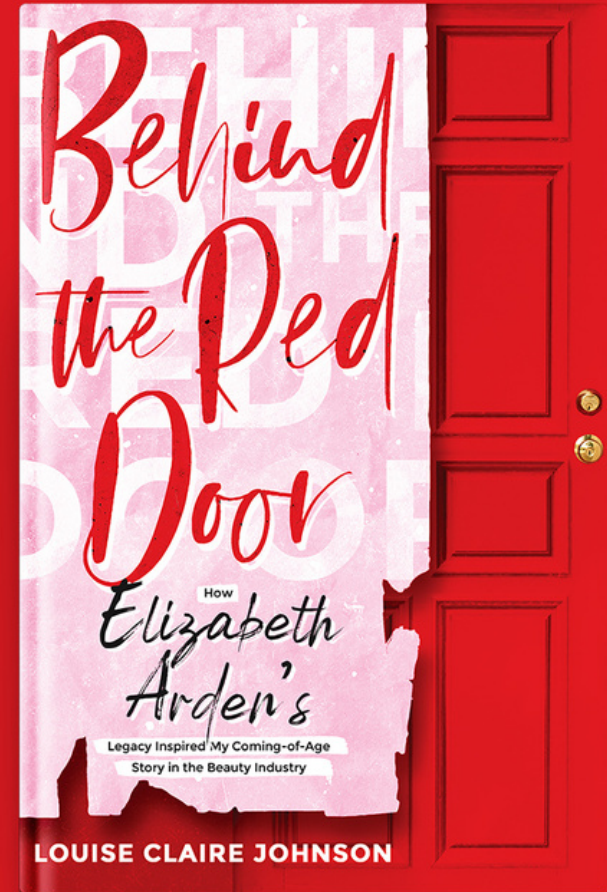


LET'S GO  
BEHIND  
THE  
RED  
DOOR

BOOK CLUB KIT



INCLUDES: DISCUSSION GUIDE, PHOTOS, BOOK TRAILER, COCKTAILS & MORE

# CONTENTS

About the Author.....	p.3
Elizabeth Arden.....	p.4
Brief Backstory.....	p.5
The Book.....	p.6
Synopsis.....	p.7
Book Trailer (YouTube video link).....	p.8
About the Author (YouTube video link).....	p.9
Questions for Discussion.....	p.10
Literary Libations ~ Liz & Lou Themed Cocktails.....	p.11
Thank You and Contact Information.....	p.12

## ABOUT THE AUTHOR

# LOUISE JOHNSON

Louise is a writer, author, and former marketing maven at Elizabeth Arden. Her work has been published in *The Globe & Mail*, *The Huffington Post*, *Darling Magazine*, and more.

A graduate of The Richard Ivey School of Business and Harvard University, she has studied and worked in Hong Kong, Switzerland, New York, and Boston.

She is the host of *The Word Weaver Podcast* where she interviews authors and shares writing advice. Louise's literary lifestyle has garnered a loyal social media following, numerous hosting and speaking events, plus brand campaigns with Chapters Indigo, HarperCollins, Toronto Public Library, Hoopla Digital, Kobo, Kindle, and more.

She's a curious creature with an old soul who sends snail mail, collects typewriters, drinks too much coffee, and hopes to visit every quirky bookshop on her bucket list.

Writing has always been her constant in an inconstant world, and eventually, it became a calling that couldn't be ignored.

BEHIND THE RED DOOR is her bestselling debut.



# FLORENCE NIGHTINGALE GRAHAM BECOMES...



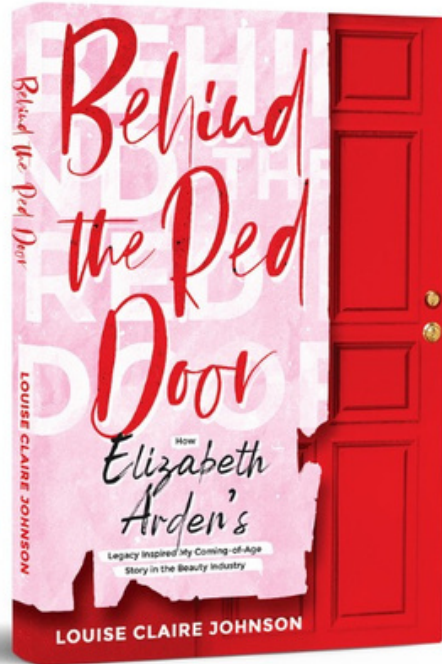
## BRIEF BACKSTORY

After working in marketing at Elizabeth Arden for nearly six years (in Geneva, Switzerland and New York City), I made a left-turn in my career to pursue my master's degree in journalism at Harvard University, where I wrote BEHIND THE RED DOOR.

