



# cult ure

Book



Spread your

WIPs

A GUIDE TO  
WORKING  
AND THRIVING  
AT EVOLUS

WELCOME TO OUR

# culture book

## A what? A c-u-l-t-u-r-e book?

Think of it as your guide to Evolus. Our goals, beliefs and personality. The why, what and how we work together. Featuring bigger things like our purpose. And smaller things with big impact. (Like Evolus Wear Thursdays—don't worry, we'll explain later!)

It's how we learn together.  
Grow together.  
Impact together.  
Have fun together.  
Evolve together.





**evolve with us**

**yes!**





If, once you've read this,  
you get a little shiver down  
your spine.  
A voice inside whispering,  
(maybe screaming)

YES!

You'll know you're in  
the right place.  
That you're ready to  
**evolve with us.**

WE ARE THE EVOLVERS



# CUL•TURE

/ˈkel-CHer/  
NOUN

The values, attitudes, behaviors  
and standards that drive  
what we do and who we are.

A woman with brown hair and large eyes is making a playful, pouting face. She is wearing bright red boxing gloves and has her fists raised in a boxing stance. She is wearing a white top with a large red and black graphic. The background is plain white.

**“Our culture is our weapon,  
our competitive advantage.”**

-EVOLUS ENTHUSIAST





**“No matter how brilliant your brand strategy is...it will fall flat if the internal team isn’t aligned around the culture that will make it a reality.”**

- PETER DRUCKER (A very clever guy who knows about these things)

**OUR CULTURE  
=  
OUR PEOPLE**



**who**

*ARE WE?*

# evolut

For starters,  
there are  
some clues  
in our name.



There is no 'I'  
in Evolus.  
But there certainly  
is an '**us**'. And '**love**'.  
We love to **evolve**,  
together.

And...  
**We love what we do!**







## Beyond our name, we know that nothing grows without **roots**.

**Roots** are the strength of the brand, the foundation that allows us to remember where we came from while soaring to new heights.

### AT EVOLUS WE:

Have California swag with a French sensibility

Are disruptive trailblazers who fearlessly challenge convention

Are passionate about beauty and clinically proven science

Have a David vs Goliath attitude

Are a collective community of changemakers

A group of people in a meeting, with a red overlay and a quote. The quote is: "It's very refreshing to be at a company where everyone believes in the direction and the people who work here." -EVOLUS ENTHUSIAST. The background is a blurred image of people in a meeting, with a red overlay. The quote is in white text, and the attribution is in smaller white text.

**“It’s very refreshing to be at a company where everyone believes in the direction and the people who work here.”**

**-EVOLUS ENTHUSIAST**

-EVOLUS ENTHUSIAST



# Time for a bit of theory.

Organizations that have principles and stick to them,  
**stick around.**

AT EVOLUS WE:

**Have principles that  
we stick to.**





# diversity

## Diversity is beautiful

Diverse thinking comes when people from different backgrounds and cultures join together.

**As a team, we are stronger because of our differences.**

We celebrate our unique backgrounds, cultures, viewpoints and beliefs.



# When we celebrate each other's differences,

our thoughts and ideas become more innovative.  
And when we truly rely on each other, we fully  
embrace our diverse backgrounds. Creative needs  
compliance, and compliance needs creative.  
One without the other is a thumbs down. But both?  
Two thumbs up every time.

**So that's what we do...**





# every



# single

A red paint splatter is located on the top right of the letter 'e' in the word 'single'. The splatter is irregular and drips down the right side of the letter.

# day







# purpose

We exist to  
create a world  
where everyone's  
expression  
of beauty  
is welcome.

A red ink splatter graphic with a vertical drip, located to the left of the word 'mission'.

We are creating  
a movement that evolves  
the future of beauty.

# mission

**vision**

We challenge the conventions  
of medical aesthetics; finding  
smarter ways to achieve better  
outcomes for our customers,  
their patients and each other.



# our values drive our behavior

**Grit Impact Fun Transparency**

Our values are the **gift** that keeps on giving  
(sorry, we couldn't resist!)

# grit

We're not daunted by things that are hard. And we'll never shy away from tackling the tough stuff.

**As a team, we let passion and perseverance**

drive us forward to create a company and experience like no other.

**“No one is more determined than we are!”**

—EVOLUS ENERGIZER





# impact

**“We do it. We don’t just  
talk about it.”**

–EVOLUS IMPACTOR

As a team united, we commit to reach beyond our roles. We move quickly but also have enough time and space to create broad, innovative ideas. Nobody will hold you back here. Your voice matters.

