

The French brand, which combines scientific research with a love of beauty, has always seen Italy at the center of its inspiration. CEO Edmond Eisenberg, second generation, speaks about the growth and strategies of the group



Edmond Eisenberg

Renaissance. It is precisely in Florence that art, fashion, beauty and technology meet. Starting from the history and experience of **Leonardo da Vinci**.

Today, his son Edmond Eisenberg leads the company as CEO , recalling how «the brand is purely French, our skincare R&D division is located in Switzerland and our perfume laboratory in Grasse. But Italy has always profoundly influenced our culture, in particular taking into consideration my father's history, very linked to this incredible country. Think for example of **Catherine de Medici** who in the sixteenth century wanted to recreate the hills of Florence in Grasse."



Edmond, José Eisenberg

molecules that allows the skin to regenerate deeply. The results are significant, validated by pharmacological, medical and cosmetic tests.

The patent

A characteristic of Eisenberg Paris is to apply scientific research to beauty, to make formulas effective. In fact, it took the team of ten scientists involved in the project thirteen years of scientific research to discover what José Eisenberg called the *Trio-Mole'culaire Formula*, protected by an international patent. It is an association of natural

No private equity

"Ours is a family brand – continues CEO Edmond Eisenberg – we have no private equity funds in the capital. Being totally independent is important for those who want to create. Our way of working is vertically integrated, everything is done internally, from creation to marketing in order to control the supply chain and this differentiates us from other brands. Sometimes we work on a product for 7 or 10 years before launching it on the market. This wouldn't happen if we were controlled by a fund or listed on the stock exchange."

The selected sales points and the role of China

The French brand, which positions itself in the high end of the market, presents a range of products ranging from skin care, make-up, sun protection to niche fragrance collections. Formulas designed to be unisex. Eisenberg Paris does not work with flagship stores, it has chosen to be distributed selectively in perfumeries. «We have always placed a point of honor in our long-term relationship of trust with perfumeries. We have some corners in large department stores in Asia, for example, for us China is an important market», continues the CEO.

The manager explains how, during Covid, «being very sensitive to the daily reality of consumers, we made the decision to move some launches. This year has therefore been a great year of launches. 2023 is off to a good start both in terms of new skincare and perfumes, as well as makeup." The latest significant innovations were The Eye Serum and Crème Raffermissante Remodelante, the anti-aging duo designed for face and eyes based on the Trio-mulculaire Formula enriched with Green Tea Extract, Rice Peptides and Seed Oil of Grapes. (All rights reserved)