

EVOLUX[®] BOUTIQUE

EARN. REDEEM. REPEAT.



BOUTIQUE TUTORIAL

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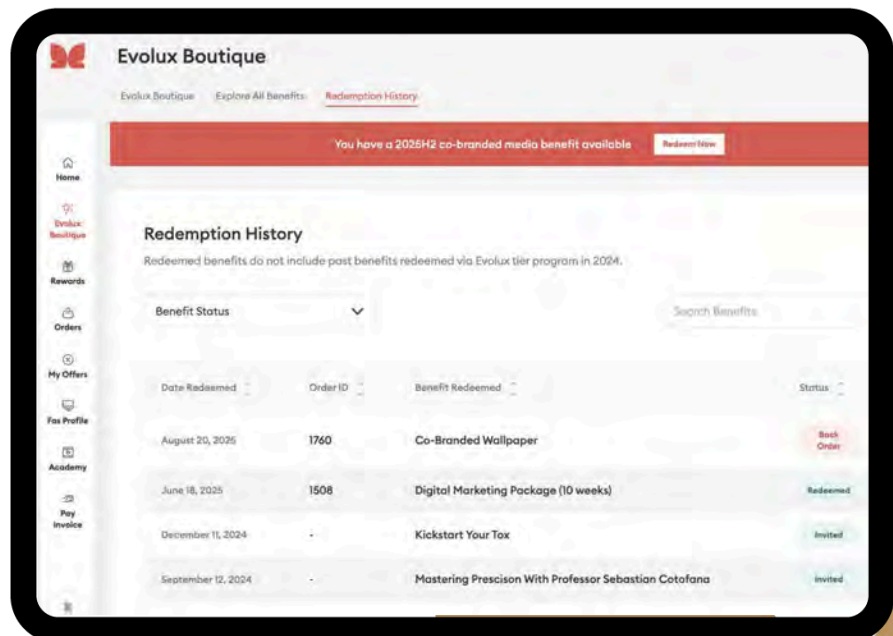
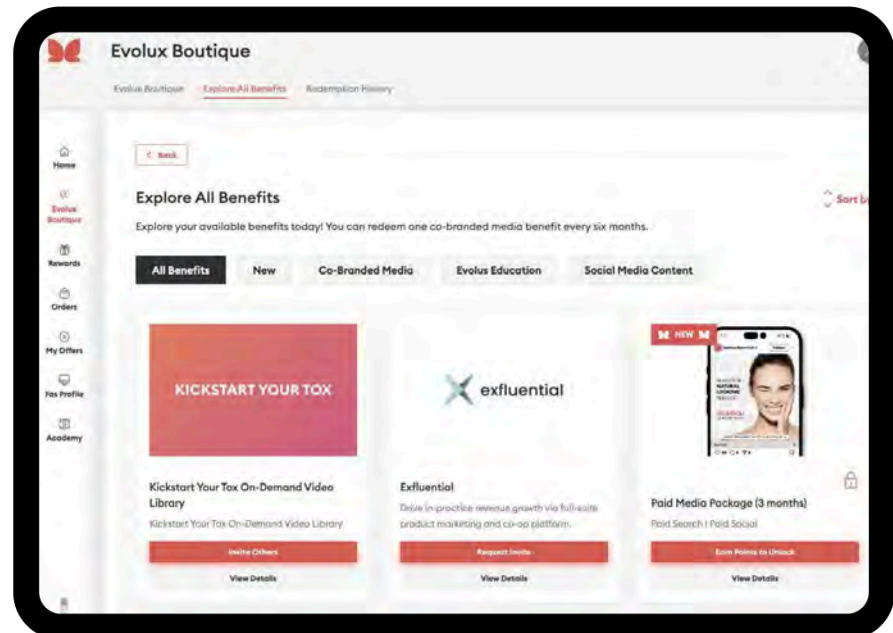
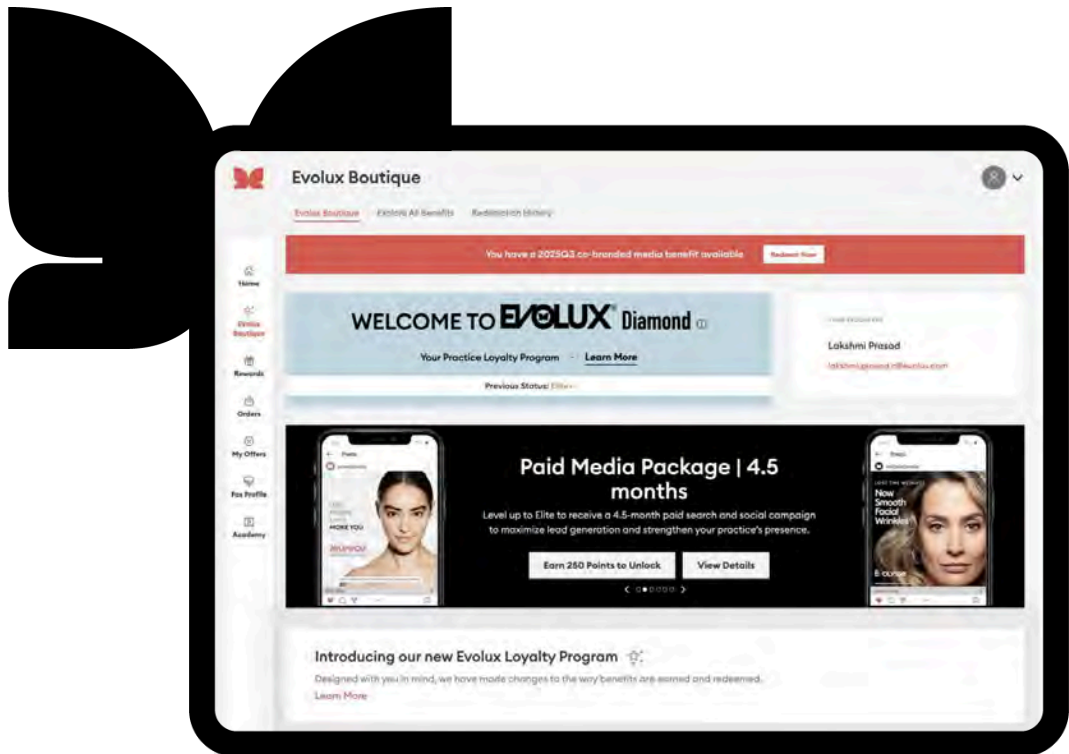
evolus®

INTRODUCTION

WHAT CAN YOU DO IN BOUTIQUE?

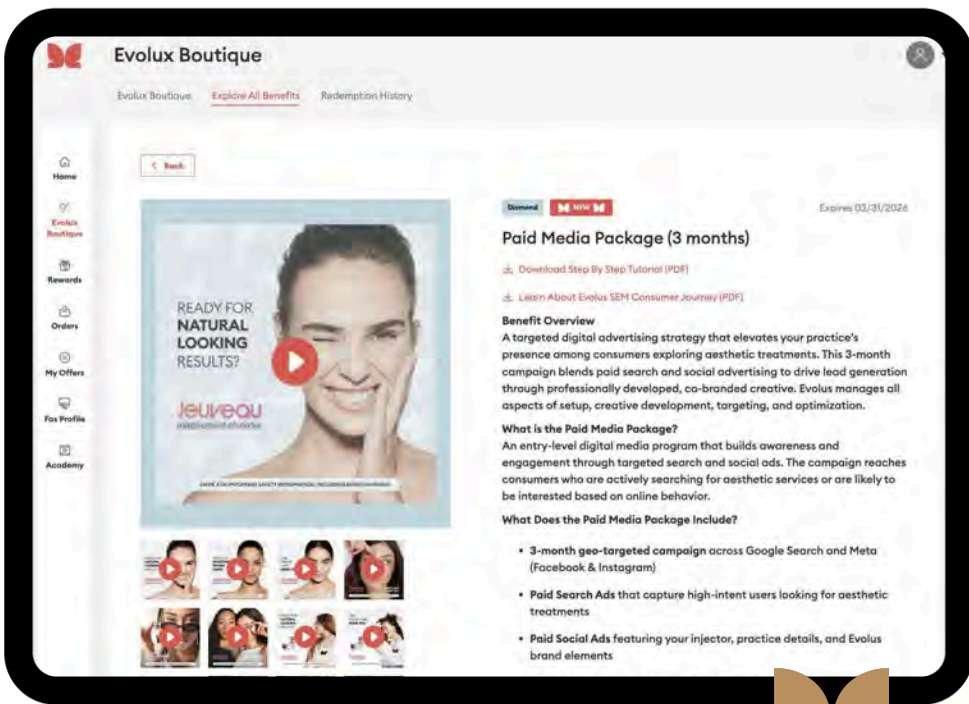


- See current and previous Evolux status
- Redeem benefits
- See all benefits available to redeem
- See all benefits available to unlock
- See benefit redemption status
- See benefit redemption history



