



Republic of the Philippines  
**Department of Education**  
REGION IV- A CALABARZON  
CITY SCHOOLS DIVISION OF THE CITY OF TAYABAS

29 January 2026

DIVISION MEMORANDUM  
No. 065 s. 2026

**DISTRIBUTION OF FREE DEODORANT PRODUCT FROM SMS PHILIPPINES  
HEALTHCARE SOLUTIONS INC.**

To: Assistant Schools Division Superintendent  
Chief Education Supervisors  
Heads, Public Elementary and Secondary Schools  
Heads, Unit/Section  
All Others Concerned

1. Pursuant to **RA 8525 of 1998**, known as **Adopt-A-School Program Providing Incentives Therefor and for Other Purposes**, this Office announces the list of school beneficiaries of free deodorant samples from SMS Philippines Healthcare solutions Inc. in support of DepEd's "Galaw Pilipinas". The distribution window will run from **February 10-13, 2026, 8:30 a.m. to 4:30 p.m.** at the respective recipient schools.
2. This activity, under the Move with Confidence Program aims to provide students with ready product solutions that enable them to move with confidence and realize the goals of Galaw Pilipinas.
3. Please see Enclosure 1 for the list of recipient schools, Enclosure 2 for the Memorandum of Understanding (MOU), and Enclosure 3 for the letter from SMS.
4. The distribution activity shall be conducted in full compliance with the Department's **Time-On-Task Policy**, also known as the **No Disruption of Classes Policy**.
5. Immediate and widest dissemination of this Memorandum is desired.

  
**CELEDONIO B. BALDERAS JR.**  
Schools Division Superintendent

Encl.: As stated  
Reference: RA 8525 of 1998  
To be indicated in the Perpetual Index  
under the following subjects:

ADOPT-A-SCHOOL PROGRAM, LEARNERS  
PARTNERSHIP

SGOD- distribution of free deodorant product from sms philippines healthcare solutions inc.  
SGOBM98P-004244/January 29, 2026



Address: Brgy. PotoI, Tayabas City  
Telephone No.: (042) 785-9615  
Email Address: [tayabas.city@deped.gov.ph](mailto:tayabas.city@deped.gov.ph)  
Website: <https://www.sdotayabascity.ph>

Enclosure 1

**List of Recipient Schools**

No.	Name of School
1	Alsam Integrated School
2	Buenaventura Alandy National High School
3	Busal Integrated School
4	Calumpang Integrated School
5	Dapdap Integrated School
6	Eugenio Francia Integrated School
7	Ilasan Integrated School
8	Luis Palad Integrated High School
9	Mate Integrated School
10	Mayuwi Integrated School
11	Pandakake Integrated School
12	Rosario Quesada Integrated National High School
13	West Palale National High School



## MEMORANDUM OF UNDERSTANDING

### KNOW ALL MEN BY THESE PRESENTS:

This ~~Memorandum of Understanding~~ **Memorandum of Understanding**, hereinafter referred to as the "MOU" is entered into this JAN 14 day of 2025, 2024 at Pasig City, Philippines, by and between:

The **DEPARTMENT OF EDUCATION**, a government entity mandated by law to ensure the delivery of quality basic education, particularly under Batas Pambansa Blg. 232, otherwise known as the "Education Act of 1982," as amended by Republic Act No. 9155, otherwise known as the "Governance of Basic Education Act of 2001," with principal address at DepEd Complex, Meralco Ave., Pasig City 1600, Metro Manila, Philippines represented by the **Secretary of the Department of Education, HON. JUAN EDGARDO M. ANGARA;**

-and-

The **SMS PHILIPPINES HEALTHCARE SOLUTIONS INC.**, founded in 2013, with its business address at 7f Legaspi Suites, Salcedo Street, Makati City, Philippines, ("SMS PH") represented by its **Country Manager, LIA CHRISTIANE C. RIVERA.**

### WITNESSETH THAT:

**WHEREAS**, Article 14, Section 1 of the 1987 Constitution provides that "the State shall protect and promote the right of all citizens to quality education at all levels, and shall take appropriate steps to make such education accessible to all";

