

Prime IV health, wellness franchise to expand with locations across the Valley

Prime IV, a growing health and wellness company, wants to give Valley residents an hour of vacation from their lives.

The Colorado-based business is set to open another six "spa" locations in the Valley. The company, which opened in the Phoenix metro in 2020, provides intravenous hydration therapy for customers who are looking to get treatment and/or pampered. Steve Neary, head of business development for Prime IV, said the Phoenix market is one of the company's strongest.

"What we do really fits into the mindset of the folks in Arizona and what they want to achieve in their health and wellness goals," Neary said.

Here are the addresses where Prime IV spas are "coming soon," according to its website.

- 15611 W. McDowell Road, Suite 140 in Goodyear
- 9947 W. Happy Valley Road, Suite 105 in Peoria
- 1825 E. Guadalupe Rd, Suite 106 in Tempe
- 2025 N. Power Rd, Suite 106 in Mesa
- 2048 E. Baseline Rd, Suite 6 in Mesa
- 3244 E Guadalupe Rd, Suite A-108 in Gilbert

The company also lists another Tempe location on the website, but an address isn't immediately known.

First-time customers typically sit down with a specialist for an intake, evaluating the issues they're looking to solve and long-term goals like weight loss, muscle gain, anti-aging and immune support, among others. The first "drip" is given, and Prime IV will work with the customer on a wellness plan moving forward, Neary said.

Prime IV is a cash-pay business, meaning the treatment is not covered by insurance. Customers can get an IV up to twice a week but can return on weekly, biweekly or monthly plans, according to Prime IV's frequently asked questions.

"We've found that many people weren't aware of how effective IV treatments could be for such a diverse range of ailments and health needs. So, they'll come utilizing the treatment for something like

hangover recovery, and make plans to return for its anti-aging or weight loss properties," said Dana Kupper, Phoenix franchisee for Prime IV, in a statement.

Prime IV eyeing even more Valley locations

The six new locations would more than double Prime IV's presence in the Valley, which started with its original Scottsdale location at 8989 E. Via Linda. Across the company, Neary said Prime IV has more than 200 locations in 38 states.

Prime IV Hydration & Wellness is expected to open six locations in the Valley.

PRIME IV HYDRATION & WELLNESS

In addition to the "coming soon" locations on its website, Prime IV has its eyes on others. One of those locations is in the [emerging Cannon Beach mixed-use development in Mesa](#). The \$240 million surf park and more is set to make its debut in the East Valley in 2024 with a target soft opening date in the spring, though retailers like Prime IV could open before guests can hit the waves in Mesa.

"Educating the general public on the value and impact of IV therapy has always been one of our team's focal points in growing our franchise footprint," said Amy Neary, founder and CEO of Prime IV Hydration & Wellness and wife of Steve Neary, in a statement. "And seeing that effort pay off in such an expansive way, whether it be Phoenix or anywhere else, provides incredible uplift for us all to know that we're heading in the proper direction."

Steve Neary said each of the locations is independently owned by a franchise partner. The franchise fee is \$49,000 while the "all-in" cost typically can range between \$200,000 and \$400,000. Tenant improvement costs are typically the biggest variable, Neary said.