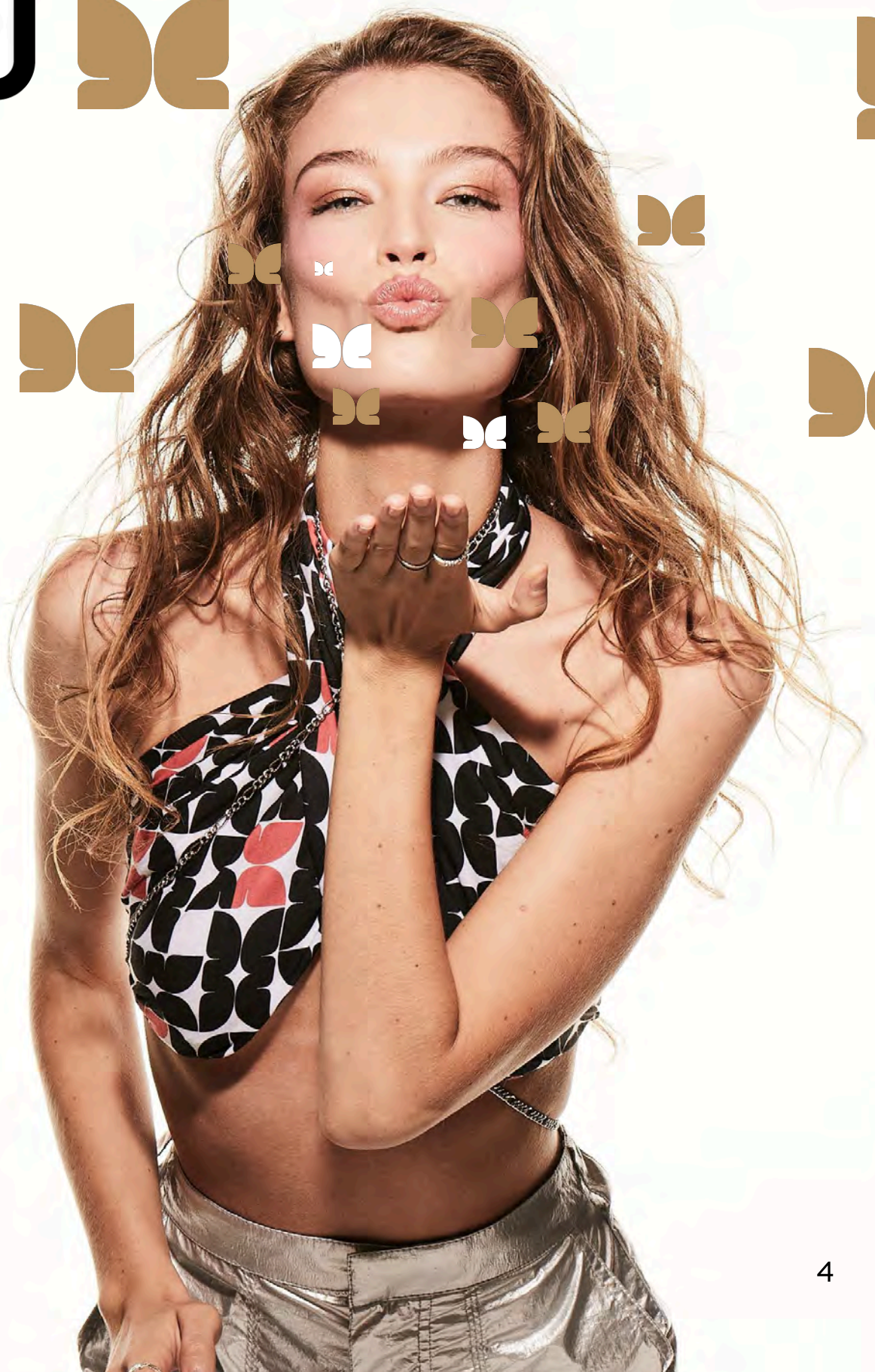
SECTION 1

HOW TO REDEEM A PAID MEDIA PACKAGE



1. Click on 'Evolux' in navigation.
2. Find the 'Paid Media Package' benefit in the homepage carousel, 'Explore All Benefits' page or 'Earned Benefits' section and click 'Redeem'.
3. On Benefit Details page, click 'Redeem' to start the process.
4. Select a template, click 'Continue' to Customize. If instructed, select a caption to feature along side your social template selection.
5. Fill out campaign form. You can add multiple injectors in the same ad. Images must be at least 2MB.

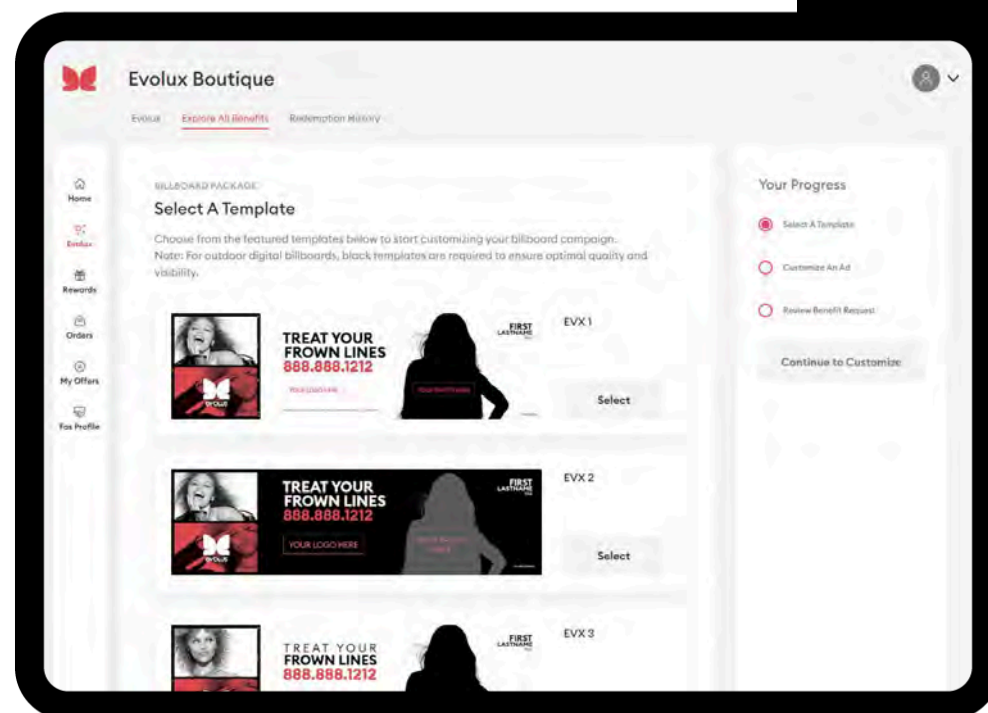
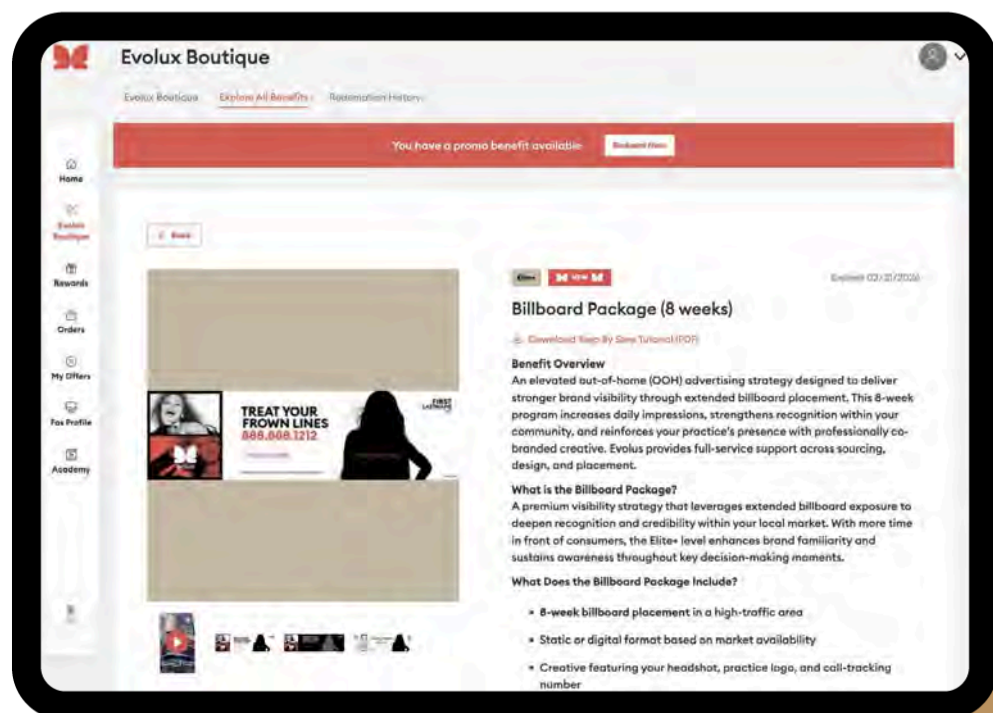
6. Once form is complete, click 'Review Benefit Request'.
7. On 'Review' page, click on 'Edit' to make any changes.
8. Once details are confirmed, click 'Submit Benefit Request'. This submission will send a confirmation email to the account and Evolux team.





