

Look Like a STAR

By: Jason R. Rich

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Rockin' Back To School Hairstyling Tips from the Hollywood Hair Guy

Giving yourself a new "back-to-school" look could be just what you need to catch the attention of that hot guy you've had your eye on. Dean Banowetz, known as The Hollywood Hair Guy (www.hollywoodhairguy.com), is the stylist to some of Hollywood's biggest stars.

You're about to discover some of the hairstyling tips he uses on well-known celebrities, plus learn how you can use Herbal Essences products to create a trendy and stylish back-to-school look for yourself!



"I always create someone's look by first examining the shape of their face, then choosing a style that'll accentuate their best

features. Based on the pear shape of Gissel's face, I wanted to add a bit of volume on top, to give the illusion of a wider forehead and create a new, sexier and more retro look," said Dean, as he began his work.



Dean first straightened Gissel's hair with a flat iron, but kept the part near the top,

center of her head. Herbal Essences Extra Hold Hair Spray was used in conjunction with the flat iron. Instead of keeping her part straight, however, he added a zigzag shape to create more dimension and texture around her forehead area.



"To incorporate a trendy and cool retro look, I used a crimping iron only on the middle section of Gissel's hair. Herbal Essences Styling Spritz was applied to her hair before the crimping iron to give it extra hold," explained Dean.

"Only the top layer of hair was crimped," said Dean, as he demonstrated how this new style could be worn with Gissel's hair partially flipped over one shoulder for a more casual look.



"By keeping both sides of her hair in front of her shoulders, this same style offers a more sophisticated look, yet remains trendy and fun because the hair is crimped," explained Dean.

Photos by Lisa Stahl Sullivan

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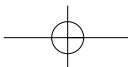
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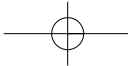
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If you want to make the perfect first impression when you go back to school, one of the best ways to do it is to change up your look. Dean Banowetz, known as The Hollywood Hair Guy (www.hollywoodhairguy.com), is literally the stylist to the stars.

From the sets of hit TV shows and movies, Dean's job is to keep well-known celebrities looking trendy, cute, and totally stylish.

Check out how Dean used popular Herbal Essences products to create the perfect back-to-school style.



Before he got started, Dean said, "I wanted to help Portia look more stylized. By flipping back her

otherwise straight hair, it would add some fun to her look."

Dean sectioned off Portia's hair to create layers. He then used a flat iron on several of the layers.

"Long, straight hair offers a very sophisticated look. I added a slight wavy texture by flipping back the ends with a curling iron. It offers a fun and younger image, without making her look too young," said Dean.



"To accent Portia's face, I also straightened her bangs and used them to frame her face," explained Dean.



Dean used Herbal Essences Highlights to give Portia's hair a touch of color. "My goal wasn't to give Portia an entirely new look. Instead, I focused on cleaning up her look in order to give her a more stylized and put-together appearance," said Dean.

Photos by Lisa Stahl Sullivan

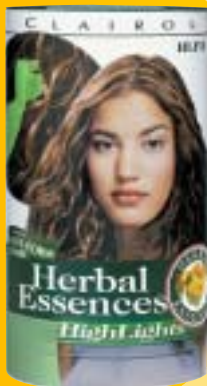


HERBAL ESSENCES HIGHLIGHTS

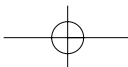
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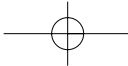
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Rockin' Back To School Hairstyling Tips from the Hollywood Hair Guy

What keeps Hollywood's hottest stars mega-popular? According to hairstylist Dean Banowetz, known as The Hollywood Hair Guy (www.hollywoodhaiguy.com), it's that superstars like Madonna, Cher, and Julia Roberts are always changing their look.

To update your image as you go back to school, check out one of Dean's favorite hairstyles. Plus, discover how you can use popular Herbal Essences products to create a perfect look for yourself!

When Emily walked into Dean's salon, she wore her hair very straight, which gave her a mature and formal look. "It wasn't fun," said Dean. "Emily has a round-shaped face. The goal was to give her face the illusion of having more length. I wanted to break up her hairline and better frame her face by adding a wavy texture."



start of creating a more trendy and fashionable look."

Before adding some waves and curls, Dean layered Emily's flattened hair and added a trendier zigzag to her part.



her longer hair. I believe the quickest way to get attention is to dramatically change your look. Emily wanted to try something different and that's what we did. She wanted to look hot, sophisticated, and playful all at the same time."

"Taking Emily's face shape into account, I framed her hair around her face. The goal was to give the appearance of length to her face." Herbal Essences Maximum Hold

Styling Mouse For Curls was used in conjunction with the curling irons to keep everything in place.

"Step one was to clean up the ends of Emily's long hair," said Dean. "Using scissors, I changed the lengths around different parts of her head to add dimension," said Dean. "This was the



Three different sized curling irons were used to create the fun and erratic curl texture. "I also added some darker colored hair extensions to create a different style for Emily using



Photos by Lisa Stahl Sullivan

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