

Hibs team up with MANSCAPED – category leader in male below-the-waist grooming

Hibs have teamed up with MANSCAPED, the world's category leader in male below-the-waist grooming.

This sponsorship is MANSCAPED's second in the UK and first in Scotland, adding to their recent launch with Wolves.



MANSCAPED

Previously announced partnerships featured around the globe include UFC, San Francisco 49ers, NASCAR, Los Angeles Kings and Sydney Roosters.

Founded in 2016, San Diego, California-based MANSCAPED is the first and leading brand dedicated to men's grooming and hygiene below-the-waist. The product range includes only the best tools, formulations, and accessories for a simple and effective male grooming routine.

For more information, visit [MANSCAPED.com](https://www.manscaped.com) or follow on Facebook, Instagram, Twitter, TikTok, YouTube and Triller.

"We are seeing strong metrics coming out of Scotland and knew we wanted to have a presence in the Scottish Premiership,"

said Joey Kovac, Senior Director of Marketing at MANSCAPED. As we scout out the right partners, we look for organizations that genuinely embrace our brand. We're happy to have found just that in Hibernian."

"We're delighted to add MANSCAPED to our growing partnership family," said Murray Milligen, Commercial Manager at Hibernian FC. "As a club, it's our first male grooming partnership, and it's great to work with such an ambitious company with a global outlook. We look forward to helping them grow their presence in the UK.

"Sport is an integral part of the MANSCAPED marketing strategy, with them already working with global sporting brands, so I'm honoured they've chosen Hibernian as the first club to work with here in Scotland. It's testament to our appeal as a club.

MANSCAPED has already taken the field, as seen in Hibernian's 2-2 tie against Rangers. With TV-arc logo placement around Easter Road – MANSCAPED made a splash in front of fans watching on Hibs TV and Sky Sports.

For more information visit [MANSCAPED.com](https://www.manscaped.com)