

# HOW TO BE A PLAYBOY®

PLAYBOYRUSSIA.COM

MEN'S  
LIFESTYLE

## EDMOND EISENBERG

*A real playboy today  
IS A MAN WHO  
RESPECTS WOMEN*

&

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FELLINI

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*Be like a bond!!*

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16+



*The STYLE*  
**AND RULES OF PLAYING**  
**A REAL GENTLEMAN'S**

SPECIAL ISSUE 2020



# RESPECT AND PERSISTENCE

*It's funny that in the 17th century such a man will be a "playboy" in the same century - the inherent values - health, safety and peace, tranquility and the ability to be independent. actor (play + bow). But since the 19<sup>th</sup> century, the concept of "playboy" has just acquired the same meaning in which it is used to this day - an idle rake, a womanizer and a burnout. I am sure that patience is an outstanding human virtue ...*



*In my opinion, a playboy is more of a dandy when an aesthetically pleasing appearance is combined with appropriate behavior and impeccable manners. This is a man who not only loves, but appreciates and respects, constantly looking for something new is damn hard. And especially to try endlessly new options, to believe in yourself and not let go. To be able to wait is to be able to. women as equals, does not detract from their merits and talents, but on the contrary,*

*Yes, oddly enough. And one of the best qualities. To create something great or even just to do something for life. You may find me old-fashioned, but I don't like this definition and what it carries. Because in good, you have to spend a lot of time sounds corny. But to be persistent, hardworking and there is no main thing - respect for a woman.*

*emphasizes their significance and importance in the world. Edmond Eisenberg This is a man who will never allow himself inappropriate behavior towards a woman and will never try to belittle her by a guest editor.*

**EDMOND EISENBERG**  
*Guest editor*

*Edmond Eisenberg*





HAVE TO KNOW | A HERO

# WHAT IT MEANS TO BE PLAYBOY-2020

*Eisenberg is the heir to the beauty empire of his father, Jose Eisenberg, and his secrets of the three molecules. EDMOND IS SURE that the main quality of a real man is respect for a woman!*

Text **OLGA KLYUCHAREVA**

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dmond, your father, founder of the EISENBERG brand, knew how to wait 13 years, it took him an advanced "triomolecular formula" to form the basis of cosmetics. Are you distinguished by this skill?

I develop this quality in myself as much as possible. I am sure that it is patience that will become an outstanding human virtue.

Yes, oddly enough. And one of the best qualities. To create something great or even just to do something well, you need to spend a lot of time - it sounds banal. But being persistent, hardworking and constantly looking for something new is damn hard. And especially to try endlessly new options, to believe in your strength and not give up. You need to be able to wait. Our special issue is dedicated to extraordinary people. Name THREE of your extraordinary features. H, I would not call them extraordinary, but definitely these are my core qualities (ulboya).

**I always try to admit my mistakes and correct them whenever possible.** And, of course, draw conclusions so as not to repeat them in the future. I love to learn something new and surround the people I love with maximum care. What deeds should not be regretted, even if they are When you simply do not act differently, you should always be honest first of all with us and act according to your conscience.

**Even if it means becoming a black sheep and going against the majority. Once your father said that he would like to live in Venice - how would the portrait be?**

Venice of the 17<sup>th</sup> century is a splendid Venice with luxurious theatrical performances, creations of outstanding musicians, singers and artists. The time when the city lived a pleasant and interesting life. People from all over Europe came there to see luxurious carnivals and masquerades. My father is an incredibly talented and creative person who never ceases to amaze. He is always full of new ideas, plans, constantly comes up with something new and knows how to enjoy every moment. He is also wise, has a wonderful taste of vision, so I have no doubt that you would have eaten from him the greatest Venetian of that time! And I see myself as a well-mannered young man with impeccable manners, a great thirst for knowledge and a masterful oratorical skill. Undoubtedly, I would like to become one of the outstanding people of Veshetia of that time (yes).



"My father constantly comes up with something new and knows how to enjoy each and every one he is wise and has great taste."





**What era would you personally like to live?**

I would like to live right here and now. Each period This is a man who will never allow himself to behave inappropriately towards a woman and no history is amazing and fascinating in its own way, but I will never try to belittle her. I live unrealistic dreams or regrets.

