



**The Philippine American Life and  
General Insurance Company**

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## PRESS RELEASE

### **Thirty and thriving: Solenn Heussaff dishes on her key to success and plans after marriage**

Solenn Heussaff is the epitome of someone living in her prime. With a successful showbiz career, countless magazine covers, booming entrepreneurial ventures, best-selling books, and a fast-rising blogger status, it is undeniable that this thirty-something is winning at life.

An “it” girl in her own right, Solenn embraces every opportunity with such zest and passion. “To live life to the fullest is my top priority,” Solenn shares. “I don’t want to look back and regret not being able to give more of myself to the things that I’m passionate about, and to the people that I love.”

The key to this is her commitment to take care of herself and maintain a healthy lifestyle. Solenn is known for her passion for fitness and wellness as proven by her toned physique and her health-driven lifestyle, which she talks about in her fitness book, *Hot Sos*. Aside from regularly working out, she advocates healthy eating as she considers it an important part of one’s fitness journey.

“It’s really an everyday commitment for me. I make my own meals even when I go to tapings so I make it a point to wake up early and be mindful about what I prepare. I am happy that I can share what I’ve learned and have yet to learn in my journey through the book and my blog,” shares Solenn.

This year, Solenn further strengthened the advocacy of empowering Filipinos to live a life of wellness by taking part in Philam Life’s “Live Better” campaign. To accomplish this, Philam Life puts emphasis on four pillars: food, fitness, wellness, and finance. By improving on these aspects of life, the company believes that Filipinos can elevate the quality of their lives.

“Philam Life, through Philam Vitality, has been such a huge help because it gives me the boost I need to live longer, healthier, and better. It keeps me on track with my fitness and wellness goals and it made me realize the importance of investing and preparing for whatever life may bring.”

Philam Vitality is a holistic program designed to help its customers take charge of their overall health: mind, body, as well as their financial wellness. It allows customers to earn points for knowing and improving their health. Depending on the points accumulated or their Philam Vitality Status, customers can earn rewards in the form of discounts from various partners.

This partnership could not have come at a better time for Solenn. After tying the knot with Nico Bolzico last year, Solenn puts importance on financial preparedness and security for their future. “I just recently signed up for the Philam Vitality program and I can’t be happier knowing that someone is looking after my health,” says Solenn.



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In line with this, Philam Life recently launched a series of products powered by Philam Vitality. “We know that as they age, our customers’ needs change. As such, we developed products that support their needs for each phase in their lives, keeping in mind their total wellness needs,” says Timothy Marriott, Philam Life Chief Marketing Officer.

Ideal for young couples like Nico and Solenn, Philam Life offers Active Family Provider, a product that is perfect for those planning to start a family. It caters to those who now have more responsibilities as they transition to a new phase in their life as it allows them to protect themselves and their family’s future without worrying.

Active Family Provider addresses two main concerns of startup families: the future of their loved ones secured through life insurance coverage, while at the same time, making sure that their health is taken cared of through the Philam Vitality program. Because it comes with Philam Vitality, there is an upfront 20% additional coverage on life insurance upon purchase, with the potential to increase to up to 50% based on the Philam Vitality Status, or how active they are in the program.

Solenn aims to inspire and encourage Filipinos to start living better in all aspects of their lives – from health and fitness to financial wellness. “I believe that there’s no better time to live better than now because we’re all at that crucial point where everything you do or don’t do will matter in how your future will turn out.”

Jumpstart your journey towards total wellness. Talk to a Philam Life Financial Adviser, find us on Facebook at PhilamLifeAIA, visit [www.philamlife.com](http://www.philamlife.com), or call (02)528-2000 to learn how you can start living a longer, healthier, and better life.

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### **About Philam Life**

The Philippine American Life and General Insurance Company (Philam Life) is the country's premier life insurance company. Established on June 21, 1947, Philam Life has earned the trust of customers for its financial strength, strong brand name, and ability to deliver on its promises.

Philam Life has P245.9 billion in total assets as of December 31, 2016 and has served more than 700,000 individual policyholders and over 2,500,000 insured group members.

Philam Life understands the real life needs of its customers and provides the right plans and the right solutions including life protection, health insurance, savings, education, retirement, investment, group and credit life insurance. It also offers bancassurance and fund management products and services through its subsidiaries—BPI Philam Life Assurance Company (BPI-Philam) and Philam Asset Management Inc. (PAMI).

Philam Life is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group.

### **About AIA**

AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand,



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Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai almost a century ago. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$185 billion as of 30 November 2016.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 30 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").

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