

Frontrunner in CBD Hydrogen Infused Market, (HIPH) Potential Blockchain Acquisitions

HIPH is just beginning to capitalize joining peers PotNetwork (OTC: POTN), General Cannabis (OTC: CANN), Growlife (OTC: PHOT), and Medical Marijuana (OTC: MJNA)

MIAMI, FLORIDA, USA, February 14, 2018 /EINPresswire.com/ -- EmergingGrowth Newswire - EmergingGrowth.com, a leading independent small cap media portal with an extensive history of providing unparalleled content for the Emerging Growth markets and companies, reports on American Premium Water Corporation (OTC Pink: HIPH).

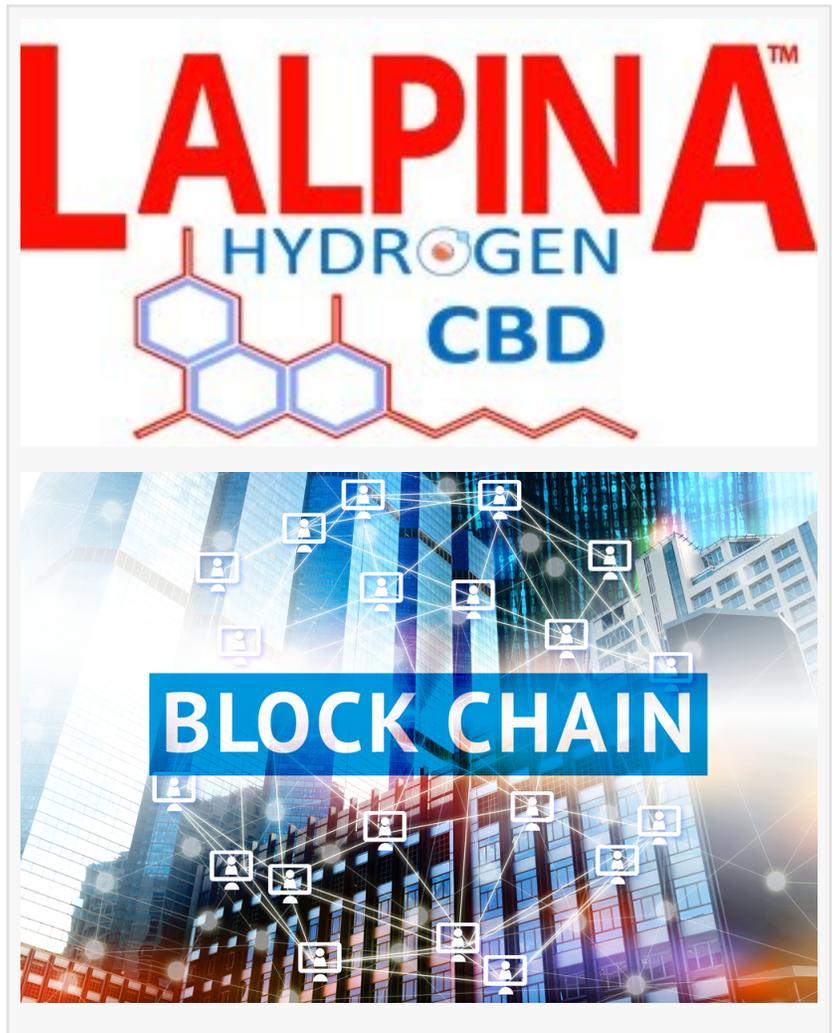
American Premium Water Corporation, (OTC Pink: HIPH) the holding company of luxury consumer brands LALPINA and Gents, is pleased to announce that both its brands had successful activation campaigns during Super Bowl week in Minneapolis, MN.

See the full press release here: <http://emerginggrowth.com/american-premium-water-corporation-otc-pink-hiph-successful-activation-super-bowl-week/>

Both brands received significant exposure at events and parties in advance of the big game. This comes after the January 29th announcement detailing the delivery of a [CBD](#)-infused hydrogen energy drink under the LALPINA brand, led by CEO, Ryan Fishoff.

American Premium Water Company's (OTC Pink: HIPH) two flagship brands had a visible presence on the ground, engaging in activation with A-list celebrities and entertainers, including Flo Rida, LALPINA's brand ambassador who performed at the Leather & Laces party hosted by Donnie Wahlberg and Jenny McCarthy. NFL legend Clinton Portis, WWE (NYSE: WWE) Superstar Mojo Rawley, and others also joined with HIPH in celebration of the brands and newly released products.

