

**Media Contact:** Conner Gossel, Fishman Public Relations, [cgossel@fishmanpr.com](mailto:cgossel@fishmanpr.com), (937) 545-9812

FOR IMMEDIATE RELEASE



## **Prime IV Hydration & Wellness Announces Large-Scale Franchise Expansion in Phoenix**

*Premiere IV Therapy Franchise to Welcome 6 New Spa Locations in The Valley of the Sun*

**PHOENIX, AZ (AUGUST 17, 2023)** – [Prime IV Hydration & Wellness](#), the nation’s foremost vitamin infusion therapy franchise, has been developing its footprint in key markets across the country throughout the year, as consumer interest continues to trend upward for IV treatment and the array of benefits that come with it. Phoenix being the latest market to see significant buildout, with 6 franchise locations currently in development across the valley.

These pending spa locations will be debuting in Peoria, Tempe, Gilbert, Mesa, and Goodyear. Effectively making The Valley of the Sun a leading hub in the Southwest for the latest in intravenous technology and consumer output.

“We recently opened our spa location on High Street and were quick to attract attention from residents of our local community,” said Dana Kupper, Phoenix Franchisee for Prime IV. “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.”

Prime IV’s team of experienced professionals formulate IV vitamin therapies that can help members maximize their overall health and wellness. Whether they are looking to instantly reverse a hangover, boost immune system responsiveness, fight fatigue and dehydration, regulate their appetite, reduce stress, or ward off the flu, Prime IV is the answer. Each franchise location offers a clean, comfortable and relaxed environment meant to help clients decompress.

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 will have stood at the start of the decade. Given the growing population and revitalized economic prowess of the Phoenix region, many expect the city to play a leading role in the state’s continued adoption of this emerging field of treatment.

“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 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.”

For more information on the Prime IV franchise brand, please visit <https://primeivhydration.com/>. And visit [FranchiseBusinessReview.com](#) to see the full list of 2023 Franchise Rock Stars.

### **About Prime IV Hydration & 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 75 locations nationwide.

###