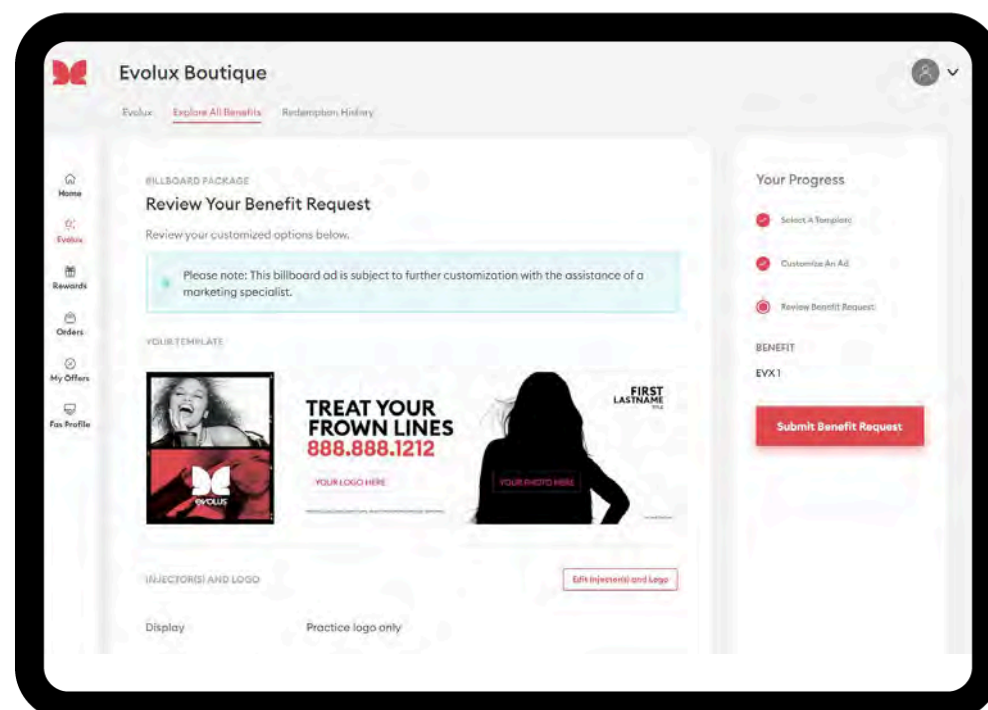
SECTION 2

HOW TO REDEEM A BILLBOARD PACKAGE



1. Click on 'Evolux' in navigation.
2. Find 'Billboard Package' benefit in the homepage carousel, 'Explore All Benefits' page or 'Earned Benefits' section and click 'Redeem'.
3. On Benefit Details page, click 'Redeem' to start the process.
4. Select a template, click 'Continue' to Customize.
5. Fill out campaign form. You can add multiple injectors in the same ad. Images must be at least 2MB.

6. Once all required fields are filled out, click 'Review Benefit Request'.
7. On 'Review' page, click on 'Edit' to make any changes.
8. Once details are confirmed, click 'Submit Benefit Request'. This submission will send a confirmation email to the account and Evolux team.

