



25-30170

Republic of the Philippines
Department Of Education
Region XI
Schools Division of Panabo

Office of the Schools Division Superintendent

DIVISION MEMORANDUM

SGOD-2025-0097

To : Assistant Schools Division Superintendent
Chief of the Schools Governance and Operations Division
Chief of the Curriculum Implementation Division
Education Program Supervisors
Public School District Supervisors
All Secondary School Heads/Principals
School Health and Nutrition Section
All Others Concerned

Subject: **Conduct Sampling Activity for Rexona in Junior and Senior High Schools**

Date: March 3, 2025

Attached is a 1st Indorsement from Regional Office dated February 24, 2025 regarding the letter from Jinno Christianne P. Villacorte, Regional Operations Manager, Unilever dated February 19, 2025 relative to the request to conduct sampling activity for Rexonain schools in relation to WinS program promoting Hygiene for learners from February to May, 2025, for your reference. "No disruption of class" policy must be upheld.

For your guidance and compliance.


JINKY B. FIRMAN PhD, CESO VI
Schools Division Superintendent

RELEASED

MAR 04 2025

RECORDS SECTION SDO PANABO CITY

BY 

Enclosed.: As stated.
SGOD/ABA/elk



Schools Division of Panabo City
City Hall Compound, Panabo City
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Republic of the Philippines
Department of Education
DAVAO REGION

1st Indorsement
February 24, 2025

Respectfully referred to all Schools Division Superintendents the herein copy of the letter dated February 19, 2025 from Jinno Christianne P. Villacorte, Regional Operations Manager, Unilever relative to the request to conduct sampling activity of Rexona in schools in relation to WinS program promoting Hygiene for learners from February to May 2025, for your consideration taking into account the "no disruption of class" policy.

ALLAN G. FARNAZO
Director IV

Enclosed: As stated.

ROE/D4/nbm

RECORDED
INDEXED
RELEASED
By:
Date: Feb. 26, 2025
46314



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February 19, 2025

ALLAN G. FARNAZO
Director IV
Department of Education
Regional Office
E. Torres Street, Davao City

Thru:
MARRA B. MEDRANO DMD
Dentist III

Dear Director Farnazo,

Warm greetings!

On behalf of Unilever, we are pleased to express our intent to conduct a sampling activity for **Rexona** in schools under Region XI this February to May 2025. We believe that the school community offers a vibrant and engaging platform to connect with students and faculty, aligning with our commitment to promote confidence and wellness in line with the implementation of Oplan Kalusugan sa DepEd – Healthy Learning Institutions (OKD-HLI) and Water, Hygiene, Sanitation in schools (WASH/WINS).

Proposed Activity Details:

- **Activity Name:** Rexona Sampling Activity 2025
- **Date:** February – May 2025
- **School:** All Public Junior and Senior High Schools
- **Location:** The most convenient place within the school premises, as recommended by your administration (e.g., gymnasium, open grounds, or a designated common area).

Planned Activities:

1. **Sampling Booth:** Distribution of Rexona products to allow participants to experience their benefits firsthand.
2. **TikTok Activities:** Fun and interactive TikTok challenges to engage students creatively while promoting our brand values.
3. **Survey Forms:** Quick surveys to gather insights and feedback from participants to improve future initiatives.

We are committed to ensuring that the event will be organized efficiently and with minimal disruption to your school's regular activities. Our team will handle all logistical requirements and comply with any guidelines or policies set by your administration.

We kindly request your approval to proceed with this initiative and look forward to your suggestions regarding the most suitable date and location for the activity. For further discussion or coordination, please contact Jinno Christianne P. Villacorte at 09171583870 or jinno.villacorte@activasia.com

Thank you for considering our proposal. We hope to partner with your region office to bring an engaging and memorable experience to your school community.

Warm regards,



Jinno Christianne P. Villacorte