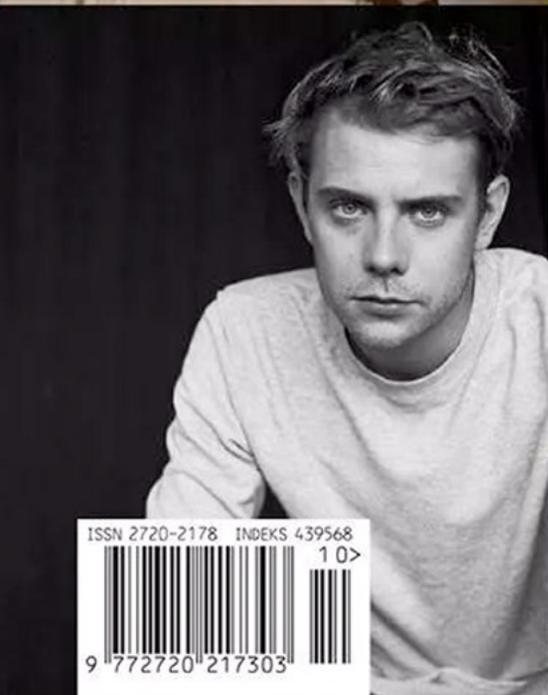




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VALUES PASSED ON FROM GENERATION TO GENERATION

The luxurious EISENBERG Paris brand, known for effective care, unique perfumes and skin-friendly makeup, does not follow trends. It has remained faithful to its DNA, technologies and research on the effects of active ingredients. José Eisenberg, the founder of the brand, handed over the reins to his son Edmond Eisenberg, CEO. In Vogue Leaders, together with Dominika Eisenberg, the brand's trainer, they talk about plans, dreams and changes on the cosmetics market.

EISENBERG Paris is already an adult. What has changed in the brand over these 20 years?

It's true that we are adults, but at the same time young. Some brands are even 150 years old! We are one of the few global selective cosmetics companies that is family owned, with its own creator. We started our business in 2001 and since then EISENBERG Paris has developed a lot, but has retained its DNA. Over 20 years, we have expanded our portfolio to meet the needs and desires of our customers.

We have introduced innovative care products to the market, developing the Classique line, the men's line, as well as new products, Excellence and a special anti-pollution series, Start. We have an extensive portfolio of fragrances, which consists of three lines, including: the recognized L'Art Du Parfum collection, the niche Les Secrets and the unisex Happiness collection. A milestone in the development of EISENBERG Paris was the launch of an innovative make-up collection, which was expanded last year.

How has the luxury cosmetics market changed over these two decades?

Evolved. Digital technologies have changed behavior: consumers, especially since the pandemic. Online shopping and social media have revolutionized the cosmetics industry, increasing its reach, customer engagement, and using technology for better shopping experiences. In recent years, the industry has also increased its commitment to sustainable and ethical production. Consumers are becoming more aware of the impact their daily choices have on the environment. At EISENBERG Paris we try choose innovative ingredients as

well as the safest, removing controversial or harmful ones. Trends come and go, but we are constantly faithful to our values. From the very beginning, our only stars have been our products and their users.

What is it like to work in a family business - do you always agree with each other?

Edmond Eisenberg: My bond with my father has always been strong, which makes working alongside him natural and easy. We share the same values and have a common vision. I am grateful to my father for trusting me in the development of the brand and entrusting me with the position of CHO three years ago. When he gave me the freedom to implement my ideas, it not only gave me confidence, but also created space to combine tradition with innovation.

When you were younger, did you want to do what your father did?

EE: I have always been interested in the EISENBERG Paris brand because I grew up with it! As a child, I witnessed my father's passion and involvement in its creation. But I admit that I wanted to become a classical musician. However, at the age of 16, I decided to put my music career on hold. I wanted to follow in my father's footsteps and work alongside him to teach away from it and continue the development of EISENBERG Paris.

José, what do you think was the breakthrough in the history of the EISENBERG Paris brand?