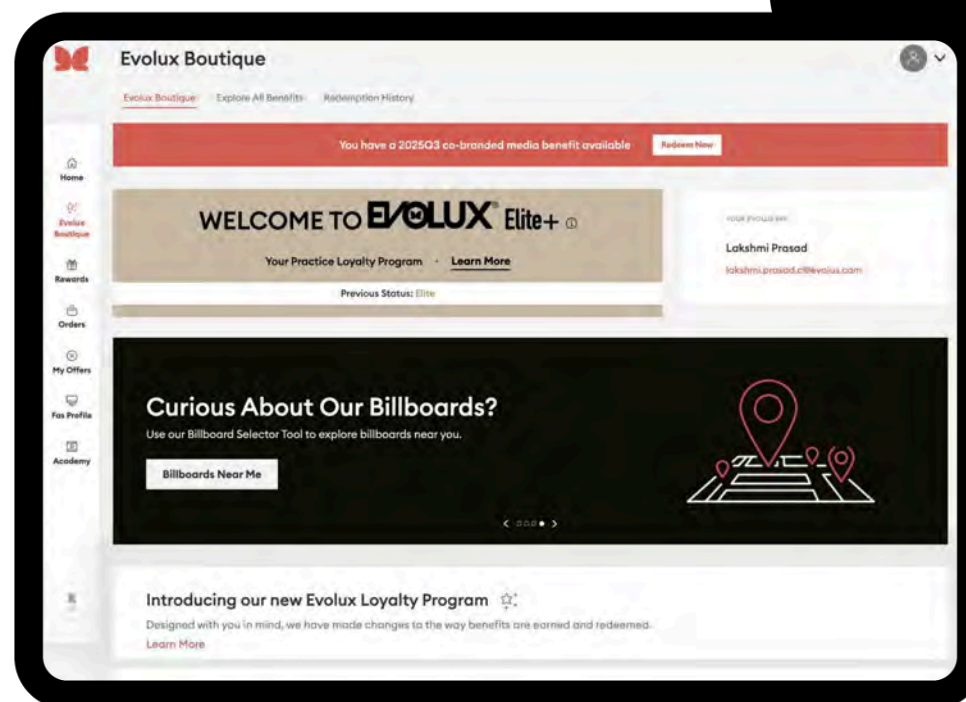




SECTION 3

HOW TO USE THE BILLBOARD LOCATOR

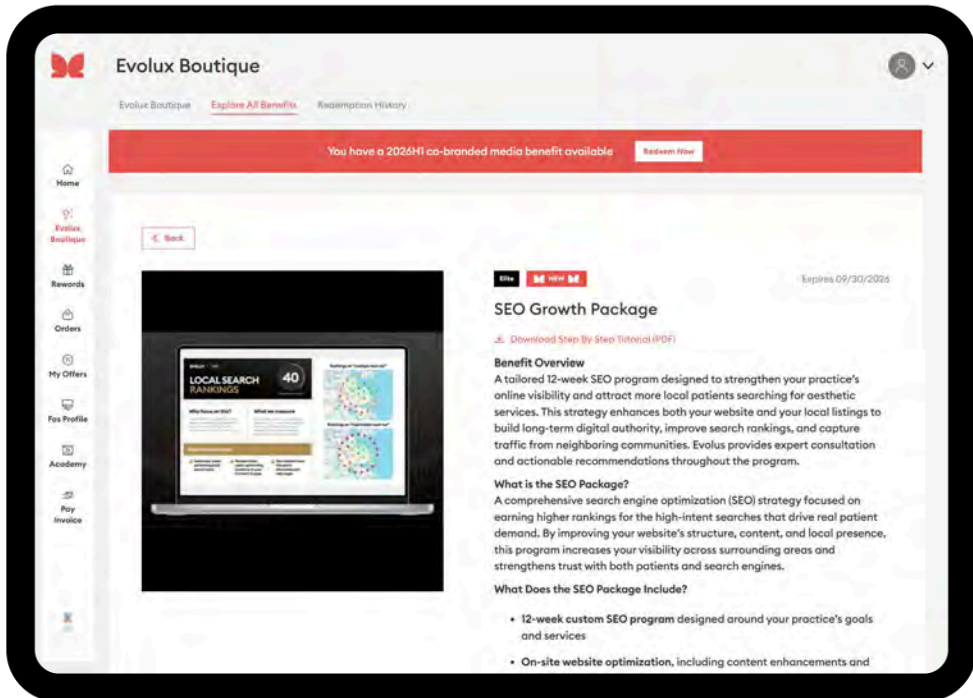
1. Click on 'Evolux' in navigation.
2. Find the 'Billboard Locator' tile in the homepage carousel or navigate to any 'Billboard Package' benefit details page and click on 'See Billboard Locations'.
3. Input targeted zip code.
4. Select a location and click 'Reserve Location'.
The submission will send a confirmation email to the Evolux team.





SECTION 4

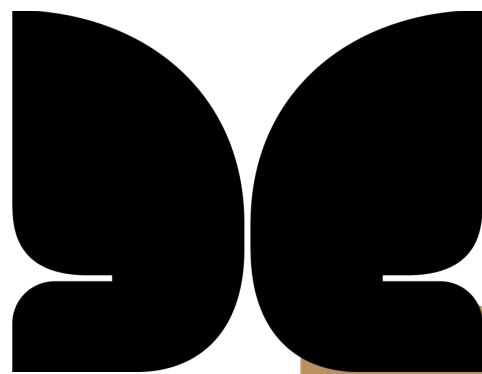
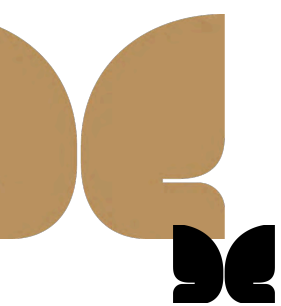
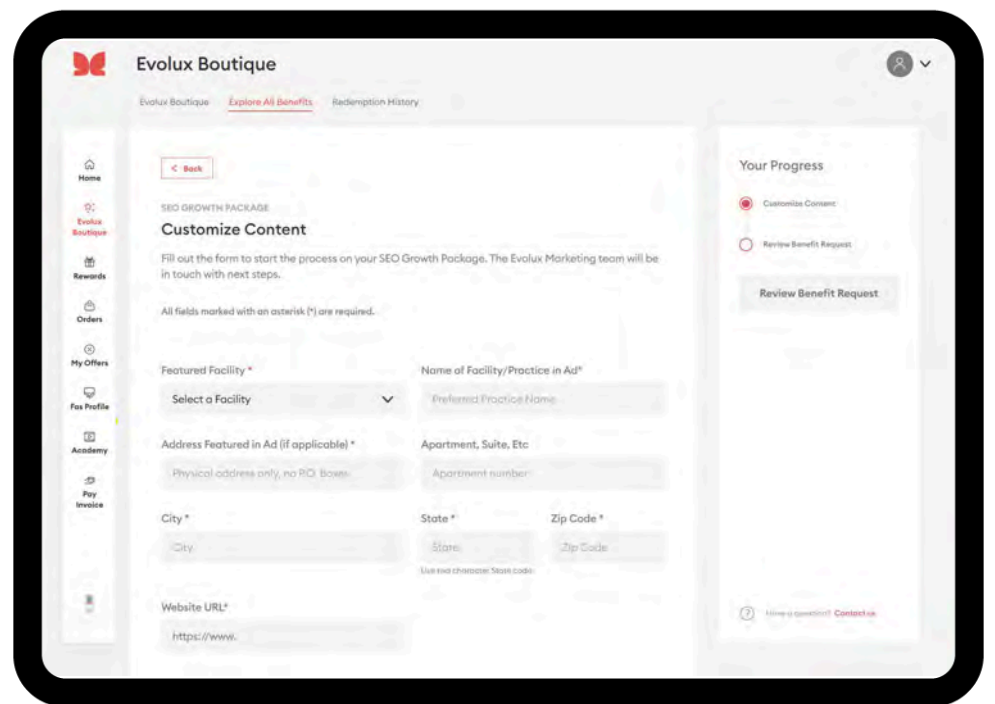
HOW TO REDEEM A SEO GROWTH PACKAGE



1. Click on 'Evolux' in navigation.
2. Find the 'SEO Growth Package' benefit in the homepage carousel, 'Explore All Benefits' page or 'Earned Benefits' section and click 'Redeem'.
3. On Benefit Details page, click 'Redeem' to start the process.

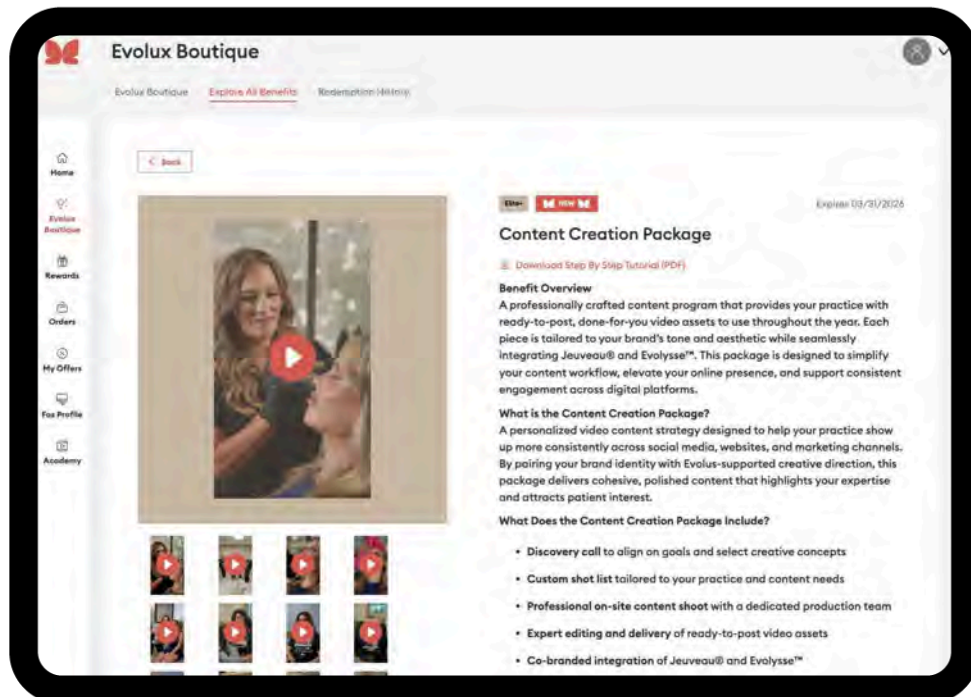
6. Fill out form. Once all required fields are filled out, click 'Review Benefit Request'.

