

Ad #1



Republic of the Philippines
Department of Education
REGION III
SCHOOLS DIVISION OF BULACAN

March 2, 2020

Division Advisory
No. 016 s. 2020

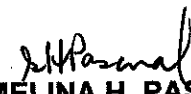
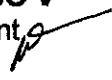
To: Division Chiefs/Public Elementary and Secondary School Heads/All Others Concerned

From: The Schools Division Superintendent

Subject: Information Campaigns in Schools by Aspen Philippines

Attached is a letter from Aspen Philippines , a Pharmaceutical Manufacturer , on the above subject for information.

Compliance with relevant and prevailing guidelines is reminded to wit: DepEd Order No. 39, s 2004, Prohibiting the Commercialization of DepEd Organization Through Endorsements and Accreditation of Goods and Services; and DepEd Order No. 9, s. 2005 on Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith.


GERMELINA H. PASCUAL, CESO V
Schools Division Superintendent 



Provincial Capitol Compound, Brgy. Guinhawa, City of Malolos, Bulacan
website: <https://bulacandeped.com> email: bulacan@deped.gov.ph





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Republic of the Philippines
Department of Education
REGION III
SCHOOLS DIVISION OF BULACAN

February 27, 2020

MR. REYNATO MUNAR JR.
Product Manager, ASPEN Philippines
Taguig, 1634 Metro Manila

Dear Mr. Munar,

The herein letter dated December 2, 2019 on the request to conduct campaigns and other pertinent activities relative to head lice treatment among school pupils is being returned to your office, with no action in compliance with DepEd Order No. 39, s. 2009 entitled Strict Adherence to DepEd Order No. 28, s. 2001 (Prohibiting the Commercialization of the DECS Organization Through Endorsements and Accreditation of Goods and Services).

Very truly yours,

GERMELINA H. PASCUAL, CESO V
Schools Division Superintendent

*Please find the attached letter . . .
For advising*

1505



Provincial Capitol Compound, Brgy. Guinhawa, City of Malolos, Bulacan
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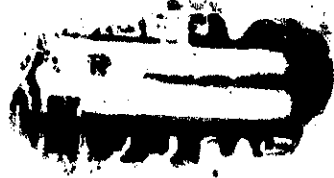
RECEIVED

DepEd SDO of Bulacan

FEB 19 2020
 1:54
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FEB 19 2020

Time: 8:20



December 02, 2019

To: **MS. GERMELINA PASCUAL**
SUPERINTENDENT

Dear Mam,

Greetings! We are from Aspen Philippines, a subsidiary of Aspen Pharmacare Holdings Limited, Africa's largest pharmaceutical manufacturer and the biggest listed pharmaceutical group in the healthcare sector of the Johannesburg Stock Exchange.

In the Philippines, Aspen Consumer Healthcare's portfolio includes Permethrin, Kwell shampoo for head lice and Kwell Lotion for scabies.

Aspen's healthcare program, "Kwella sa Eskwela at Komunidad" was established in 2013 as a response to the Dept. of Education's (DepEd) need for information campaign on proper hygiene and treatment for pediculosis (head lice).

The above program was institutionalized by Aspen Philippines as a result of the 2012 DepEd & University of the Philippines (UP) statistics which revealed that pediculosis (head lice) is ranked as the 2nd most common ailment among public school children aged 7-12 years old. Based on DepEd data, almost 8 million or 84% of students are afflicted with head lice.

While it seems like a small problem, pediculosis presents a negative impact on children's self-confidence. It is one of the causes of absenteeism, loss of concentration, attentiveness and poor academic performance. That is why it is imperative that we treat them right away.

For the past 5 years, Aspen Philippines has conducted series of educational tours. To date, we have visited more than 2,500 schools and lectured to almost 15,000 students in Metro Manila and neighboring towns. In 2018, we piloted the "Kwella sa Eskwela" in Malolos City, Bulacan and is now an ongoing program for the city. We also partnered with DepEd Dasmariñas via adapt a school program among other public elementary schools in the Philippines.

In light of the above Aspen Philippines would like to request for your permission to:

- Conduct information campaigns.
- Distribute some informational materials/flyers about head lice and treatment during your school event or school meetings.
- Do health hygiene lectures to the students, parents and teachers of the identified schools.

With this small step we can help kids be more aware and enjoy school without the worry of lice.

Thank you very much.

Truly yours,

[Signature]
 Reynold Muiña Jr.
 Product Manager, Ethical Brands.

Noted by:

[Signature]
 Mr. Joey Santos
 Head, BD, Sales Solutions & Marketing -
 Legacy & Consumer Healthcare

ASPEN PHILIPPINES, INC.

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