**WHEREAS**, the Department of Education (DepEd) is a government agency mandated to:

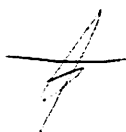
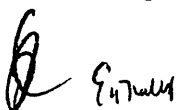
- a. formulate, implement, and coordinate policies, plans, programs and projects in the areas of formal and non-formal basic education;
- b. supervise all elementary and secondary education institutions, including alternative learning systems, both public and private; and
- c. provide for the establishment and maintenance of a complete, adequate, and integrated system of basic education relevant to the goals of national development, while ensuring the well-being of its personnel and learners;

**WHEREAS**, DepEd, through the External Partnerships Service (EPS), believes that partnership is an important paradigm in delivering and achieving DepEd's education development goals and services and to fulfill the mandate of the Constitution to make such quality education accessible to all;

**WHEREAS**, DepEd has the responsibility of securing resources to make the public schools competitive and is now calling on the private sector to serve as a major partner for the improvement of the public education system and in the nation's development;

**WHEREAS**, both Parties recognize and undertake to comply with the following laws, rules, and regulations:

- a. Republic Act No. 10173 (RA 10173), otherwise known as the "Data Privacy Act of 2012," its Implementing Rules and Regulations, and other related issuances of the National Privacy Commission (NPC) and "Freedom of Information Order under E.O. No. 2, s. 2016," for the implementation of this Agreement;
- b. Joint Memorandum Circular 2010-01 issued by the Civil Service Commission and the Department of Health, DepEd Order No. 6, s. 2012 and DepEd Order No. 48, s. 2016 on DepEd's policy to not deal with the tobacco industry, or any individual or entity that works to further the interests of the tobacco industry, except to the extent strictly necessary to effectively regulate the tobacco industry and tobacco product;
- c. DECS Order No. 28, s. 2001 or "Prohibiting the Commercialization of the DECS Organization through Endorsements and Accreditation of Goods and Services" in the implementation of the



program, and DepEd Order No. 39 s. 2009 or "Strict Adherence to DECS Order No. 28, s. 2001"; and

- d. Republic Act No. 9184 (RA 9184), otherwise known as the "Government Procurement Reform Act" and its Implementing Rules and Regulations (IRR), and government accounting and auditing rules and regulations;

**WHEREAS, SMS PH**, a marketing company, advocates for health and wellness programs through its partner companies and clients and seeks to engage partnership with the Department of Education. SMS PH shall support, align and adhere to the DepEd's school health and nutrition programs that shall carry out the effective implementation of each Program, ensuring the safety, health and well-being of learners.

**WHEREAS, SMS PH** together with its partner companies offers a partnership with the Department of Education by providing support to the different programs and national activities such as Oplan Kalusugan, Brigada Eskwela, Palarong Pambansa, National Teachers Month and other activities that DepEd needs the most support.

**WHEREAS, SMS PH** together with its partner companies shall adhere and abide to the mandate, policies and issuances of DepEd relative to the implementation of each Program that they will be supporting. Each Party represents and warrants that it shall comply with all applicable laws, approved codes of practice and industry guidance relating to health and safety. It shall put in place sets of arrangements for the identification, management and control of hazards and risks associated with the activities/services to be provided before program commences for compliance on safety rules and effectiveness of health and safety arrangement.

**WHEREAS, SMS PH** together with its partner companies on the actual implementation of each Program shall collaboratively submit a detail proposal, funding requirements and specific tasks of involved parties to DepEd. Each Party represents and warrants that it shall comply with their respective duties and responsibilities under this Agreement and in the implementation thereof.

**NOW, THEREFORE**, for and in consideration this Memorandum of Understanding sets forth the minimum conditions, governing laws, requirements in the implementation of the stated programs and effectiveness in the operational policies and procedures that the foregoing premises and the terms and conditions herein set forth, the Parties agree as follows:

#### **Article I. SMS PROGRAM IN EDUCATION**

Partnership Objective: SMS PH aims to provide support to the different programs of DepEd with the support of their partner companies and clients.

