



CULTURE BOOK



TABLE OF CONTENTS

1	OUR PURPOSE
2	TRANSPARENCY
3	IMPACT
4	FUN
5	FAQS
6	CLOSING





WHAT'S UP?

Welcome to your guide to Evolus life. You won't find info here on where to park, how your 401k works, or where we keep the letterhead. It's a deep dive into the personality of our company - and we hope you enjoy the ride.

culture noun

cul • ture \ 'kəl-Chər

How the values that guide our company
and drive our work come to life in our
day-to-day and beyond.

“Culture is a thousand things a thousand times.”

-Brian Chesky, CEO of Airbnb

“Culture is the organization’s mission embodied through its people, pulse and background... it’s the heartbeat that propels you forward.”

- Evolus culture influencer



SECTION 1

OUR PURPOSE

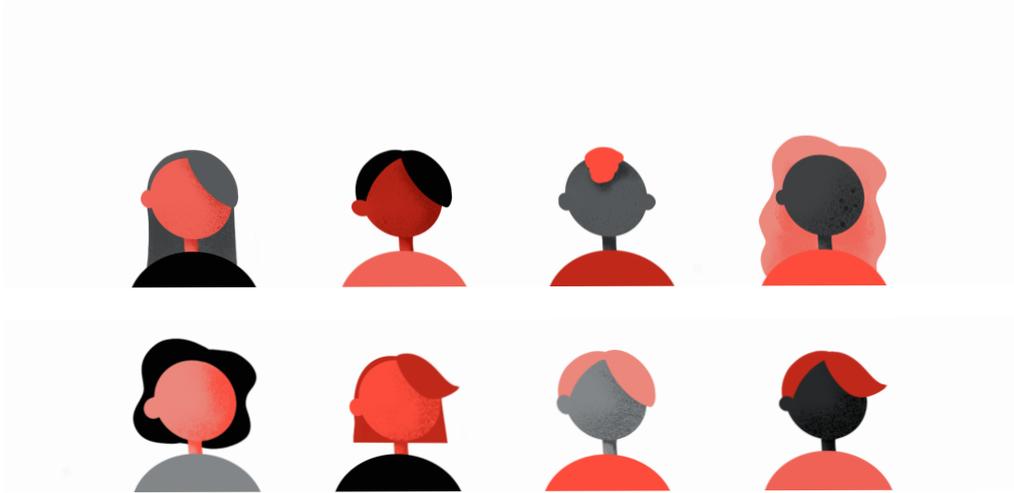


To make the beauty experience
delightful and achievable.

CULTURE IS YOURS TO OWN

It all starts with trust. And once you've laid a foundation, you fortify it with accountability. Take pride in your work here, because what we do is well above the bare minimum. Think career highlights and resumé-builders.

People don't come here for a 9-5. They come here to make an impact, and have fun while doing it.

