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Prime IV Hydration & Wellness Opens 12 New Franchise Locations

COLORADO SPRINGS, CO - Prime IV Hydration and Wellness has progressed at a record rate of development in the first quarter of the year.

Prime IV welcomed the opening of 12 franchises during the first quarter. Additionally, they secured 18 franchise agreements for a cumulative 18 new spa locations.

The brand signed for their first franchise locations in Oklahoma, Rhode Island, and Washington D.C. over the course of these past several months in 2023.

According to Allied Market Research, the global Intravenous Therapy and Vein Access Market size is projected to reach \$37.5 billion by 2030 – an increase in value of more than 60% from where the market stood at the start of the decade. As well as a point of confidence for the Prime IV team as the brand continues to build out its footprint in new markets throughout the country, both in Q2 and beyond.

“Prime IV has made headlines on the local and national levels these past few months as the franchise and its cutting-edge spa experience become more recognizable to everyday people in search of a more natural approach to personal wellness,” said Steve Shideler, Prime IV Vice President of Marketing.

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