

What Is IV Therapy?

How Infusions are Changing the Way We
Think About Health & Wellness



Brought To You By:

INFUZIO
IV HYDRATION + WELLNESS



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What Is IV Therapy?

For years, celebrities have lived the life of luxury with IV therapy infusions that rehydrate them, cure their hangovers, & stimulate their physical performances.

This new, revolutionary treatment is transforming the way we think about health and wellness. Now, it's time for IV therapy to go public.

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The New Lifestyle of the Rich & Famous

What do Cindy Crawford, Simon Cowell, Rihanna, and Madonna all have in common? Each is not only a socialite and red carpet celebrity, but also a vocal advocate of IV infusion therapy.

The names of America's rich and famous populate more than the Hollywood Walk of Fame. They're on the client intake sheets of med spas across the country, where they go to receive regular IV infusions for hangovers, fatigue, and even the common cold.

These med spas are where athletes go to reinvigorate themselves before the big game. They're where touring musicians go to alleviate the symptoms of 8 months worth of jet lag.

Some, such as Rita Ora (pictured on the left), receive a quick infusion of vitamins and minerals simply so that they can sing and dance at peak performance.

While professional athletes and world-famous superstars have been some of the earliest adopters of IV therapy, more and more people are discovering it.

With each picture of an IV drip posted to their social media, thousands of men and women around the world ask themselves the same questions: what is IV therapy, and where can I sign up for it!?



U.K. pop star Rita Ora receiving an IV infusion before shooting her music video for "I Will Never Let You Down."

© Twitter / @RitaOra



What Is IV Therapy?

What Is IV Therapy?

Not-So-Fun Fact:

A mere 2% dehydration can damage your skin, organs, and even your mind.

Imagine that your daily routine is exhausting your body of the nutrients it needs to look and feel like it's in tip-top shape. With every blink, every breath, and every step you take, you feel the burden of hunger and fatigue. Now imagine a way to maintain 100% physical and mental capacity by quickly delivering these nutrients directly into your body.

Such a way *does* in fact exist. It's not science fiction. It's real, it's available, and it's called IV therapy.

A Brief History of IV Treatment

IV therapy (also referred to as IV infusions or infusion therapy) is the injection of vitamins, minerals and nutrients directly into the bloodstream via a needle or catheter.

“ IV therapy is the injection of vitamins, minerals and nutrients directly into the bloodstream. ”

As they were originally conceived, IVs were used as remedies for dehydration symptoms so urgent or severe that standard hydration methods would not suffice. It has also been used to infuse patients with medications and antibiotics during the treatments of gastrointestinal distress, immune deficiencies, and much more.

As an emergency medical treatment, the reasoning behind IV therapy is quite simple: intravenous infusions are the most effective way to introduce substances into the bloodstream. Whereas oral intake of nutrients and medications can take hours to have a moderate effect, IV delivery provides 100% absorption of substances in as little as a half hour.

What Is IV Therapy?

After IV therapy became a commonplace outpatient treatment in the 1980s, doctors and medical technicians soon realized that it could provide other benefits. If it allows fast, effective delivery of life-saving medications, why can't it do the same for the nutrients that our bodies need on a daily basis?

Why can't marathon runners stimulate themselves with a boost of electrolytes and amino acids the day before the big race?

Why can't the denizens of the clubs and nightlife treat themselves to hangover relief through hydrating multivitamins after an overindulgent night on the town?

These are just some of the benefits that have since been applied to IV therapy, but not in the setting of a stark, uninspiring hospital. Nowadays, luxury IV treatments are administered in the comfort and convenience of med spas.

These are not your average, everyday outpatient locales. They are the modern-day Roman bathhouses, with deep cream-colored couches, glistening chandeliers, and babbling, bubbling waterfalls.



Clients at IV infusion med spas enjoy not only the same privacy and sterilized medical environment offered at every hospital and clinic, but also the added perks of relaxing music and a wide-screen television. They wear not scrubs or hospital

What Is IV Therapy?

gowns, but their own clothing, experiencing not the anxiety of illness but the calm serenity of health and wellness during their routine infusion sessions.

