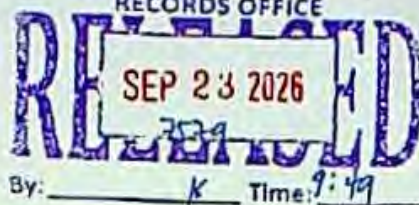




Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF DAGUPAN CITY

DepEd SDO Dagupan City
RECORDS OFFICE



Office of the Schools Division
Superintendent

Sept. 21, 2026

DIVISION MEMORANDUM

No.: 542, s. 2026

**BRIGHT SMILES, BRIGHT FUTURES PROGRAM
DISTRIBUTION OF ORAL HEALTH BUNDLES SY 2026-2027**

To: Assistant Schools Division Superintendent
Chiefs of Functional Division- CID & SGOD
Education Program Supervisors
Public Schools District Supervisors
School Heads (Public Elementary Schools)

1. In October 2024, Colgate-Palmolive Philippines Inc. (CPPI) partnered with the Department of Education to launch a three-year initiative under the Bright Smiles, Bright Futures® (BSBF) program. This collaboration aims to strengthen oral health education in public schools by providing vital dental care products and instructional materials to young learners.
2. For School Year 2026-2027, CPPI, alongside the Bureau of Learner Support Services continues its commitment by allocating toothbrush and toothpaste for Kinder and Grade 1 learners. Each BSBF Box contains Colgate toothbrush and toothpaste for every kinder and grade 1 pupil. The distribution of dental care products aligns with the School Health Dental Care Program, in reference to D.O. 33 s. 2019, DepEd Memo No. 394, s 2007 (7 o'clock toothbrushing habit) and DO No. 10, s. 2016 (Guidelines for WinS program).
3. The program emphasizes the significance of daily oral hygiene and highlights its vital role in maintaining overall health and wellness, thereby promoting good oral health habits at home and in school. Teachers are encouraged to include daily handwashing and toothbrushing in their curriculum, and parents are urged to oversee their children's handwashing and toothbrushing routine to ensure consistent use at home.



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4. In this regard, the School Heads or their representative/s are advised to receive their BSBF oral care kits for their respective schools Kinder and Grade I learners at the SDO/HNU/DENTAL SECTION on **September 24-30, 2026**, every 4:00 pm in the afternoon.
5. Also the School Heads are required to submit a **BSBF program accomplishment report** to bsbfphilippines@bsbfphils.com and (hard copy) to the SGOD - Dental Section- c/o of Dr. Jeaneline R. Trigue for Districts 1, 6,(except Bolosan ES), 7, 8, and Dr. Giovanni Anthony A. Arafiles for Districts 2, 3, 4, 5, 6(Bolosan ES only).
6. For your information, guidance and compliance.


MARCIANO U. SORIANO JR., PhD. CESO VI
Assistant Schools division Superintendent
Officer-In-Charge,
Office of the Schools Division Superintendent