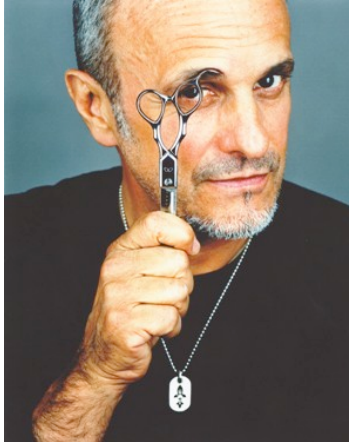


# Yves Durif on men's hair

By [Blast Magazine Newsroom](#)

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Men: follow these styling guidelines for perfect hair at every age (**\*Key Takeaway: Don't be afraid of a little pomade!**):

Here's a little help from beauty & hair guru Yves Durif.

1. **Lose the gel.** "Pastes and Shines are in," says Yves. "You want to be able to run your hands through your hair - or somebody else's - without the drama of being stuck in hair product."
2. **Go bald gracefully.** Yves says, "Men who lose their hair should cut it as short as possible. Hiding it is unflattering and indicates a lack of confidence."
3. **Don't forget the details.** Yves insists, "Sideburns are a man's most important accessory. Whether the hair is super short or very long, sideburns are a must. They add structure and tone to the face."
4. **You DO need product.** "Simple finishing products make a big difference. They add texture and style to a good haircut."
5. **Make the most of Gray.** "Structure Pearl Finish (\$25) is ideal for creating the very popular 'silver look' women die for. Its prismatic formula adds gorgeous dimension to the hair color without looking too shiny."

Yves Durif began his career at the famed Jacques Dessange Salon in Paris, and has been cutting and styling the hair of celebrities, CEO and influencers all over the world. Featured in numerous magazines and television programs, Yves is at the center of the style world in his new flagship salon at New York City's Carlyle Hotel.