How IV Therapy Works

Infusions begin with the insertion of a very small needle into the upper arm. The insertion point is always sterilized and numbed with a topical anesthetic beforehand, and to ensure both patient comfort and safety, only trained medical technicians perform the insertion.

Depending on the particular treatment that a patient has opted to undergo, infusions can last anywhere from 30 to 45 minutes.

During this time, patients relax while reading a book, watching TV or simply resting their eyes. In most cases, little to no attention is paid to the catheter, which is miniscule in size and almost imperceptible to the eyes and skin.

After each session is completed, the medical technician returns to remove the catheter from the skin. Removal takes only a brief moment and is completely painless.

Once the catheter is removed, patients continue to enjoy the relaxation, stimulation, and/or energy that their infusion has granted them with. These effects can last for days, and better yet – they're always available come the next session!

IV Therapy Quick Facts!

What <i>is in an IV cocktail?</i>	Blends of vitamins, minerals, electrolytes, amino acids, and other nutrients
Who <i>can receive IV infusions?</i>	Anyone over 18 years old who meets the medical criteria for infusions
Where <i>is the IV placed?</i>	A small IV catheter is placed in the upper arm
When <i>do infusions start & end?</i>	Infusions last between 30-45 minutes
How <i>much does an infusion cost?</i>	Between \$95-\$255

Are You a Candidate for IV Therapy?

Infusions are all about health, wellness and well-being, so careful measures are always taken to ensure that patients experience nothing else. By and large, any adult (18+ years of age) can receive an IV infusion. Certain medical conditions may prevent them from receiving *certain* infusions, but *not infusions in general*. These include:

What Is IV Therapy?

- ▶ Hypertension (High Blood Pressure)
- ▶ Coronary Artery Disease
- ▶ Congestive Heart Failure
- ▶ Valvular Heart Disease/Heart Murmur
- ▶ Cardiac Arrhythmia/Irregular Heartbeat
- ▶ Platelet/Bleeding Disorders
- ▶ Kidney Diseases
- ▶ Ulcers
- ▶ Blood Clots
- ▶ Cirrhosis/Liver Disease
- ▶ Brain Aneurysms
- ▶ Ischemic or Hemorrhagic Strokes
- ▶ Recent Brain or Cardiac Surgery
- ▶ Pregnancy
- ▶ Adverse or Allergic Reactions to Various Substance

Are IV Infusions Safe?

With very few exceptions (outlying cases of minor skin irritation), IV infusion is 100% safe for anyone who is a candidate to receive them. Moreover, all infusion compounds are non-allergenic and manufactured by established pharmaceutical companies under the strictest of FDA regulations.

“*With very few exceptions, IV infusion is 100% safe*”

Why Should *You* Infuse?

Your favorite platinum-record pop singer is receiving IV infusions. The Olympic track runner you look up to is receiving IV infusions. The television personality who you've had a crush on for years is receiving IV infusions. So, ask yourself, why aren't you?

You can drink caffeine to stay energized, hydrate yourself to replenish your electrolytes, and take your daily dose of multivitamins to improve your overall well-being. But these are not the same as an IV infusion. In fact, IV therapy surpasses the standard supplements we take in just about every aspect.

Fast Delivery



As stated before, IV therapy was originally developed because of the rapid speed at which it takes effect. Regardless of which specific kind of infusion they are receiving, patients can always expect its effects to take hold within a few minutes as they continue to develop over the hours that follow.

What Is IV Therapy?

Long-Lasting Results



The administration and onset of IV therapy may be quick, but its effects are anything but fleeting. Unlike caffeine, which has a half-life of 3-5 hours, the effects of an infusion typically last for multiple *days* after they have been administered! With a single infusion, you can say goodbye to multiple energy shots every five hours, as well as the crash that ensues after they wear off.

100% Effectiveness



Direct infusion may have immediate and long-lasting effects, but what good are those effects if they are moderate and watered down? Nutrients that are 50% pure only provide 50% of the benefits, regardless of how long or short they last for.

In medical science, the percentage of a substance that remains pure when it reaches the circulatory system is called **bioavailability**, and by definition, nutrients received intravenously have the highest possible bioavailability: 100%.