**Your impact will be yours to own.**

We know people work best in their own ways—for some late at night, others up with the sun. We celebrate the fact that while we all want to have a positive impact, how each of us get there will be different.

# Fun

**“That’s us...1000%!”**

—EVOLUS FAN BOY



**We love what we do and we have fun doing it.**

This is a mantra we live and breathe by. Yes, we work hard. But we do it with people we enjoy and that makes the effort—and results—all the sweeter. It also makes Mondays more smile than shrug. Beyond the everyday, we enjoy special, regular events together, too. Like Wear Evolus Thursdays, 11s Day (11/11) and plenty of Culture & Belonging Council (CBC) initiatives that evolve our understanding and awareness.

# trans paren cy

**We're clear, open and honest—**

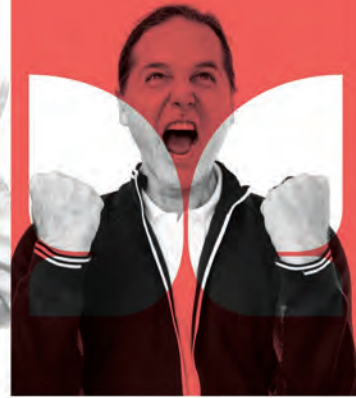
with our customers and with each other. We value loyalty and we deliver transparent value with every interaction. We also value people over titles. We embrace honesty. Have an idea for David, our CEO? Let him know! If things are going well, we want to hear it. If not, we want to hear that, too.

**“Honesty is key.”** –EVOLUS EVOLVER

# We never stop learning

Evolving means that we remain insatiably curious. Which is why our people don't just learn in their jobs.

We offer opportunities for growth within your role and give you the tools and resources to grow as you desire.