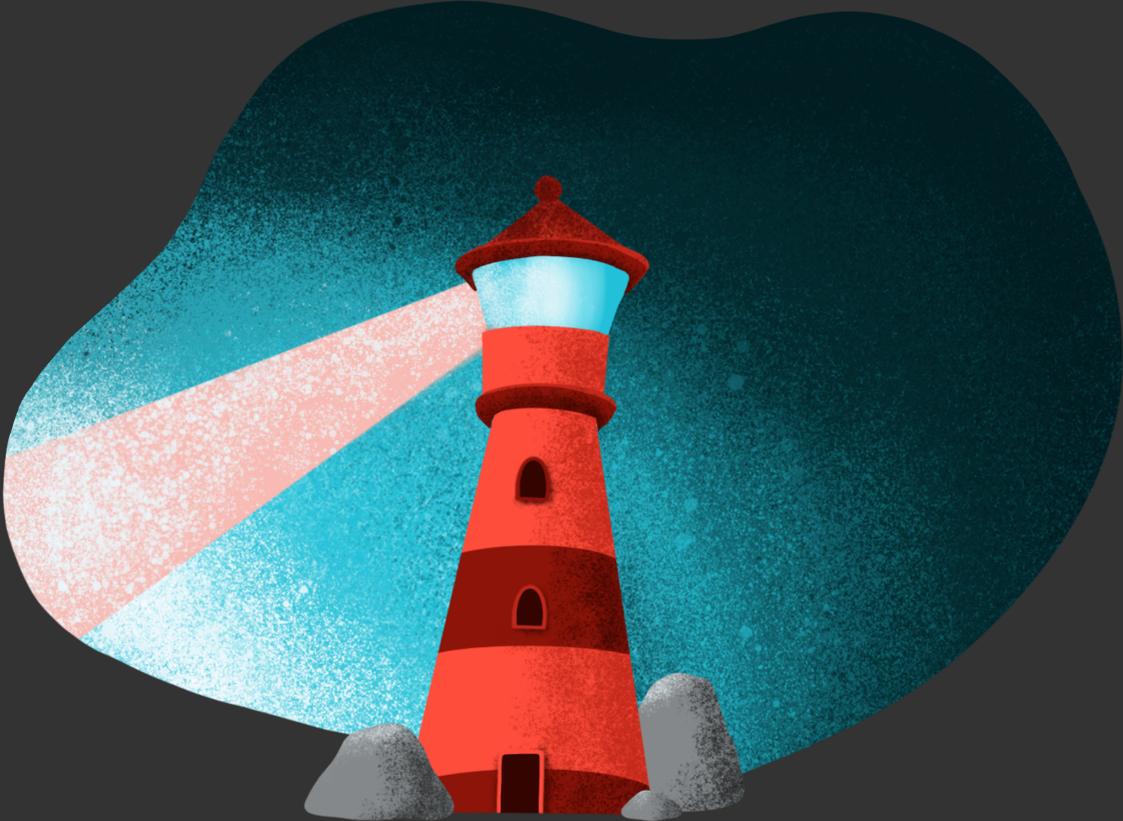


DIVERSITY IS BEAUTIFUL

Coming from a range of industries spanning traditional pharmaceuticals to beauty and technology, our collective backgrounds create a culture defined by inclusivity. As a team, we are stronger because of our differences, and we strive to create a culture where diversity is a driving force, and all are included.

We are diverse by nature—and together, we've sparked a movement.

evolus™



SECTION 2

LET'S TALK TRANSPARENCY

At Evolus, we're clear, open, and honest – with our customers and with each other. We value loyalty, and we deliver transparent value with every interaction.



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. No one will stand over your shoulder while you work. Trust was given to you when you were hired...you're responsible for maintaining it.

We don't hire people and tell them to be nice, we hire nice people. No trust-training required.



SHARING IS CARING (AT WORK)

We share projects, documents, and resources across departments, breaking down barriers that get in the way of true collaboration and learning. Translation? Accounting and Design teams chat. Regulatory Affairs partners with Creative to help find a middle ground (thanks for keeping us in line, guys). Silos are out, sharing is in.

—

**It's very refreshing to
be at a company where
everyone believes in
the products and the
people who work here.**

— EVOLUS SUPERSTAR



BUT FIRST, PEOPLE... THEN PROCESS

While we are an FDA-regulated company with some strict guidelines to adhere to, we value putting people first. After all, the process is nothing without the individuals who power it. Life happens, and you shouldn't need to hide that at work. Intermixing work and personal time is okay here - taking off weekday afternoons for your kid's game, doing email at odd hours, etc.



THE SECRET'S OUT: YOU'RE A WELL-ROUNDED PERSON (!)

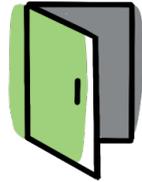
You're a human first, and a [insert job title] second. That order matters to us. We see you as more than an email signature, and treat you accordingly.

We try to avoid over-formalizing communication. Instead of saying "leverage," say "use." Skip "stakeholder" for "team member." Rather than "action item," call it a "to do." No need to speak corporate robot here.* Be professional, but normal. For example, if the person is sitting within a few feet of you, probably not necessary to send them an email.

