



Women In Wellness: Amy Neary of Prime IV Hydration & Wellness on The Five Lifestyle Tweaks That Will Help Support People's Journey Towards Better Wellbeing



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setbacks, but valuable learning experiences. Embracing failure allows for growth and innovation.

Today, more than ever, wellness is at the forefront of societal discussions. From mental health to physical well-being, women are making significant strides in bringing about change, introducing innovative solutions, and setting new standards. Despite facing unique challenges, they break barriers, inspire communities, and are reshaping the very definition of health and wellness. In this series called [women in wellness](#) we are talking to women doctors, nurses, nutritionists, therapists, fitness trainers, researchers, health experts, coaches, and other wellness professionals to share their stories and insights. As a part of this series, we had the pleasure of interviewing Amy Neary.

Amy Neary, a wellness industry veteran, launched Prime IV in Colorado Springs back in 2017 as a premier intravenous hydration therapy spa. Prime IV formulates IV vitamin therapies that help maximize the overall health and wellness of its members, whether they be looking to take control of their health and boost the immune system, heal the body at a cellular level, or fight aging of the brain and body. The brand ranked #1 in the IV Therapy Category for Entrepreneur's 2024 Franchise 500, and was recognized as one of

*2024's Top Franchise opportunities by Franchise Business Review.
And all in just 3 years' time — a testament to the leadership and vision
Amy founded the business with.*

**Thank you so much for joining us in this interview series!
Our readers would love to “get to know you” better. Can you
share the most interesting story that happened to you since
you started your career? What were the main lessons or
takeaways from that story?**

One of the most remarkable and unexpected experiences in my career was the moment I found myself pivoting from being a franchisee and small business owner to founding my own franchise brand. I had been running 2 businesses in the Colorado Springs community. One, providing affordable lab testing to the uninsured and under-insured, was a franchise I had run for over a decade. The other was Prime IV Hydration & Wellness, which was “my baby.”

Prime IV, as a glimpse, offers IV nutrient therapy, which delivers essential nutrients directly into the bloodstream, for rapid absorption and optimal nourishment; boosting energy levels, enhancing immune functions, and promoting overall well-being.

I was very proud of these 2 businesses, and perfectly happy running them with my small team. Then, in 2019, I was asked to speak at a

conference in San Antonio about my laboratory franchise. During the conference, I had the chance encounter of a lifetime. A fellow attendee approached me and expressed a very real interest in “my baby.” She said, “If you ever decide to franchise, I want to be your first franchisee.” Those words sparked inspiration and possibility. Retrospectively, they changed my life.

Now, with over 108 Prime IV locations open and an additional 244 locations sold, the lesson that stands out the most is the incredible power of taking risks and embracing unexpected opportunity. This journey has shown me that sometimes the most remarkable adventures and achievements happen when we dare to step out of our comfort zone and make a leap of faith. It’s proof that extraordinary things can happen when we trust our instincts and believe in the potential of our ideas, even when that may seem a bit difficult.

It has been said that our mistakes can be our greatest teachers. Can you share a story about a mistake you made when you were first starting? Can you tell us what lesson you learned from that?

In the early days of our company, I admittedly held the reins too tight and was hesitant to delegate responsibilities to my talented team. It quickly became evident that I was spreading myself too thin, and thus, my team’s potential was being stifled. Big mistake! I was not recognizing the world-class talents and expertise within my team.

It took me a while to understand that true leadership involves trust, empowerment, and letting go of those reins. I realized that in order to foster a culture of innovation and growth, I needed to step back, relinquish control, and allow my team members to shine. It was a pivotal moment for me as a leader.

The lesson I learned was that surrounding yourself with exceptional individuals is only half the equation for success; the other half is trusting them and giving them the autonomy to excel. Since that realization, I've focused on fostering a culture of collaboration and empowerment within our organization, ultimately paving the way for both personal and organizational growth.

Let's jump to our main focus. When it comes to health and wellness, how is the work you are doing helping to make a bigger impact in the world?

At Prime IV Hydration & Wellness, we are passionate about making a significant impact on people's health and well-being. We provide evidence-based IV hydration therapies that help individuals optimize their physical and mental performance, recover from various conditions, and enhance their overall quality of life.

Our services are designed to complement traditional healthcare approaches by offering an additional avenue for preventive care, recovery, and general wellness maintenance. By providing accessible

and affordable IV hydration therapies, we ensure that people from all walks of life can benefit from these treatments. Our work enables individuals to take an active role in their own well-being and empowers them to make proactive choices for a healthier lifestyle.

