



IV league

Antonia Mariconda looks at the new trend for IV vitamin drips

The intravenous administration of fluids and vitamins is a growing trend in wellness, a trend that's reportedly been embraced by a host of celebrities including Rihanna, Simon Cowell and Madonna. The vitamin therapy industry is growing so rapidly that global business experts have predicted that it will boom in the next few years and could even eclipse Botox® in popularity. IV vitamin therapy is a simple procedure whereby an individual receives vitamins and nutrients directly into their vein via a cannula situated in the hand or arm. Hospital patients routinely receive fluids and nutrients via this method, but it has become increasingly popular for otherwise healthy people to have IV therapy in order to address problems such as tiredness and lack of energy. All too often, the stresses of modern life result in people being in sub-optimal condition, suffering from fatigue, listlessness, disturbed sleep, and weight gain amongst other problems. Frequently, individuals who manifest these problems will be dehydrated and depleted of vital vitamins and minerals, and restoring hydration and nutrients will often be very effective in reducing these problems and can sometimes eliminate them altogether.

The intravenous delivery of fluids and wellness agents is the most efficient way to rehydrate as they are administered straight into the bloodstream. The body is only able to digest 55% of vitamins and fluids taken orally but is able to absorb 100% of fluids and nutrients delivered intravenously and is therefore able to utilise them quickly and efficiently. The result is that energy levels are turbocharged and the individual feels revitalised and refreshed. Adequate hydration is of paramount importance to health and maintenance of the mind and body. A deficit in hydration of just 2% can result in numerous detrimental effects for the body, namely stress and loss of productivity. Several factors can influence an individual's hydration levels, such as sun exposure, illness, alcohol consumption and reduced fluid intake.

The IV delivery of vitamins for wellness originated in Baltimore, Maryland, USA, where John Myers MD, used an intravenous vitamin-and-mineral formula for the treatment of a wide range of clinical conditions such as fatigue, migraines, allergic rhinitis, muscle spasms and even cardiovascular disease. The modified "Myers' cocktail," which consists of magnesium, calcium, B vitamins, and vitamin C, has been found to be effective against these and other disorders and was used by Myers to treat his patients for almost 25 years before his death in 1984.

Modern IV vitamin therapy is a modified version of the Myers Cocktail. IV vitamins therapy is currently very popular in North America where thousands of people extol the virtues of regular injections of vitamins. In the US, surveys by the National Health and Nutrition Examination Surveys (NHANES) from the past 20 years revealed that the US population is deficient in magnesium and vitamin D amongst other vital nutrients, which may explain why people are keen to rectify these deficits.

The current trend for these therapies began five years ago when basketball players began utilising them as a legal way to enhance their performance. The treatment then evolved to meet the demand for a 'quick fix' for those wanting to relieve the symptoms of hangovers after heavy drinking and partying, and to help those who had been "burning the candle at both ends."

SCIENTIFIC EVIDENCE FOR IV VITAMIN THERAPY

Some of the most extensive evidence for the effectiveness of IVMT is based on the Myers' Cocktail, named after Dr John Myers, who practiced in Baltimore during the mid 20th century and was one of the founders of modern IVMT. Dr Alan Gaby, who also practiced in Baltimore and took over many of Dr Myers' patients after his death in 1984 administered more than 15,000 Myers' injections to about 1,000 patients over an 11 year period in an outpatient setting. A summary of this work was published in *Alternative Medicine Review* in 2002 (Vol 7, No. 5). Dr Gaby found the Myers effective for asthma, migraines, chronic fatigue, acute muscle spasms, upper respiratory tract infections, chronic sinusitis, seasonal allergies, cardiovascular disease, mental depression, urticarial and various other disorders.¹

- Numerous studies found improved asthma scores and fewer hospitalisations for recipients of Myers cocktails.^{2,3,4}

- Another study of those with chronic pain and fatigue syndrome demonstrated a significant reduction of symptoms with improved energy levels, decreased pain and improved emotional state.^{5,6,7}

- One study showed a decrease in fibromyalgia symptoms vs placebo with periodic regimented administration.^{8,9}

REVIV

Last month saw the much publicised launch of REVIV in London, REVIV Wellness are a company that provide a system of safe and effective intravenous hydration therapies and booster shots that are available in Wellness spas throughout the UK.

