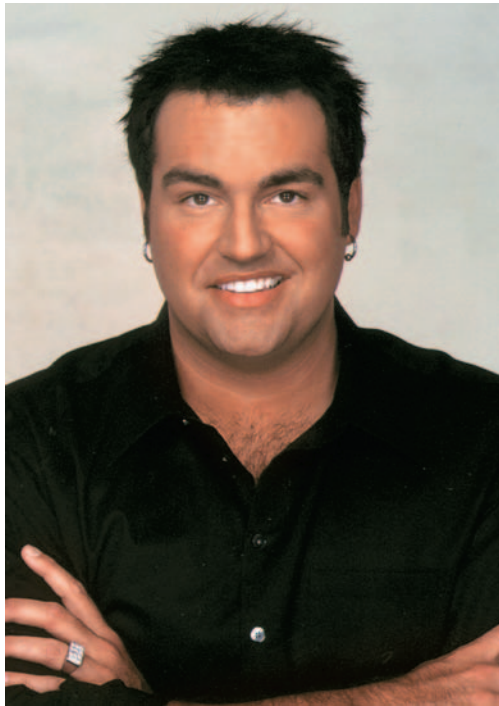


# OBSSESSIONS



**DEAN BANOWETZ** The challenges of live television are magnified on a show like *American Idol*. Just ask its key hairstylist, Dean Banowetz, who transforms wannabe stars into stage sirens on a weekly basis. Not only does he have to contend with contestants' pre-performance jitters, he also must ensure that their hair is perfect for each of the 15 camera angles. In addition, Banowetz is responsible for styling the trademark blonde tresses of host Ryan Seacrest and judges Randy Jackson and Simon Cowell. "When it's live television, there are no second chances," he says.

A self-declared workhorse, Banowetz grew up the 13th of 15 children on a farm in DeWitt, IA. He served in the U.S. Army and studied art at the University of Iowa before attending cosmetology school in 1991. After beauty school, Banowetz performed in regional dinner theater, worked as a North American educator for Matrix Essentials, and owned and operated his own salon. But the bright lights of Los Angeles were calling, so he left Iowa to learn how to do hair for movies, eventually landing a job at *Extra* styling Leeza Gibbons and Seacrest, who was then a guest host.

When he's not busy styling future pop stars, Banowetz is a spokesman for Infusium and gives lectures at beauty schools on how to break into the entertainment industry. "When you give education away, you get it back tenfold," he says. Here are the 10 things that make Banowetz shine. —B.G.

## 10 THINGS I CAN'T LIVE WITHOUT

- 1 STARBUCKS** There's one on every block, and it gets me jacked up and ready to work a long day.
- 2 BED HEAD LIL HOTTIE FLAT IRON** Ryan Seacrest can't live without it.
- 3 BOHN TAIL COMB** I use it on everyone and always carry one in my backpack, my car and all of my set bags.
- 4 MASON PEARSON PADDLE BRUSH** You're only as good as your tools.
- 5 DUO EYELASH ADHESIVE.** I use it to glue anything in the hair.
- 6 BED HEAD MAXXED OUT HAIR SPRITZ** I know if I use it, the hair will be locked down.
- 7 DAILY CALLS WITH MY BROTHER, LEON (#12)** He gives me guidance and support.
- 8 HAIR MASCARA** I like it in every color because it's the quickest way to hide roots or add highlights. During the first season of *American Idol*, the majority of Ryan Seacrest's highlights were fake.
- 9 HEAD GAMES BIZARRE TWIST HAIR PUTTY** It's matte, so there's no shine on camera. Plus, it holds the style all day without being too greasy.
- 10 FLEA MARKETS IN LOS ANGELES** There are great finds there and a bunch of really crazy, whacked-out people to watch. My friend Tolan and I love to find the deal of the day.



PHOTOGRAPHY: COURTESY OF STARBUCKS; (BRUSH); COURTESY OF MASON PEARSON; (BRUSH); COURTESY OF DEAN BANOWETZ