#### **Article II. PROGRAM COST**

1. The estimated yearly cost of each Program shall vary on the scope and area of collaboration.
2. The cost of each Program shall be subject to validation and other existing applicable laws, rules, and regulations on the valuation of donated items.
3. DepEd shall not shoulder any cost or expense relative to the conduct of each Program.

#### **Article III. RIGHTS AND RESPONSIBILITIES**

##### **1. DepEd shall:**

- 1.1 provide policy guidance and directions to ensure the proper implementation of the Program;
- 1.2 designate a focal person to serve as Partnership Coordinator for this Agreement;
- 1.3 assist in the evaluation of the implementation of the Program;
- 1.4 take the lead in the implementation of each program and assist SMS PH in the identification of school beneficiary for each program;
- 1.5 coordinate with the SMS PH in the implementation of the Program;
- 1.6 perform other responsibilities necessary for the effective and efficient implementation of each Program; and



- 1.7 allow SMS PH to use the DepEd logo and post in their official Facebook page DepEd-SMS partnership programs which will be shared and posted in brand sponsors' social media pages.

**2. SMS PH shall:**

- 2.1 designate a focal person to coordinate the *implementation of this Agreement*;
- 2.2 provide funding in accordance with the provisions covering each particular project of the Program;
- 2.3 ensure that the implementation of each program together with their partner companies will be under strict supervision of DepEd;
- 2.4 provide DepEd with regular reports, updates, as well as requested data and information relevant to the implementation of this Agreement;
- 2.5 submit a detail plan on the execution and the implementation of each Program under the guidance and supervision of DepEd; and
- 2.6 perform other responsibilities necessary for the effective and efficient implementation of the Program.

**Article IV. TERM AND TERMINATION**

1. This Agreement shall be valid immediately upon signing of all Parties. This Agreement shall have a duration of **two (2) years**, which shall commence on the date of signing of the Parties. This Agreement may however be extended upon mutual **written** agreement of the Parties.
2. Any of the Parties may terminate this Agreement for reasonable grounds upon submission of a formal written notice to the other party at least 30 days before the intended date of termination.

**Article V. CAPACITY AND AUTHORIZATION**

Each of the Parties to this Agreement hereby represents and warrants to the other that it is duly authorized and empowered to execute, deliver and perform this Agreement and that such action does not conflict with or violate any provision of law, regulation, policy, contract, deed of trust or other instruments to which it is a party or by which it is bound and that this Agreement constitutes a valid and binding obligation of it enforceable in accordance with its terms.

**Article VI. SEPARABILITY**

In the event that any of the provisions of this Agreement or any document that may be executed in connection therewith shall be declared invalid, illegal, or unenforceable in any respect by a competent authority, the validity, legality, and enforceability of the remaining provisions of this Agreement or any document that may be executed in connection therewith shall not in any way be affected or impaired and shall remain in full force and effect.

**Article VII. LIABILITY AND INDEMNITY**

Each Party ("Indemnitor") shall indemnify, defend and hold the other ("Indemnitee") harmless from any losses, liabilities, damages, demands, suits, causes of action, judgments, costs or expenses (including reasonable attorneys' fees) resulting from or arising out of the negligence, omission, or intentional misconduct of the Indemnitor (or its employees) in connection with this Agreement, including but not limited to breach of any obligation, representation or warranty undertaken or made herein. The obligation of each Party to indemnify the other pursuant to this clause shall survive termination of this Agreement with respect to causes of action arising prior to termination hereof.

To the fullest extent allowed by applicable law, SMS PH's total liability to Dep Ed arising under or in connection with this Agreement shall be limited to Philippines Peso One Hundred Thousand (PHP100,000). Notwithstanding the foregoing, neither Party shall have any liability to the other Party for any indirect, incidental or consequences loss arising or in connection with this Agreement.



**Article VIII. BREACH OF CONTRACT**

Material violation or omission of any of the provisions of this Agreement shall be a ground for termination or rescission of the same without the need for legal or court action.

**Article IX. AMENDMENTS**

This Agreement may be amended or modified only in writing upon consent of all the Parties.

