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Beauty Products with a Purpose

Robin McGraw speaks from her heart encouraging others to take care—and give care.

BY JANE WILKINS MICHAEL | POSTED FEBRUARY 14, 2014



A few weeks ago, I invited The Lawyer to be a guest on my radio show. During the course of the endless one-sided (his) “conversation,” I kept having to remind him that he was there at his request to refute my claims that he never eats dark leafy greens, not to give a campaign speech. Needless to say, I made a mental note to never put him on the air again. At the opposite end of the spousal acceptance meter, however, is Robin McGraw. The wife of the iconic Dr. Phil, she is a familiar face on each and every one of her husband’s afternoon talk shows. In fact, she has an impressive fan base of her own — millions of women who turn to her for guidance and direction. And with both passion and compassion, she has made it her life’s work to comfort and support them, especially those dealing with life-challenging issues.

Robin’s track record is inspirational —not to mention exhausting! Aside from being a television personality, two-time New York Times bestselling author and lifelong philanthropist, she has been married to Dr. Phil (who she refers to as “Phillip”) for thirty seven years. Furthermore, she is the active and involved mother of two grown sons, and grandmother to adorable tots, Avery and London.

Yet with all that she accomplishes on a daily basis, “family first” is her true mission. That is why her latest vision, a skin care line called Robin McGraw Revelation, is so very dear to her heart. I should say here that I am constantly inundated with ideas for stories and radio shows on what’s new in the world of cosmetic companies with a conscience. While some are compelling, few, I dare say, have such a riveting back story. I was mesmerized. (And that doesn’t happen often to a jaded, longtime beauty and health columnist!)

Robin was in New York City the other day and I had the opportunity to meet with her one-on-one. Stunning, with radiant skin and long, dark and shiny hair, she was wearing a sparkling black jacket and sky-high stilettos. And when she spoke, she did so from her soul, especially when reminiscing about her upbringing. “My three older sisters, twin brother and I grew up in Oklahoma — and we were very poor,” she began, sharing the fact that her father was an alcoholic and an erratic presence in their lives. “He was never abusive,” she insisted, “he just wasn’t around. And we had to deal with all the poverty and uncertainty that came with his drinking and gambling.”

The bright spot for her — for all her siblings — was their beloved mother, Georgia, who had to basically raise the family all by herself. “No matter what we were going through, she was always there for us,” Robin recalled with a smile, “putting our needs before her own and telling us what a privilege it was to be our mother.” (My own amazing mom,

Emily, on the other hand, told me to comb my hair.) She adds that she credits so much of the woman, wife, mother and grandmother that she has become to her mother’s unfailingly positive influence.

Georgia had a tragic and untimely death when she was only in her fifties. “There was no warning, no time to prepare,” Robin says, her green eyes still tearing up as she remembers the day, decades earlier. “All I heard was the sound of her voice on the other end of the telephone, the next moment she was gone. It was swift and it was final. She died of a heart attack.”

But the memory and impact that she had on Robin’s life has lived on. It became her epiphany, her revelation. “I lost my mother because she didn’t take care of herself. It was then that I realized that loving your family and neglecting yourself are not the same thing. If a woman loves her family, she must not — and will not — neglect herself.”

That theme permeates throughout the just-launched Robin McGraw’s Revelation skin care line. Formulated with age-defying liposomes and Swiss Alpine Edelweiss Extract, the near mythical flower known to ‘live above the clouds,’ it’s an easy daily routine of five numbered, attractively packed and priced beauty basics. They are a collection that any woman can use without worrying about disregarding the other important aspects of her busy life. They include: 1) Absolute Glow, a purifying facial cleanser, 2) Total Renewal, a gentle yet powerful micro polishing scrub, 3) Vital Hydration, a serum infused moisturizing treatment, 4) Jewel Drops, anti-aging serum capsules and 5) Awaken Youth, a nighttime facial in a jar, a mask that sinks in while you sleep.



Robin honors her adored mother in her philanthropy, as well. Indeed, profits from select products will support When Georgia Smiled, her domestic-violence prevention and education foundation, that creates and advances programs to help women and children live healthy, safe and joy-filled lives. And The Aspire Initiative, its inaugural platform features a potentially lifesaving smartphone app and domestic violence curriculum, both available free of charge. “The Aspire News app is discreet, designed to look like a news app,” she explains, “allowing its ‘go button’ to reach help and other domestic violence resources in secret with the push of a button.”

Furthermore, The Aspire Initiative was conceived to educate a wide range of audiences on domestic violence issues, from prevention to safe exit strategies. “One in four women experience violence from their partners in their lifetimes, and that’s millions of women too many,” Robin notes passionately. “There are many valuable programs to support those affected by domestic violence, and I believe that an interactive curriculum will be a powerful new tool in the fight.”

Before I left, Robin handed me a large scented soy candle in a red box. I opened the card in the car on the way back to my office. “The people in our lives often inspire us to become more generous,” it read, “more on.”

Today is Valentine’s Day, the perfect time to pay tribute to the ones we adore, even though they may no longer be with us. (Mom, I combed my hair for you this morning!) Robin’s mother is brightening the heavens with her light. And her daughter is passing the goodness on by encouraging others, through her new Revelation products and Foundation, to let their own light shine by taking care — and giving care. And somewhere on high, Georgia is beaming with pride.