**Do I want to enjoy the life that feels right to me as much as possible?**

started up. I try to adopt the experience of all the possible What a young self-confident man wants today - All the same inalienable values - healthy, security and peace, tranquility and opportunity of cultures and countries, study history, traditions, learn life from all sides. For me, the true wealth of life is to be able to learn from others, learn from the best, be curious, inquisitive, live with optimism, but remain realistic. to be independent.

**What helps a business and a business person to resist in the era of the global crisis?**

It is very important not to panic and continue to do your job methodically. Perseverance and loyalty to your own people

**Do you believe in luck?**

Above all, I believe in hard and persistent work, which conviction comes first. And, of course, in any situation and creates the preconditions for good luck. Even in order to get out, no matter what happens, you need to remain honest to play the lottery, you have to go and buy a ticket first. If you just sit and hope that happiness and wealth fulfills the promises. fall on you from the sky, nothing will happen.

**Therefore, he is a rare person who keeps his word and you- How and where did you experience isolation? What irritated io most of all than dreamed of?**

I definitely give preference to human capabilities. The best example is my father, Jose Aizen- I stayed in self-imposition next to my loved ones and my father. Usually we daily discuss new ones with great talent and hard work. He taught projects, ideas, we share our plans, so during isolation it was very important for us to constantly be close and to be in touch with our entire team and how- **You were born Eisenberg: what does this mean?**

Privileged all over the world. Thanks to Zoom and social media, this was no problem. Of course, it was not over for business) a very hard time, special and wonderful parents. And my father is not just, but considering the fact that we are not a big corporation with big budgets and opportunities, but a small family brand. But we continued to work actively, will support in any endeavors. He is my compass and mine to delight our clients. Whatever happens, a moral guideline. I didn't have any EISENBERG values that will remain the same - the highest quality products and real results, not empty marketing promises. The terrible situation with COVID reminded us of the fragility of human life and the importance of simple human joys, such as berg. This is a person who achieved everything himself

thanks to me, that there is nothing that would not obey a person if he is hardworking and persistent enough. **gii fate or pobless oblige?**

I am incredibly lucky with my family, they are the most loving - father, he is also my best friend. He is the kind of person who will always give the necessary advice, prompt, and help, the limitations that I would suffer from. I have never been banned from anything simply for the purpose of banning. They told me and explained what was good and what was good, and I myself drew conclusions and understood how to act and how not. I was brought up in such a way that I learned important life lessons from different situations. family and friends. And now, as an adult, I understand how valuable and correct such education is. That is why my father and I have such a great relationship. He has always been a role model for me. I endlessly admire him, share his values and as freedom of movement and the ability to be close to What should a playboy not regret? From the fact that he showed his real feelings and was himself. Playboy shouldn't .. I'm incredibly proud that despite the difficulties and hard life, he achieved so much. How the concept of a real playboy has changed in Being a Poser and a Bouncer. A real man must be able to .. Be honest with himself.

