



### PARTY LIKE A ROCK STAR

Music festivals are awesome. With your favorite performers on stage, incredible music and jam-packed audiences dancing spontaneously, the vibe is tremendously upbeat. Whether it's a big music festival, like Coachella or Lollapalooza, or one of the hundreds of smaller, genre-specific festivals, thousands of music fans jump at the chance to see iconic musicians perform live and all in one location. There's no better way to escape from reality, even if only for a day or two.

Music festivals are all about the experience. They're about hanging out with friends, meeting new people with whom you feel an instant connection and, let's face it, partying like there's no tomorrow. Except, there is a tomorrow and maybe it involves having to go to work or to school, and you'd rather not feel like you were hit by a Mack truck because you indulged a little more than you should.

The good news is you can still party like a rock star and also recover like one thanks to a new kind of treatment that's gaining popularity nationwide – IV vitamin therapy.



### HOW IV VITAMIN THERAPY WORKS

IV therapy delivers hydrating fluids and essential nutrients to your body via your veins quickly and efficiently. The IV bag contains essential fluids, electrolytes, vitamins, minerals and antioxidants. It can also contain medicines targeted to your needs. If you're trying to recover from a nasty hangover, for example, anti-nausea medications can be included.

Because the delivery method of IV therapy bypasses the gastrointestinal system, it results in 100% absorption of the nutrients into the bloodstream. Translation – you feel better faster.

### WHY IV THERAPY IS IDEAL FOR MUSIC FESTIVALS

If you're going to a music festival, you're probably going to be outdoors for a long period of time. It's important to stay hydrated, particularly if it's a summer festival. IV therapy can help you regain precious fluids after hours of exposure in the heat.

If you like to party at the music festival, don't let a hangover sap your energy and good vibes, not when there's an easy fix to dehydration, nausea, headache, brain fog and fatigue. Recover quickly with IV therapy, even if it's only so you can go out and do it again!

### IV Therapy Becomes Mainstream

IV treatments have become popular in recent years with celebrities like Rihanna, Cindy Crawford and Simon Cowell making it known they partake regularly. Used for everything from boosting energy to combating stress, the flu, and hangovers, IV therapy has become a mainstream wellness trend.

You can find IV treatments offered around the country with a presence at major events like music festivals as well as mobile IV units that make house calls, sending a nurse to your home or hotel room to administer a treatment.

#### Why IV Therapy is Effective

The IV delivery method allows the fluids, pain medication, vitamins and minerals to be rapidly absorbed by the body. Nowadays, people who partake in IV therapy include everyone from gym goers who want more from their workouts to firefighters who work long shifts, travelers suffering from jet lag and people trying to ward off a cold.

#### What to Expect

Before hooking you up to an IV drip, a nurse will take a medical history and perform a brief physical that includes taking your blood pressure (completely painless). The RN will then sterilize the injection area with alcohol.

It takes just a second to insert the IV. You'll feel a slight prick, but once the needle is in, you're already past the hard part. No matter how nervous you are initially, after a minute or two, you'll begin to chill out. Go ahead and use your phone, take a nap or even get some work done if you're feeling ambitious.

Most drip therapies are 1,000 ML and take about 45-60 minutes to be administered. Depending on how fast your body absorbs the vitamins, you may feel the effects instantly, or it can take a few hours to feel the full positive effects. By the way, while you're getting a cure for your hangover, you can add some beauty-enhancing vitamins to make your hair and skin look radiant.

### FAQS FOR IV THERAPIES AT MUSIC FESTIVALS

Still not sure if an IV vitamin therapy is right for you? Here are answers to some of the most frequently asked questions:

#### Which IV therapies are best for music festival attendees and why?

- Before the event – The most popular therapies are Simple Energy for an energy boost and Simple Hydration so you are well-hydrated prior to being in the sun and partying all day.
- During the event – Simple Detox is for patients who want to continue to party and "keep up" with their friends and festival-goers. Simple Hydration can help you stay hydrated and feel well enough to attend all of the events and after parties.
- After the event – Simple Detox and Simple Myers will alleviate any symptoms experienced after a day (or two or three) of partying, so you can get back to the regular "work week." Add a dose of anti-nausea, anti-inflammatory, antihistamine, or antacid to help with your most severe symptoms.

#### How long does it take to receive an IV therapy?

#### Will I feel positive results instantly and will they last?

#### Why should I choose an IV therapy for a music festival boost rather than just taking vitamins or drinking water to stay hydrated?

#### How should I choose a company for my IV therapy?

#### How much does an IV treatment cost?

#### After the music festival, if I like the boost I received from the IV therapy, should I continue seeking out IV therapies?

#### What if I work in an industry with random drug testing of employees or I'm a collegiate or professional athlete? Is there anything in an IV therapy that could cause me to fail a drug test?

#### Is there anyone who especially should or should not consider IV therapy?

#### How can I arrange to get IV therapy?