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Robin McGraw's Lip Shades Fight Back Against Domestic Violence

August 1, 2014 at 12:32 pm, by [Sarah Lyon](#)

Picking out a yet another lip product never gets old, and now you can wear a new hue while making a difference.

All profits from the [Robin McGraw Avery Lasting Love Collection](#) (\$16 each, [RobinMcGrawRevelation.com](#)) will be donated to domestic violence prevention programs through [When Georgia Smiled: The Robin McGraw Revelation Foundation](#). As described on its web site, the foundation "creates and advances programs that help women and children, especially those affected by domestic violence, live healthy, safe and joy-filled lives."



The "Georgia" mentioned above is McGraw's late mother, Avery is McGraw's granddaughter. Each lip glass shade incorporates the first and middle names of McGraw's mother and daughter-in-law, Erica. Now we're wondering if there's a product named for McGraw's husband—the famous Dr. Phil—in the works!

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