

# ELLE

## "BEAUTY CONSISTS OF SIMPLE STEPS" EDMOND EISENBERG ABOUT REAL BEAUTY RESULTS

*The secret of youth, embodied in the power of «three molecules»*

There are many beauty brands on the market, but to find really worthwhile is a real quest. So it's better to bet on brands that use innovation, do research and keep up with the times. Eisenberg Paris is one of them.

Eisenberg Paris is a French cosmetics and perfumery brand founded in 2000 by José Eisenberg. José's son, Edmond Eisenberg, is responsible for international brand development and strategic planning, as well as being an ambassador of the male line.

We called Edmond at Zoom. After welcoming, discussing the COVID-19 situation and traditional weather issues, the theme of the conversation was the beauty industry.



### Edmond, how did the Eisenberg Paris brand come into being?

**Edmond:** Eisenberg Paris is a family business founded by my father. He brought to the company the experience he gained in fashion industry and the world of new technologies. From fashion, the brand embraced the love of aesthetics and the desire to create beauty for women, and from technology, the opportunity to be a discoverer and a researcher. But if in fashion the collection replaces the collection, and this is a continuous process, the beauty sphere does not have a strict time frame. That's what attracted my father, because he wanted to create something eternal.

In 1985, my father started research in bio-cosmetology. He was looking for something revolutionary. The result of 15 years of medical testing was the discovery of the formula Trio-Moléculaire®, which was patented in 2000 and served as a starting point for the brand. «The triomolecular formula» is a combination of three natural molecules that restore, feed and saturate the skin with oxygen. It formed the basis of all products of the brand, including the decorative series. This helped create a completely unique brand that doesn't need marketing in the classical sense of the word, because the product speaks for itself.



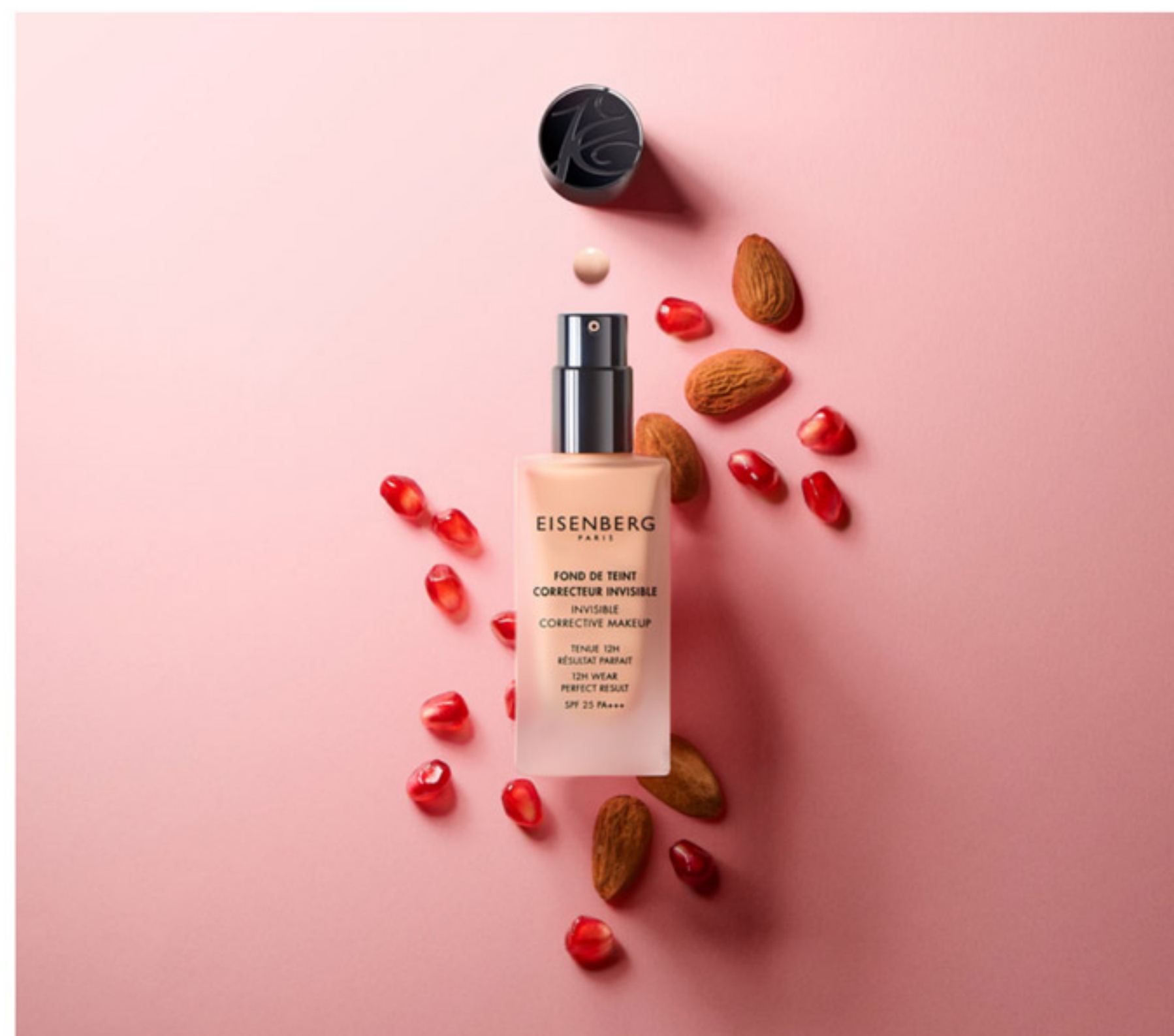
# ELLE



**Eisenberg Paris beauty products and perfumes have long proved their worth. Tell us more about the decorative line, which is relatively new.**

