



AUSTRALIAN COMPANY, GAME ON PRODUCT GROUP SECURES EXCLUSIVE WORLDWIDE LICENSE TO MANUFACTURE AND DISTRIBUTE NEW FRAGRANCE AND SKINCARE LINES FOR LEO MESSI UNDER HIS MESSI BRAND

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Industry-leading, product development and manufacturing company Game On Product Group, who specialise in licensed health, beauty and personal care products, with Chemist Warehouse as an Australian retail launch partner, have signed an exclusive worldwide license to manufacture and distribute the debut fragrance for football superstar, Leo Messi under his Messi brand.

As a global, household name, Leo Messi needs no introduction. Currently playing in the USA for Inter Miami and widely regarded as the greatest footballer of all time, Leo is worshipped across the sporting world and has achieved every possible accolade there is in the world game.

The signing has been months in the making and will provide a platform for Game On to develop and distribute not only fragrances but body wash, deodorants, body sprays, gift sets and many other products with Messi and his team under the Messi Brand.

The first product launch will be a unique fragrance that is currently being hand-crafted by one of the world's leading perfumers. It will feature a bespoke scent, stylish bottle and packaging, all selected by football's greatest, capturing the true essence of Messi.

"I have always been passionate about fragrance and I am very excited to work closely with the team at Game On to produce my very own signature scent. We will create a fragrance that is truly unique and inspirational for all fans around the world.", said Leo Messi.

Led by Co-Managing Directors Daryl Czarny and Elliot Rubenstein, over the past 12 years Game On has become a significant player in both the Australian and global healthcare markets, leading the pack in product development, manufacturing and distribution of licensed fragrances, personal care, health and beauty products.

Game On works on both a local and global scale with Disney, Star Wars, Warner Brothers, Mattel, The NFL, EPL teams such as: Liverpool, Chelsea, Arsenal and Tottenham, The AFL, The NRL, The All Blacks as well as many international and locally based celebrities.

The Leo Messi deal is expected to be one of the largest global celebrity fragrance deals in history, with unprecedented sales forecast.



Headquartered in Melbourne, Australia, Game On has offices in Hong Kong and Ireland and will be looking to open in both London and the USA.

“We are incredibly excited and honoured to work with Messi and his team on this huge project! Leo is the GOAT in the football world, but he truly transcends his sport... he is now one of the most admired and well-known humans on the planet! This program and its launch will be huge for everyone involved, we intend to make this the greatest fragrance launch of all time!” said Managing Directors of Game On Product Group, Daryl Czarny and Elliot Rubenstein.

Game On is set to officially unveil the signature Messi scent to the cosmetics and fragrance industry at Cosmoprof Miami in January 2024 with the fragrance to be available to consumers around the world later that year.

To support the launch, an extensive global marketing campaign will be designed and executed by renowned Australian creative agency, Strat.

Powerhouse pharmacy retailer Chemist Warehouse has already committed to stock the fragrance both online and in its 500+ stores around Australia, New Zealand, Ireland and China.

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