*For a complete list of terms, see our Corporate-Speak Glossary at the end.

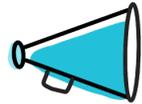
“I’m very proud and excited to work hard for something new and different!”

– Evolus Fanboy



OPEN DOORS THAT ARE (ACTUALLY) OPEN

Companies love to say that, don't they? We work hard to make sure it's not just an empty cliché. Meaning no one will give you a funny look for boldly sticking your head into an executive's office to ask a question, share an idea, or simply have a conversation.



~~TOWN HALLS~~ EVOLUS TALKS ARE OUR FAVE

No Town Halls here. In lieu of quarterly reports or all-hands meetings, we prefer to encourage conversation. Less talking at you, lecture-style, and more dialogue. This is important because we believe everyone is a stakeholder human. We call it #EvolusTalks - and it's all documented on our employee Instagram page, @evolushq.



COLLABORATION IS OUR SECRET SAUCE

Part of embracing our diverse background as a team means we truly rely on each other. Creative needs compliance, and compliance needs creative. One without the other is a thumbs-down, but both? Two thumbs-up every time.

—
“ I feel part of a team
here... it’s a **welcoming**
environment.”

— EVOLUS ENTHUSIAST

evolus™



SECTION 3

LET'S TALK IMPACT

As a team, 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.



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 however you need to. Our field team has the autonomy to pick the model of the car and cell phone they use. Because diversity means the freedom to choose what's authentic to you. Do you prefer PC to Mac? No problem. And if you (really) feel a Nokia 365 will optimize your ability to get your job done, go for it. We're not here to judge.



UNLIMITED VACAY (FOR EXEMPT)

We understand that the more time you take to recharge, reset, and renew, the more you'll be at the top of your game when you're here. And when you bring your best, we all win. So, if you're an exempt employee, we don't monitor your vacation or time off, but allow unlimited PTO (when your job allows and with manager approval), trusting that you'll do what you need to do to get things done.



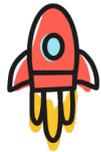
WE'RE OUR OWN EXPERTS

Ownership of the entire experience we create for our customers is very important to us. Why? When you don't own your craft end-to-end - whether your 'craft' is a mobile app, a regulatory document, or an empanada - things can fall through the cracks. It's like your favorite family-owned restaurant: when the kitchen's working from Grandma's recipe, no key ingredient is missing.



“It is so **motivating** to have exposure to great minds with a unified goal and **purpose**. I find that it elevates my personal **desire** and **passion** to achieve my absolute best.”

– Well-spoken Evolus employee



IMPACT FOR ALL

You have an impact here no matter who you are. We don't do "junior" level. Looking for a job where you can actually make a difference? Come on in. Be ready for anything...except a coffee run. We have machines (and legs) for that. Whether it's stepping up to manage sales training while your boss is on on maternity leave or pitching a great idea your first month on the job, extra responsibility is a lighter lift with extra support.



DETAILS MATTER

Whether it's a thoughtfully-curated customer dinner or taking care of our office, the details build an experience. We are proud of our beautiful office and want to make sure we all do our part to keep it that way. Also, last time we checked, Marie Kondo's calendar was fully booked.

—

“ Everything is by **design** and on purpose...the energy and enthusiasm of an entire company ready to **transform** the aesthetic industry. ”

– Evolus Fangirl



AWESOME IDEAS ARE EVERYWHERE.

Our Legal team gives us commercialization suggestions. An Executive Director stepped in to do a last minute presentation when our Chief Medical Officer was unavailable. When we redesigned our HQ home office, departments from all across the company came together to brainstorm the renovation plans. Our Culture Council is a cross-functional dream team, with voices from Finance, Sales, Legal, Regulatory Affairs, Facilities, IT and more.

We're open to taking inspiration from anyone, anywhere. It's all part of evolving with the times, which is, quite literally, our thing.



TAKE RISKS, THEN REBOUND WITH GRIT

We would rather take risks and fail than never try at all. This company was built on risk. From the beginning, we've bet on each other and the belief that we have something special to offer. (Read: hiring a sales force before product was ready to sell.)