**“People come here to make an impact.  
And have fun while doing it.”**

**-EVOLUS SUPERSTAR**

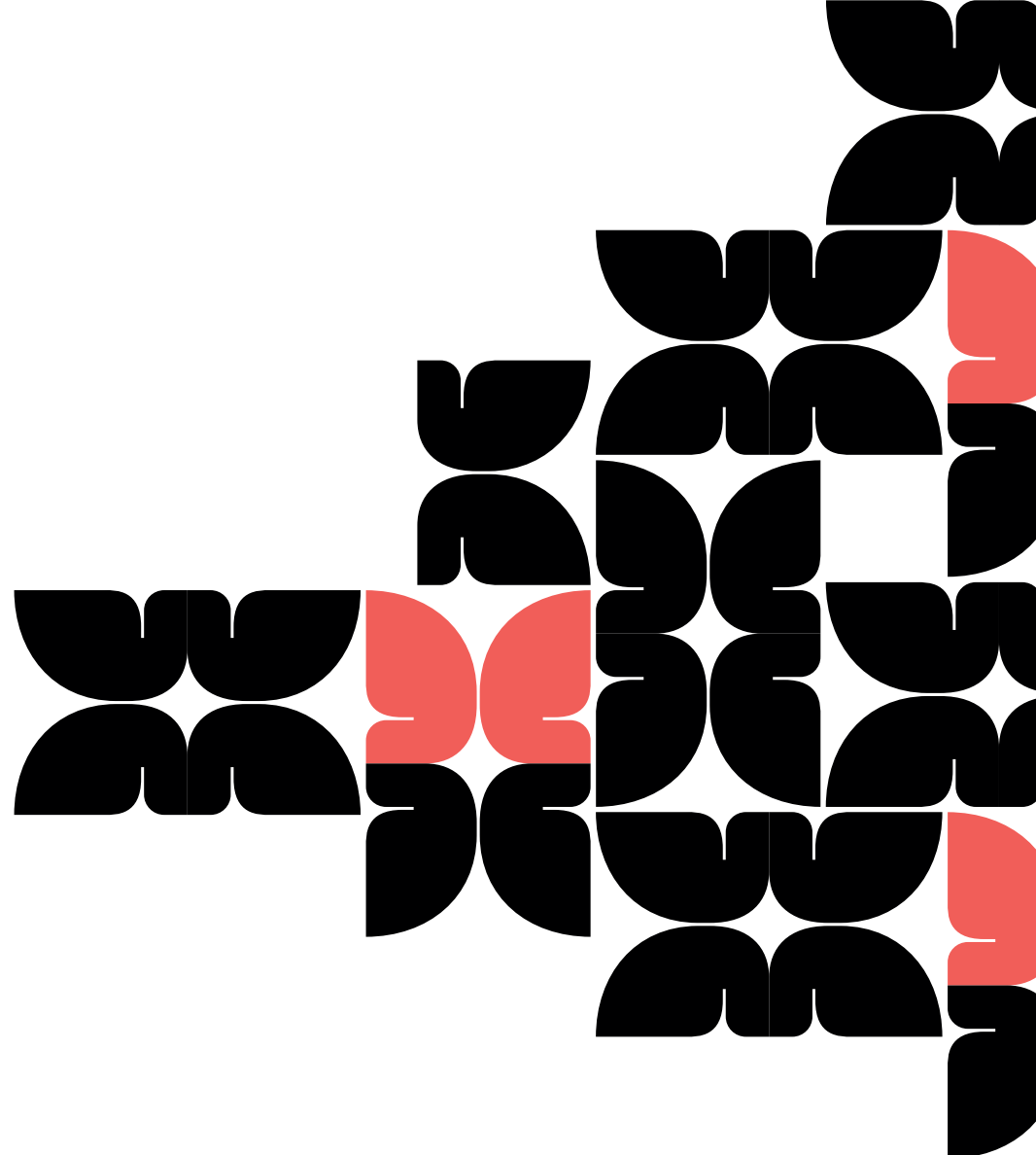
now  
we show up *EVERYDAY*

## **Trust** is a must.

Transparency doesn't work without trust. They go hand-in-hand. What we deliver to our customers is a reflection of our company culture and we want to reflect the inside-out. Trust was given to you when you were hired. You're responsible for maintaining it.

## **Silos are out, sharing is in.**

We share projects, documents and resources across departments, breaking down barriers that get in the way of true collaboration and learning. That means Accounting and Design teams chat. Regulatory Affairs partners with Creative to help find a middle ground (thanks for keeping us in line, Reg Team!).



## People before process.

We are growing. Really fast. And with that comes systems and process. But for us, process is nothing without the people who power it. Speed and agility are in our bones, so we encourage everyone to call out process that gets in the way—meetings that aren't productive; ways of working that, well, aren't working. Process is good (especially when you're an FDA regulated company). But we never forget we're here to make an IMPACT.

## Open doors that are actually open.

Companies love to say that, don't they? We work hard to make sure it's not an empty cliché. Meaning no one will give you a funny look for saying hello or sharing an idea with an executive while grabbing coffee in the HQ kitchen.

Working remotely? Don't be afraid to schedule a virtual coffee hour. Cheers to removing barriers and opening doors!







## Choose your **flavor**.

We know the working style that enables one personality type to thrive may stifle another, so we offer a mix of open spaces, offices and different tools to empower you to do great work. Our field team has the autonomy to pick the model of the car and cell phone they use. Here you have the freedom to choose what's authentic to you. Need a cold brew and stand up desk to be most effective? No problem!



## **Awesome** ideas are everywhere.

Our Legal team provides commercialization suggestions. We have a Field Advisory Council that shares insights with our Chief Executive Officer. When we redesigned HQ, departments came together to brainstorm the renovation plans. Our Culture & Belonging Council (CBC) is a diverse cross-functional dream team, with voices from Finance, Sales, Regulatory Affairs, IT, Marketing and more. We're open to taking inspiration from anyone, anywhere. It's all part of evolving, which is, quite literally, our thing.

## **Go flex your vacay (for exempt).**

If you're an exempt employee, we don't monitor your vacation or time off, but allow flexible PTO (when your job allows and with manager approval), trusting that you'll do what you need to do to get things done.

## **Take risks, then rebound with Grit.**

This company was built on risk taking. We'd rather take risks and fail than never try at all. From the beginning, we've bet on each other. You have the ability to fail fast, then get back on your feet, channeling the kind of determination that made us hire you in the first place.

## **We strive for balance without burnout.**

We continue to think outside creative boundaries, when it comes to delivering fresh and efficient ideas to our customers, but we encourage you to play it safe when it comes to your health and wellness (see flexible PTO policy + all the benefits we offer). Your time and health are sacred. A healthy you is a healthy Evolus (in that order).





work *is*  
important.  
play is,  
*too.*



**“Everything about this place has an energetic, fun feel.”**

-EVOLUS CULTURE INFLUENCER





## **Fun during the workday**

takes all forms, from catered HQ lunches on Tuesdays to Wear Evolus Thursdays to friendly all-company competitions and cultural celebrations. And while we recognize that the lines between work and play can sometimes blur, we also believe in healthy, harmonious boundaries.

