

Jana Gavin & Jordan Cobb

IVitamin

Two Texas State University alumni founded IVitamin more than five years ago as Austin's first brick and mortar IV vitamin hydration lounge offering IV therapy to work hard and play harder Austinites. Jordan Cobb, CEO, and Jana Gavin, chief medical officer, are 20+ year veterans of the healthcare industry. Jana is a licensed pharmacist responsible for their proprietary IV Cocktail blends and Boosters Menu. IVitamin guests can enjoy one of nine different IV cocktails focusing on providing support for boosting energy, immunity, hydration, anti-aging, diet/detox, athletic recovery, and more—it's not just a hangover helper! Also on the menu is IVitamin IV Elite, which includes regenerative NAD+, and Exosome Infusions plus micronutrient testing. "Our passion comes from trying something that works so well for us that we want to share with everyone. With lifestyles today people are not getting the recommended diet, sleep or exercise leaving us feeling run down and unwell. The IV Pathway is superior and gives you 100% absorption of vitamins and minerals."

IVitamin has locations on West Anderson Lane and South Congress along with Mobile IV Delivery & Events (weddings, IV brunches, corporate wellness). IVitamin's mission is to help guests and members achieve their health and wellness goals and feel their best. "We make it relaxing in our spa-like setting, you sit in an oversized head-to-toe massage chair while our licensed IV specialists administer the IV. Our medical includes a full-time nurse practitioner, medical director, pharmacist along with our licensed IV specialists," the co-founders say. IVitamin expansion and Texas franchising are happening now.

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