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Prime IV Doubles Down on Spokane Ties with New Development Deal

Leading IV Treatment Spa Brand Announces Second Franchise Facility in Eastern Washington

SPOKANE, WA (MAY 25, 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 Spokane community its second spa location. This expansion comes just 5 months after the franchise introduced Prime IV to the market, with the opening of their first venue on Spokane’s South Hill last December.

Jeff and Becky Rosenberg, the franchisees responsible for both of these franchise locations, estimate that the second spa will open its doors to the public toward the end of 2023.

Jeff’s 20-year career as an ER doctor has made him acutely aware of the significant impact IV drips and regular intravenous treatment can have on the human body. He and his wife Becky, a nurse, entered into this business endeavor with a shared belief that the Spokane community could benefit from the development of its alternative healthcare scene, offering locals more natural and accessible approaches to personal wellness.

“The holistic health space has expanded tremendously in the post-pandemic era, with consumers across the country voicing a desire for a healthcare apparatus capable of treating the public’s ailments at the source,” said Jeff. “The widespread understanding and utilization of IV treatments has grown during that time, and we’re hopeful this second spa location will further that interest here in Spokane for the years to come.”

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. Given the growing population and revitalized economic prowess of the Spokane region, many expect the city to play a leading role in the state’s continued adoption of this emerging field of treatment.

“Spokane has proven itself to be an economic hub in the state of Washington, with a population that’s growing, an average income that’s rising, and a thriving business sector that’s making impressive advances,” said Amy Neary, founder and CEO of Prime IV Hydration & Wellness. “These are all welcomed factors for our long-term goals of development within the region. We hope these are just the first two locations of many more to come.”

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 63 locations nationwide.

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