## **Geeking out**

at work is encouraged. Finding fun in the work you do is important! We encourage you to pursue projects that fuel your inner creativity. Want to bring your culture to work? We'll help you bring it to life through CBC activations. All we ask is that you take pride in your work and bring the best of you to Evolus.



## **Traditions made by the people, for the people.**

Whether it's Wine Down Wednesdays, a Women Of Evolus initiative or an evolutionary speaker/event curated by CBC, our most well-loved traditions started with a few folks getting together. Before we knew it, it went mainstream. Keep the ideas coming!

## **Build community like it's our job.**

Community matters. Not just in the typical ways, like office lunches (free food never gets old though), but in ways that truly matter. Our community extends beyond our beautiful HQ, and it is once again by design. The word “us” is in Evolus for a reason. We were built for inclusivity and partnerships, with each other, our customers and so much more.

We're proud of our Corporate Social Responsibility partners that allow us to come alongside those in the community that need support. We love championing Women of Evolus (WE). And we look forward to Lunch & Learns or mind-growing panel discussions featuring special guests thanks to our engaged Culture & Belonging Council (CBC). Together, we are stronger (and have more fun).





“I feel like a true VIP at our events.”

-EVOLUS VIP

## We speak **human.**

You're a human first, and a (insert job title) second. And that order matters!

Here, we are people, not email signatures.

We try to avoid corporate-speak, so instead of 'leverage' we say 'use'; 'team member' not 'stakeholder'; and 'to-do', not 'action items'.

There's no need to speak corporate robot here.

**Be professional, but be you.**





*A WORD FROM THE PEOPLE WHO REALLY MATTER.*

**You**

“

I have the tools and accessibility to do what I need to do.

**We are changing the aesthetic market.**

We are creating a more accepting world, not waiting for it to happen.

**Everyone plays their role—we disrupt—we are so different.**

We are doing things to move the needle.

**We are not afraid to admit where we fall short.**

We are encouraged to say where shortcomings are to help solve them.

**We are not afraid to take risks.**

We don't judge. We don't define what beauty is.

**This company empowers women in ways other companies that I've seen haven't.**

It is safe here to try and fail.

**We don't hire people and tell them to be nice. We hire nice people.**

We do it, don't just talk about it. We love to say NO to the status quo.



”



**WE ARE:**

**fun + fearless**

**unapologetic + nonjudgmental**

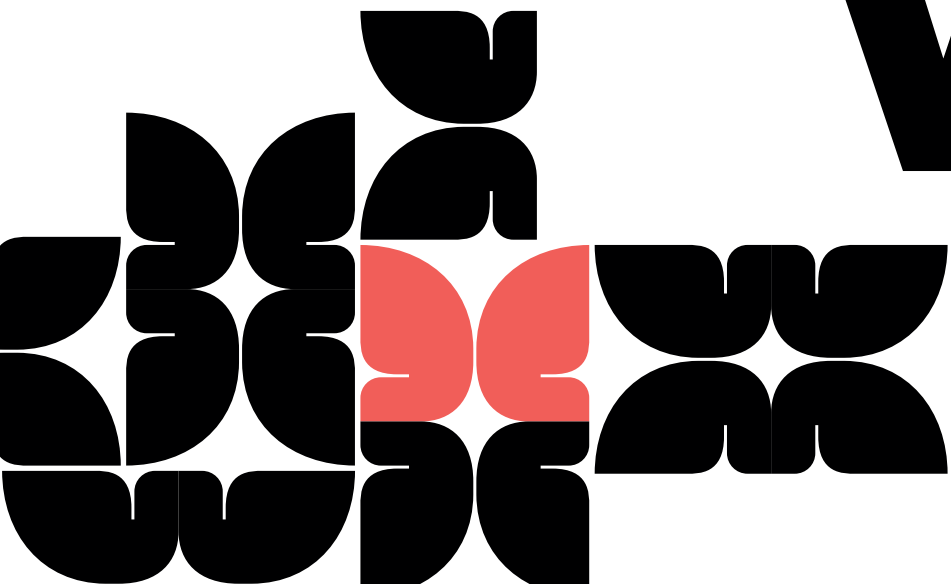
**smart + supportive**

**curious + courageous**

**inclusive + edgy**



evolve  
with  
US







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