Can you share your top five “lifestyle tweaks” that you believe will help support people’s journey towards better wellbeing?

1. **Prioritize Hydration:** It’s astounding how many people underestimate the power of staying well-hydrated. Think of your body as a finely tuned machine; it can’t function optimally without adequate hydration. I’m a fan of IV hydration because it offers a rapid way to replenish both water and essential nutrients. Whether you’ve had a night of overindulgence, were out on a sweltering day, are recovering from an illness, or pushing your limits at the gym, IV hydration can give you that extra boost.
2. **Mindful Nutrition:** What we eat plays a monumental role in our overall health. Opt for whole, nutrient-rich foods whenever you can. I’ve seen people transform their lives by incorporating more plant-based options into their diet. It’s not just about feeling full; it’s about feeling energized and vibrant. When you give your body the right fuel, you’ll notice a remarkable difference in your vitality and well-being.

3. **Quality Sleep:** Sleep is our body's reset button. Establishing a consistent sleep routine and optimizing your sleep environment can transform your life. It's not just about the number of hours you sleep but also the quality of your sleep. Picture this: waking up feeling refreshed and ready to conquer the day, without having to hit the snooze alarm. Well, It's entirely attainable with the right sleep habits.
4. **Stress Management:** I think managing stress is key to maintaining overall wellness. Whether it's through mindfulness techniques, regular exercise, or indulging in hobbies you're passionate about, finding healthy outlets for stress is crucial. I've seen individuals overwhelmed by work-related stress turn their lives around by introducing simple daily meditation practices and regular exercise routines.
5. **Embrace Regular Movement:** Our bodies are designed for activity, and incorporating physical movement into your daily routine is essential for overall well-being. Some people tell me they "hate exercise." But "movement" doesn't have to be viewed the same way as "going to the gym" might be. Whether it's taking a leisurely walk, practicing yoga, or discovering a fun exercise class, finding ways to stay active is key. Regular movement not only boosts your energy levels but also helps with weight management and cardiovascular health. By simply

embracing movement, you can pave the way for a healthier and more active lifestyle.

If you could start a movement that would bring the most amount of wellness to the most amount of people, what would that be?

If I could start a movement, it would be focused on promoting preventive and proactive approaches to health and wellness. This movement would emphasize the importance of education and empowering individuals to take charge of their own well-being. It would aim to remove barriers to access by providing affordable and evidence-based wellness solutions to everyone, regardless of their socioeconomic background.

By shifting the paradigm from reactive healthcare to preventive care, we can create a society where people are equipped with the tools and knowledge to live their healthiest lives. We could end our reliance on big pharma to deliver health, and truly change the future of healthcare in our country.



What are your “5 Things I Wish Someone Told Me Before I Started” and why?

1. Embrace failure as a learning opportunity: I wish someone had told me early on that failures are not setbacks, but valuable learning experiences. Embracing failure allows for growth and innovation.
2. Build a strong support system: Having a reliable network of mentors, advisors, and peers who understand your journey is essential. They can provide guidance, support, and invaluable insights.
3. Take care of yourself: As a leader, it’s easy to neglect self-care amidst the demands of building a business. Prioritize your physical and mental well-being to sustain your energy and effectiveness in the long run.

4. Adaptability is key: The business landscape is constantly evolving. Being adaptable and open to change allows you to navigate challenges and seize new opportunities.
5. Celebrate victories, big and small: It's important to acknowledge and celebrate achievements along the way. Recognizing milestones boosts morale and motivates both you and your team to keep pushing forward.

Sustainability, veganism, mental health, and environmental changes are big topics at the moment. Which one of these causes is dearest to you, and why?

The topic of mental health holds a special place in my heart. Mental health issues affect individuals across all demographics, and the impact can be devastating. I strongly believe in creating a world where mental health is openly discussed, destigmatized, and given the attention it deserves. By raising awareness and promoting access to mental health resources, we can help individuals lead healthier and more fulfilling lives.

What is the best way for our readers to further follow your work online?

Readers can follow my work and stay updated on Prime IV Hydration & Wellness by visiting our website at www.primeivhydration.com. They can also connect with me and our team through our LinkedIn

page at www.linkedin.com/company/prime-iv-hydration-and-wellness. Additionally, they can find us on social media platforms such as Facebook, Instagram, and Twitter, where we share valuable information, wellness tips, and updates on our services and initiatives.

Thank you for these fantastic insights! We wish you continued success and good health.