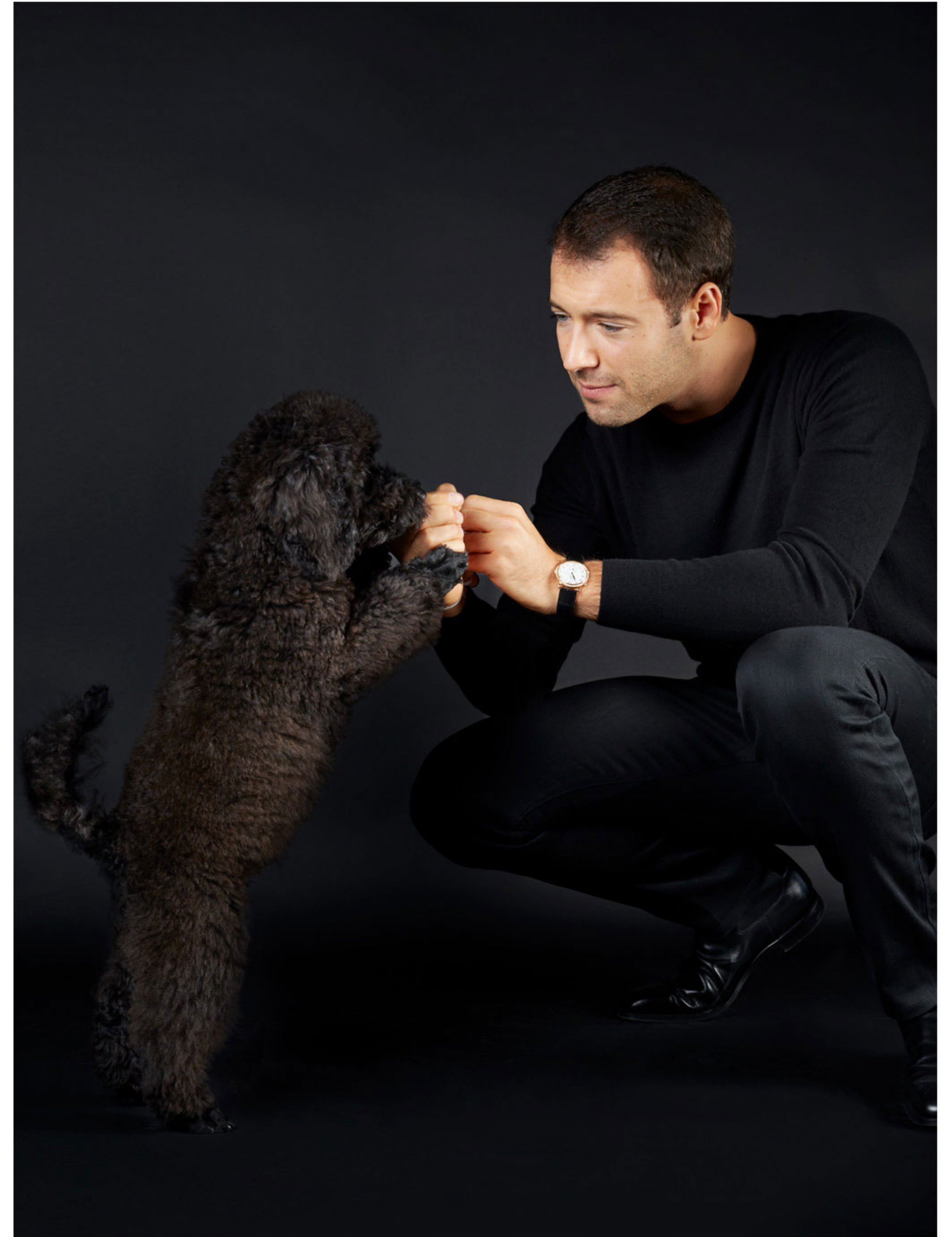
**What characterizes a tough guy? What is the main thing in life? 2020 from your point of view?**

Has the old freedom in personal expression gone? The most important thing in life is to find your true vocation. It's funny that in the 17<sup>th</sup> century boy was called "playboy" and to understand what a true ka-actor (play + boy) would make for you personally. But since the 19th century, the concept of "play is happiness, so as not to waste your life. And also, fight "just acquired the very meaning in which, of course, happiness is to be healthy and so that loved ones are used to this day - an idle rake, healthy. And you definitely need to be surrounded by a lover and a life-burner. You can consider me we and people who love you. old-fashioned, but I don't like this definition and the Art of being well-groomed and looking expensive and what it carries in itself.

**Because there is no main thing in it - stylish - where does it start?**

The appearance of a man begins with the condition of his skin and hair. Well-groomed clean skin and hair - important - respect for a woman. In my understanding, a playboy is more of a dandy, when an aesthetically pleasing appearance is combined with the corresponding components of the image of a successful man. appropriate behavior and impeccable manners. For skin care, I would recommend picking up This is a man who is not a commoner, rbut appreciates and respects basic products that are easy to use for women as equals, will not neglect their stamina and talents, but guarantee a quick and visible result. Always turnover, emphasizes their importance and importance in the world. you need to use shaving cleansers and









Edmond shared that as a child he did not have strict prohibitions. He studied art, was seriously involved in (and continues to be engaged in) music, but he always knew that one day he would run a business that was literally created by the legendary Jose Eisenberg.

moisturizing the skin, and, if necessary, special products for solving specific problems (remove signs of fatigue, dark circles under the eyes, etc.). If we are talking about clothes, then, in my opinion, there is a simple rule: clothes should always correspond to the occasion, the place, preferably, the season (smiles). Well, we must not forget about the final touch in the image of a real gentleman. The aroma is what the acquaintance begins with, because often we catch it faster than we have time to evaluate the appearance of the interlocutor. Therefore, it is also a very important detail in order to make the right impression.

