



THE EVOLUTION OF EVOLUS

Performance Beauty leader Evolus is shaking up the aesthetics industry with a millennial-focused approach, international expansion, and groundbreaking innovations



WENDY LEWIS is founder/President of Wendy Lewis & Co Ltd, Global Aesthetics Consultancy since 1997, and author of 13 books.

EVOLUS IS ON A ROLL. THE FIRST-EVER aesthetics-only performance beauty company is changing the narrative on how injectables are seen and requested by the next generation of beauty consumers.

As of 2024, the company recorded the 5th year of revenue growth above 30%, making it one of the fastest-growing companies in the medical aesthetics sector¹. David Montarelli, the company's President and CEO, credits this achievement to the company's strategic focus on a key demographic: millennials.

The company estimates its total net revenues for 2025 to be between \$345 million and \$355 million¹.

The origin of Evolus centres around the concept of

'evolve with us'. The go-to-market strategy of Evolus is and has always been unapologetically millennial. Born between 1981 and 1996, millennials are now aged between 29 and 44. They represent the largest demographic seeking aesthetic treatments and are an industry growth driver¹. By appealing to this younger audience, Evolus saw a significant opportunity to differentiate themselves.

Millennials, also known as Generation Y or Gen Y, are now the largest generation in the workforce and, therefore, a critical market segment for many industries, including aesthetics. This power demographic significantly altered the technology landscape by pioneering the widespread use of social media, online shopping, and mobile devices.



▷ They are now altering the aesthetics sector. Unlike older generations, who may be more hesitant, younger individuals are increasingly embracing aesthetic treatments as a routine part of beauty and self-care rather than a medical procedure¹. Research from the American Society of Plastic Surgeons² reveals that millennials are twice as likely as their parents to undergo cosmetic procedures. This growing acceptance is influenced by evolving beauty standards, the rise of social media, and the visibility of enhancements among influencers and celebrities.

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Our branding and marketing strategies are crafted to align with the vibrant energy and values of the younger generation, focusing on empowerment and inclusivity,” said Tomoko Yamagishi-Dressler, Evolus Chief Marketing Officer (CMO).

Evolus is committed to reflecting today’s society. “We showcase a diverse range of models representing different ages, skin tone, and personal expression—including tattoos, piercings, and unique styles. This helps us define beauty in a more inclusive way. In our campaigns, our models are not just posing—they’re in motion, expressing themselves, and embracing their individuality,” she adds.



TOMOKO YAMAGISHI-DRESSLER, Evolus Chief Marketing Officer (CMO)



DR. NATASHA BERRIDGE, Consultant Maxillofacial & Facial Plastic Surgeon, London, UK

A Performance Beauty pioneer

Evolus is redefining the medical aesthetics landscape by merging the precision of science with the appeal of modern beauty branding.

Positioned as a Performance Beauty leader, the company has a strong commitment to safety, efficacy, and innovation with a fresh, engaging vibe that breaks away from the traditional pharmaceutical mold. Evolus takes a tech-forward, millennial-focused approach with a strong emphasis on authenticity to reshape how consumers interact with aesthetic treatments.

At the heart of the Evolus strategy is a dedication to inclusivity, accessibility, and empowerment. The brand’s commitment to a modern, consumer-friendly experience makes aesthetic treatments feel more like self-care than medical procedures, a shift largely driven by millennial and Gen Z preferences. By combining scientific credibility with a bold, playful brand identity, Evolus is poised at the intersection between beauty, wellness and medical aesthetics, evolving the future of the industry.

This difference resonates

According to Dr. Natasha Berridge, consultant oral, maxillofacial and aesthetic surgeon in London, “Working with Evolus, a company that emphasizes both performance and beauty, has been a truly enriching experience. It’s so refreshing to see a company that values and strives to meet the millennial patients’ expectations for individuality and innovation,” Natasha concludes.

Expanding internationally

Evolus continues to expand geographically, with recent launches in Australia, Spain, and Ireland. Due to their



rapid expansion, Evolus will open an International headquarters in Milan, Italy. According to the company, Milan is a perfect fit for Evolus as a Performance Beauty company, and the site will house operations, including marketing, medical education, training, digital and customer services.

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“We are excited about these milestones as they support our goal of establishing a strong presence in key regions and fueling growth,” said Umberto La Magna, Senior Vice President Evolus International. “We know that beauty is changing and that our healthcare professional customers are looking to evolve too. We are planning a range of educational programs and an easy-to-use online service platform to help healthcare professionals evolve their practices and deliver patient satisfaction.”

An evolving portfolio

Evolus is set to become one of a small group of companies with a portfolio of neurotoxins and injectable hyaluronic acid (HA) gels. Evolus recently secured U.S. FDA approval for Evolysse Form® and Evolysse Smooth® injectable hyaluronic acid (HA) gels, which are the first two products in the Evolysse® collection. The company has also received approval for Estyme® injectable HA

gels in the European Union, with a full launch expected in the second half of 2025¹.

“These milestones strengthen our leadership in performance beauty and represent the next evolution in our long-term strategy to expand our portfolio and become a multi-product innovator,” concludes David Moutazedi, President and Chief Executive Officer of Evolus.

“We can look forward to even more innovation and evolution from Evolus coming soon. Watch this space.”

► **This company feature was funded by Evolus**



DAVID MOUTAZEDI, President and Chief Executive Officer, Evolus



UMBERTO LA MAGNA, Senior Vice President Evolus International

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