



ACTIVA

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STRENGTH
IS THE NEW
BEAUTY

The rebirth
of **Barbara**

Investigadora,
oncologist doctor

**FATIMA
CARDOSO**

Responses to
breast cancer.



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Edmond with his father, José Eisenberg

CONVERSATION WITH Edmond Eisenberg

For the manager of the Monegasque brand Eisenberg, founded by his father, beauty is an art.

How was the Eisenberg Paris brand born? My father, José Eisenberg, worked for years in fashion and technology, two of his great passions, and he wanted to bring them together to fulfill a lifelong desire: creating a cosmetic brand that reflected his values and combined innovation of high technology with nature. He spent 15 years involved in scientific research on biocosmetics, looking for the ideal formula for the line he had designed. That is how it came to the Trio-Molecular Formula, with extraordinary anti-aging benefits, which created the brand in 2001.

What does this Formula consist of? It is a trio of molecules that work in synergy to regenerate, energize and oxygenate the skin: a keratolytic enzyme, which eliminates dead cells and improves cell renewal; cytokine, a key molecule in cellular communication, which improves the appearance and firmness of the skin; and biostimulin, which stimulates cell oxygenation and the synthesis of collagen and elastin, and improves skin tone and elasticity.

What distinguishes the brand? We are a family brand and this allows us to remain true to my father's vision and values. We are driven by our passion for beauty, perfection, creation, every decision, every fiber of the brand. We will never even create a product that doesn't reflect my father's spirit. Nor would he consent! Each product must be absolutely perfect, giving an effective and innovative solution to your specific need. Each ingredient, each texture, each fragrance we use is selected to elevate, not only the skin, but also the spirit of the wearer.

What was the most important thing your father gave you? The passion for beauty and perfection. Some of my oldest memories are of my father explaining to me the creative process behind some products and formulas. He was, and remains, a wonderful teacher, dedicated to perfection and quality. Like our entire team, by the way.

What product should women really try?

Masque Tenseur Remodelant and, of course, the much loved Soins Anti-Age. **A**



The brand, on sale at Perfumes & Companhia, has face and body care, male care, makeup and perfumes.



THE ART OF COSMETICS For the collection of fragrances Art of Perfume, José Eisenberg ordered original paintings from the painter Juarez Machado to illustrate the packaging.



FOTOS: DR E DIVULGAÇÃO