Founded by four accident and emergency doctors with over 40 years' experience in treating dehydration and restoring energy levels, these IV hydration spas have been available overseas for over two years, but are a relatively new phenomenon in the UK. Currently there are clinics in London, Cheshire and Newcastle but there will be a total of over 50 clinics in the UK by the end of 2014.

Time short people need not worry that a clinic visit for IV hydration and booster shots will be time consuming - IV hydration takes less than an hour and a booster shot is administered in seconds. Both the book in and check-in



processes are streamlined and efficient, with the medical questionnaire being thorough but quick. The procedure is pain free and all staff are rigorously trained and insert needles quickly and painlessly, then the client is able to relax while their treatment is administered.

REVIV infusions are designed to replenish hydration levels, and restore individuals back to optimum health. The administration of an infusion can alleviate tiredness and increase alertness, boost the immune system and even alleviate depression, all whilst improving the appearance of skin, hair and nails.

There are five different options for IV hydration

- **Hydromax** pure hydration infusion is aimed at replenishing fluids after physical exertion. Orally ingesting fluid often doesn't restore hydration quickly enough, and so this infusion of pure saline is an ideal solution.
- **Ultraviv recovery infusion** is designed to address a multitude of ills from nausea to jetlag. It will quickly restore hydration and relieve pain and nausea, delivering a dose of vitamin B12 whilst giving a boost of energy.
- **Megaboost vitamin infusion** packed with vitamins, detoxifying agents and the anti-ageing glutathione, this infusion will help restore radiance to the body.
- **Vitaglow anti ageing infusion** will restore a glow and radiance to the skin whilst maximising hydration. Packed with anti-ageing super ingredient glutathione, which attacks the free radicals responsible for destroying skin elasticity, this infusion is a sure-fire way to restore the skin to optimum health.

I have been administering IV Vitamin drips for years with good results. The debate over the benefits of IV vitamin infusions will rage on and is similar to the on going debate over the benefits of taking oral vitamins. There will always be two schools of thought. But It is an informed patient choice at the end of the day and as long as there is no proven harm then I don't personally see any problem with them Dr Mark Bonar

• **Royal flush deluxe infusion** is a purification system combining the recovery benefits of Ultraviv along with the cleansing properties of megaboost.

Booster shots take just seconds to administer, but their positive effects last for days.

There are three different shots from which to choose:

• **B-12 pure energy booster**

Vitamin B12 is arguably the vitamin that is most vital to a healthy body. It increases energy levels, stimulates red blood cell production and helps regulate mood, sleep and appetite.

• **Slimboost fit energy booster**

Containing vitamin B12 and amino acids to boost metabolism, this booster will increase your chances of obtaining your fitness goals.

• **Glutathione body booster**

Glutathione is the main antioxidant and detoxifier. It has anti-inflammatory effects, boosts the immune system, improves athletic performance and is also able to slow down the ageing process, all whilst improving the appearance of skin, hair and nails. Glutathione aids in cellular protection and studies have shown a correlation between Glutathione levels and tissue health and function.^{10,11,12} As a peptide, oral ingestion results in a complete breakdown so intravenous or intramuscular injection is the only viable way of replenishing the compound.¹³

The objective is to allow clients to look and feel their best, and with clinics opening in 250 locations across the UK, REVIV aim to help as many people as possible.

All who visit REVIV clinics can rest assured that they are in safe hands, all clinic staff are meticulously trained and are trained paramedics, nurses or doctors with many years' experience.