This means that, with each infusion, patients receive 100% of the vitamins, minerals and hydration contained in the solution – not a single molecule less! That's not only 100% of the benefits. It's 100% of the benefits at 10% of the delivery time and 1000% of the duration of the alternatives.

The IV Formula for Wellness

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Quick

+



Lasting

+



Effective

What Is IV Therapy?

How Does IV Therapy Compare to the Competition?








	IV Therapy	Caffeine	Multivitamin
			
Delivery Speed	Within 10 minutes	~45 minutes	Up to 3-4 hours
Duration	24+ hours	Up to 14 hours	Up to 24 hours (water-soluble), 30+ days (fat-soluble)
Bioavailability (Absorption)	100%	75-99%	50-100%

The Only Question Left Is:

Why Aren't You Infusing Right Now?

Is it because you don't know what kind of IV infusion to get? Here's a list of treatments we offer at Infuzio. Included are prices for each IV treatment, as well as a brief description and what it can do for you. Browse through our first-class selection of IV therapies, choose the one that's right for you, and schedule an appointment today!


What Is IV Therapy?


		What It Is	What It Does	Price
	iHydrate	A base cocktail of isotonic saline, minerals & electrolytes	Immediate relief of symptoms of dehydration	\$95.00
	iRestore	A specialized blend of multivitamins, including ones with anti-inflammatory & anti-nausea properties	Recovery from physical and/or mental stressors, aches & fatigue	\$115.00
	iDefend	A comprehensive therapy that incorporates minerals, anti-oxidants, electrolytes, & various amino acids that restore the body's equilibrium	Achieves homeostasis & enhances the body's immunity & natural defenses	\$175.00
	iEnergize	A synergistic blend of magnesium, calcium, electrolytes, anti-oxidants, & high concentration vitamins C & B12	Alleviates chronic fatigue, particularly due to asthma, sinus infections, migraines, & cardiovascular disease.	\$145.00
	iStimulate	A specially formulated blend of minerals, vitamins, electrolytes, & amino acids that optimize endurance & yield immediate results	Improves endurance & physical performance for intense athletic activity	\$215.00
	iRecover	A combination of specific minerals, vitamins, electrolytes, & amino acids directed toward recovery from strenuous exercise	Restores & repairs the catabolic effects of exercise & athletic exertion	\$225.00
	iMetabolize	A specialized blend that bolsters volume status, eliminates toxins & stimulates fat burning to regulate metabolism & improve energy	Alleviates the side-effects of weight loss, which include reduced metabolic rate, electrolyte imbalance, fatigue, & dehydration	\$165.00

What Is IV Therapy?

Book an Infusion TODAY!

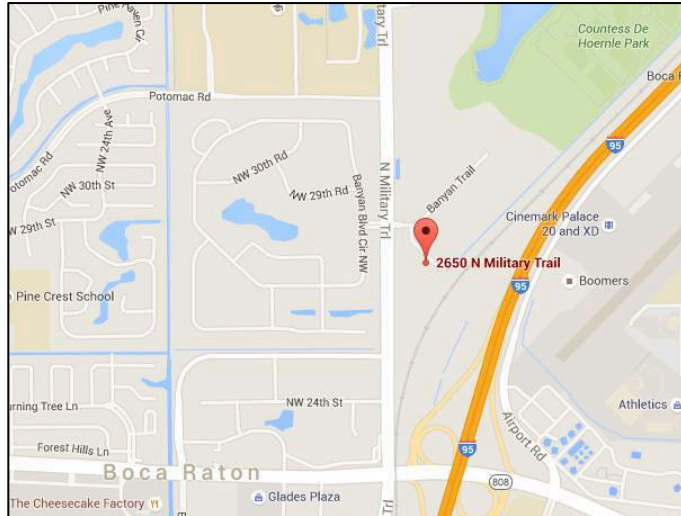
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Hours of Operation

Monday - Friday	11AM - 7PM
Saturday	10AM - 3PM
Sundays & Holidays	CLOSED
Off-Hours & In-Home Treatments	By Appointment