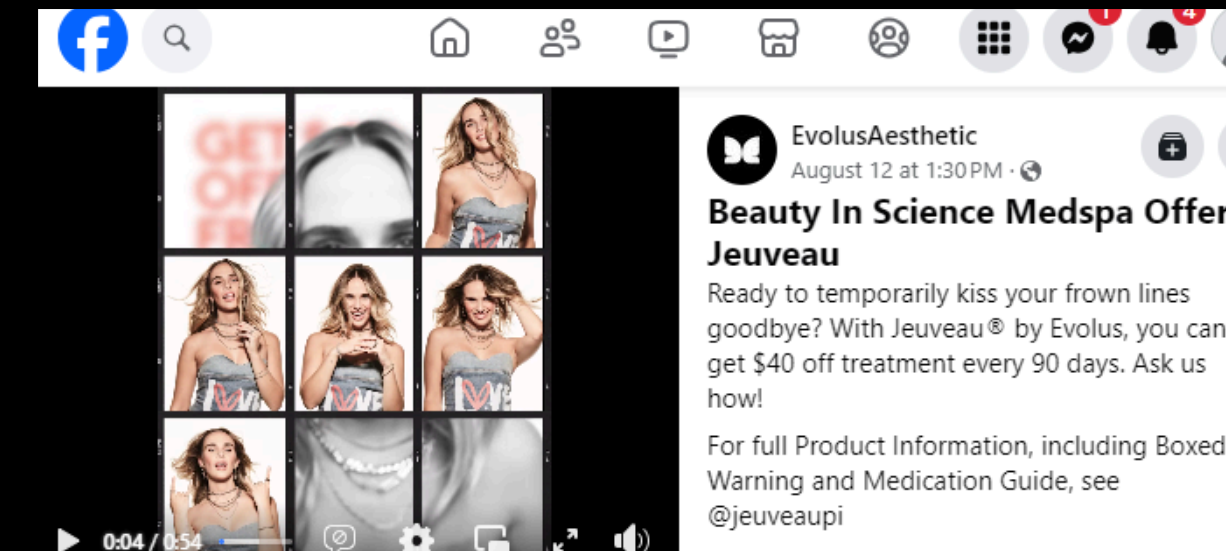
Paid Search



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!

Cindy

beautyinscience.jeuveauuseeme.com

Lauper

Clauper@gmail.com

301-969-1234

SUBMIT

IMPORTANT SAFETY INFORMATION FOR JEUEAU® (prabotulinumtoxinA-xvfs)

WARNING: DISTANT SPREAD OF TOXIN EFFECT: The effects of all botulinum toxin products, including JEUEAU, 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. JEUEAU is not approved for the treatment of spasticity or any conditions other than glabellar lines.

CONTRAINDICATIONS

JEUEAU 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. JEUEAU 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 JEUEAU 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 JEUEAU 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 JEUEAU, discontinue use of JEUEAU 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 JEUEAU 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 JEUEAU.

Dysphagia and Breathing Difficulties

Treatment with botulinum toxin products, including JEUEAU, 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).

