



Republic of the Philippines  
**Department of Education**  
DIGOS CITY DIVISION

**Office of the Schools Division Superintendent**

**DIVISION MEMORANDUM**

SGOD-2025-147

To : **Public Schools District Supervisors  
All Public Junior and Senior High School Principals  
All Others Concerned**

Subject : **REXONA SAMPLING ACTIVITY 2025**

Date : March 3, 2025

In reference to the DepEd Regional XI Office 1<sup>st</sup> Indorsement dated February 24, 2025, the Unilever's Regional Operations Manager is requesting to conduct sampling activity for Rexona in schools in relation to the WINS program promoting Hygiene for learners. The proposed activity will run from February to May 2025.

The planned activities are as follows:

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.

In this connection, the schools are encouraged to organize the following activities in coordination with Unilever without disrupting the classroom instruction following the DM CID-2025- 021 dated Jan 6, 2025 titled Implementation of Intensive Academic Engagement Initiative.

Please coordinate to Jinny Christianne P. Villacorte at 09171583870 or at [jinno.villacorte@activasia.com](mailto:jinno.villacorte@activasia.com) for further discussions and suggestions regarding the most suitable date and location for the activity.

Immediate and wide dissemination of this Memorandum is desired.

*Melanie P. Estacio*  
**MELANIE P. ESTACIO PhD, CESO VI**  
Schools Division Superintendent

MAR 06 2025

DepEd Schools Division of Digos City  
RECORDS SECTION

**RELEASED**  
DATE: MAR 11 2025 TIME: 1:27 PM

BY: *[Signature]*

Enclosed: As stated.  
SGOD/HNU/jaa



Address: Roxas cor. Lopez Jaena Street, Zone II, Digos City (8002)  
Telephone Nos.: (082) 553-8375; (082) 553-8396

ready

46314



RECORDS SECTION

Republic of the Philippines  
Department of Education  
DAVAO REGION

**RECEIVED**  
FEB 28 2025  
TIME: 8:15 a

1<sup>st</sup> 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/mbm

RECORDS SECTION  
**RELEASED**

By: [Signature]  
Date: Feb. 26, 2025  
46314



Address: F. Torres St., Davao City (8000)  
Telephone Nos.: (082) 291-0051  
Email Address: region11@deped.gov.ph  
Website: www.depedroxi.ph



**February 19, 2025****ALLAN G. FARNAZO**  
Director IV  
Department of Education  
Regional Office  
F. Torres Street, Davao CityThru:  
**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:**

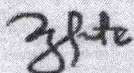
1. **Sampling Booth:** Distribution of Rexona products to allow participants to experience their benefits firsthand.
2. **TikTok Activities:** Fun and interactive TikTok challenges to engage students creatively while promoting our brand values.
3. **Survey Forms:** Quick surveys to gather insights and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