NEWS RELEASE

Evolus Appoints Tomoko Yamagishi-Dressler as Chief Marketing Officer

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- Industry Leader Brings 20+ Years of Cosmetic Expertise to the Performance Beauty Category

NEWPORT BEACH, Calif.--(BUSINESS WIRE)-- Evolus, Inc. (NASDAQ: EOLS), a performance beauty company with a focus on building an aesthetic portfolio of consumer brands, has named Ms. Tomoko Yamagishi-Dressler as Chief Marketing Officer (CMO), effective today. Yamagishi-Dressler is an accomplished executive with more than two decades of established excellence leading omnichannel marketing for global beauty companies. A true strategist, Yamagishi-Dressler has successfully driven profitable business growth and increased equity for an iconic portfolio of industry brands.

Tomoko Yamagishi-Dressler, Chief Marketing Officer, Evolus, Inc. (Photo: Evolus)

"Tomoko brings incredible expertise in the beauty business, as well as deep global and omnichannel marketing experience for prominent cosmetic brands that will help power Evolus in our journey to becoming a leading performance beauty company," said David Moatazedi, President and CEO at Evolus. "This is the right time to focus our efforts on building Jeuveau® into a household name. As our new CMO, Tomoko will play a crucial role in leveraging the recent successful rebranding of our flagship product Jeuveau® and further expanding our loyal consumer base. In addition, she will lead commercial efforts to prepare for the launch of Evolysse™ – our line of five late-stage dermal fillers – in the U.S. beginning in 2025."

Most recently, Yamagishi-Dressler was Global Chief Marketing Officer at Beautyblender where she elevated Beautyblender's global market position and drove category leadership for the brand's namesake makeup tool in Sephora and ULTA stores across the United States.

From 2000 to 2020, Yamagishi-Dressler held roles of increasing responsibility at Shiseido, one of the world's top 5

beauty companies. During her tenure, Yamagishi-Dressler relocated to Shiseido's headquarters in Japan in the appointed role of Group Leader for Global Skincare Marketing. While overseas, she introduced a new portfolio of products to strengthen the company's competitive industry position.

Following, Yamagishi-Dressler returned to the United States as Senior Vice President of Marketing & Sales, overseeing the digital transformation of the company and responsible for sales, e-commerce, marketing and media for Shiseido's ultra-prestige division. Earlier in her career, Yamagishi-Dressler worked at Chanel Inc. and Victoria's Secret Beauty Company. Yamagishi-Dressler is a graduate of the prestigious MBA program at Harvard Business School.

"I am inspired by Evolus' commitment to innovation. Aesthetics is a fast-growing segment in our industry and one that is currently experiencing greater consumer acceptance and awareness," said Ms. Yamagishi-Dressler. "By leveraging my extensive background in luxury skincare marketing, I plan to build on this positive momentum to instill more customer confidence in the performance beauty category. I am fortunate to be joining Evolus at such a pivotal time of growth and look forward to being an instrumental part of the company's future."

About Evolus, Inc.

Evolus (Nasdaq: EOLS) is a performance beauty company evolving the aesthetic neurotoxin market for the next generation of beauty consumers through its unique, customer-centric business model and innovative digital platform. Our mission is to become a global, multi-product aesthetics company based on our flagship product, Jeuveau® (prabotulinumtoxinA-xvfs), the first and only neurotoxin dedicated exclusively to aesthetics and manufactured in a state-of-the-art facility using Hi-Pure™ technology. Evolus is expanding its product portfolio having entered into a definitive agreement to be the exclusive U.S. distributor of Evolysse™, a line of five unique dermal fillers currently in late-stage development. Visit us at **www.evolus.com**, and follow us on **LinkedIn**, **Twitter**, **Instagram** or **Facebook**.

Forward-Looking Statements

This press release contains forward-looking statements as defined under the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties, including statements about future events, our business, financial condition, results of operations and prospects, our industry and the regulatory environment in which we operate. Any statements contained herein that are not statements of historical or current facts are forward-looking statements. In some cases, you can identify forward-looking statements by terms such as "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "plan," "potential," "predict," "project," "should," "will," "would" or the negative of those terms, or other comparable terms intended to identify statements about the future. The company's forward-looking statements include, but are not limited to, statements related to market conditions and

consumer demand or the company's products.

The forward-looking statements included herein are based on our current expectations, assumptions, estimates and projections, which we believe to be reasonable, and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by the forward-looking statements. These risks and uncertainties, all of which are difficult or impossible to predict accurately and many of which are beyond our control, include, but are not limited to uncertainties associated with our ability to comply with the terms and conditions in the Medytox Settlement Agreements, our ability to fund our future operations or obtain financing to fund our operations, unfavorable global economic conditions and the impact on consumer discretionary spending, uncertainties related to customer and consumer adoption of Jeuveau® and Evolysse™, the efficiency and operability of our digital platform, competition and market dynamics, our ability to successfully launch and commercialize our products in new markets, including the Evolysse™ dermal filler product line in the U.S., our ability to maintain regulatory approvals of Jeuveau® or obtain regulatory approvals for new product candidates or indications, our reliance on Symatese to achieve regulatory approval for the Evolysse™ dermal filler product line in the U.S., and other risks described in our filings with the Securities and Exchange Commission, including in the section entitled "Risk Factors" in our Annual Report on Form 10-K and our Quarterly Report on Form 10-Q for the quarter ended June 30, 2023 expected to be filed with the Securities and Exchange Commission on or about August 8, 2023. These filings can be accessed online at **www.sec.gov**. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Except as required by law, we undertake no obligation to update or revise any forward-looking statements to reflect new information, changed circumstances or unanticipated events. If we do update or revise one or more of these statements, investors and others should not conclude that we will make additional updates or corrections.

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