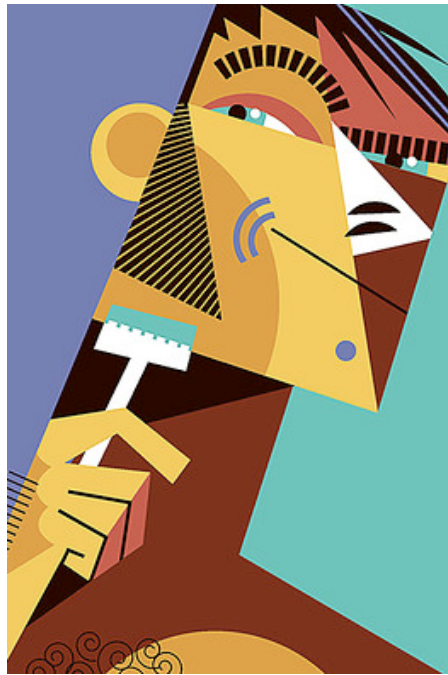


THE WALL STREET JOURNAL.

March 5, 2009

Tricks of the Trade *The Art of Sideburn Maintenance*



Pablo

Nearly every man should have sideburns, says hairstylist Yves Durif, whose salon in the Carlyle, a New York City hotel, commands a loyal following of celebrities and business executives.

"When you get older, sideburns really chisel the cheekbones and the jawline," says Mr. Durif, who has maintained his own sideburns since he could grow them. "It's cheaper than Botox."

Mr. Durif shapes his sideburns immediately after a shower. Using shaving cream, Mr. Durif begins by shaving with a downward stroke from the base of

the sideburn. "This way, you create a line for the rest of your shaving," he says. "Make sure your razor doesn't go up and down, and keep the blade horizontal." As Mr. Durif shaves around his sideburns, he keeps his head turned to the side as far as possible to see his profile. After shaping his sideburns, Mr. Durif shaves the rest of his face. Even though sideburns are often the first place a man shows gray hair, Mr. Durif doesn't recommend using hair color to cover it. "If you color, then you have to think about it all the time," says Mr. Durif. "And women don't care about gray sideburns.

"To determine the right sideburn length and angle, Mr. Durif uses his face as a map. Since he doesn't want his face to appear too long, Mr. Durif's 2½-inch sideburns end just under his cheekbones. "The stronger the angle, the more it will chisel your face," he says. "It's amazing what sideburns do for a round face, too." The face also has a built-in straight edge that Mr. Durif refers to when shaping his sideburns. "Look from the corner of your mouth to the tip of your ear lobe," he says. "That's what straight is." Mr. Durif's sideburns subtly resemble the shape of a boot, narrow at the top and widening at the bottom. He advises his clients to try that shape, too. The look of thin, straight sideburns, while popular with trendy young men, "is very aggressive, and you have to maintain them every day," Mr. Durif says. Another way to get started: Ask a barber for help, Mr. Durif says. He compared sideburns to the contour that blush gives to women's faces.

"Men don't have many gimmicks like this," he says.

By [ELLEN BYRON](#)