7. Once the form is complete, click 'Review Benefit Request'.



SECTION 5

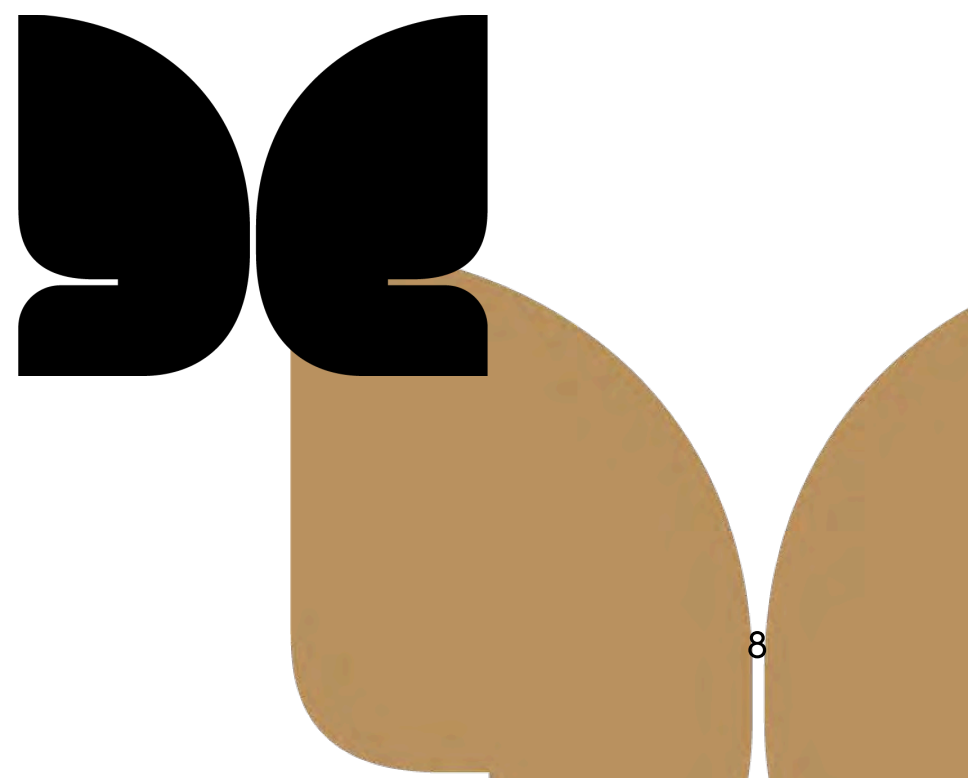
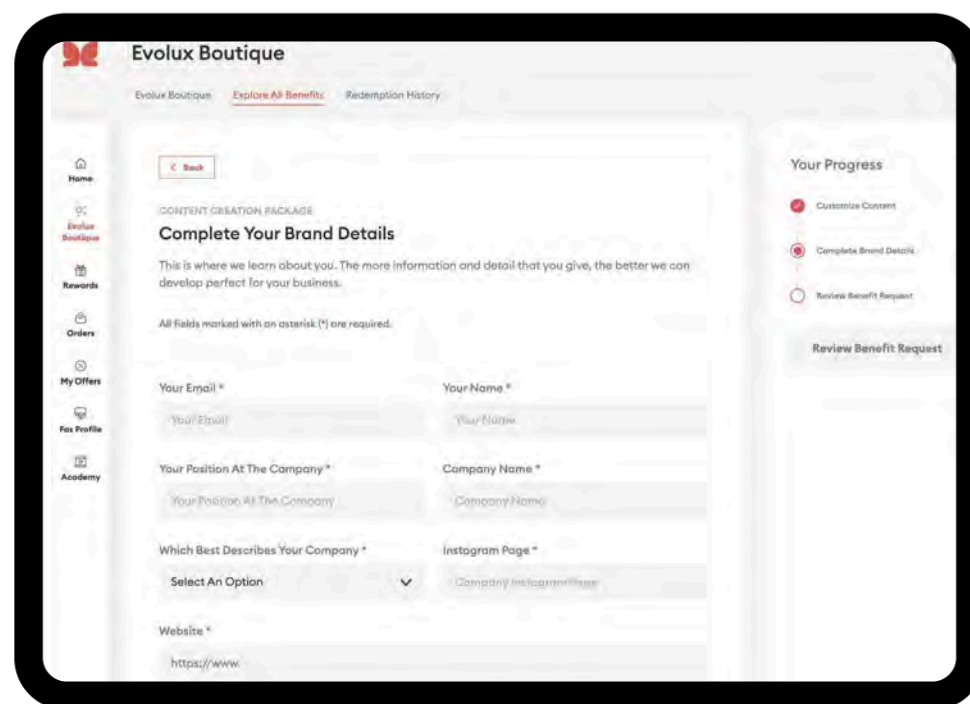
HOW TO REDEEM A CONTENT CREATION PACKAGE



1. Click on 'Evolux' in navigation.
2. Find the 'Content Creation Package' benefit in the homepage carousel, 'Explore All Benefits' page or 'Earned Benefits' section and click 'Redeem'.
3. On Benefit Details page, click 'Redeem' to start the process.
4. Fill out 'Customize Content' form. You can add multiple injectors in the same ad. Images must be at least 2MB.
5. Fill out brand details form. Once all required fields are filled out, click 'Review Benefit Request'.

6. On Review page, click on 'Edit' to make any changes.

7. If everything looks good, click 'Submit Benefit Request'. This submission will send a confirmation email to the account and Evolux team.





SECTION 6

HOW TO REDEEM A MERCH PROMO BENEFIT

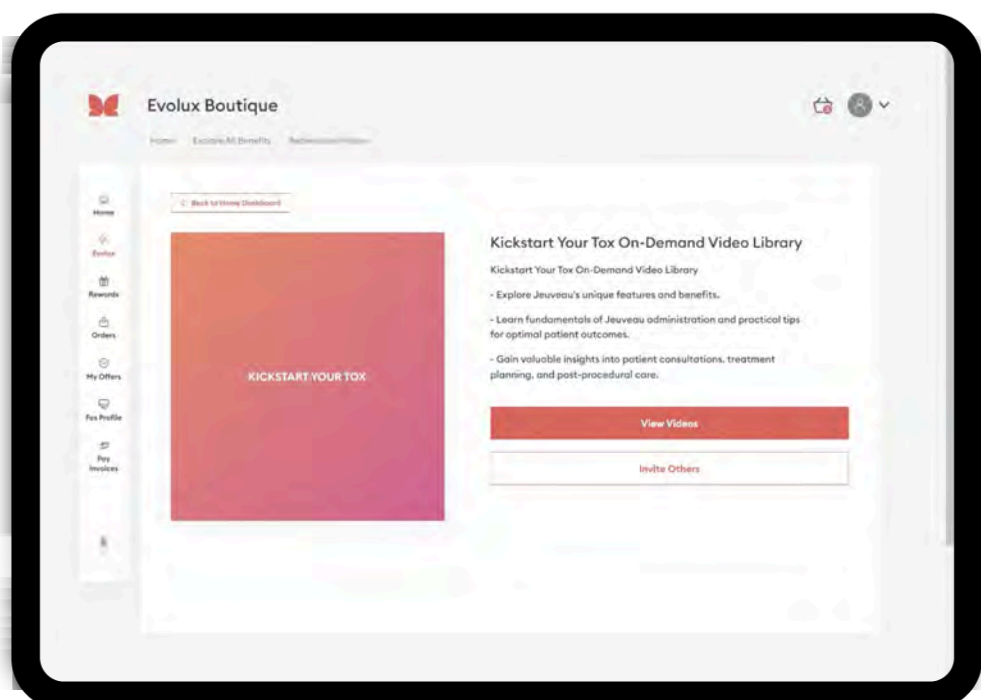
1. Click on 'Evolux' in navigation.
2. Find the merch benefit tile in the 'Explore All Benefits' or 'Earned Promo Benefits' section and click 'Redeem'.
3. On benefit details page, click 'Redeem' to start the process.
4. Fill out the 'Customize Your Merch' form (make sure you have filled out the required fields) and click 'Continue to Shipping'. Please note all available quantities must be redeemed together in the same order.
5. Select shipping facility where the order should be shipped.
6. On 'Review' page, click on 'Edit' to make any changes.
7. Once details are confirmed, click 'Submit Benefit Request'. This submission will send a notification to the order fulfillment team.