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. Launching a campaign in under a week? We've done it. Building a beach set in the office for under \$100? That one was extra gritty.



IMPACT IS YOURS TO OWN & CREATE

evolus™



SECTION 4

LET'S TALK FUN

If you love what you do, you'll never work a day in your life. This is a mantra we live and breathe. We look forward to Mondays because the work we do doesn't feel like work.



CONFETTI...IT'S A THING.

Whether it's welcoming a new hire or launching a product into the market, confetti has become a symbol of celebration around here. Can you blame us? Who doesn't look at someone throwing confetti in the air with unbridled enthusiasm and not smile?!* Go ahead and try...yeah, we didn't think so.

*Sorry, Facilities team...we know it gets everywhere.

The page features several decorative red elements: a large circle in the top right corner, a horizontal line above the quote, a vertical line to the right of the quote, a circle with a horizontal line passing through its center on the left side, and a horizontal line with a circle on it in the bottom right corner.

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

- Evolus ~~employee~~ VIP



RUN, EVOLUS, RUN

Sometimes our run club is a serious 3-5 mile run with a charted path. Other times, it gets hijacked by our marketing team, sporting panda and unicorn onesies.

Participate at your own risk.



BUILDING 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 less conventional exchanges that allow you to get to know your colleagues outside of the office, whether it's offering to babysit someone's kid or giving a lift home when needed. We're proud to say that when we throw optional quarterly events, attendance is still solid because people actually want to be there.



WE 🧡 SOCIAL MEDIA

Having a stressful day and need a laugh? At a loss for words to express what you're trying to say? These are moments made for emojis, GIFs, and memes. We heart our social platforms, like the in-office chat system and @evolushq Instagram. Whether your goal is improving team communication or simply being more millennial-savvy, digital tools are your new BFF.



TRADITIONS MADE BY THE PEOPLE, FOR THE PEOPLE

Whether it's Taco Tuesday or Flannel Friday (yep, we like alliterations), our most well-loved office traditions started with a few folks getting together and before we knew it, went mainstream. Keep the ideas coming!

—
**“The caliber of the talent,
the energy and excitement
to revolutionize the market
is palpable.”**

