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## **Prime IV Hydration & Wellness Reports 113% System-Wide Growth to Close Out 2022**

Leading IV Treatment Spa Brand Says their Record-Breaking Year is Just the Beginning

**COLORADO SPRINGS (JANUARY 17, 2023)** – After only 2 years spent in the franchising space, [Prime IV Hydration and Wellness](#), the nation’s foremost vitamin infusion therapy brand, has achieved what most would consider to be herculean feats of expansion, systemwide development, and profitability. Enough so to establish Prime IV among the ranks of the wellness industry’s upper echelon. As we embark on the New Year, here’s a look at all that happened in 2022.

Over the course of the last 12 months, the Prime IV brand has opened 26 new franchise locations, raising their total number of operating spas to 49. This doesn’t include the 101 additional locations currently in development throughout the country, many of which stem from the 95 signed agreements that have been secured in this past year. All culminating in a record 113% year-over-year rate of growth for the emerging wellness concept.

Perhaps the most significant byproduct of these gains has been the heightened sense of brand awareness that the franchise was able to realize in 2022. Their official entrance into a variety of major consumer markets being a key component in that. Last year alone, Prime IV welcomed its first locations in such cities as Addison, TX, Bend, OR, Mason, OH, and Naples, FL, to name only a leading few. The coming year promises to see their roots reach even further.

“In many ways, Prime IV is still very much in the infancy of its franchise opportunity,” said Amy Neary, founder and CEO of Prime IV. “But having the depth of franchising expertise that we do, coupled with the growing foothold that IV therapy is building within the larger wellness sector as a safe and effective treatment option, the brand has managed to advance at an incredible speed that very few concepts can compete with.”

The Prime IV corporate team convened in Cancun this past October, for their inaugural franchise conference. An event that allowed them to meet with many of their franchisees in-person, celebrate the progress and milestones they’ve all shared in locally and nationally, and set the stage for what the brand is anticipating in 2023 and the years ahead. Perhaps the most stunning benchmark being a goal of 750 franchise locations in operation come 2027.

“The valuation of the wellness industry exceeds \$3 trillion, and current projections say that number is only expected to rise for the next decade,” said Steve Shideler, Prime IV Vice President of Marketing. “That’s a reality that gives our team immense confidence in the continued growth of the Prime IV brand. Ongoing economic hurdles aside, consumers are continuing to invest in personalized modes of wellness and will drive our ongoing development into the New Year and beyond.”

For more information on franchising opportunities with Prime IV, please visit <https://primeivhydration.com/franchising>.

### **About Prime IV Hydration and Wellness**

Prime IV was founded in 2017 by Amy Neary, a wellness industry veteran who launched the brand as a premier IV Hydration Therapy clinic. Prime IV formulates IV vitamin therapies that help maximize the overall health and wellness of its members. Whether looking to take control of your health and boost the immune system, help heal the body at a cellular level, or to fight aging of the brain and body, Prime IV is the answer. The franchise offers a comfortable and relaxing environment that utilizes only the latest in cutting-edge IV therapies at each of its 49 locations nationwide.

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