**The Goal:** **to share Elizabeth's inspiring legacy** (juxtaposed with my own coming-of-age in the beauty industry) **to empower a new generation of women** in the pursuit of re-discovering their authentic selves, while preventing Liz's story from falling through the cracks of history. The dual timeline narrative is to highlight how much (or how little) has changed for women in the workplace and the beauty industry a century later.

In today's climate of change, the personal and professional lessons learned from Elizabeth's life are as poignant as ever.

Spring 2021's Most Compulsively Readable  
Biography-Meets-Memoir ★★★★★



The Story of Two Women, A Century Apart, Discovering Themselves  
and Redefining Beauty & Success on Their Own Terms

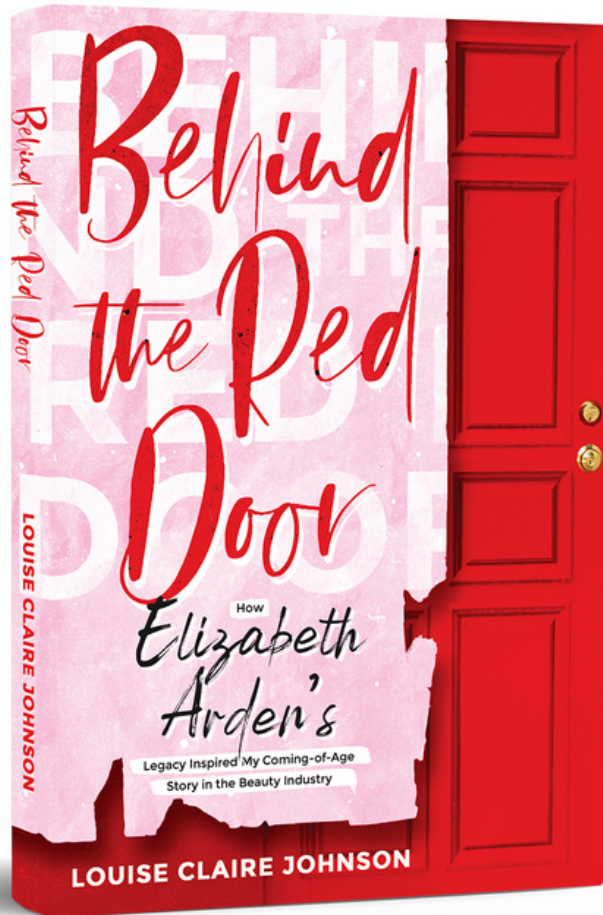


AVAILABLE MAY 4, 2021  
EVERYWHERE BOOKS ARE SOLD

AVAILABLE FROM



# THE SYNOPSIS



In 1908, Florence Nightingale Graham moved from the suburbs of Toronto, Canada to Manhattan with dreams of becoming a self-made woman. Within two years, she opened her first beauty salon on Fifth Avenue. Adopting the same name as her company, Elizabeth Arden went on to pioneer the global beauty industry (valued at \$532 billion today). At a time when women didn't have the right to vote, Elizabeth became one of the wealthiest self-made women in the world and the first businesswoman to grace the cover of Time magazine. By the end of the 1930s, it was said "there are only three American names known in every single corner of the globe: Singer Sewing, Coca Cola, and Elizabeth Arden."

One hundred years later, in 2008, at the age of eighteen, Louise Johnson moved from the suburbs of Toronto, Canada to Manhattan to begin her dream internship at the cosmetic giant, Elizabeth Arden. She knew nothing about the beauty industry, but was fascinated by the woman behind the brand whose inspiring legacy was at risk of falling through the cracks of history.

Although they lived a century apart, Elizabeth became Louise's invisible guide as she tried her "successful" lifestyle on for size, with a big career in a big city-but behind the glitz and the glamour, they soon struggled to recognize their true selves. Who are we really behind the makeup we put on our faces? Behind the social media highlight reels? Behind the personas we (consciously and subconsciously) present to the world?

This book brings you behind the red doors of Arden, while Louise's story serves to highlight how much (or how little) has changed a century later. What began as a desire to preserve Elizabeth's place in history, evolved into an examination of her coming-of-age in the beauty industry and a cultural excavation on a much larger thread that connects us all.

Ultimately, this book is about identity and how we learn to navigate the world to find our best self, even if it's on a different path than we originally anticipated.