- Evolus Revolutionary

—
**“Everything about
this brand has a
youthful and fun
feel.”**

- **Evolus** Energizer Bunny



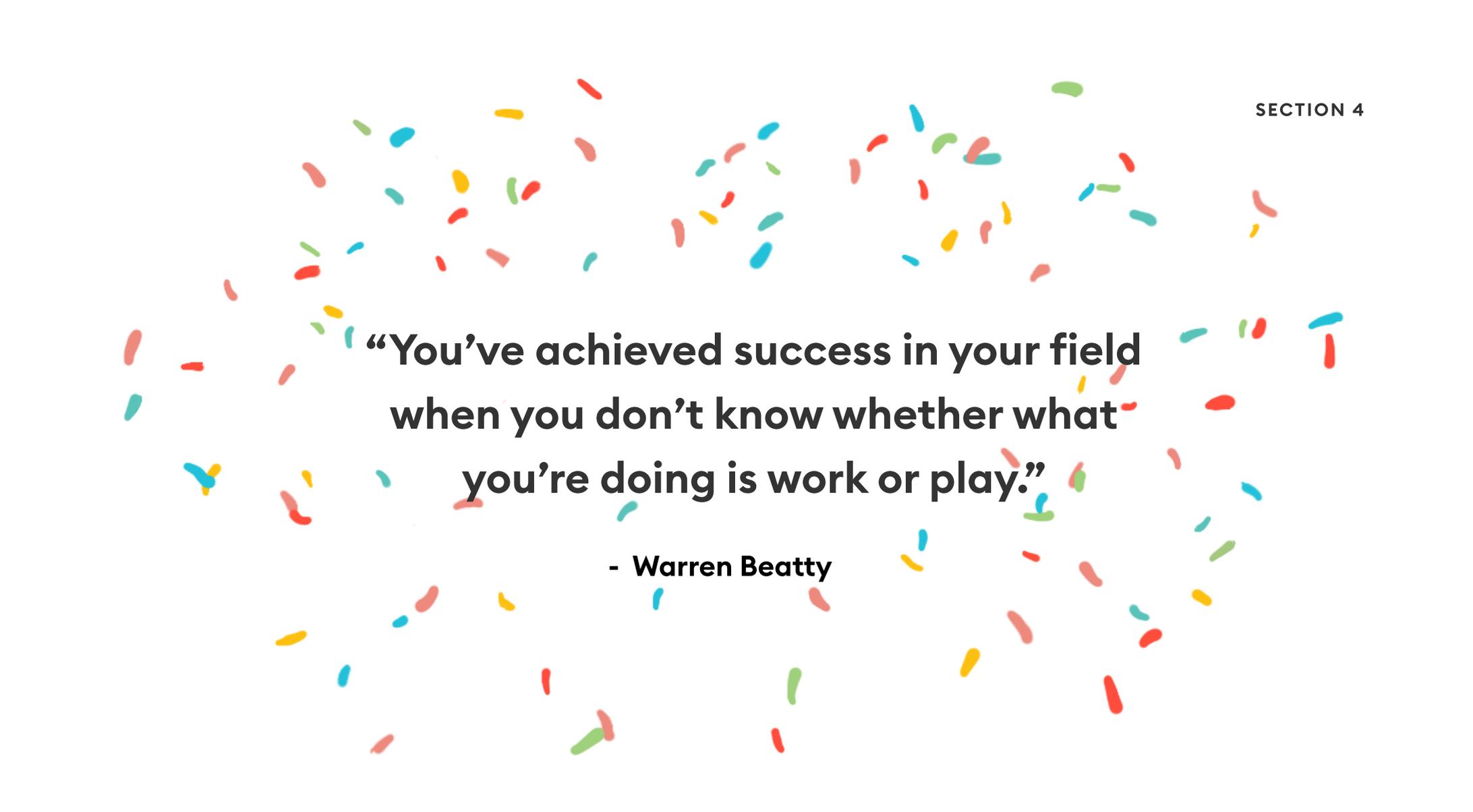
WORK IS IMPORTANT... PLAY IS TOO.

Fun during the workday takes all kinds of forms, from happy hour to friendly in-office competition. There's no such thing as one "type" of human. Why should office life be any different? We try to blur the lines between work and play as much as possible...and thoroughly enjoy both.



GEEKING OUT AT WORK IS COOL

Finding fun in the work you do is important! We encourage you to pursue projects that fuel your inner creativity. If that happens to be an impeccably-organized spreadsheet or a beautiful floorplan, go nuts...all we ask is that you take pride in your work.



**“You’ve achieved success in your field
when you don’t know whether what
you’re doing is work or play.”**

- Warren Beatty



SECTION 5

FAQs

Here is where you'll find answers to all of life's burning questions... well, at least the ones about working here.

Q: DO WE HAVE A DRESS CODE?

A: This isn't boarding school, so you won't find an enforced uniform. We haven't felt the need to issue a dress code, instead simply treating you like the adult professional you are and embracing diversity of personal style, too. That said, we do appreciate you considering the Evolus image when asking yourself what work-appropriate attire looks like.

Q: DO BUTTERFLIES EAT BANANAS?

A: They sure do! While caterpillars eat an all-plant diet, butterflies enjoy drinking the juices from fruits like oranges, grapefruits, peaches, strawberries, and bananas (the mushier the banana, the better).

Q: HOW DO WE TREAT ONE ANOTHER?

A: Our friend Aretha said it best... R-E-S-P-E-C-T. What does it mean to us? The team here – aka all of you – are what makes us successful. We take pride in hiring employees we know will assume the good intentions of others, and work to resolve conflicts in a healthy way. Collaborative relationships are key, which leaves zero room for cutthroat behavior.

