TuSalud

Thalia Sodi Promotes “Health, Fitness and Good Fats” in New Ads

The superstar joins forces with Avocados From Mexico to encourage people to incorporate heart-healthy fruit into their diets.

March 19, 2021 By Alicia Green

Mexican superstar Thalia Sodi is once again teaming up with top U.S. brand Avocados From Mexico (AFM) for a new campaign centered on health and wellness, according to a press release.

Titled “Salud, Ejercicio y Grasas Buenas” con Thalia (“Health, Fitness and Good Fats” with Thalia), Sodi will encourage viewers to incorporate heart-healthy fruit, such as avocados, into their diet via a Spanish-language channel on AFM’s newly launched digital platform Avocado Nation Studios. The singer, businesswoman and former actress previously worked with AFM on the consumer program Cooking Healthy with Thalia.

“Avocados are a staple in my diet and overall lifestyle, and I am thrilled to work with Avocados From Mexico once again,” Thalia said. “After the challenges of the past year, health and wellness are more important than ever. Adding avocados, which have good fats and nearly 20 vitamins and minerals, into the mix makes it fun and delicious. I can’t wait to show viewers my tips and tricks for healthy eating with Avocados From Mexico!”

Ivonne Kinser, AFM’s head of digital marketing and e-commerce, said the company is excited to once again be working with Sodi, whom, she says, “fully embodies the essence of our brand.”

Among the other content creators working with AFM to develop educational videos about avocados is data scientist, TV host, educator and entrepreneur Deborah Berebichez, the first Mexican woman to graduate from Stanford University with a PhD in physics, who will explore the science of avocados; Instagram influencers Mila and Emma Stauffer, who detail their adventures with AFM; and former Fifth Harmony member Ally Brooke, who will bring viewers with her for a virtual tour across the United States.

“The variety of content we’ve produced goes to show that avocados truly are for everyone,” Kinser said. “Just as avocados are so versatile and enjoyed in different ways, we’ve strived to create content for all preferences and look forward to delivering personally curated video recommendations.”

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