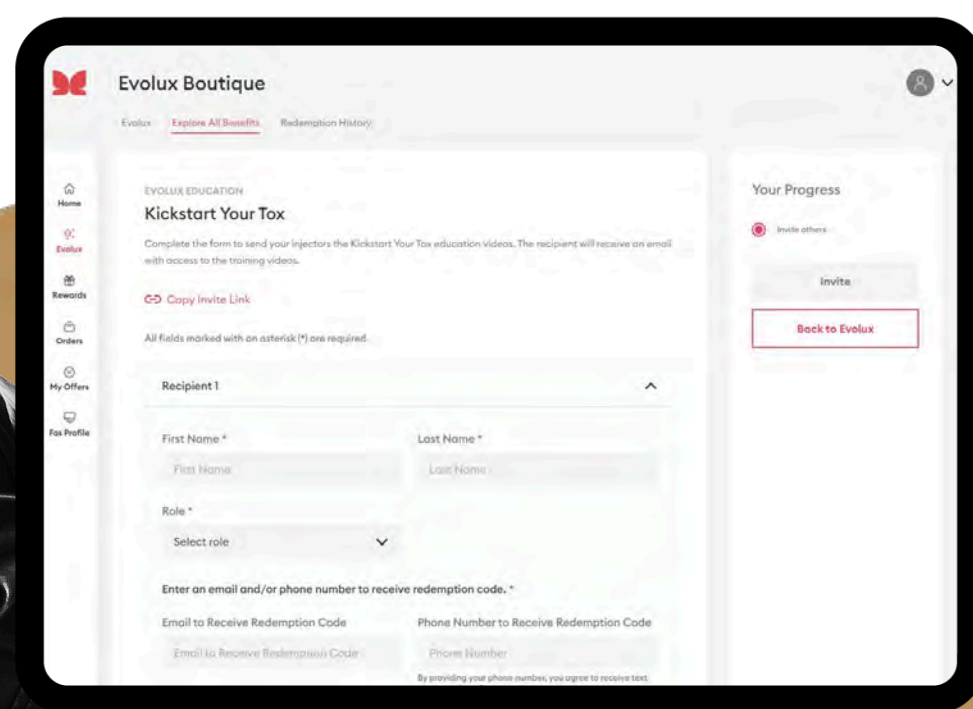


SECTION 7

HOW TO INVITE OTHERS TO VIEW KICKSTART VIDEOS

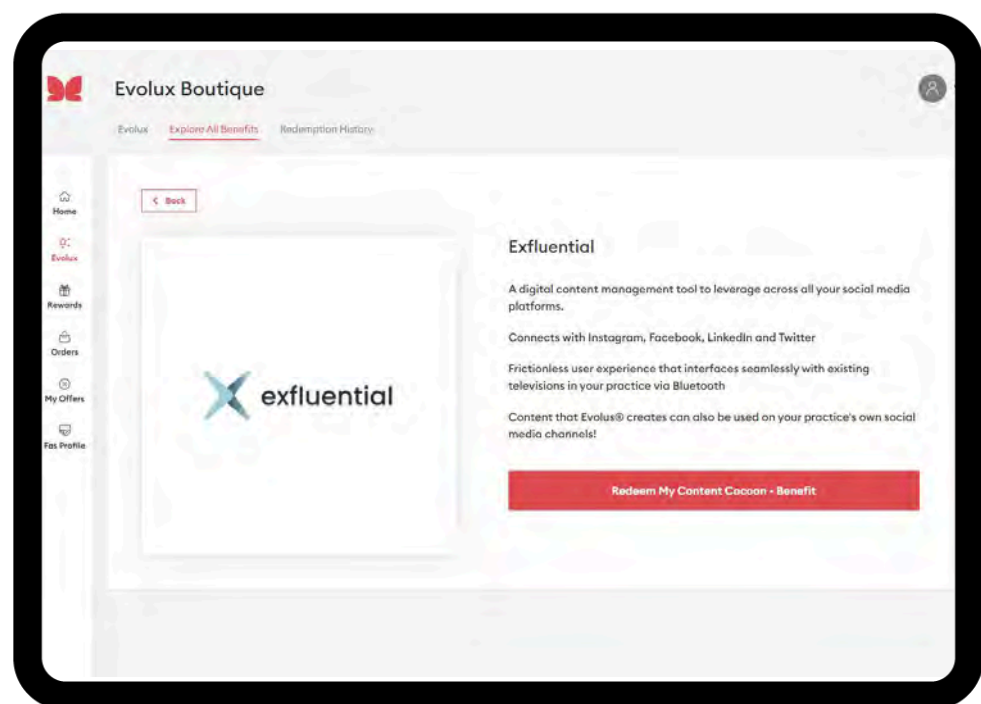


1. Click on 'Evolux' in navigation.
2. Find the Kickstart Your Tox Package benefit in the carousel, Explore All Benefits page or Earned Benefits by Quarter section and click 'Invite Others'.
3. On Benefit Details page, click 'Invite Others' to start the process.
4. Fill out the invite form with injector name, role, email address and phone number (optional) and click 'Invite'. You can add multiple injectors to the same invite form.
5. The injectors will receive an email with a link to the videos. Injectors can also view the videos directly in the Boutique by clicking on 'View Videos' from the homepage or Benefits Details page.

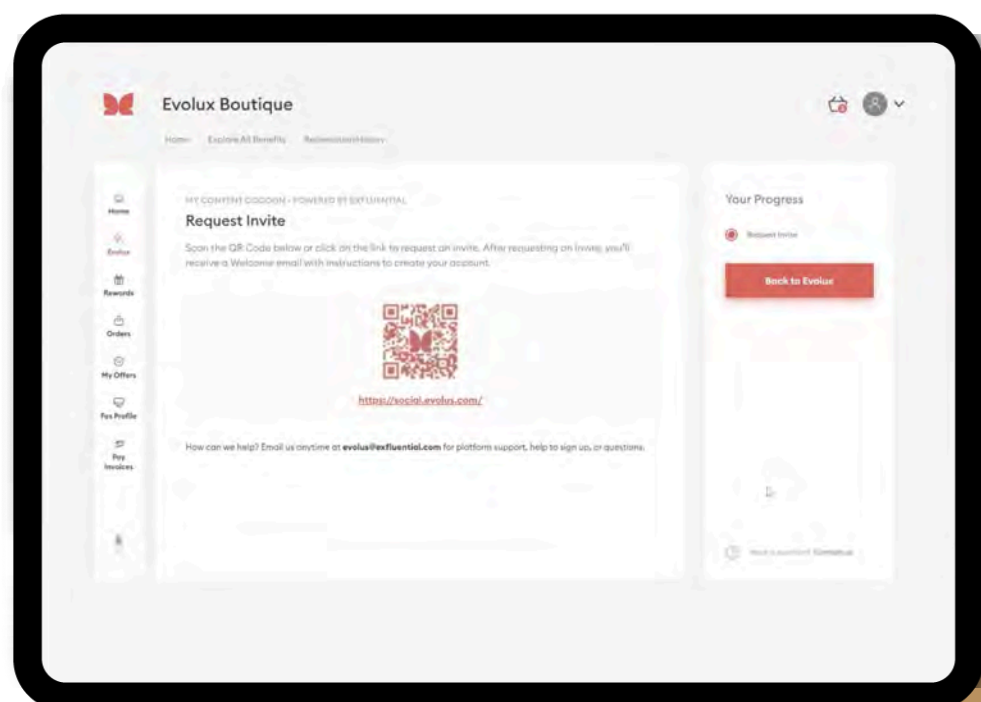


SECTION 8

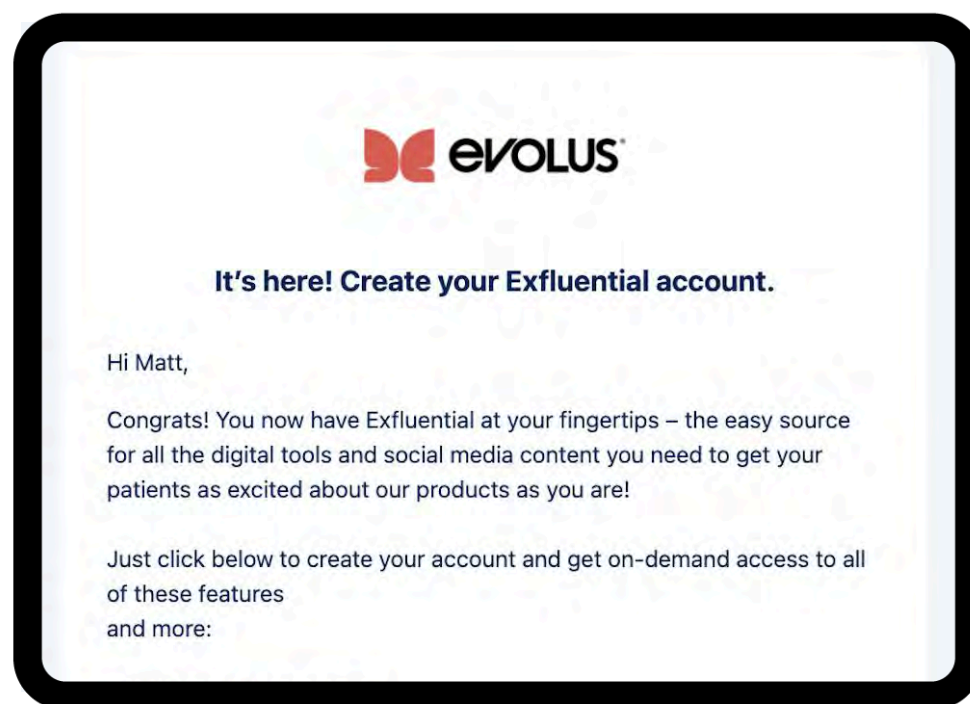
HOW TO REQUEST AN INVITE FOR EXFLUENTIAL



1. Click on 'Evolux' in navigation.
2. Find the Exfluentual Package benefit in the carousel, Explore All Benefits page or Earned Benefits by Quarter section and click 'Request Invite'.
3. On Benefit Details page, click 'Request Invite' to start the process.
4. Scan the QR code on the Request Invite page.



