

DepEd-SDO of Bulacan Office of the SDS

RECEIVED
AUG 22 2022

By: [Signature]
Time: 8:25

Zenia G. Mostoles, EdD CESO V
Schools Division Superintendent
Department of Education

Dear Madam:

We are MME Connections Inc, the partner activations agency of NESTLE BEAR BRAND® Fortified. We are pleased to share with you a new initiative called the **BATANG MATIBAY: GABAY SA TIBAY PROGRAM** which aims to support parents and educators to raise Filipino learners with tibay ng *katawan, isipan, at kalooban*. Despite the challenges posed by the current pandemic situation in the country, BEAR BRAND® Fortified remains steadfast in supporting this meaningful advocacy.

Objective: To equip parents and educators with the right knowledge on proper nutrition for children/students to become *matibay* in body, mind and will.

In line with the above, we kindly request your esteemed office to allow us to conduct the program in your covered schools. Please see related information below:

Activities: Please see attached program mechanics. This activity is covered by DOH-FDA-CFRR Permit No 0116, s. 2022.

Phase 1: Distribution of FREE Bear Brand Fortified to school children. Note that this activity is not under the scope of E.O. 51 (National Code of Marketing of Breastmilk Substitutes, Breastmilk Supplements and Other Related Products, as BEAR BRAND® Fortified Powdered Milk Drink is for school-aged children.”.

Phase 2: Engaging online or face to face nutrition education sessions (approx 30-45 mins) conducted by registered nutritionists to teachers and mothers/caregivers. The sessions will talk about:

- (1) Qualities of a Batang Matibay
- (2) Nutrition tips how help support children become Batang Matibay
- (3) Interactive games
- (4) Commitment sharing through community pledge by parents/caregivers

Program Offerings and Benefits

- (1) Provision of free milk to school children
- (2) Nutrition knowledge for mothers/caregivers
- (3) Teaching materials for teachers plus e-certificates as proof of participation (upon request)

- Coverage Period: March to December 2022
- Schools Covered: Region I, II, III, IV-A, V and NCR for First/Second Waves

Amidst the ongoing pandemic, we commit to abide with all your instructions to ensure a seamless and safe implementation of the activity. We hope for your favorable response, and we thank you for your continued support as our foremost partner in building generations of BATANG MATIBAY. Please be informed that this program does not involve selling or all forms of selling since all product provisions will be given for free or as donation only.

1. A Master List or Directory of Public Elementary Schools with Population of kinder, grade one and grade two only, under your school since we will be using it as reference.
2. An Approval allowing us to conduct a brief Physical Seminar in the school for all teachers of Kinder, Grades 1 and 2 only and with teaching materials and products for them;
3. An Approval allowing us to conduct a Webinar or Physical Seminar in the school for all mothers of Kinder, Grades 1 and 2 only and product sampling to be given physically to each parent.

Should you have further inquiries/concerns, feel free to contact us at 0905-213-2631 or email at elvie@mme.ph

Respectfully yours,

[Signature]
Elvie Rosales

ADVISORY	
No. 029, S. _____	
To: <input type="checkbox"/> PUBLIC <input type="checkbox"/> PRIVATE <input type="checkbox"/> PSDS	
<input type="checkbox"/> Elementary <input type="checkbox"/> Junior High School <input type="checkbox"/> Senior High School	
<input type="checkbox"/> Elementary School Principals/School Heads	
<input type="checkbox"/> Secondary School Principals/School Heads	
For information,	
ZENIA G. MOSTOLES, EdD, CESO V Schools Division Superintendent	



Republic of the Philippines
Department of Education
OFFICE OF THE UNDERSECRETARY
Tanggapan ng Pangalawang Kalihim

OULAPP No. 9-12, s. 2022

MEMORANDUM

TO : REGIONAL DIRECTORS
(DepEd Regions I, II, III and National Capital Region)
CONCERNED EDUCATION SUPPORT SERVICES DIVISION
CHIEFS
CONCERNED REGIONAL PARTNERSHIP FOCAL PERSONS
ALL OTHERS CONCERNED

FROM : TONISITO M.C. UMALI, Esq.
Undersecretary

SUBJECT : **BATANG MATIBAY: GABAY SA TIBAY PROGRAM**
IMPLEMENTATION

DATE : March 3, 2022

Nestle Philippines, Inc. (NPI) has been a long-time partner of the Department on various health and wellness education programs. A Supplemental Agreement has been signed in January 2022 for the implementation of "BEAR BRAND® Fortified Tibay sa Pag-aaral Program."