Q: DO I HAVE TO SIT AT MY DESK?

A: Not if you don't want to! We designed our office with open, shared work areas as well as standing desks to give you options beyond a typical set-up. You are free to roam about as you please.

Q: WHAT KIND OF TEAM EVENTS DO WE DO?

A: Only the good kinds...obviously! On a serious note, we appreciate spontaneity and also love a well-executed plan. You'll find both impromptu events and scheduled hang-outs alike here. We all really like each other...and having regular face-to-face time helps us keep it that way.

Q: WHY CAN'T WE HAVE DOGS IN THE OFFICE?

A: This is a tricky one...because we really do love our four-legged friends. (Take a peek at the Pets of Evulus channel on Teams for extremely adorable proof). However, our landlord controls our fate on this one. Please tell your dog it's not personal.

Q: TRUE OR FALSE...WE HAVE AN OFFICE MAID/MESS MAGICIAN, RIGHT?

A: False. For those of you who work at HQ, please think of the shared spaces and amenities in the office as you would those in your own home. See a mess? Be kind to your fellow officemates and clean it up.

Q: WHY DOES IT SEEM LIKE EVERYONE HERE READS ONE ANOTHER'S MINDS?

A: While we hate to bust the myth that we're all secretly mind-readers, this company relies on Microsoft Teams for in-office messaging. Have an update to share or curious where the photos from our latest event are? There's a Teams channel for that.

Q: OH NO...MY PEN DIED! WHAT DO I DO?

A: If you find yourself in need of more office supplies, we've got you! Head on over to the supply room. Have a special request for something specific? Email it to reception and we'll see what we can do. If you're in the field, check out the T&E policy.

Q: WHERE DO I FIND INFO ON COMPANY POLICY?

A: Not here. This is the Culture Book! If you're looking for instructions on what our company holidays are, when you get paid, or anything else that could potentially cure insomnia, please refer to the Employee Handbook.

Q: WHAT ARE THE WORKING HOURS FOR HQ?

A: What's that?

Q: WHAT'S FAIR GAME WITH THE OFFICE SNACK BAR?

A: Feeling that 3pm urge to take a nap at your desk? We get it. Enjoy a full range of snacks provided to you in the kitchen, whether you're into fresh fruit or Funions, raspberries or Ramen. (Did someone say snack diversity?) Forgive us for stating the obvious, but the purpose of the snack bar is to fuel your workday, not stock your pantry. Please continue your regularly scheduled grocery shopping.

GLOSSARY

Ever heard something in a meeting you didn't understand? Does your brain have acronym fatigue? Us, too. This list of confusing corporate buzzwords and their more human alternatives should help.

ACTION ITEM, TO-DO (N):

A task you need to do and/or are expected to get done.

ACTIONABLE (ADJ):

When something has practical value and can be "acted on."

AES / AEM (N):

Aesthetic Experience Specialist and Aesthetic Experience Manager – field sales representatives who are out there selling our product!

ALIGN (V):

Office-speak for "let's get on the same page about this."

BANDWIDTH (N):

Your ability to take on and accomplish tasks pertaining to your workload. If you were a network, how fast would your WiFi connection be?

BENCHMARK (V):

The standard your work is held to or measured against.

CROSS-FUNCTIONAL (ADJ):

Referring to when people from different departments or areas of a company work together as a team. A meeting between Legal and Marketing? OMG, that's sooooo cross-functional.

BLUE SKY (N):

A type of brainstorming technique that means no idea is too "out there" or off limits.

BUY-IN: (N):

A fancy way of referring to the act of getting approval from the powers that be.

CALIBRATE (V):

To adjust or assess, taking external factors into account or allowing comparison with other data. "Based on recent data, we need to re-calibrate this strategy."

COLLABORATE (V):

Two or more members working together. Also known as "teamwork".

CORE COMPETENCIES (N):

A unique capability or advantage that distinguishes a company from competitors. Called "secret sauce" for short.

GLOSSARY

CULTURE COUNCIL (N):

A cross-functional team of leaders across the organization who accurately curate and drive our culture.