HIPH is just beginning to capitalize off this sector, joining other companies such as PotNetwork Holding Inc (OTC Pink: POTN), General Cannabis Corporation (OTCQB: CANN), Namaste Technologies (OTCQB: NXTTF), Growlife Inc (OTC Pink: PHOT), and Medical Marijuana, Inc. (OTC



Pink: MJNA) who have carved out their respective niches in the sector. HIPH has made preliminary overtures to a number of companies in the space to explore strategic alliances and joint-ventures to increase shareholder value.

LALPINA HYDROGEN CBD is the pioneer and front runner in the CBD hydrogen infused market, as opposed to alternative solutions, where

upwards of 90% of the CBD nutrients are lost in the digestive process. LALPINA HYDROGEN CBD utilizes hydrogen as the delivery mechanism which allows the CBD nutrients to immediately penetrate into the cells, bypassing the bloodstream, and yielding a greater absorption rate. This creates an immediate effect, which appeals to many different demographics with different required uses."

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There is no other CBD hydrogen infused product on the market, and we're happy to be the first to launch, with 100% market share."

*Alfred Culbreth Founder
American Premium Water
Corp. (HIPH)*

The launch of LALPINA HYDROGEN CBD, has propelled HIPH into the CBD sector, which grown exponentially year over year, and is projected to grow over 700% by 2020.

Mr. Fishoff, on UPTICK Newswire spoke more in-depth about the [Superbowl](#) activation, the potential of LALPINA HYDROGEN CBD, his successes so far during his tenure as CEO of HIPH, and 2018 growth initiatives for the company, including ongoing M&A discussions, and the potential to do acquisitions in the [blockchain](#) space.

Alfred Culbreth, Founder of American Premium Water Corporation (OTC: HIPH) and Ryan Fishoff, its CEO, also recently announced that after over a year of development, it has delivered its hydrogen infused CBD Prototype, which it plans to release during the first half of 2018.

Ryan Fishoff, CEO of American Premium Water Corporation stated "I am thrilled to announce that after many months of R&D, HIPH has finally been able to produce a beta version of the LALPINA hydrogen infused CBD water ("LALPINA HYDROGEN CBD"). We have perfected the process, and are really excited to bring it to market before the end of the 1st half of 2018".

Mr. Culbreth added, "There is no other CBD hydrogen infused product on the market, and we're happy to be the first to launch, with 100% market share. In many CBD products, upwards of 90% of the CBD nutrients are lost in the digestive process. LALPINA HYDROGEN CBD utilizes hydrogen as delivery mechanism which allows the CBD nutrients to immediately penetrate into the cells, bypassing the bloodstream, which yields a greater absorption rate of CBD, creating a more immediate effect.

American Premium Water Corporation (OTC: HIPH)'s hydrogen infused CBD product was first announced August 29, 2017, in which, the company signed an agreement with BioHemp Industries to produce and supply the company with USDA certified CBD oil.

"CBD can be delivered in a variety of ways, including water, but the hydrogen infusion takes CBD delivery to a whole new level. We're really looking forward to working with American Premium Water to help add such a uniquely great option to their line," detailed Jamie Allen BioHemp Industries CEO.

American Premium Water Corporation (OTC Pink: HIPH) has a market cap of just \$2.5 million, as

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of February 2017. Furthermore, the company maintains a share structure consisting of 100 million shares authorized, and 76.8 million shares outstanding according to OTC Markets.

American Premium Water Corporation (OTC: HIPH) is also developing an omni-channel go-to-market strategy that will piggyback on the launch of our LALPINA HYDROGEN infused beverage, which includes digital marketing, direct to consumer, Amazon (NASDAQ: AMZN), and retail distribution. Bringing LALPINA HYDROGEN CBD to market will continue to distinguish LALPINA as the preeminent hydrogen infused brand.

Cannabidiol, or CBD, is one of the fastest growing subsectors of the cannabis industry. Unlike THC, CBDs do not get you "high" yet it provides a wide range of health benefits. CBDs are legal in all 50 states and are not subject to the same strict regulations as THC. CBD-based products provide consumers a chance to benefit from the medicinal properties of cannabis without the impairment.

American Premium Water Corporation (OTC: HIPH), with its related products, also recently announced a 1,134% increase in sales over its previous quarter 2017 and 80% reduction in debt.

This outstanding performance is attributable to the Gents acquisition, in Q3, while also working hard to significantly reduce long-term convertible debt and increase shareholder value.

American Premium Water Corporation (OTC: HIPH) is looking to raise non-toxic capital in the coming quarter to help further fund growth initiatives. With regard to financing, the company is confident that the clean-up they did on the balance sheet will help them achieve this by Q1 2018.

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