# BOOK TRAILER

*Behind The Red Door*

Click image above to watch the Book Trailer or search  
'Behind the Red Door Louise Johnson' on YouTube



A woman with blonde hair, wearing a pink patterned shirt, is sitting at a desk and writing in a notebook. The desk is cluttered with books, a red mug, and a pen. In the background, there is a brick wall, a window with a plant, and a hanging light fixture.

# ABOUT THE AUTHOR

*Louise Claire Johnson*

Click image above to watch the 'About the Author' video or search  
'About the Author Louise Johnson' on YouTube

## QUESTIONS FOR DISCUSSION

1. How familiar were you with Florence Nightingale Graham (aka. Elizabeth Arden), both the company *and* the woman behind the brand, prior to reading the book?
2. Behind the Red Door is a "biography-meets-memoir" - what did you think about this genre, the author's voice, and style of writing (a dual timeline narrative documenting Liz & Lou's lives 100 years apart)?
3. How did the book make you reflect on your own coming-of-age?
4. The book travels from New York to Europe (old world Paris/London and Geneva, Switzerland) - what parts did you enjoy the most about each destination?
5. As an early beauty culturist, Liz championed the idea of holistic beauty (taking time to pamper oneself from the inside out) decades before "self-care" became the trendy term as we know it today - how do you practice self-care? Any routines or rituals? Why is it important to you?
6. Liz was one of the wealthiest self-made women in the world, the first businesswoman on the cover of *Time* magazine, and the first female inducted into the U.S. Business Hall of Fame - as a driven and ambitious woman, what do you think she had to give up in the process? Was it worth it? Why or why not?
7. The concept of "time" is an underlying theme throughout the book - where do you notice its symbolism? Did you note the author's method of time speeding up and/or slowing down in Part I, II, III?
8. Where do family, friends, and romantic relationships fit into Liz & Lou's corporate ambitions? How do you balance relationships with your other responsibilities? What does work/life balance mean to you?
9. Which scene stuck with you or resonated most deeply? Pick any standout sentences, your favorite lines or passages from the book and read them aloud to your book club. Discuss why they stood out to you.
10. What inspired you the most about Behind the Red Door and how will you apply those lessons, learnings, or "aha moments" to your own life moving forward?

### BONUS TOPIC:

- What were the big fashion & beauty trends while you were growing up (i.e. bellbottoms & ringer tees? winged cat eyes? perms? blue mascara? classic red lip?) Were you influenced by magazines, TV shows, movies, commercials, celebrities, social media, friends or family members?



# LITERARY LIBATIONS

## LIZ & LOU THEMED COCKTAILS

### *Gin Liz*



#### Ingredients

- 2 oz gin
- 1 oz freshly squeezed lemon or lime juice
- 3/4 oz simple syrup (or maple syrup)
- 1 egg white
- soda water, to top
- lemon or lime to garnish

#### Instructions

1. Add gin, lemon or lime juice, syrup, egg white to a cocktail shaker (no ice). Shake for 15 seconds.
2. Fill shaker with ice and shake for 30 seconds.
3. Strain into a glass and top with soda water.
4. Garnish with lemon or lime, serve & enjoy!

### *Red Doortini*



#### Ingredients

- 2 oz raspberry vodka
- 1 oz cranberry juice
- 1/2 oz simple syrup
- 3/4 oz freshly squeezed lemon juice
- 6-9 raspberries
- 1 sprig of rosemary (for garnish)

#### Instructions

1. Muddle 4 raspberries in a cocktail shaker. Add lemon juice, simple syrup, cranberry juice, raspberry vodka, and ice. Shake for 30 seconds.
2. Strain into a cocktail glass.
3. Spear raspberries onto a sprig of rosemary for garnish (can add a few raspberries directly in glass)

### *Manhattan Maven*



#### Ingredients

- 2 oz rye or bourbon
- 1 oz sweet vermouth
- 2 dashes Angostura bitters
- 1 dash orange bitters (optional)
- 1 cocktail cherry for garnish

#### Instructions

1. Add bourbon (or rye), sweet vermouth and both bitters to a mixing glass with ice, and stir until well-chilled.
2. Strain into a chilled coupe or martini glass.
3. Garnish with a cocktail cherry.
4. Serve & enjoy!

THANK



YOU

## CONTACT

- **Email:** [louiseclairejohnson@gmail.com](mailto:louiseclairejohnson@gmail.com)
- **Website:** [louiseclairejohnson.com](http://louiseclairejohnson.com)
- **Instagram:** [@louiseclairejohnson](https://www.instagram.com/louiseclairejohnson)