**Article X. SETTLEMENT OF DIFFERENCES**

The Parties shall exert their best efforts to properly resolve any differences or disagreements with respect to any issue that may arise in connection with this Agreement. It shall be settled through amicable means, such as but not limited to, mutual consultation and negotiation.

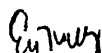
However, in the event that the Parties fail to settle the dispute amicably, and before any party may proceed to litigate in court, the Parties shall first resort to an Early Neutral Evaluation in accordance with the Rules on Alternative Dispute Resolution (ADR). Under RA No. 9285 or the Alternative Dispute Resolution Act of 2004, an Early Neutral Evaluation is defined as an ADR process wherein Parties and their lawyers are brought together early in a pre-trial phase to present summaries of their cases and receive a non-binding assessment by an experienced, neutral person, with expertise in the subject in the substance of the dispute.

**Article XI. DATA PRIVACY**

Any data and information gathered, obtained, used, or processed in relation to the MOA, which are covered by the RA 10173, otherwise known as the "Data Privacy Act of 2012," its governing rules and regulations, and other applicable issuances of the National Privacy Commission, should accordingly be protected and treated by both PARTIES with confidentiality and privacy, during and even after the termination of this Agreement.

**Article XII. INTELLECTUAL PROPERTY**

1. All Parties shall comply with Republic Act No. 8293, otherwise known as the "Intellectual Property Code of the Philippines" and other applicable laws and rules governing intellectual property in the Philippines.
2. As a result of the efforts made jointly by SMS PH and Dep Ed in connection with this Agreement, new information, solutions, concepts and inventions (the "Outputs") may be developed. All ownership, rights, titles and/or interest in any such Outputs shall be:
  - a) owned by SMS PH, where the Outputs is developed by SMS PH. Dep Ed shall then cooperate fully with SMS PH (at SMS PH's cost and expense) in securing SMS PH's right to the foregoing, including executing any necessary copyright and trademark applications and assignments thereof. Notwithstanding the preceding, SMS PH hereby grants Dep Ed and/or the nominated specialists a non-exclusive, personal, royalty-free license to use the content/module for non-commercial research and/or private study; or
  - b) owned by Dep Ed, where the Outputs is developed by Dep Ed. SMS PH shall then cooperate fully with Dep Ed (at Dep Ed's cost and expense) in securing Dep Ed's right to the foregoing, including executing any necessary copyright and trademark applications and assignments thereof. Notwithstanding the preceding, Dep Ed hereby grants SMS PH a non-exclusive, personal, royalty-free license to use the content/module. SMS PH and DepEd will have free unlimited use of these materials for as long as such use is aligned with the purpose of this MOU and serve the needs of the Program Beneficiaries. All parties shall duly acknowledge the intellectual property ownership of DepEd and SMS PH of the Program outputs whenever these are used.
3. Notwithstanding the foregoing, the claims of Intellectual Property Rights ownership by DepEd shall exclude all Intellectual Property Rights owned by SMS PH, including but not limited to any material actually owned by SMS PH that contains their logo(s).



4. Any use of a Party's knowledge products by the other Party, in relation to this Agreement, i.e., for academic and promotional materials, which include, but not limited to, logos, brochures, press releases, websites and other social media tools, shall be allowed upon prior written consent of the concerned Party and limited to the accomplishment of the objectives of this Agreement.

**Article XIII. MISCELLANEOUS**

1. Except as otherwise provided herein, no Party shall have any right, power, or authority to create any obligation, express or implied, on behalf of any other Party. Nothing in this Agreement is intended to create or constitute a joint venture, partnerships, agency, trust, or other association of any kind between the Parties of persons referred to herein. The employees of each Party shall remain its employees and the concerned employer shall be solely responsible for the wages, benefits, and emoluments of such employees.
2. The Parties shall not assign or transfer this Agreement or any of the rights or obligations granted herein without the prior written consent of the other Party, and any purported assignment made without obtaining such written consent shall be null and void.
3. This Agreement shall be governed by and construed in accordance with the laws of the Republic of the Philippines.

