



Prime IV Hydration & Wellness Announces Appointment of 2 New C-Level Executives

Senior Director of Operations and VP of Marketing Add Decades of Franchise Experience to Leading IV Brand

Prime IV Hydration and Wellness, the nation's foremost vitamin infusion therapy brand, has announced the appointment of industry veterans Janessa Retzer as Senior Director of Operations and April Hicks as Vice President of Marketing. Both appointments are in an effort to support the explosive growth the brand has continued to experience here in 2023.

Retzer has spent the last 8 years immersing herself in the wellness industry; serving in a variety of senior roles for an even wider variety of well-established brands. Most recently as Director of Operations for Restore Hyper Wellness, a position that afforded Retzer the chance to become familiar with many of the responsibilities required in her new role as Prime IV's Senior Director of Operations.

Ensuring that the Prime IV family of franchisees feels supported and passionate about their involvement in the brand is a primary focus for Retzer. And to do so, "creating a set of standard operating procedures is necessary, to make certain all spa owners enjoy a seamless experience in getting their operations up and running for the long haul," said Retzer.

In the 17 years Hicks has spent in marketing, most recently as the Senior Director of Brand Strategy for Wellbiz Brands, a company responsible for such brands as Elements Massage, Fitness Together, Drybar, and more, she's become familiar with leading the charge among key stakeholders in the advancement of franchise marketing within the beauty and wellness industry.

As the Vice President of Marketing, she states her immediate goal as being to better connect and unify all marketing efforts in collaboration with operations and franchisees on the brand's go to market strategy, both on the national and local level, to drive continued growth goals for the company.

"There's a unique dichotomy that comes with a position like this. These first few weeks will require an in-depth analysis of the marketing efforts that have served us well on the corporate

level, as well as those that have yielded strong performance on the individual spa level,” Hicks said. “From there, we can begin to explore fresh directions, revamp proven campaigns, and develop a more sophisticated marketing pipeline.”

Both Retzer and Hicks are united in their goals for the immediate future. Their shared hope is to drive revenue and further public knowledge on the intravenous industry, support the growing needs of the franchise system, develop an infrastructure capable of withstanding the widespread expansion of the brand, and establish Prime IV as a market leader and innovator within the alternative health space.

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 59 locations nationwide.