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## **Prime IV Hydration & Wellness Announces Franchise Expansion in Greater Dallas Area**

Leading IV Treatment Spa Brand Secures Franchise Agreement for New Studio Locations

**FRISCO, TX (APRIL 5, 2023)** – [Prime IV Hydration & Wellness](#), the nation’s foremost vitamin infusion therapy franchise, is preparing to open the doors of its two newest locations in Frisco, Texas and Franklin, Tennessee. This expansion stems from a 2-unit development deal struck by the brand’s newest franchise family, the Webers, and signals the growing investment entrepreneurs are pouring into the advancement of both region’s alternative health sectors.

Johnny Weber, along with his two sons, Cole and Tanner, and their mother Heather, have been involved in the franchise space for over 15 years at this point. Together, they’ve been able to build an impressively successful portfolio that spans a variety of franchise concepts and industries. And though this latest deal marks their official foray into the health and wellness category, they’re thrilled at the opportunity to play an active and direct role in the wellbeing of others.

Their hope is to open the doors of the Frisco location this May, to be closely by Franklin in June. As experienced multi-unit operators, the Weber family has sights set on continuing to grow and develop with the franchise from there, introducing additional Prime IV locations to their portfolio and new communities in the near future. In pursuit of that, they’ve signed on as area developers for the state of Tennessee and Southwest Florida, between Tampa and Naples.

“The first question we ask ourselves prior to getting involved with any brand is whether or not it has the power to positively impact the communities it touches,” Cole Weber shared. “And given the growing public demand not only for the Prime IV brand, but for accessible, holistic health alternatives as a whole, the answer was easy to come to.”

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.

“Building out our footprint in major metropolitan regions is crucial to ensuring as many Americans as possible have the chance to benefit from our line of services,” said Amy Neary, founder and CEO of Prime IV Hydration & Wellness. “The Webers are helping to make that a reality with this deal, and have a depth of franchise experience that make our team confident in what they’ll be able to accomplish for themselves and the Prime IV brand.”

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 57 locations nationwide.

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