One of the founders of REVIV Johnny Parvani said, "The future of wellness is upon us. Our goal is to deliver consistent high quality service and to provide continuous education to the general public on health maintenance and illness prevention. This concept not only helps augment individual productivity but helps conserve resources. Our job is to keep people healthy and feeling their best."¹²

There are several case studies that support the efficacy of IV hydration and vitamins. An athlete who had been exercising vigorously in extreme heat, lost fluid and electrolytes through sweat. He received IV hydration with vitamins to replenish his body, leading to swift recovery from the exertion with fewer after effects such as fatigue.

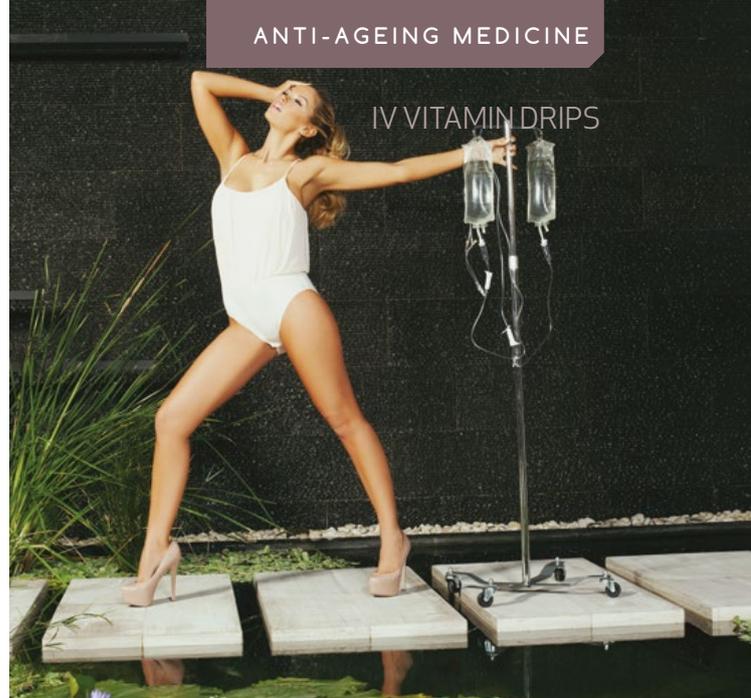
Another example is a young man who spent six hours surfing in the hot sun in Hawaii, and suffered sunburn and resultant pain. The sun damages skin and causes the release of free radicals which destroy tissues and cells and can result in discomfort, burnt skin, dehydration and skin wrinkling. An electrolyte disturbance again occurs which can be addressed with intravenous fluids, vitamins, antioxidants and anti-inflammatories to reduce pain and unsightly skin distortion.

The treatments are a safe and effective way to deliver a healthy dose of vitamins and correct any deficiencies and ensure an individual achieves maximum productivity. **AM**

Although I agree the best way to get vitamins is through a healthy diet it doesn't always happen in today's hectic lifestyles. A lot of people are deficient and IV vitamin therapy allows higher nutrient levels to be absorbed quickly. I see it as a long-term supplement to maintaining health and wellness Luisa Scott, registered nurse



>> Antonia Mariconda, also known as The Cosmedic Coach, is an award-winning beauty blogger and writer and founder of the #safetyinbeauty campaign. She is the author of four books, and is currently writing her fifth. Antonia is also a TV presenter for Sky Fitness and Beauty.



Case study

"I had two rounds of REVIV on two separate occasions, the first during a particularly heavy bout of flu, and the second at the tale end of the same bout of flu and sinusitis, I felt particular improvement with the first IV treatment (booster) in the sense

the next day I was a lot more clear headed and fresh and my energy level improved, but with the second IV treatment (Royal Flush) the restored to pre illness state, I could breathe a lot more clearly, the foggy headache I had seemed to fade within hours, and the surge in my energy level was remarkable, I had been previously incredibly sceptical of the efficacy but for me personally the second treatment helped me over come a particularly tiring phase of illness which had resulted in physical exhaustion and clearly dehydration. I would have IV vitamin therapy again".

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