**IN WITNESS WHEREOF**, the Parties have signed this Memorandum of Agreement as of the date first above written.

**DEPARTMENT OF EDUCATION**  
(DepEd)

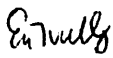
  
**JUAN EDGARDO M. ANGARA**  
Secretary of the Department of Education

**SMS PH HEALTHCARE SOLUTIONS**  
**INC.**  
**(SMS/PH)**

  
**LIA CHRISTIANE C. RIVERA**  
Country Manager

**SIGNED IN THE PRESENCE OF:**

  
**PETER IRVING C. CORVERA**  
Undersecretary

  
**EDWIN ALBERT VALLES**  
Project Manager

## ACKNOWLEDGMENT

REPUBLIC OF THE PHILIPPINES)  
QUEZON CITY ) S.S.

BEFORE ME, a Notary Public for and in

personally appeared the following:


Name	Government Issued ID (Details)	Date and Place Issued
JUAN EDGARDO M. ANGARA		

Known to me and to me known to be the same persons who executed the foregoing Memorandum of Agreement, signed by the PARTY and his instrumental witnesses, and they acknowledged to me that the same is his free voluntary act and deed and that of the corporations they represent respectively. This Memorandum of Agreement consists of **seven pages (7)** pages including this page in which this acknowledgment is written, signed by the parties and their instrumental witnesses every page thereof.

WITNESS MY HAND AND NOTARIAL SEAL, on the date at the place first written above.

NOTARY PUBLIC

Doc. No. 181  
Page No. 57  
Book No. 11  
Series of 2024

  
JUAN EDGARDO M. ANGARA  
Notary Public for and in Quezon City, 31, 2025  
PT. ...  
MC ...  
A ... (1925)  
...  
... Q.C.

*Curuly*





## ACKNOWLEDGMENT

REPUBLIC OF THE PHILIPPINES)  
QUEZON CITY ) S.S.

[illegible]

Name	Government Issued ID (Details)	Date and Place Issued
LIA CHRISTIANE C. RIVERA		

Known to me and to me known to be the same persons who executed the foregoing Memorandum of Agreement, signed by the PARTY and her instrumental witnesses, and they acknowledged to me that the same is her free voluntary act and deed and that of the corporations they represent respectively. This Memorandum of Agreement consists of **seven pages (7)** pages including this page in which this acknowledgment is written, signed by the parties and their instrumental witnesses every page thereof.

WITNESS MY HAND AND NOTARIAL SEAL, on the date at the place first written above.

NOTARY PUBLIC

Doc. No. 186  
Page No. 30  
Book No. III  
Series of 2024

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Ennally



*[Signature]*

January 26, 2026

**CELEDONIO B. BALDERAS JR.**

School Division Superintendent

School Division Tayabas

Brgy. Potol, Tayabas City, Quezon Province

Dear Sir Celedonio,

**Re: Move with Confidence Program for Galaw Pilipinas**

We are SMS Philippines Healthcare Solutions, Inc., a marketing services agency with an existing Memorandum of Agreement with the Department of Education to implement programs in support of the latter's objectives on behalf of our clients. As part of our ongoing partnership with the Department of Education, we are pleased to inform you that on behalf of our client, Rexona of Unilever Philippines, we will be supporting DepEd's "Galaw Pilipinas" program via the roll out of its "Move with Confidence" campaign to Junior High School (JHS) students. We support the principles of "Galaw Pilipinas" in its effort to encourage students to engage in regular physical movement as an activity towards good health. Through this "Move with Confidence" campaign, we hope to realize the goals of "Galaw Pilipinas" through MAPEH class activations by supplementing it with contemporary moves.

"Move with Confidence" is a program that seeks to extend and encourage physical movement of students through MAPEH classes via fun and contemporary exercise steps. On top of that, it also has an educational component on the science of sweat and how students can confidently move even through sweating. Rexona, as a brand, encourages such movement in a confident way because it eliminates body odor caused by sweat which may hamper JHS students from engaging in physical activity. We hope that through this, in our own little way, we are helping roll out the "Galaw Pilipinas" program across schools in a more intensive but fun manner. Please find below the proposed mechanics for your kind approval:

**• In MAPEH Class Mechanics:**

- Sweat Science Presentation
  - A 10 to 15-minute presentation that introduces students to the science of sweat, its role in the human body, and how personal hygiene plays a part in boosting self-confidence and wellness.
- Rexona Lagi Dance by Bini
  - A 30-second high-energy dance routine created to get students moving and excited about the importance of daily hygiene and body confidence.
  - The dance can be performed in-class and is meant to encourage self-expression, participation, and enthusiasm.



