

The art of hair

Written by Austin Benson
Thursday, 31 October 2013 17:44 -

Salon is up and running

Greg Eigenberg has always wanted to be an artist but didn't have anywhere to show off his creations.

At 818 Lake Avenue, he has that spot.

Eigenberg graduated from Joseph's College of Beauty in Kearney before attending classes at Hastings College.

"My stepmom was in the Joseph's College program when I was younger and the art of cutting hair just grew on me," Eigenberg said.

After school, he worked at Blondies in Hastings, before bouncing around Omaha, and eventually finding a location to cut and style hair in Gothenburg.

Having his own business didn't happen right away Eigenberg said. He had to wait and save.

Eigenberg said he worked in Gothenburg for 3 years waiting to cut hair.

"I was either going to save enough money for my location or fill an opening at a salon in town."

He filled an opening at the local Razor Kreationz Hair Studio, knowing that he wanted to have a salon for himself.

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He opened EgoBoost 4 years after moving to the Gothenburg area.

“This was the first building I saw and thought to myself, my business could be in there,” Eigenberg said.

Even with multiple salons in town, his client base is growing, he said.

“It’s been surprisingly easy getting business,” Eigenberg said. “I networked with people while I was working at McDonald’s and word of mouth in a small town has also helped the business grow.”

EgoBoost’s hours are Tuesday through Friday, 10 a.m to 6 p.m., and Saturdays, 10 a.m. to 4 p.m.

Some clients may be drawn to the salon because of its name and the current pop that plays.

He also has tables and lamps made out of recycled tractor parts.

Eigenberg said the decor provides a creative atmosphere, noting that he believes it’s important to think outside of the box even when it come to hair.

“I want to make people happy, however that happens,” Eigenberg said. “I try and be more than their stylist.”

He said he has received support from people in town and from his family.

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“Every day is a reward.”

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