DELIVERABLE (N):

That thing you are responsible for “delivering,” or making happen.

DEPLOY (V):

To send, launch, or distribute. Sounds more official than “send,” means the exact same thing.

DIALOGUE (N, V):

What companies say when one or more employees have a conversation about work-related things.

DISRUPT (V):

Buzzword for doing things differently, shaking things up, blazing the trail, and carving a unique path. Beloved by start-ups everywhere.

EOLS (N):

Our stock symbol on the NASDAQ exchange.

EVOLIZE (V):

Not an actual word, but we think it’s a great way to describe how we make things authentically Evolus.

EVOLUS TALKS (N):

Our version of a town hall, all-hands or all-employee meeting. We hold these quarterly and love participation.

EXEMPT (ADJ):

Short for “salary exempt,” referring to employees who are exempt from overtime pay under federal and state law, and who are paid on a salary basis as opposed to hourly (or “non exempt”)

HCP (N):

One of our fave acronyms: Health Care Provider.

HQ (N):

Headquarters. Otherwise known as the building where corporate employees hang out. Also called: home office...or “work.”

GLOSSARY

IDEATE (V):

To form ideas. A way of saying “to think” that makes it sound like you’re thinking extra hard.

INNOVATE (V):

To make changes in something established by introducing new ideas, methods, or products (Oh hi, big pharma).

INSTANTIATE (V):

The unholy offspring of “instant” and “substantiate,” “instantiate” means to verify or document an instance of a particular behavior or issue. But seriously, if you ever hear anyone use this term, politely tell them to just go home.

LEVERAGE (V):

To use something to your advantage or gain (or that of the company), because you work here, remember?

LT (N):

Our Leadership Team.

MEMORIALIZE (V):

The corporate-style way of preserving the memory of something, commemorating or documenting it for future reference.

MICROSOFT TEAMS (N):

The in-office chat system we use. I.e., “I sent you a message on Teams, Karen.”

MONARCH (N):

Our internal sales tool.

MONETIZE (V):

To make money from something, converting it from “hey, that’s a cool idea” to \$\$ in your pocket.

OOO (N):

Someone is out of the office.

PARADIGM (N):

A model, example, or pattern of something. I.e., Evolus is changing the paradigm for our customers.

PERFORMANCE BEAUTY (N, V):

How we describe what our company is and does for our accounts. Ever heard the phrase “Evolus is a performance beauty company with a customer-centric approach focused on delivering breakthrough products?”

GLOSSARY

PERFORMANCE CULTURE (N, V):

How we perform and hold ourselves accountable.

PRB (N):

Promotional Review Board – our internal review committee who are responsible for ensuring marketing and sales materials are both legal and compliant.

RSM (N):

Regional Sales Manager.

SCALABLE (ADJ):

Able to be changed in size or scale, especially to increase or grow profitability.

SOCIALIZE (ADJ):

To initiate someone into the behavior that's acceptable in their society. Used in the corporate world as a way to describe a conversation or meeting intended to get input, buy-in, or to pre-sell (yes, we know we just added a mouthful of extra buzzwords there).

STAKEHOLDER (N):

Anyone who has a vested interest or will be impacted by a decision. Sometimes also your boss.

SYNERGY (N):

That feeling of “wow, this is really working out great” between two teams, individuals, or companies. Aka good chemistry, corporate-edition.

TALENT (N):

Our people who do great work.

T&E POLICY (N):

Travel & Expense policy - informs on what you can expense as part of your job.

TOUCH BASE (V):

A meeting or conversation between two people. Hint: If someone says they want to TB, they are not notifying you that they have Tuberculosis.

TURNKEY (ADJ):

A product or service that is ready for immediate use.

CLOSING THOUGHTS

ALWAYS COME BACK TO “THE WHY”

Before we go, one final reminder...you're here because in one way or another, you're passionate about making the beauty experience delightful and achievable. If you're ever in doubt, come back to “the why” behind what we do.

Make beautiful things, while being a nice human. That's it.