- **Participation:**

- The program is intended for all Junior High School students (Grades 7 to 10) enrolled in public secondary schools under the jurisdiction of the Schools Division Office of Cavite Province
- The Move With Confidence Campaign is structured as a one-time classroom-based activity and does not require prior preparation or follow-up activities. It is designed to be integrated into regular MAPEH periods with minimal disruption to academic schedules. We will provide all materials – presentations, videos, and guides beforehand.

- **Product Sponsorship:**

- As part of the campaign, each Junior High School student who participates in the activity will receive a free Rexona product sample. This product sponsorship aims to provide students with ready product solutions to move with confidence even through sweating.
- Total estimated junior high school population at SDO Level is at 125,351 and an equivalent number of Rexona samples will be delivered to all identified schools. Each school will receive samples proportional to their individual junior high school population.
- Total estimated value of product sponsorship at SDO level is 1,128,159.

- **Requirements:**

- To ensure accountability and proper documentation of the campaign, the following requirements will be fulfilled by the participating schools:
  - Schools will submit photo and video documentation of students during:
    - The Sweat Science presentation,
    - The Rexona Lagi dance activity, and
    - The distribution of Rexona samples.
  - Schools will also submit a class list or master list indicating each student's age and gender. Inclusion of student names is optional.
- Additionally, to incorporate a program feedback mechanism, the Participating MAPEH teachers will also oversee the completion of an online feedback form by students to assess the impact of the campaign and gather insights on how it was received. The online form will be provided by SMS Philippines.
- These documentation requirements will be submitted by the teachers via a designated data-hosting link provided by SMS Philippines.
- SMS Philippines commits to maintaining strict confidentiality of all submitted materials. Photos, videos, and survey responses will only be used for official program reporting and will not be published or shared externally without prior written consent from the Schools Division Office.



- **Implementation – SDO Level:**

- The Schools Division Office will identify all public secondary schools offering Junior High School education that will participate in the Move with Confidence campaign.
- The SDO will issue an official Memorandum detailing the program mechanics, implementation guidelines, and documentation requirements. The memorandum will serve as the formal directive for all involved schools.
- SMS Philippines, the implementation partner of Rexona, will coordinate with SDO and the schools for the delivery of Rexona samples and provide all necessary instructional materials (presentation slides, dance tutorial, links to online forms, etc.).
- The samples will be formally turned over to the MAPEH Department or an available authorized representative of the school upon delivery.
- Schools will be notified in advance of the delivery schedule to allow them to prepare for the receipt and proper safekeeping of the product samples prior to the scheduled implementation in MAPEH classes.

- **Schools Roll-out:**

- All public junior high schools are encouraged to implement the Move with Confidence program or as identified by the Schools Division Office. This includes all MAPEH classes through MAPEH teachers of their Grade 7 to Grade 10 students in accordance with the guidelines set by the SDO.
- During the Move with Confidence roll-out, the MAPEH teachers will ensure proper documentation of the activity, including a numerical count of the participants and photo documentation of student participation. These materials will be submitted through a data hosting website.
- To assess program effectiveness, MAPEH teachers will administer a digital(online) student feedback form.

We hope that you find this Move with Confidence campaign partnership proposal agreeable in supporting DepEd's Galaw Pilipinas program. Should you have any questions or clarifications, feel free to contact me through my e-mail at [nathaneal.ibanez@sms-philippines.com](mailto:nathaneal.ibanez@sms-philippines.com) or by my mobile number +63 999-548-5781. Thank you

Best regards,

  
**NATHANEAL E. IBANEZ**

Project Coordinator

SMS Philippines Healthcare Solutions Inc.

Conforme:

**CELEDONIO B. BALDERAS JR.**

School Division Superintendent

School Division of Tayabas