

Press Release

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In Latest Collaboration with Manulife, Erwan Heussaff Puts Spotlight on Longevity

- *Filipino restaurateur and award-winning cultural storyteller Erwan Heussaff champions intentional living as key to overall health and longevity.*
- *Manulife's Longevity Symposium highlights how small, intentional choices in physical, mental, and financial health can create lasting impact on individuals and communities.*

MANILA, Philippines – For Manulife Philippines brand ambassador and content **creator Erwan Heussaff**, living better and attaining longevity boils down to one thing: intentionality. In a video he produced in partnership with Manulife Philippines, Erwan looked back at his experience speaking during [“Time to Move: the Manulife Longevity Symposium”](#) in October where he and other industry experts tackled how Filipinos are approaching health and aging in the lens of longevity.

“Today's world moves so fast. And so do the choices we make about our health, our habits, and our future. Longevity isn't just about living longer. It's about living with intention,” Erwan Heussaff said in the [video posted on his Instagram account](#).

The symposium served as a platform for discussions on how physical, mental, and financial health impact longevity. Heussaff shared the stage with Manulife Global Chief Sustainability Officer, Ariel Kangasniemi, in discussing living healthier and making sustainable choices, particularly in the food we eat.

“When we think of food, we think of something that we eat, and something that keeps us going. I always say just do things with intent. When you do something, know why you're doing it, and that you shouldn't let guilt eat you up. So, if you want to eat fast food, I can't stop you. For the other things that you're eating, maybe just make a conscious decision of what you're eating, it really has to start with you,” Heussaff said.

His work as a content creator traveling around different parts of the Philippines and his passion for food, he said, have made him realize more that even small steps count in taking care of our health and our communities.

“Through what we decide to do every day, we can create change for ourselves and also for our direct community. But it really has to start with you—with the decisions that you make every day. Even the small ones, they all count and lead you to a bigger goal,” he said.

“We are thrilled to continue shining a spotlight on these very important conversations with Erwan,” said **Sonali Verma, Chief Marketing Officer, Manulife Philippines** “Through his content and our other platforms, such as the Longevity Symposium and ManulifeMOVE, we aim



to inspire and empower Filipinos with practical insights and actionable steps, helping them make intentional choices that lead to healthier, more sustainable, and ultimately better lives.”

This latest collaboration between Heussaff and Manulife follows his previous features that centered around [healthy eating](#) and the impact of protecting the environment to communities such as [Manulife’s partnership with Haribon Foundation](#), which continues to benefit residents, farmers, and micro-entrepreneurs in Quezon Province.

This initiative builds on Manulife’s commitment to longevity and is exemplified by the recently launched [Manulife Longevity Institute](#), which is a global platform that seeks to drive action to help people live longer, healthier, and more financially secure lives by 2030 – in Asia and around the world.

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About Manulife Philippines

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About Manulife

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