The BEAR BRAND® Fortified Tibay sa Pag-Aaral Program is comprised of the following sub-programs:

1. Laki Sa Tibay Program – provision of Tibay Nutrition and Learning Modules and Bear Brand products;
2. Batang Matibay Awards - a nationwide search and recognition program for ten (10) outstanding public school students who exemplify TIBAY for school and in life; and
3. TIBAYanihan Sachet Upcycling Program – upcycling of post-consumer BEAR BRAND® sachets into school chairs and other school items.

As part of Nestle's partnership commitment to DepEd, the Bear Brand Fortified Team shall conduct the following activities:

1. FREE webinar on nutrition via Google Meet for 200,000 target parent participants on concerned regions;

Undersecretary Tonisito M.C. Umali, Esq.
Legislative Affairs, External Partnerships, and Project Management Service
R-104 Rizal Building, DepEd Complex, Meralco Avenue, Pasig City
Telephone No. (02)8633-7224 ; Fax No: (02) 8633-1940 ; Email: tonisito.umali@deped.gov.ph

2. Provision of FREE teaching materials and Bear Brand products for 18,000 educators on concerned regions; and
3. FREE Bear Brand products for 1,000,000 parents through on-ground sampling.

The program shall be held from March 2022 until December 2022. Representatives from Nestle-Bear Brand Team will be coordinating with your office prior to the conduct of the above-mentioned activities.

For any concern, your staff may contact:

Office of the Undersecretary for Legislative Affairs,
External Partnerships and Project Management Service
(OULAPP)

Attention : Ms. Dove Cometa
External Partnerships Service
Private Sector Partnerships Unit (EPS-PSPU)
Email: davedinah.cometa@deped.gov.ph

Ms. Rina Tadiar
Brand Manager, Bear Brand Fortified
Email: rinacarmela.tadiar@ph.nestle.com

Your support to this activity is highly appreciated.

Thank you very much.



NESTLE PHILIPPINES INC.
31 Plaza Drive, Rockwell Center,
Makati City 1800

Tracking No.: 20211213112906
Date: 10 February 2022

SALES PROMOTION PERMIT

Pursuant to Article 116 of Republic Act No. 7394 or The Consumer Act of the Philippines and Section 5 (o) of The Republic Act No. 9711 or The Food and Drug Administration (FDA) Act of 2009, your application for the permit to conduct the sales promotion with details stated hereunder is **GRANTED**.

DOH-FDA CFRR Permit No. : 0116 s. 2022

Promotion Title : 2022 BATANG MATIBAY: GABAY SA TIBAY PROGRAM

Duration : 10 February 2022 to 01 February 2023

Coverage : Luzon Area

Media/Collateral Materials : Promo Detailer, Pull Up Banner, Poster, Streamer, BA Uniform, Teacher Giveaway (Totebag and Notebook)- Annex "A"

Participating Product : See attached valid Certificate of Product Registration-Annex "B"

This permit shall not be construed as an authorization for print, radio and television advertisement other than the submitted and approved materials. Any other materials must be submitted for evaluation and approval prior to their dissemination.

No deviation in the approved promotion details and mechanics shall be made at any time during the effectivity of this permit without prior notice to, and written approval of this Office. Any request for amendment and/or extension should be submitted at least one (1) week before such change takes effect.

