



As of 1-1-08, we are no longer Salon Moulin Rouge...

Huh? WHAT!? Why??

Well, the long-story short...

Awhile back, Jill & I received a letter from an attorney representing the Moulin Rouge, Paris. They alleged that we were infringing on the historical mark of the Moulin Rouge Cabaret, and that we were diluting their brand. Our first reaction was that this was a mistake. After all, we run a salon business. We don't run a burlesque & sell souvenir shot-glasses, etc. At first, we disputed this, as they didn't hold the trademark in the United States until after 2000. After having our attorney review the allegations, we were saddened to realize that we had little ground to defend our name, as this is a historical mark, and the intellectual property laws surrounding international (historical) marks allow for great latitude & defense.

When we named the salon, in 1996, it was never our intention to be perceived as the Moulin Rouge in Paris. In fact, Jill and I are admirers of the work of Henri Toulouse-Lautrec, whose drawings and lithographs inspired our theme. We decided to name the salon after the cabaret where Lautrec drew much of his inspiration for his artwork.

As luck would have it. In 2001, Hollywood also drew inspiration from this interesting period in art history, and "Moulin Rouge" arrived at the box office, starring Nicole Kidman and Ewan McGregor. We thought this was fortuitous, as it brought awareness of our salon business in Romeo, far removed from the Montmartre. In retrospect, perhaps the exposure & interest created by the movie (& royalties...) led the owners of the Moulin Rouge to pursue small business's abroad. We may never know. What we do know, is that it would be costly & fruitless to fight to keep the Moulin Rouge name.

We feel privileged to have shared it since 1996 & happily submit it back to its original owners.

Ironically, this is an exciting time for our company. We are using the circumstances to reinvent ourselves as a premier fashion-driven group of beauty professionals. **The truth is, that the essence and success of our company was never about the Moulin Rouge.** It has always been about the passion, commitment & energy that our salon team has invested since 1996. It is this spirit and passion that will allow all of us to take this opportunity to redefine ourselves as the benchmark standard for salons to aspire towards.

We are dividing the divisions of our company so that we can focus on our core strengths. The two companies will be co-branded & will continue to bring the best of Hair & Spa services to our guests.

Our Shelby location is now **REDHOUSE SALON**. The Mt. Clemens location is now **SALON MAISON ROUGE**

So this is why, as of 1-1-08, we are no longer Salon Moulin Rouge.

What do these changes mean to you, our valued client?

- You can continue to expect outstanding service & high-quality cuts and colors from our team of passionate fashion-forward stylists.
- You will continue to appreciate the relaxation & rejuvenation that you have come to expect from our spa team.
- All gift certificates, packages & PCC Cards will continue to be honored as would be expected.
- **We are offering 12 months of savings & value as part of this transition.**
 - Be sure to share your email with the desk or check our website as of 1-7-08 to take advantage of this opportunity!

Please share this story with your friends & fellow guests.

At your service,

Jill & Ben Bellomo & The Redhouse/Maison Rouge Teams