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BEHIND*theBrand*

Eisenberg Paris combines research, *innovation* and technology with *organic cosmetics*. A successful concept that turns the niche brand into a luxury giant *22 years* after its founding. We spoke to the *visionaries* behind the brand, an extraordinary one Father-son duo...



José Eisenberg, the founder of the Brand, is no stranger to the world of beauty. The now 78-year-old is a pioneer whose passion and vision inspires an entire industry because his belief that beauty, science and innovation must go hand in hand drove him to redefine the boundaries of skin care 22 years ago. While the majority of experts at the time focused on ingredients of animal origin, José turned to organic cosmetics and harmonized them with science and the latest technologies. It took 13 years to develop the "Trio-Molecular® Formula", the heart of today

Care range was perfect. A combination of biotechnologically produced enzymes that remove dead skin cells and ensure better absorption of the active ingredients, and cytokines as the key to the molecular communication of cells and biostimulins that stimulate the oxygen supply to the skin cells and promote their vitality. By the way, José also draws the know-how from his AI company, which

“Our new Firming Remodeling Cream, which was just introduced this year, is already one of the bestsellers”

STIMULATES collagen and elastin production: “Firming Remodeling Cream”, 50 ml a 99 Euro



REMODELED and lifts the eye area with power vitamins: “The Eye Serum”, 15 ml for 79 euros



PILLOWS UP thanks to grape seed oil, vitamins A and E: “Firming Remodeling Mask”, 75 ml for 85 euros

he founded at the age of 30. “Working in artificial intelligence has changed me because it is a completely new way of thinking that requires precision, thinking about every component, pausing at every stage of a process, solving problems and verifying those solutions,” says José. Today, Eisenberg Paris includes care for women and men, a make-up line and three unique fragrance collections. José shares this passion with his son Edmond Eisenberg, today's CEO. Since 2011, after completing his studies in luxury goods and services in London, his goal has been to continue his father's vision. Edmond is, as José says, “the temple guardian” of the company. In an interview, they explain what the secret of the father-son duo's success is, how they define luxury and what sets them apart from other brands.

“Our eye serum was Tested on women for 36 days: 100 percent found the product to have an amazing lifting and anti-aging effect.”

The brand is sold in more than 30 countries and 4,000 points of sale in Europe and Asia. What is the secret of success? Edmond: We always look to our customers so that they can see themselves in each of our products and the values we represent. It's not for nothing that we call them “friends of the brand”.

As a family-run brand, we are able to stay true to my father's vision and develop a range that combines high-tech innovations with nature to create skin care solutions that are highly effective and deliver visible results. That is the key to our success.

Eisenberg stands for luxury cosmetics. What are you up to?

Edmond: Luxury is something very individual. For us, these are the values that Eisenberg has upheld since its beginnings: innovation, top quality, sophisticated creations and textures, sensory enjoyment, perfection, elegance and timelessness. For us, luxury also means being free and independent in development and therefore being able to deliver the highest quality. This is what sets Eisenberg apart from other beauty brands and large corporations.

What is it like to run a family business? José: I always hoped that Eisenberg would become a family brand. Edmond grew up with the brand and today we work side by side every day. This is only possible through love, trust and our shared passion for Eisenberg.



AD

WITH THESE TIPS, your daily beauty routine becomes relaxing me time

Their focus is always on the latest technologies and research into new ingredients. Tell us more about it...

José: First of all, it is fundamental to understand the mechanisms of the skin, how the skin reacts to aggressors, how it ages, how it functions, how it protects itself. This happens thanks to precise in vitro tests and measurements. Together with the data about our customers' needs and preferences, we can tailor research accordingly.



Our experts recently examined aggressors such as environmental pollution, intense stress and blue light, which led to the development of targeted care products - the "Anti-Pollution Start Line" and the "Anti-Stress Treatment". In 2024, a powerful Anti Aging Day Defense moisturizer will be launched containing ultra-protective super actives and filters.

Which super active ingredients are you talking about exactly? *José:* We don't believe in new ingredients, but we believe in new synergies by putting them together in a complex dosage. Finally, thanks to new processes and methods, it is possible to get only the best out of the ingredients. For example, in some of our formulas we use plant stem cell technology, which ensures that only the purest and most effective plant parts are used. For example, our "Melt-in Repairing Mask" is hypoallergenic and protects the skin to a high degree from irritation and redness. The new encapsulation technology is also an important breakthrough, allowing the properties of the vitamins to be delivered directly into the deeper layers of the skin.

"We are both fully involved in the *development* of the brand. We have control over *all creations*, which allows us to have such high standards"

In addition to skincare, Eisenberg also offers make-up and fragrances. What areas are you most passionate about? *José:* That's a very difficult question because I love everything we do! Decorative cosmetics reminds me of my career as a designer, when I worked on fashion collections and mastered the art of shaping, mixing colors and fabrics. I also have a great passion for fragrances, which in my opinion are true works of art. Every note tells a story, every perfume whispers secrets, every collection is an emotional adventure that my son and I share.

Edmond, as CEO you will continue to lead the brand into the next generation. What visions of the future do you share with your father?

Edmond: We will continue to develop the brand on a global scale and continue to create unique creations. If we can participate in people's daily well-being and make them enjoy beauty, then we have achieved a great goal.

Do you follow product development trends? *Edmond:* Honestly, one. Trends are often just marketing concepts that are short-lived. We focus on identifying the real needs of our customers. Thorough research and testing are very long processes before a product at Eisenberg actually comes onto the market. My father and I respect

embrace the timeless values of our DNA while still allowing ourselves to be inspired by modern technology. The same goes for the fragrances: Our collections are created based on our personal inspirations and are therefore timeless and universal. They are an integral part of our personal history.



THEIR COMMON PASSION for art is also reflected in the scents: „I am“, 50 ml um 67 Euro

COLLAGEN BOOSTER smoothes fine wrinkles and provides moisture: "Excellence Ultralift Gold Mask", 50 ml for 154 euros, including brush



WITH DETOX AND anti-pollution effects thanks to pure silver powder: "Essential Silver Mask", 75 ml for 102 euros