This permit is subject to recall or revocation at any time should there be any violation of **Republic Act Nos. 7394 and 9711, Bureau Circular No. 2007-002 (Guidelines in the Use of Nutrition and Health Claims in Food)** and other related laws, rules, regulations and the following condition/s, *to wit*:

Civic Drive, Filinvest Corporate City, Alabang 1781 Muntinlopa, Philippines
Trunk Line +63 2 857 1900
Website: www.fda.gov.ph

Fax +63 2 807 0751
Email: info@fda.gov.ph




Management System
ISO 9001:2015
www.tuv.com
01 9105073339



1. The approved sales promotion materials/announcements shall contain the phrase "*Per DOH-FDA-CFRR Permit No 0116 s. 2022*";
2. No claim in the advertisement, promotion and sponsorship, and other marketing activities shall be made other than those contained in the approved label or packaging of the product; and
3. All office of the DOH-FDA Regional Field Office (DOH-FDA-RFO) should be furnished with a copy of this permit together with the approved mechanics and materials.

By Authority of the Director General:


PILAR MARILYN M. PAGAYUNAN
Director IV
Center for Food Regulation and Research

Amt. Paid: Php 3,000.00
OR No. : 1042022112548340
Date : 04 January 2022
MAIN/HSA

ANNEX "A"

Department of Health - Tagaytay City, Cavite



BATANG MATIBAY
NUTRITION EDUCATION PROGRAM 2022

ARTWORKS
10 DEC 2021

Department of Health - Tagaytay City, Cavite

BATANG MATIBAY DETAILER - OUTSIDE

The artwork is a rectangular poster with a dark background. On the left side, there are three checkmarks, each followed by a line of text: "Batang Matibay is a BEAR BRAND fortified.", "More related to BEAR BRAND website.", and "Batang Matibay is a BEAR BRAND fortified." On the right side, there is a shield-shaped emblem containing a bear, with the text "BATANG MATIBAY" and "NUTRITION EDUCATION PROGRAM 2022" below it. At the bottom right, there is a small logo for "Nestlé" and the text "Nestlé is a leading life science company".

Handwritten signature and date
28/11/21

BATANG MATIBAY DETAILER - INSIDE

✓ **MAY TIBAY-RESISTENSYA NUTRIENTS**
 100% NATURAL, C, B12 & FOLIC ACID
 200mg Vitamin C per 100g

✓ **MAY TIBAY-KATAWAN NUTRIENTS**
 100% NATURAL, C, B12 & FOLIC ACID
 200mg Vitamin C per 100g

✓ **MOST TRUSTED NG MGA NANAY**
 100% NATURAL, C, B12 & FOLIC ACID
 200mg Vitamin C per 100g

✓ **KAYANG ARAW ARAWIN PTO LANG KADA ARAW**
 100% NATURAL, C, B12 & FOLIC ACID
 200mg Vitamin C per 100g

ALSO AVAILABLE IN CHOCOL

PROMO PERIOD FROM JANUARY 1 - MARCH 31, 2021
 PANGALANG MGA MATHAYAG (1983-2021)

BATANG MATIBAY DETAILER

✓ **100% NATURAL, C, B12 & FOLIC ACID**
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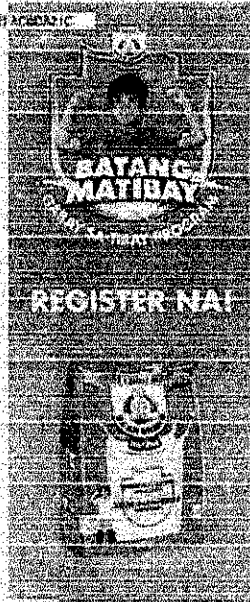
✓ **MOST TRUSTED NG MGA NANAY**
 100% NATURAL, C, B12 & FOLIC ACID
 200mg Vitamin C per 100g

