

# LUDLOW RESEARCH

## Market Research Report

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## AMERICAN PREMIUM WATER (OTC:HIPH)

### **Ludlow Research Adjusts Opinion of American Premium Water (HIPH) Based on Near-Term Bottom in CBD and Cannabis Sector**

(NEW YORK)—Nov. 12, 2019--Ludlow Research updated its opinion on **American Premium Water Corporation** (OTC: [HIPH](#)), based on upgrade of CBD and Cannabis sectors on potential near-term bottom, maintains 'speculative' \$0.03 target.

Ludlow Research issued an upgrade to the CBD and Cannabis stock sectors based on lower price valuations, and high bearish sentiment as potential near-term bottom in both sectors.

#### **Key reasons for sector upgrade:**

- High Bearish Sentiment in Sector
- Lower Price Valuations
- FDA Framework for CBD Products
- SAFE Banking Act in Congress

#### **Bearish Sentiment Signals Buying opportunity**

One of the biggest signals we may be near bottom is the very high bearish sentiment in CBD and cannabis stocks. For anyone that has been following this correction knows the excitement in CBD and cannabis is all but dead, and that is exactly the time when you buy into a story. You should never get caught up into the hype, but rather buy in when no one else wants to own this sector, like now.

You want to own a position BEFORE any run happens because with most situations like this you could see a violent short cover rally of 30-40% before you have chance to get in. So the best bet is to slowly build position now before any new regulatory news is released by years end.

#### **Calling a Bottom**

Calling an exact bottom in any stock or sector is hard even for the most professional analyst on Wall Street. Could this sector, and stock, still have bit more downside form here? Yes, absolutely! But it is also safe to say that everyone who wanted to sell has sold, and that the bias is now more to the upside then it is for the downside. Always remember, SELL the greed and BUY the fear!

For this reason Ludlow Research has upgraded the entire CBD and cannabis sector, along with **American Premium Water** ([HIPH](#)), and is calling a near-term bottom in these stocks.

**Short-Term:** HIPH has potential to trade up to the \$0.0063 and then \$0.02 before meeting short-term resistance on moving averages.



\* Ludlow Research issued its upgrade on HIPH on Nov. 12, 2019 at price of \$0.0055 per share

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### **SAFE Banking Act**

Because cannabis at the federal level is considered an illegal substance, most banks are not servicing cannabis businesses. In addition, there is major confusion surrounding the legalization of marijuana and CBD with growing state laws addressing these topics. In one attempt On September 25, 2019, the House passed the Secure and Fair Enforcement (or SAFE) Banking Act of 2019, and it is now with the Senate for consideration. Passage of this bill could be sent to President desk possibly before the end of this year as Congress looks to rush things through before holiday recess.

### **FDA Framework for CBD Products**

Senator Majority Leader Mitch McConnell (R-KY) pushed the FDA to establish regulatory rules for CBD products, which could remove the uncertainty with the CBD market, and send the entire sector running once announced.

Framework from FDA on CBD products is expected to be released sometime before Dec. 31, 2019.

### **About American Premium Water Corp.**

American Premium Water (OTC: HIPH) is a diversified luxury consumer products company focused on businesses in the health and beauty and biotech sectors. The company is focused on harnessing the powers of hydrogen and Nano technologies paired with cannabidiol (CBD) to treat health disorders and enhance quality of life. This business model aims to market emerging fashion brands by leveraging classic retail partners and incorporating disruptive blockchain technologies to expand the retail footprint. The company's portfolio includes the LALPINA Hydro and LALPINA Hydro CBD brands ([www.LalpinaInc.com](http://www.LalpinaInc.com))

### **About Ludlow Research**

Ludlow Research is a New York based equity research firm that focuses on providing research coverage and investor awareness services to emerging small-cap companies. For over 12 years we have worked to provide our readers with a simple way of evaluating the current and potential value of small-cap companies, while garnering these clients greater market awareness to new investors. For more information please visit [www.ludlowresearch.com](http://www.ludlowresearch.com)

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