

Press Release

For Immediate Release
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Manulife Philippines and Erwan Heussaff Launch Video Series with Tips on Healthy Cooking

MANILA, Philippines — Manulife Philippines celebrates National Heart Month with the launch of a special video series starring its brand ambassador, Filipino restaurateur and multi-awarded cultural storyteller Erwan Heussaff.

The video, now live on Manulife Philippines' social media pages and YouTube, features Heussaff cooking up *kinilaw*, a raw tuna dish on top of a tangy sauce served with roasted vegetables, for a simple lunch date with wife Anne Curtis. The traditional recipe uses quality and easily accessible Filipino ingredients that promote heart health that can support longer, healthier lives.

[Link: <https://youtube.com/shorts/CzSY1aTNg-g?si=PV4SPQX3HChi8bLV>]

"We know from research that heart disease and diabetes are among our most feared critical illnesses in the Philippines, and these are heavily lifestyle-influenced diseases. It's my ambition to show Filipinos that we can take practical steps to improve our health and reduce the chance of suffering from these diseases. This video series partnership with Manulife, which shows how simple things such as cooking with whole foods and choosing local ingredients, is a great way to get this message out there," shared Heussaff.

A [2024 study](#) conducted by Manulife Philippines found that many Filipinos still find it challenging to adopt and maintain a "healthy lifestyle." Most respondents cited barriers such as healthy food being too expensive, less appetizing, or taking too much time to prepare, despite diet and nutrition being among their top priorities."

"Through this collaboration with Erwan, we hope to inspire more Filipinos to see healthy meals as more than just nourishment. Cooking these meals is also a simple yet meaningful way to care for yourself and those you hold dear," shared **Rahul Hora, President and Chief Executive Officer, Manulife Philippines.**

"Living a healthier lifestyle starts by taking small yet proactive steps, and through conscious efforts to watch one's diet and nutrition, Filipinos can stay on top of their health and wellness



goals. At Manulife, we are committed to doing our share of helping and empowering Filipinos to make smarter health decisions – one meal, one plan at a time,” Hora added.

Manulife Philippines is slated to release more videos with the Heussaff family to encourage Filipinos to prioritize their health and wellness.

For more information on Manulife Philippines’ products and services, visit manulife.com.ph or follow their official social media channels.

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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 people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we provide financial advice and insurance, operating as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States. Through Manulife Investment Management, the global brand for our Global Wealth and Asset Management segment, we serve 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.

Media Contacts:

John Robert Sion

Head of Communications and Corporate Affairs
Manulife Philippines
john_robert_sion@manulife.com

Shyla Reyes

Media Relations Director
M2.0 Communications
+63 9178475264
shyla.reyes@m2comms.com