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FOR IMMEDIATE RELEASE



## **Prime IV Hydration & Wellness Announces Statewide Expansion in Florida**

*Premiere IV Therapy Franchise to Develop 19 New Spa locations throughout the Sunshine State*

**COLORADO SPRINGS, CO (SEPTEMBER 12, 2023)** – [Prime IV Hydration & Wellness](#), the nation’s leading 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. Florida being the latest market to see significant buildout, with 19 franchise locations currently in development statewide.

These pending spa locations will be debuting in Tampa Bay, Key West, Sarasota, Naples, Brandon, Kendal, Fort Lauderdale, Plantation, Miami, Destin, and Pensacola. Building significantly on the 11 Prime IV locations already in operation throughout the state, and effectively making the Sunshine State a leading American hub for the latest in intravenous technology and consumer availability.

“2023 has been a year for the record books, with the franchise setting up shop in more communities than ever before,” said April Hicks, VP of Marketing for Prime IV. “The rapid and expansive development we’re seeing in Florida alone is evident of that. More and more consumers are recognizing the beneficial role IV therapy can have in their lives at a rate that we’re hopeful will make us a household name for many in the very near future.”

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 economic prowess of Florida, many expect the state to play a leading role in signaling the general public’s turn to alternative health modalities such as this.

“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 Florida or anywhere else, provides incredible uplift for us all to know that we’re heading in the proper direction.”

For more information on franchising opportunities with Prime IV, please visit <https://primeivhydration.com/franchising>.

### **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 81 locations nationwide.

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