Meet Alba Tabares
Avon’s 2015 Woman of Enterprise Honor Society and Gold Executive, Grayson, GA

“Avon has changed my life, and it’s allowed me to change the lives of people I love.”

Alba Tabares, with her husband, Elkin

New beginnings
Alba Tabares arrived in the United States 26 years ago. With limited English and nursing credentials that didn’t immediately translate to the States, she worked odd jobs to make ends meet. Eventually, she became an assistant nurse in a hospital.

Third time’s a charm
It wasn’t until the third time that Alba’s friend asked her about selling Avon that she decided to give it a try. She found the idea of being in control of her own career very empowering. Alba started out by selling Avon part time while continuing to work at her full-time job. “I learned everything I could about Avon and all of the earning opportunities it offered me, and my business took off,” Alba says. She saw that she could make as much, if not more, selling Avon than at her full-time job at the hospital.

Dreams do come true
Fifteen years ago, Alba officially submitted her request to the Colombian Embassy, asking that her family be allowed to live with her in the United States. After successfully proving that her Avon income could support the family, Alba’s two brothers and sisters arrived in the U.S. four short years ago. “If not for Avon, I would never have had the financial means to bring them here and support them while they got on their feet,” she says. Alba’s business is deeply rooted in helping others achieve their dreams and in fostering a sense of community. In one case, Alba recruited a team member who was raising three children—one with a severe disability—on her own. That team member is now on a path to achieving financial independence. In another case, Alba delivers orders to a lonely 80-year-old Customer and makes a point of spending time with her. Through personal connections like these, Alba and her team of over 1,300 members make a difference in thousands of peoples’ lives.

Leading Legacy
As a leader who embodies the meaning of Beauty for a Purpose, Alba’s team—Legacy LLC—is perfectly named. She leads with the assistance of her husband, Elkin, who she affectionately calls “Papi.” Together, they travel around in their mobile office—a remodeled ambulance that’s custom-wrapped with Alba’s picture and contact information. As Alba says, “My career with Avon and leading my team motivate and fulfill me every day.”