**Edmond:** My father has always loved to create creative solutions for women. This is evidenced by his long experience in fashion. It is natural that even by changing the nature of the activity, this desire has not disappeared. When we launched a series of decorative cosmetics two years ago, it was a kind of flashback to him - a return to where he started.

We believe in natural beauty. And it's not a tribute to the trend, it's the philosophy of our brand. Each has its own natural beauty, and our mission is to help preserve and emphasize it. That is why our decorative cosmetics series is universal in terms of color solutions and is made exclusively from natural components. Its main feature is that it has the same properties as a series of care products.





# ELLE

## What distinguishes Eisenberg Paris from other brands in the market?

**Edmond:** Everything! (laughs) There are two ambasadores in our brand: the client and the product itself. And we do everything for them.



There are two ambasadores in our brand: the client and the product itself.

---

We are a family business, so we always have enough time to achieve the desired result. If the product isn't good enough, it won't be on the market. We don't chase the quantity, we bet on quality. Plus, we have the ability to communicate directly with consumers. And that is the great advantage of the family brand.

Eisenberg Paris is an innovative solution, product safety, intelligent appearance. This is why our brand is loved and appreciated by customers.



## What do you do at Eisenberg Paris?

**Edmond:** My real role is to watch how the world changes, to communicate with clients and the team, to draw conclusions and make decisions. I'm in charge of preserving brand DNA, I'm in charge of strategy, and I'm working on brand image in general. I love studying, watching, listening. Ideas come when you talk to people. I have the role of editor-in-chief, who sets the course, interacts with all departments and delivers a holistic product.



I like to study, watch, listen.

---

And I'm also an Ambassador for our male healthcare services. But I'm not just the face of the brand, and I'm primarily a bearer of brand values. And I'm proud to represent a brand, and I can find my expression in it.



# ELLE



## What have you learned from your father?

**Edmond:** My father taught me a lot. How to shape my opinion. How to be myself. How to be happy with life. How to be a professional with your business. How to stay on course and be true to yourself. But the most important qualities that he has taught me are respect and love for people. Say hello! and Thank You! - it's easy.

My father and I are close friends. And we share the same philosophy, although sometimes our opinions may differ. But even in such cases, we always find a compromise.





# ELLE

## What products should Eisenberg Paris begin with?

**Edmond:** There are brands that focus on promoting specific products. We don't. We are a brand with a wide range of care products. We can each find what suits us. All our products are logical and fully market-oriented.

Beauty consists of simple steps. If you have 15 tools to use on a daily basis, you will easily become confused and probably abandon this idea. So if someone asks us where to start? We say: Start with simple. Purification, SPF-protected products, humidification, skin care around the eyes. These are basic steps. These products can be connected to masks, lip care products, etc.



Beauty consists of simple steps.

---



## How important is research and innovation to you?

**Edmond:** Research helps to improve the product, make it safer, more efficient. The fashion industry is actively researching and introducing new technologies. As a result, we have recycled fabrics, new generations of fabrics. Take the same liocet, it's the result of nanotechnology applied to eucalyptus wood fiber. The auto industry is also constantly exploring new possibilities. For example, they are now asking themselves: how do you make a car safer? Not faster, but safer.

The same is true of beauty. If the brand does not do research and innovate, its products will become irrelevant.



# ELLE



## Do you think the pandemic has changed people's attitudes towards skin care?

**Edmond:** The pandemic has proven once again that the consumer wants to invest in the quality and in the goods he trusts. For the same reason, he increasingly opted for useful food rather than fast food.

People started to take more care of their health, study labels more closely, and pay attention to the price/quality ratio. Eisenberg Paris's facilities are ideally suited to this concept: we use natural components and a scientific approach.

## What makes you happy?

**Edmond:** The most important thing in life is to know yourself. And that's where happiness begins. Love and health are also important components of happiness. Without health, we cannot fully enjoy life, and without love, we cannot be internally filled.



The most important thing in life is to know yourself. And that's where happiness begins, too.

Work always fills me up, too. The search for innovations, the improvement of products, the translation of our values to clients and fans of the brand - that gives me true pleasure.

Material things give us short-term pleasure, but they don't make us happy. No expensive cars, no phones, no yachts. Of course, the material world has its perks: it motivates us to move forward, to develop. And that lifts the economy.



# ELLE



**What are your plans for the future?**

**Edmond:** We're planning to go in an earlier direction. For us, the greatest value is people. We want to make them happy by finding solutions to their problems and welcoming them with visible effect.

As for the brand, its values will remain unchanged: high quality of products and real results.

[DISCOVER](#)

**Nastya Tkachenko**  
5 juillet 2021