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Prime IV Doubles Down on Cincinnati Ties with New Development Deal

Leading IV Treatment Spa Brand Announces Second Franchise Facility in Southwest Ohio

CINCINNATI, OH (MARCH 9, 2023) – [Prime IV Hydration & Wellness](#), the nation’s foremost vitamin infusion therapy franchise, has announced news of the brand’s latest development deal, which will bring the Cincinnati community its second studio location in Liberty. This expansion comes just months after the franchise introduced Prime IV to the market for the first time, opening their first venue in Mason last September.

This newest franchise location will be co-owned and operated by Amanda Perazzo, a registered nurse and the franchisee responsible for introducing the first Prime IV studio to the Cincinnati area last Fall. She credits an innate urge to advance the accessibility of holistic wellness opportunities to the public as the driving force behind her continued development with the brand.

Perazzo anticipates the doors to this new studio to open later this year, and mentions 1-2 additional venues that are tentatively being planning by her team for Cincinnati in the near future.

“As public knowledge surrounding IV infusion therapy has increased in recent years, so too has the demand for the treatment options that fall under its umbrella,” said Perazzo. “This second studio location is an effort to cater to that increased popularity and afford locals with a natural approach to widespread ailments – allergies, migraines, fatigue, dehydration, weight control, hangovers, altitude sickness, and so much more.”

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 Cincinnati region, many expect the city to play a leading role in the state’s continued adoption of this emerging field of treatment.

“The past couple of years, for reasons that should be clear, have seen a dramatic shift in the public’s acceptance of a more natural approach to personal wellbeing,” said Amy Neary, founder and CEO of Prime IV Hydration & Wellness. “The long-term goals of Intravenous therapy providers, and holistic alternatives like them, have never looked more promising. And they’ll only become increasingly more mainstream as we go forward from here.”

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 55 locations nationwide.

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