5. Fill out the form with your name, email address and company name and click 'Request an Invite'.
6. After submitting the request, you will receive an invitation email with a link to create an account.
7. After creating your account, you will receive a welcome email with access to the dashboard within 1 business day.

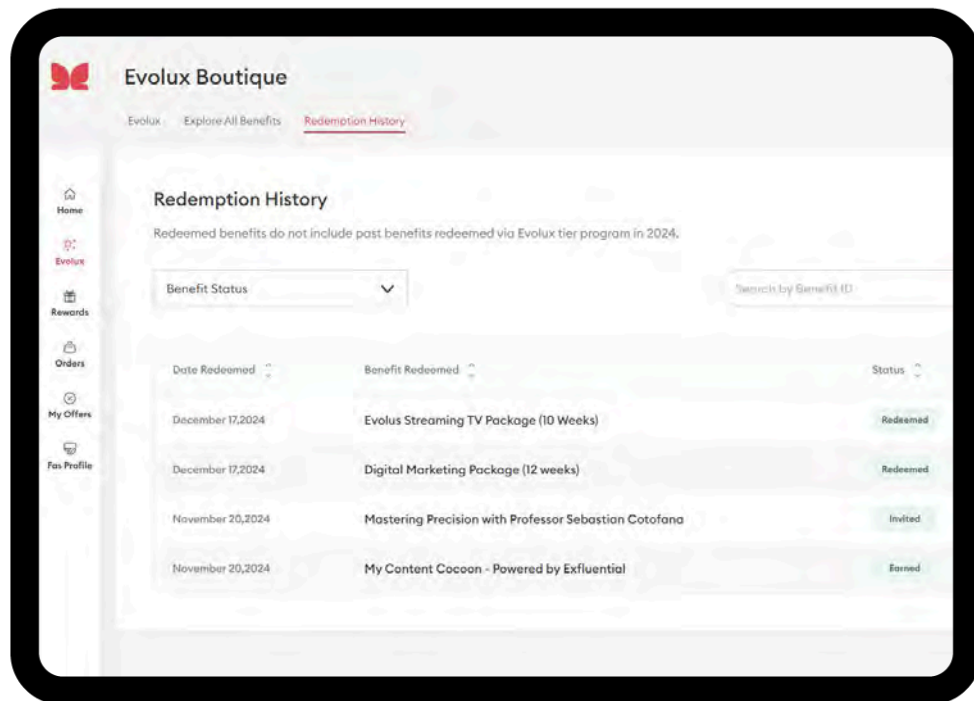


SECTION 9

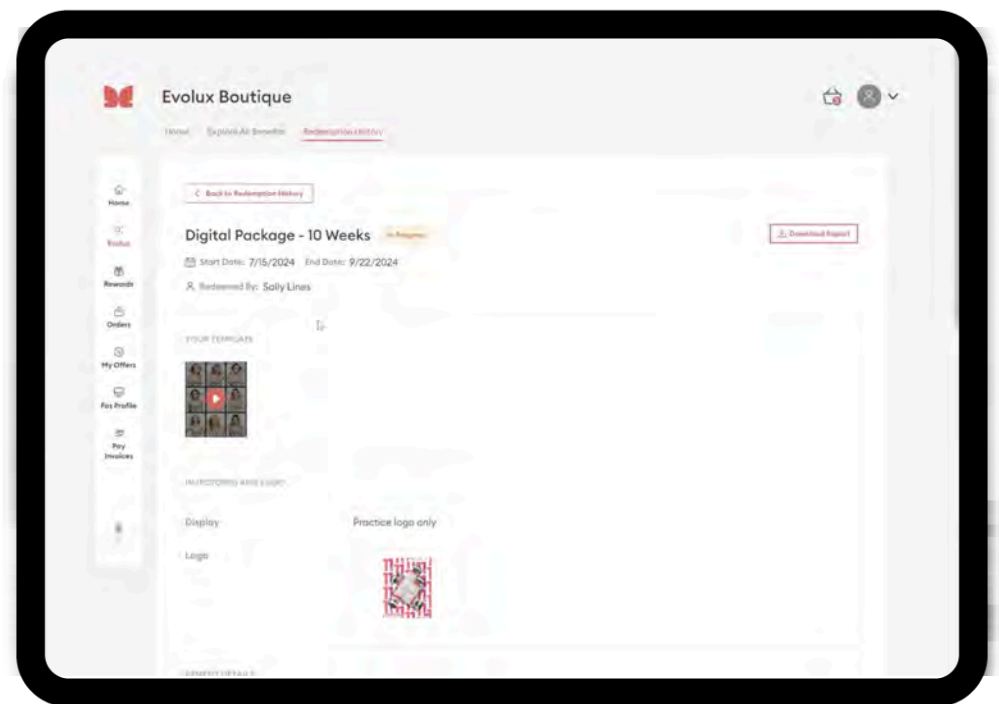
HOW TO CHECK YOUR REDEMPTION HISTORY



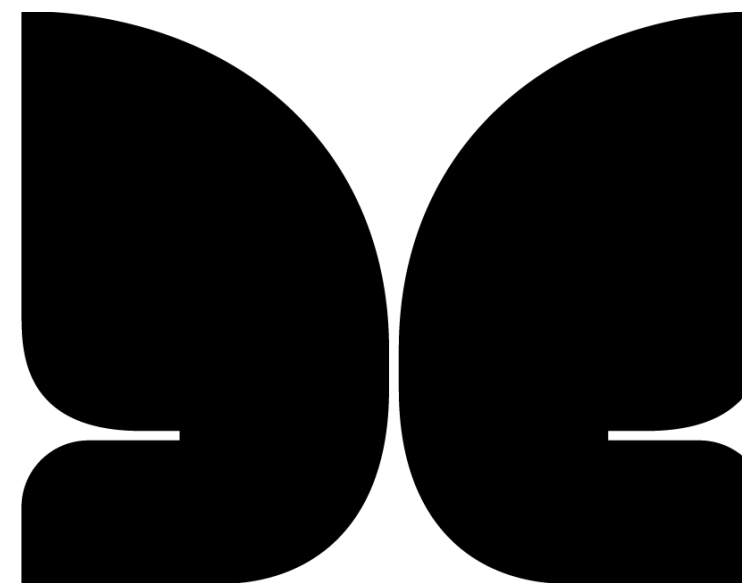
1. Click on 'Evolux' in navigation.
2. Click on 'Redemption History' in the top navigation.



3. On the Redemption History Page, you will see all redeemed benefits with redemption date, package name and campaign statuses.
4. Click on a benefit to see Redemption Summary Page.



