



Art meets Beauty: the vision of Edmond Eisenberg

BY FEDERICO POLETTI

Edmond Eisenberg is the perfect ambassador of the homonymous beauty brand. Son of José Eisenberg, founder of the company and great innovator, he shares its vision and values. Beauty for both is an exact science, and requires a great technological research. At the same time, however, art also plays a fundamental role in the strategy, since the beauty product must be scientifically advanced and offer a sensory experience to those who use it. We caught up with Edmond to discover Eisenberg's DNA and his advice for an all-male beauty routine.

Your brand has gone through different generations, how do you manage to combine tradition and innovation together?

Our philosophy is about the concepts of beauty, perfection, art, technology, innovation and excellence. We attach great importance to research and development and innovation. Our ultimate goal is to always look for the perfect product, rather than a mere marketing strategy. In any case, EISENBERG is primarily a family business. This allows us to remain true to my father's authentic vision, his values and to be free and independent to maintain our authenticity. We are not a multinational company and we have a single story to tell: noteworthy creativity, a real passion for beauty and respect for our consumers.

The research of the product has always distinguished you. What are the next innovations you would like to introduce?

We certainly aim to offer beauty products with real added value, to make our customers feel good about themselves and to offer a unique experience. Consequently, research in innovation and excellence are our priorities. I believe that beauty, or the thirst for it, is eternal and so is our mission to find the most innovative formulas in order to preserve and reveal the beauty of the skin. We are currently working on very

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interesting projects that we can't wait to share. As with all future product developments, however, we keep the details secret until the product is actually launched on the market, which makes the launch moment even more exciting for everyone.



How would you describe the growth and evolution of the beauty world for men?

Modern men have the desire to look beautiful and feel good about their skin very much at heart, as a result they take actions to achieve these goals. They always want to be fit and are gaining ever greater self-awareness; this goes hand in hand with the consumption of beauty products. Today, men have become loyal consumers and have accepted the use of beauty products in their daily routine. In addition, skin care and beauty are fully part of the idea of "feeling good".

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Last but not least, Covid-19 has taught us the importance of hygiene, of healthy and conscious skin care, of a brand you can rely on. And ours responds to these characteristics. It is important to create tailor-made products to anticipate and respond to the specific requests of today's men. Our skin suffers on a daily basis from the aggressions of pollution, especially urban. There is a growing demand for products that are easy to use, efficient and that contain targeted natural products.

What is your target for men and what are the new needs?

We think all men deserve to feel beautiful. Thanks to our wide range of products we try to deliver them the perfect care for every specific need and for every skin type: from normal to oily, from dry to sensitive. Any man who takes care of his appearance and who desires healthy and radiant skin will find the complete skincare routine at EISENBERG Man. Generally, the man who buys our brand looks for fast and efficient products that perfectly meet his daily needs. For him, skin care is not about a cream to apply when it happens because his partner tells him to. He does it because he wants to feel good.



What for you 3 must-have products for women and 3 essentials for men...

Every woman must try the "Masque Tenseur Remodelant", one of the best sellers. It is an anti-aging mask that ensures elasticity and body in a few minutes. Another of the best is the much loved "Soin Anti-Âge", which has a soft, velvety texture on the skin. Its main ingredients tone, smooth and firm, so that the skin looks visibly younger. The third must-have is "Crème Contour des Yeux & Lèvres", an anti-wrinkle specific for delicate eyes, also applicable to the lip area that reduces fine wrinkles and signs of fatigue. As for men, I would say that the renowned "Soin Actif Calmant Hydratant" is no longer missing, the perfect care for those with sensitive skin. This treatment designed for the city acts at 360 ° as a shield against external aggressions. Unmissable! "Complexe Anti-Âge" is an exceptional formula for reducing the signs of aging. This ultra-light cream is enriched with anti-wrinkle and moisturizing active ingredients, which keep the skin invigorated all day. The third product is "Duo Essentiel", a two in one that can be used both as a cleanser and as a shaving gel. Leaves the skin smooth and comfortable, it is a very practical product for the city man!

How do you care for your skin during the year? Tell me about your summer routine...

In general it almost always stays the same, but in summer I love to use fresh formulas with a light texture, so I adapt my routine accordingly.

I use Duo Essentiel to wash my face and shave every morning, then the Gel Après-Rasage Apaisant. I really like its fresh, non-greasy texture! To make sure my skin receives the right hydration I use Baume Essentiel Hydratant, which gives a pleasant feeling of well-being to start the day in the best way. In addition, I use both of our deodorants, either the DEODORANT spray or our DEODORANT J'OSE.

In the evening I use Duo Essentiel again to eliminate the impurities accumulated during the day and then I apply Soin Crème Réparateur Nuit, which repairs in depth and regenerates during the night. To this I add Élixir de Jeunesse if I have a special event or for jet-lag, which is an instant accelerator against fatigue. The finishing touch is always our iconic J'OSE perfume, which is my favorite from the Art du Parfum and which I have been using for many years!



What products and clothes are never missing in your suitcase when you travel?

The same routine I described earlier. And in addition you will find in the suitcase my iPad, a watch, sports clothes to train anywhere in the world, a black or midnight blue suit, a pair of jeans, a fresh white t-shirt, a black cashmere sweater and even more importantly Respect for whatever culture and country I am traveling to.

You and your father are art lovers and collectors. How do you combine this passion in the beauty field and technology in your product lines?

Art has always played a fundamental role in my life and in my father's. In addition to new technologies, it defines every creation of my father and is deeply reflected in the brand. We are constantly looking for the perfect product, which brings real results but which offers the consumer an artistic and sensory experience. Our first line of fragrances "l'Art du Parfum" perfectly represents this union: art and perfumes in a union that expresses the essence of life, eternity, sensuality and beauty. The talented Brazilian painter Juarez Machado created a painting for each perfume, which represents the spirit of each fragrance and captures emotions. In addition, I have an artistic heritage that I enjoy nurturing in my personal life. I am grateful that I can use this passion and that the brand benefits from it during the creative process.

Which artists do you like most and why?

It depends on what art we are talking about, but in general I would say that my tastes are very eclectic. If we talk about music, I love Verdi, Puccini, Travis Scott, but also Chopin, BB King or John Mayer. If we talk about art, I admire the Renaissance and the so-called Italian "Zero" Art (Lucio Fontana and Turi Simeti), or even the "Arte Povera" which fascinates me a lot, but also Arnaldo Pomodoro.