

MEDIA CONTACT: Conner Gossel, Fishman Public Relations, cgossel@fishmanpr.com, (937) 545-9812

FOR IMMEDIATE RELEASE



Portland Secures Franchise Deal with Prime IV for New Beaverton Spa Location

Premiere IV Therapy Franchise to Debut in South Beaverton in Spring 2024

PORTLAND, OR (JANUARY XX, 2024) – [Prime IV Hydration and Wellness](#), the nation’s leading and fastest-growing IV therapy franchise, has no plans of slowing down in the New Year, already announcing news of the brand’s latest development deal in Beaverton, Oregon. The agreement is being spearheaded by Amy Silici, a local healthcare professional who shared her plans to debut the new spa location in South Beaverton this Spring.

After closing out 2023 with the opening of the franchise’s 101st location, the momentum behind Prime IV’s expansion is at an all-time high; attracting new franchise partners across the country who share the brand’s ambition to help people and communities take control of their health by means of the intravenous modality, which is skyrocketing in popularity.

Silici has been a nurse for nearly three decades now, caring for local residents and families to the full extent of her ability. With Prime IV, she hopes to provide the people of Portland, and its surrounding areas, with a robust approach to preventative care that most alternative health concepts can’t compare to.

“Over the past 28 years in this profession, I’ve watched the capabilities of traditional healthcare advance, while its patient approach has remained stagnant,” Silici shared. “If the post-COVID era has taught us anything, it’s that people want a natural alternative; something new that gives them greater control over their personal wellbeing. Prime IV, and its holistic docket of treatments, represents that very sense of control.”

The preventative and personalized medicine industry is growing rapidly and is expected to reach a [\\$690 billion valuation by 2033](#). The size of the industry has increased tremendously in recent years, as consumers are prioritizing selfcare and spending their hard-earned dollars on preventative health experiences more than ever before. This has also been a root cause for the growing interest entrepreneurs are paying to the industry, wanting to bring such brands and businesses to their own locales.

“This deal marks a crucial step in the in the development of our brand’s regional presence in the Northwest; allowing us the opportunity to steward the evolution of Portland’s IV therapy availability,” said Amy Neary, founder and CEO of Prime IV. “Amy’s role in making Prime IV more accessible to the community and giving the public first-hand experience with the capabilities of the brand can’t be overstated, and we couldn’t be more confident in what she’ll achieve.”

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Those wanting to connect with the Prime IV team to further explore the brand’s franchise opportunity are encouraged to email JoinUs@primeivhydration.com with any questions they may have, or to visit 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 101 locations nationwide.

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