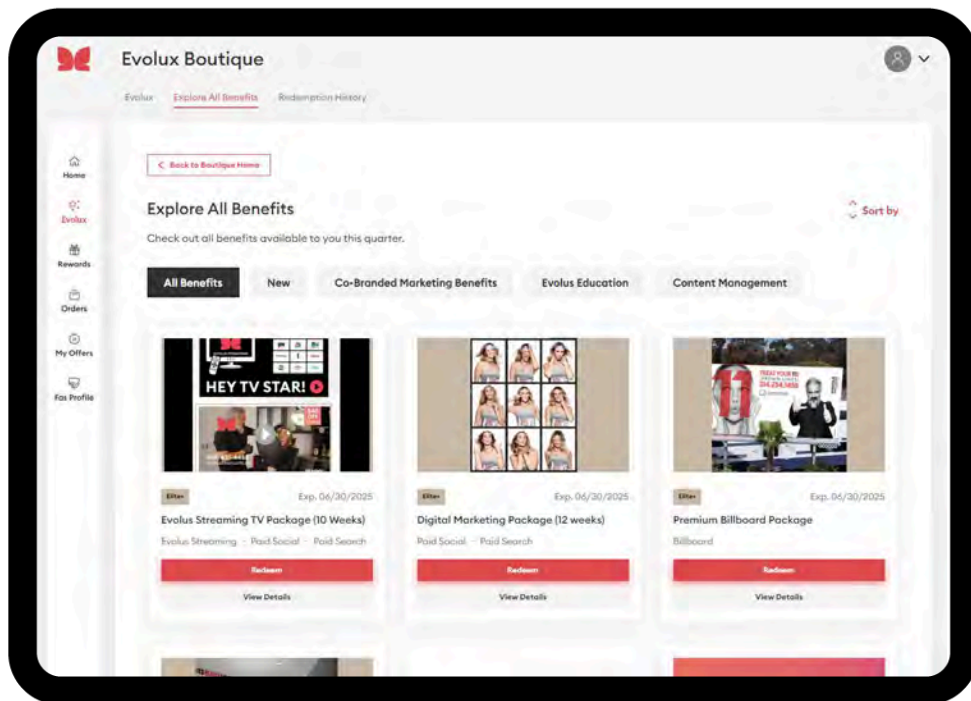
5. The Redemption Summary Page will contain all details pertaining to the campaign including campaign start/end dates, who redeemed it and ad details.
6. You can see redemption history immediately after a benefit has been redeemed by clicking on the link on the Benefit Confirmation Page.



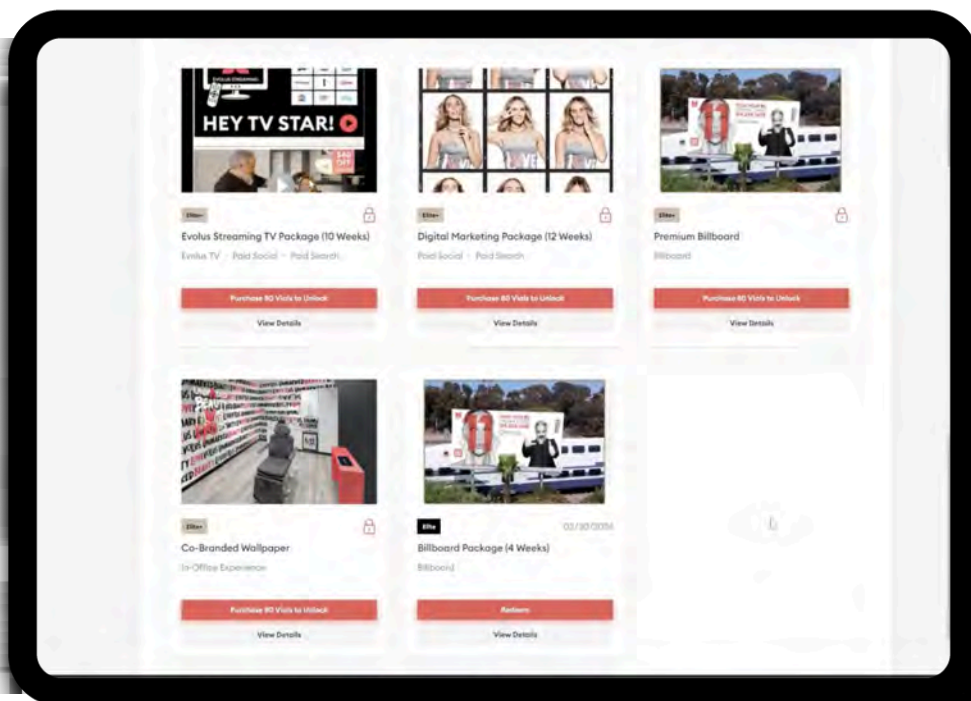
SECTION 10

HOW TO UPGRADE TO A HIGHER TIER

1. Click on 'Evolux' in navigation.
2. Click on a benefit you would like to unlock and click 'Buy X Vials'.



3. Clicking on 'Buy X Vials' will take you to the portal order page. Select the bundle or click on 'A La Carte' to specify the order quantity. Once selection is made, complete your purchase. Please note you will need admin permission to place an order.

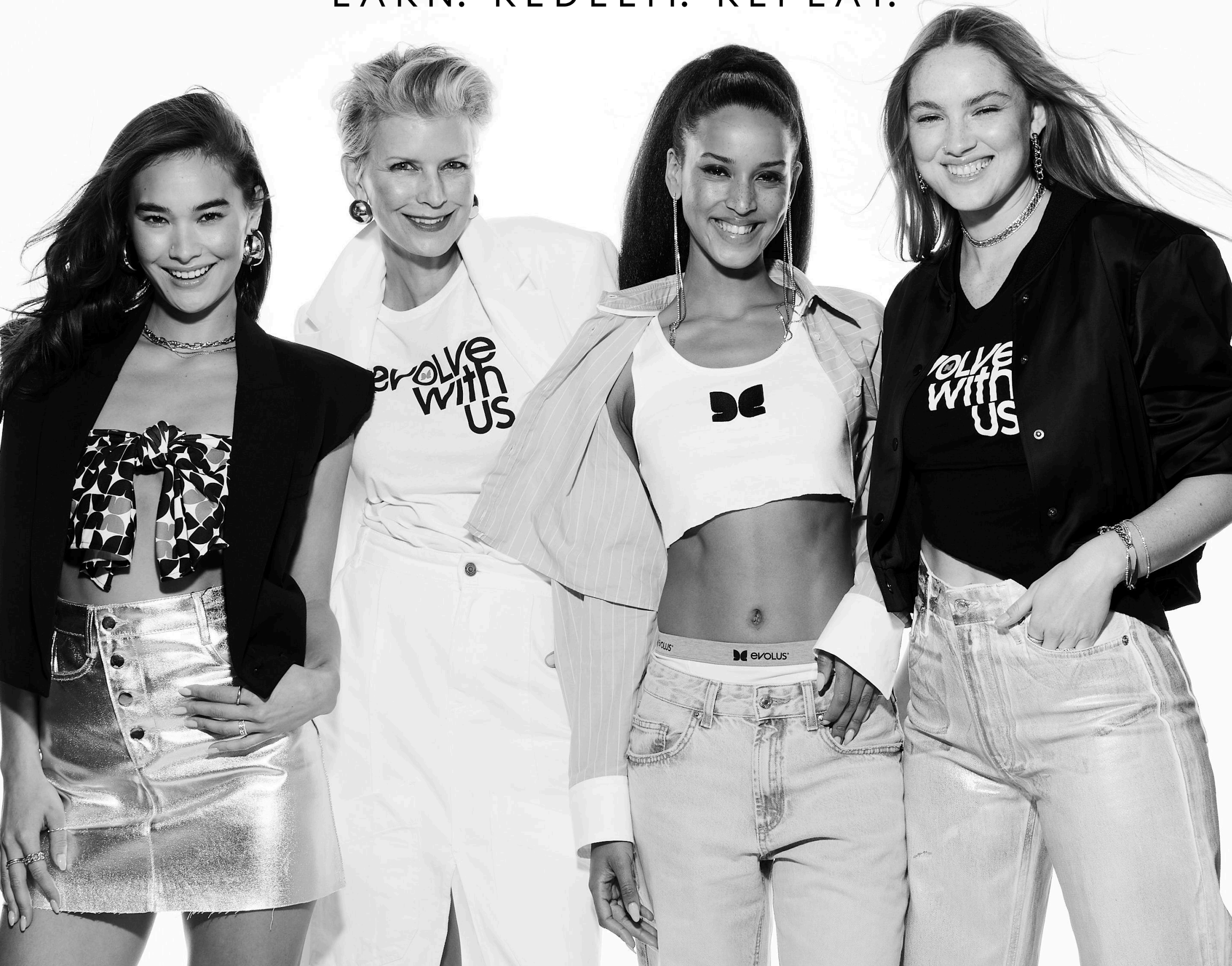


4. Once purchase is complete, it will take up to 1 hour for the new status to display in the Boutique.
5. Once status is updated and the benefit is available, proceed with the redemption process.

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