✓ **KAYANG ARAW ARAWIN PTO LANG KADA ARAW**
 100% NATURAL, C, B12 & FOLIC ACID
 200mg Vitamin C per 100g

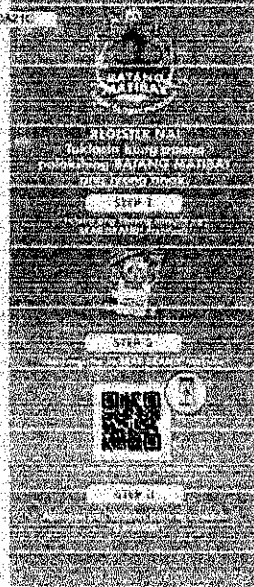
ALSO AVAILABLE IN CHOCOL

Handwritten signature

PULL UP BANNER 2



PULL UP BANNER 1



Handwritten signature
 27/1/2018

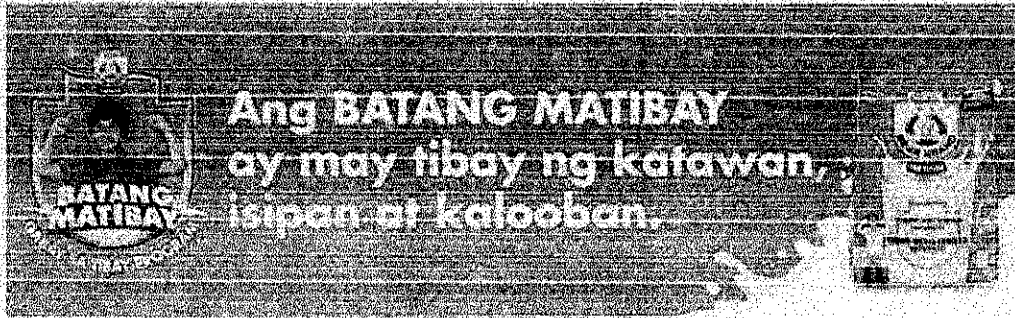


POSTER



*Maria Lourdes
29 Jan 2024*

STREAMER

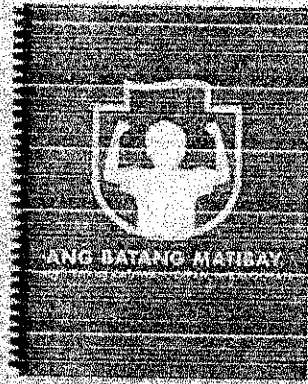


BA UNIFORM



Handwritten signature and date: NINA JIM 07/11/14

TEACHER GIVEAWAY



A large advertisement for Nestlé Bear Brand milk. The central focus is a bear mascot wearing a white t-shirt with the text "ANG BAYANG MATIBAY" and "ANG BAYANG MATIBAY" below it. The bear is holding a shield. Above the bear is the Nestlé logo and the text "NESTLÉ BEAR BRAND". Below the bear is the text "ANG BAYANG MATIBAY" and "ANG BAYANG MATIBAY". The advertisement also features images of various Nestlé products, including a can of condensed milk, a box of instant noodles, and a box of instant rice. The background is dark with a grid pattern. The text "ANG BAYANG MATIBAY" is repeated in various sizes and orientations throughout the advertisement.

Maria Cruz
27 Jan 2020

ANNEX "B"

LIST OF PARTICIPATING PRODUCTS

PRODUCT NAME	FDA REGISTRATION NO.	VALIDITY
NESTLE Bear Brand Fortified Powdered Milk Drink - Plastic Laminates	FD-2000007708154	7 Apr 2024
NESTLE Bear Brand Fortified Powdered Milk Drink - Plastic Laminates	FD-20000077459508	15 Apr 2024
NESTLE Bear Brand Fortified Powdered Milk Drink - Plastic Laminates	FD-20000077207924	18 Apr 2024
BEAR BRAND FORTIFIED Powdered Milk Drink - Plastic Laminates	FD-20000077200588	8 Oct 2025
BEAR BRAND FORTIFIED Powdered Milk Drink - Multi-layer Laminates	FD-20000077389766	18 Sep 2026
BEAR BRAND FORTIFIED Powdered Milk Drink - Multi-layer Laminates	FD-20000077271270	19 Oct 2026
BEAR BRAND FORTIFIED Powdered Milk Drink - Multi-layer Laminates	FD-20000077402288	23 Nov 2026
NESTLE BEAR BRAND Fortified Classic Milk Drink (Non-dairy) Flavored Powdered Milk Drink - Plastic Laminates	FD-20000077231688	23 Jul 2026
BEAR BRAND FORTIFIED Powdered Milk Drink - Multi-layer Laminates	FD-2000007708154	7 Oct 2026