



Glen Goldbaum owns two salons on Bridge Avenue in Red Bank.

Two hair salons on the West Side of Red Bank are proving to be the local alternative to Manhattan.

any given day and you'll not only find theater-goers and museum-lovers, but also your frequent salon-trippers—women who've had similar experiences to Widener and now head to the city for what they believe is the only place for great hair.

But what several of these women (and men) don't know is that great hair can be found locally—on the West Side of Red Bank, in fact.

Nestled under draping trees across the street from the Red Bank train station are Glen Goldbaum 72 and its sister salon, Lambs & Wolves Den of Beauty. Both have a cool, downtown vibe that's reminiscent of something you'd find in SoHo. And both are owned by former New York City stylist, Glen Goldbaum.

Goldbaum's hair styling history is impressive. His first job was at the prestigious Vidal Sassoon in New York, where he spent ten years styling hair and eventually led their acclaimed training program. From there he moved to the posh Kim Lepine salon on Madison Avenue and then to the Patrick Melville salon in Rockefeller Center—host to a number of high-profile celebrities. After moving to Red Bank and commuting to Manhattan, Goldbaum, like most commuters, became fed up with the back and forth. He decided it was time to make the cut closer to home.

"I thought it was the right time for me and for Red

Bank. I think that they were ready for what I had to offer; for my vision," says Goldbaum about opening his first salon in 2008. "It was definitely a slow start, but through word of mouth we got busier and then things started to take off." So much so that Goldbaum was forced to expand. And since his 72 Bridge Avenue address wasn't equipped for an addition, he opened Lambs & Wolves a few doors down. Since July 2010, his two salons have garnered approximately 900 new clients—a feat he credits to more than just beautiful hair.

"We do great hair here, but that's only part of the experience. From the second the client walks in, it's all about making them feel completely

comfortable. We make it personal," says Goldbaum. At both of his salons you'll find the highest level of service, which includes highly trained stylists and colorists, as well as impeccable customer care. Goldbaum himself has been known to chase a client down the street to fix an out-of-place strand. He wants every client to leave the salon looking fully finished.

For Widener, her trips into Manhattan started to feel too extravagant, particularly when the recession hit, and were also taking too much time away from home. She took her boys to Goldbaum for their own cuts and enjoyed the experience so much that when the time came for her to make the

switch to a local salon, she went straight to Goldbaum.

"Glen cut my hair and he did an amazing job. He respects the way I want to wear my hair and does not promote the style of the moment. Glen and his staff really care about your experience and what you look like when you walk out the door," she says.

With two bustling salons, Goldbaum's vision—to be the local alternative to New York—is coming into full focus. His salon experience has not only converted Widener, but countless others. Says Goldbaum, "As busy as we are, we're still a little secret and still a destination. Two little gems on the West Side."

Red Bank's Glen Goldbaum Brings New York Style To The Two Rivers

AFTER A FEW unfavorable salon experiences locally, Kim Widener of Monmouth Beach decided it was time to make the trek to Manhattan. A friend in the fashion business tipped her off to Garren, a top celebrity stylist and arguably one of the most respected names in hair. Widener instantly became a loyalist: once a month she

would commute to Garren's salon for color, with four of her visits also including a cut. "It was such a pleasant experience and I really looked forward to spending the day in the city once a month, alone," she says.

As it turns out, she's not alone. Take the 10 a.m. ferry out of Atlantic Highlands to mid-town Manhattan on

NOTES FROM A STYLIST:

Glen Goldbaum gives hair advice—from trends to treatments

TRT: What are the fall hair trends?

GG: Textured bobs with swingy bangs, dramatic side parts and full, glamorous Bridget Bardot type of hair. Think texture and sexy bed head.

TRT: Any post-summer hair rehab tips?

GG: Shine treatments are a perfect pick-me-up to enhance color and make hair shimmer. We do a few at the salon, which are a mixture of different conditioners. Also, a good Moroccan Oil treatment will condition your hair back to life.

TRT: What are the secrets to healthy hair?

GG: It's coming in for a haircut every six to eight weeks to remove weight, maintain its shape, clean up the ends and keep hair looking gorgeous and healthy.

TRT: At what age is long hair too long?

GG: With the way life is now, the old way of thinking [going short because you're of a certain age] doesn't apply. If it looks great, keep it.

TRT: Winter looms. Any good tips for fighting hair-raising static?

GG: My favorite product is the Kevin Murphy Bodyguard, which is a leave in moisturizer, similar to a skin moisturizer. It's very light and controls static, and is such an amazing product.

TRT: If you can't make it to your colorist for a few more weeks, any tips on disguising roots until your next appointment?

GG: Change your part or even how you style your hair.

