



making hollywood  
a more  
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place  
one  
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time.

Together, Celebrity Stylist Dean Banowetz and Joico are making Hollywood a more beautiful place: Dean through his electrifying hairstyles for the #1 TV show in the world, and Joico through its state-of-the-art formulas that fuse art with science to create the ultimate in healthy, beautiful hair.



JOICO  
THE ART OF HEALTHY HAIR



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