

EISENBERG PARIS IN THE TIME OF EDMOND, THE FAMILY ANTI-REVOLUTIONARY



© 27 MARCH 2020 TALENTS

Working alongside a parent is a double-edged sword. It can hold wonders or turn into a slow, daily agony for both sides. This is not the case with **Edmond Eisenberg**.

Son of the famous **José Eisenberg**, founder of the cosmetics company of the same name, he is its natural successor. "I grew up sharing my father's vision and values, the same ones he instilled in **Eisenberg Paris**," he says. «Being part of it has been my dream since I was a boy and today my involvement in the company is total. I know every aspect of the brand, from the development of the formulas to the commercial policy, to the management of the business ».

Let's clear the field of misunderstandings: we are not facing yet another case of blind nepotism. Edmond has the skills to fill the post he occupies. He knows it, his father knows. «If I am next to him today it is not because I have the same surname. I'm simply the right person in the right place ».

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Ambitious enough, elegant and cultured, polyglot and good-looking, the young "dolphin", at the moment, aspires to carry on the DNA of the brand. No revolution, no epochal change in sight? "**The only conquest I am pursuing at the moment is that of new markets,**" Edmond jokes. "And then, even if you want to make a revolution, it wouldn't be possible. **My father remains the driving force of Eisenberg Paris.** Even today (Mr José Eisenberg is from 1945, editor's note) he puts his heart and soul into every single product, in every single marketing campaign, in every single administrative decision ».

It could be defined as a cumbersome presence. Edmond does not agree: «**I am proud to support him every day.** His passion, his intelligence and his perfectionism inspire and motivate me today just like when I was a boy and I listened to him talking about the latest creation. I will never stop admiring his instinctive creativity and his ambition ».

It's hard to imagine how a typical day in Eisenberg Paris could go. I ask Edmond: "There is no clear division of duties, if that is what you mean. I know my father and I know what his goals are. He trusts me and knows that I will help him to reach them ».

It sounds like an idyllic situation. "It is! Do you think that my father and I have reached such a level of intimacy that we just need to look at each other to understand what the other thinks. And without even realizing it, we speak in abbreviations, a sort of code that only he and I understand ».



A nice portrait of Edmond (left) and José Eisenberg

It is worth taking a step back to retrace the steps that have made Eisenberg Paris a cosmetic reality as authoritative as it is appreciated.

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The birth dates back to 2000, at the end of a 15-year research to identify the perfect cosmetic formula, which guaranteed visible aesthetic results, maximum performance, pleasantness on the skin. The ideal combination of technology and nature.

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That formula, unchanged to this day, is called **Trio-Moléculaire**[®] and involves the combination of three naturally occurring molecules which, once associated, allow the skin to regenerate, energize and oxygenate. From 2001 to today, the rise has been constant: "We are present in more than 35 countries, distributed in selective perfumeries, duty free, department and high-level retail stores. And obviously accessible online: through the e-shop we distribute all over the world," says Edmond. «Our products are formulated in Switzerland and created in France. The fragrances, on the other hand, are conceived and produced in France, more precisely in Grasse, the world capital of perfumery ».

Yes, the fragrances: a chapter that is anything but marginal in the history of Eisenberg Paris. "After the creation of the Trio-Moléculaire[®], the birth of the J'Osé eau de parfum marked a turning point. It has given us lightning-fast success and credibility also as a perfume house ». **J'Osé** was followed by the first collection of fragrances, **L'Art du Parfum**: ten compositions guided by a single concept. Emphasize the link between art and perfumery.

Then **The Latin Orientals**, a range composed of six olfactory orchestrations that synthesize the vision of beauty according to Eisenberg Paris. "We designed it in such a way as to give an experience of opulence and sensuality that involves all five senses. The sense of smell, of course, but also the sight: each fragrance is kept in a package that shows the print of a Maghreb-inspired door, framed by golden mosaic tiles. The access road to an imaginative cave of wonders. The circle closes when, from the package, an elegant glass bottle emerges that carries around its neck... a key! Almost the fragrance was the pass to a world of fantasy. Even the color of the eau is not left to chance: the compositions have shades ranging from orange to amber and gold. Enveloping colors that refer to the tradition of Eastern countries, which inspired the collection ».



The first Eisenberg Paris fragrance, the J'Osé eau de parfum, with bergamot, mint, lavender, mugwort and notes of coffee. On the bottom: patchouli, sandalwood, musk (50 ml - 89 euros)

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2019 was, for Eisenberg Paris, a pivotal year: "over the 12 months we launched two new lines. The first, **Les Essentiels du Maquillage**, combines skincare and make up. Six references: a complexion perfector, a foundation, a concealer, a lip balm and two mascaras. In each there are active ingredients derived from natural ingredients that bring benefits to the skin. And then the second line, **Start**, aimed at young and "urban" consumers, exposed daily to polluting elements and obtained from 100% natural ingredients ».



From left, Fond de Teint Correcteur Invisible (30 ml - 49.90 euros), Perfecteur Teint Express (30 ml - 44 euros) and Correcteur Précision (32 euros), from the Les Essentiels du Maquillage line

The natural, as well as respect for a planet in evident difficulty, is an extremely "hot" chapter. What initiatives can we expect from Eisenberg Paris? "We have set ourselves very high standards. We want to continue offering effective and innovative cosmetics that are also respectful of the environment. This is why we started by depriving the D4 and D5 silicone formulas (as of January 30, 2020 prohibited in rinse-off cosmetic formulas by a European directive, editor's note) and use only natural exfoliating particles. In this way we avoid the risk of non-biodegradable substances ending up in waterways and seas. Furthermore, we have reduced the thickness of our packaging, limiting the waste material. With regard to formulas, with the Start line we have decidedly oriented ourselves to the natural, also in response to the growing demand for clean ingredients. The seven references in the range contain only 100% naturally derived ingredients and are free of mineral oils, parabens, dyes ».



*The three products that make up the Hydra range, within the Start collection: from left, the anti-pollution day treatment *Défense Anti-Pollution* (50 ml - 45 euros), the balancing emulsion for impure skin *Soin Oil-Free Equilibrant* (50 ml - 36 euros) and the *Masque Hydra-Défense* moisturizing mask (50 ml - 36 euros)*

Before taking my leave of Edmond Eisenberg, I ask him which of the fragrances from Casa particularly reminds him of his childhood.

"Well, I suppose that having to choose just one, it can only be **Le Péché**: composed of orange blossom, vanilla, amber and patchouli, it brings to mind vivid memories of the past. Moreover, Le Péché also has an important meaning for my father, because he was inspired by memories of his childhood. The orange blossoms, in particular, remind him of the cakes his mother made. I think that's why he wears it more often than other compositions. However, I cannot avoid mentioning J'Ose, my absolute favorite fragrance. I always feel very proud when I wear it: I know how much time my father dedicated to it and it is an incentive to expect the same consistency from myself ».