

Press Release

FOR IMMEDIATE RELEASE

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Manulife Philippines, Erwan Heussaff Partner for Video on the Importance of Healthy Eating

MANILA, Philippines – Manulife Philippines, the local arm of leading international financial services provider Manulife, and its brand ambassadors, food content creator Erwan Heussaff and daughter Dahlia, premiered their third collaborative video, which emphasizes the importance of healthy eating.

The [video](#), now live on Heussaff's social media pages, shows the father-daughter tandem bonding at home on a rainy day and cooking tomato soup, highlighting that even small steps and simple recipes can make an impact on our overall health.

“Teaching kids to eat right at an early age is just as critical as instilling values like honesty or kindness. It sets the foundation for their life-long health, discipline, and relationship with food,” Heussaff said. “Obesity, diabetes, and other chronic diseases once seen in adults, are now affecting kids. Healthy eating early can help prevent these long-term issues.”

A recent [Manulife Philippines study](#) found that 33% of Filipinos consider their current lifestyle as unhealthy, while 24% of respondents say they do not really know what is considered a healthy diet. Further, this year's [Manulife Asia Care Survey](#) revealed that while people in the Philippines view physical health as the most important factor to living their desired lifespan, only 5 of 17 preventive actions are being taken by more than half of the respondents to stay healthy. With his collaboration with Manulife, Heussaff aims to show how small everyday habits can lead to a healthier lifestyle.

“Insights from our recent studies reveal Filipinos are aware of the importance of their physical health to living a better life. Despite the high level of awareness, there are still gaps in their action to fully attain a healthy lifestyle,” said **Sonali Verma, Chief Marketing Officer, Manulife Philippines**.

Verma added, “At Manulife, we remain committed to empowering Filipinos to take charge of their health, wellness, and financial security through our products and solutions. Additionally, our partnerships with trusted public figures like the Heussaffs help us communicate this message—making decisions easier and lives better for more Filipino families.”



Since joining wife Anne Curtis as a Manulife brand ambassador, Erwan has collaborated with the insurer to produce a video series, which supports Manulife's commitment to enable Filipinos to live healthier and better lives. The first two featured healthy cooking tips and the company's Impact Agenda initiatives with Haribon Foundation in Quezon Province. The Heussaffs also recently starred in Manulife Philippines' latest brand campaign, "[M Knows Better](#)."

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About Manulife Philippines

The Manufacturers Life Insurance Company opened its doors for business in the Philippines in 1907. Since then, Manulife's Philippine Branch and later The Manufacturers Life Insurance Co. (Phils.), Inc. (Manulife Philippines) has grown to become one of the country's leading life insurance companies. Manulife Philippines is a wholly owned domestic subsidiary of Manulife Financial Corporation, among the world's largest life insurance companies by market capitalization. Learn more about Manulife Philippines by visiting their website manulife.com.ph and following them on Facebook (facebook.com/ManulifePH), Twitter (@ManulifePH), and Instagram (@manulifePH).

About Manulife

Manulife Financial Corporation is a leading international financial services provider, helping our customers make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we operate as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States, providing financial advice and insurance for individuals, groups and businesses. Through Manulife Wealth & Asset Management, we offer global investment, financial advice, and retirement plan services to individuals, institutions, and retirement plan members worldwide. At the end of 2024, we had more than 37,000 employees, over 109,000 agents, and thousands of distribution partners, serving over 36 million customers. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges, and under '945' in Hong Kong.

Not all offerings are available in all jurisdictions. For additional information, please visit manulife.com.

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