**What scent will help create the "magic of love and sex in one bottle"?**

Definitely TOSE and Secret V Ambre d'Orient from EISENBERG! **They will instantly take over your heart! What care products are necessary for a modern playboy?**

No need-have products from the EISENBERG men's line! (Smiles) First of all, this is a 2-in-1 shaving and cleansing product. Lovers of beards and mustaches will definitely appreciate it. Moisturizing face balm - perfectly moisturizes and protects the skin. Eye contour gel ... Hmm, in general this area is often deprived of attention, but in vain. Puffiness under the eyes and dark circles are a common problem, given our active rhythm of life. The refreshing and tightening Elixir of Youth gel will instantly give your face a fresh and rested look, removes traces of fatigue, bruising, lack of sleep, and is simply irreplaceable after long flights. There are also many targeted products in the men's line - for example, the anti-aging Rejuvenating Complex, which helps to correct the signs of skin aging. And we also have a special START line designed for the care of young skin.

**What attracts you primarily to the girl you see for the first time?**

I always pay attention to the smile and expression of the eyes, to the liveliness of the mind and bright personality - this is what makes a girl unique.

**Blondes Vs Brunettes and Multicolored: Who Will Win? I'm sure every woman is unique and beautiful!**

**Are your dogs glamorous?**

Of course, they are glamorous and irresistible! There is a common phrase: a dog is a man's best friend. So it makes a lot of sense to me. Do you know how I got Rufus and Giacomo? Once my sister and I went to the breeder to choose a puppy, but we saw these two lovely brothers, little poodles, and simply could not separate them, because family is very important. What is the most desired car in the world? The most coveted car is one that would be absolutely safe for me and the passengers, very reliable, that would not break down and, which is very important, would not pollute the environment! **What scent do you associate with hot and passionate sex?**

The scent of amber, tonka bean, sandalwood, patchouli, vetiver and dry woody notes is incredibly sexy to me.

**Being a playboy is always about knowing how to captivate a girl and captivate her imagination. Do you agree with this? And your recipe: how to do it**

.. My recipe for conquering a girl is simple: respect her, appreciate not only her beauty, but also her intelligence, talents, and achievements. Put her on a pedestal of adoration, surround her with care. And at the same time, be sincere and frank with her, talk about your feelings. What is the most valuable gift you received from a woman? Her heart and sincerity.

**What do you know about Russia, its cuisine, customs, people? Do you know at least one phrase in Russian?**

Russia is a huge and beautiful country with incredible history and cultural traditions. Art, architecture, history, endless landscapes, food, aesthetics - everything admires me! Many people are unfamiliar or new to the culture of Russia, and this is such an oversight! If you take the time and show interest to truly learn about Russia, you will discover so many amazing and amazing things that you will fall in love with this beautiful country. In addition, we must not forget that French sophistication, luxury and the so-called "taste for life" exist today thanks to Russia. Franco-Russian cultural exchanges began in the 18<sup>th</sup> century, and it was the Russians who popularized and made a huge contribution to the development of French etiquette. Alas, I do not speak Russian, but perhaps one day I will begin to learn this beautiful language.

**What kind of Russian woman do you think?**

Russian women are amazing! They are well-read, educated, great conversationalists. They are also incredibly elegant, sophisticated and always on top. How has your inner world changed after the quarantine? It seems to me that during this period I once again became convinced of how important simple joys are, the value of which we sometimes do not even notice. And in quarantine, we had the opportunity to understand this. The world is constantly changing, and some things have changed dramatically. For example, the attitude towards women and women towards themselves has changed.

**How do you feel about feminism?**

Personally, my father and our brand will always defend the rights of women. Gender equality is the most important and integral principle of a healthy modern society. As a modern educated man, it is impossible to continue to underestimate the importance of women in society, their influence and enormous contribution to science, culture and other spheres. Therefore, feminism is wonderful! **Do you believe in friendship between a man and a woman?**

Undoubtedly yes! I know very well that the world is full of social conventions and stereotypes about friendship between a man and a woman. But I have a different opinion. For me, the basis of friendship is, first of all, common interests and boundless trust. And I have not the slightest doubt that you can be great friends with women, have many common interests and communicate with pleasure without any ambiguity.



The elixir of youth will remove traces of fatigue and bruising, refresh the complexion, tighten the skin and rejuvenate. But the real golden key in the art of making an impression is aroma! SecretV Ambre d'Orient is the right choice!