



# PRIME IV HYDRATION & WELLNESS TO DEBUT IN CONNECTICUT WITH LATEST FRANCHISE DEAL

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[Prime IV Hydration & Wellness](#)

**SIMSBURY, CT (NOVEMBER 30, 2023)** – [Prime IV Hydration and Wellness](#), the nation’s leading and fastest-growing IV therapy franchise, has announced their first-ever franchise deal for Connecticut, which will bring a new spa location to the Farmington Valley area of Connecticut. This news comes as a result of an agreement the brand reached with Meredith Pearse, a local Simsbury entrepreneur and health and wellness professional.

Choosing to use her Occupation Therapy degree in a proactive way, Meredith has spent the last five years working for a family-owned health and fitness center as a Personal Success Coach and the Director of Virtual Operations, offering in-person and virtual consultation and coaching sessions to members of her community. It’s a profession she took on as a means to help promote the health and wellbeing of all individuals; a motivation that’s mirrored in her decision to introduce the Prime IV franchise and its holistic health benefits into the daily routines and lifestyle of locals.

“Intravenous therapy isn’t a modality most people have first-hand experience with, but that’s changing quickly, as it’s amongst the highest-performing segments of the health and wellness industry today,” said Meredith. “The people of Connecticut value their health and longevity, and my overall hope is to serve as a steward for those searching out answers to their own health journeys, helping them see the full-scope of what IV therapy can help them achieve.”

A mother of 2, Meredith shared that her children were a significant factor in the decision to join Prime IV; her hope being that they can grow up seeing the value of a healthy and active lifestyle first-hand. That intention will be made all the more possible down the road, as she has expressed an intention to

introduce additional Prime IV locations to the market once the first is open and operational, and the community has had the chance to acquaint itself with the healing properties inherent to IV therapy.

“This franchise deal is a pivotal step towards building a foothold for ourselves in a region that’s been slower to adopt our industry as a viable alternative to more traditional healthcare offerings,” said Amy Neary, founder and CEO of Prime IV Hydration & Wellness. “Meredith’s role in leading our charge into Connecticut and educating the public can’t be overstated, and we couldn’t be more confident in what she’ll be able to achieve out there.”

Those wanting to connect with the Prime IV team to further explore the brand’s franchise opportunity are encouraged to email [JoinUs@primeivhydration.com](mailto:JoinUs@primeivhydration.com) with any questions they may have, or to visit [primeivhydration.com/franchising](http://primeivhydration.com/franchising) for more information.

**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 spa. 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 93 locations nationwide.