

THE DRIPBAR

The DRIPBaR operates within one of the fastest-growing segments of the wellness industry and is focused on proactive health, performance optimization, and cellular wellness. As consumers shift toward preventative care, the demand for accessible, results-driven solutions continues to accelerate.

A MODERN WELLNESS EXPERIENCE

The DRIPBaR is a modern wellness franchise specializing in intravenous (IV) vitamin therapy and complementary services designed to support the body at its core.

Combining clinical expertise with a spa-like setting, The DRIPBaR delivers care that's both professional and approachable.





WHY WELLNESS? WHY NOW?

The wellness industry is rapidly shifting toward preventative, performance-based care, and IV hydration therapy is at the forefront of this movement. Once limited to hospitals, IV therapy is now a mainstream wellness service, offering fast, effective hydration and nutrient delivery for today's health-conscious consumers.

THE MARKET IS MASSIVE

\$3 BILLION

global market and growing steadily

North America represents nearly

50%

of total market share

Projected to exceed

\$5.5 BILLION

by 2033

10%

U.S. segment growth annually with rising demand

WHAT'S DRIVING GROWTH?

Today's consumers are prioritizing:

- ✓ Energy, performance, and recovery
- ✓ Immune system support
- ✓ Preventative and proactive wellness

IV therapy meets these needs by delivering immediate absorption of vitamins, fluids, and nutrients, making it more effective than traditional supplements.

The IV therapy industry has significant room for branded franchise growth. As demand continues to rise, businesses that combine clinical credibility with a premium customer experience are positioned to lead the market.





WHAT SETS THE DRIPBAR APART

In a sea of fragmented providers, The DRIPBaR stands out with a one-of-a-kind model:



EXPLOSIVE CATEGORY GROWTH

Positioned in one of the fastest-growing wellness sectors.



RECURRING REVENUE MODEL

Memberships and treatment plans create consistent cash flow.



SCALABLE & FLEXIBLE

Multiple location types (Primary & Mini) allow for easier expansion.



MULTIPLE REVENUE STREAMS

In-clinic, telehealth, and retail/e-commerce opportunities.



PREMIUM BRAND POSITIONING

Accessible luxury that appeals to both high-end and everyday consumers.



OPERATIONAL SIMPLICITY

Streamlined systems reduce complexity and labor costs.



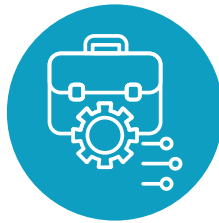
WHO MAKES A GREAT FRANCHISEE?

A medical background is not required. What matters most is mindset and motivation. Ideal franchisees often share these traits:



Strong Customer Service & Hospitality Mindset

You prioritize client comfort, trust, and a premium wellness experience.



Solid Business Management Skills

You follow proven systems, lead teams, and run operations consistently.



Readiness and Growth Orientation

You're prepared for the investment and focused on long-term, steady growth.

THE DRIPBAR OWNERSHIP MODELS

Owner-Operator

Franchisees are hands-on, managing daily operations, leading their team, and driving growth while ensuring top-quality client experiences and community engagement.

Manage the Manager

Franchisees focus on strategy and business growth while a general manager handles daily operations, ensuring brand standards, financial performance are maintained, and promoting in the community.





WHAT YOU GET AS A FRANCHISEE

TRAINING & SUPPORT

We provide you all the training you would need to open and ongoing.

Our comprehensive training model includes:

- **OWNER TRAINING**
 - Virtual and on-site training before opening.
- **DRIPBaR University**
 - 24/7 access for ongoing education.
- **On-Site Nurse Training**
 - Days of hands-on training to ensure operational excellence.
- **IV Academy**
 - Online training to certify healthcare professionals in the administration of intravenous (IV) vitamin therapy.



DEDICATED
FRANCHISEE
AND EMPLOYEE
TRAINING

FDD ITEM 7:

(Primary)

\$400,000

for a single location

Minimum Net Worth:
\$700,000

Minimum Liquid Capital:
\$200,000

(Mini)

\$135,000

for a single location

Minimum Net Worth:
\$300,000

Minimum Liquid Capital:
\$125,000

FDD ITEM 19:

Average Gross Sales:

\$791,226

Average EBITDA: **\$182,387**

(Primary DRIPBaR)

THE DRIPBAR VITAMIN THERAPY

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