JE: I feel like everything I have done or am doing matters. But what distinguishes us to this day is the direction I gave

at the beginning: look at nature in search SPECIAL OFFER the greatest benefits it brings and derive from learning and modern discoveries. We initiated 15 years of research, never losing faith that one day we would find the Holy Grail. This led to the discovery of the revolutionary Trio-Molecular@ which provides extremely anti-aging benefits. This was a breakthrough for EISENBERG Paris, and our anti-aging expertise is recognized all over the world. I created each product with love, pawaja and shatmarik. Everything I do is for my friends our brand» - this is what we call consumers. To improve their appearance and give pleasure, which brings a smile and gives confidence zichick.

What are the characteristics of this technology?

Dominika Eisenberg: Trio-Molecular thesis of three molecules ki found in nature: enzymes, mytokines and biostimulants that help maintain and restore the natural functions of young eera. Enzymes stimulate the skin and help it absorb the active ingredients contained in the care. Cytokines stimulate regeneration. Biostyraulins affect the cells, so they are a source of energy and stimulate the synthesis of collagen and lastine, thus toning and firming them. From the first use, the format reactivates the basic functions of the skin, ensuring a visibly younger, smoother and brighter complexion. This is the heart of the effectiveness and effects of EISENBERG Paris products.

What was your biggest dream related to cosmetics and has it already come true?

JE: EISENBERG Paris is an award-winning, renowned and established brand all over the world, my son perpetuates this in the most wonderful way. Artistic, innovative and research foundations make our brand successful, so my dream has come true!

The most important elements of the brand's philosophy?

The philosophy of EISENBERG Paris is based on beauty, port'okeya, art, advanced technology, innovation. We guarantee safety and verifiable results obtained thanks to research and development work. High standards also result from control. that we have over creations. We are an independent family brand, so we can focus on... paying full

attention to every detail. There is respect a core value that we constantly emphasize. For it that's why our customers love us.

Nowadays, do we care about quality or the «wow» effect in cosmetics?

Each brand has its own identity. However, despite the huge number of cosmetics, consumers trust people who are synonymous with quality and reliability more than ever before. Audiences are not naive and we must respect them. Provide effective products and give you the feeling of fulfilling your dreams. And what could be better than daydreaming thanks to our cosmetics?

Two men in a brand that is loved primarily by women. Do you ask about their cosmetics needs?

JE: Men also really appreciate our perfumes and care. rotting! However, it is true that talking about needs is of great importance. Example: Neck, Busline and Breast. Cream was created as a result of listening to women. These delicate areas of the body quickly show signs of passing time, such as loss of firmness and lines. We are the only brand that offers a product that effectively cares for three zones at the same time. Its silky formula is safe for breasts and absorbs immediately, leaving no greasy residue on the skin. One of the main sources of inspiration are people who support us and with whom we share our everyday lives. And we work side by side with absolutely exceptional women. I dedicated my career to women, first through fashion, and since 1985 through the uroonly world. This It was precisely the sense of respect for women and admiration for them that I passed on to my son from an early age...

Which EISENBERG Paris cosmetics (in addition to the above-mentioned cream), in the opinion of the woman and expert of the brand can be considered the most exceptional?

DE: The Firming Remodelling Mask is magical, I love it for its speed of action, sensory sensations - it has a consistency, smell and first impressions after application. It brings an immediate effect. lifting, firming and illuminating. It is a universal cosmetic for all skin types. It moisturizes softens the skin, does not stimulate sebum production and is a good base for makeup.

Which product can't you imagine your skin care routine without?

DE: My number one is Toning Lotion - toning is for me the basis. Recently, I have also been using The Eye Serum and Firming Remodelling Cream. This duo will complement the action of the Firming Remodeling Mask I mentioned - it firms, smoothes, brightens and moisturizes. I always use Instant Complexion Perfector under my makeup. Pole-catri also Brow Definer & Lash Primer o2, favorite product that I use on my eyebrows and eyelashes to emphasize my eyes.

Are you planning to expand your men's grooming line?

Husbands are becoming more aware of their appearance and the importance of tion of care treatments. Interest in the EISENBERG Paris men's line is growing. When it comes to men's future line - we will listen to customers' expectations and provide the highest quality products.

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