

ENDURANCE NEWS



BY HAMMER NUTRITION

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Hammer's innovative new products

SEVEN-TIME CHAMP

Champion paddleboarder Connor Baxter talks about his latest win

RECOVERY MATTERS

The inside scoop on recovery

2016 HIGHLIGHTS

Hammer athletes hit the podiums

PLUS ...

- Three protein packed recipes
- How to avoid hidden sugar traps
- Hammering in National Parks
- World-class apparel

AND MORE!



HITTING THE TRAILS

After setting a new PR at Ironman Vineman, Hammer sponsored triathlete David Tatum takes to the trails in Fresno, CA. "I have never considered myself a runner, but triathlon has slowly taught me to embrace becoming one." Follow David Tatum at tricoachtatum.com

PHOTO: WHITNEY MARKWARDT PHOTOGRAPHY



WELCOME



Welcome to the 102nd issue of Endurance News and the last issue of 2016!

With your help, we've put together another stellar issue to cap off an amazing year. In the following pages, you'll find stories of success and triumph along with great articles focusing on recovery and inspirational photos.

2016 has been a year of change and innovation here at Hammer. We've introduced revolutionary new products and updated existing products in our tireless quest for innovation and improvement. Next year we're celebrate our 30th anniversary and I'm excited for what that will bring.

Fully Charged and Essential Mg are two innovative new products that demonstrate how after almost 30 years, we are still the brand that will give you a competitive edge and help you improve your health. Fully Charged is truly the first pre-exercise product that gets you physiologically and mentally ready for exertion. Up until now, these products have been a caustic combination of stimulants and artificial ingredients that did little more than stress your body and make you feel wired. If you have not experienced the effects of this product yet, put it at the top of your list of things to try. It's a game changer for sure.

Essential Mg may not seem as sexy or exciting as our pre-workout ignitor, but it's no less important. It addresses the chronic magnesium deficiency that most of us have by providing five sources of bioavailable magnesium, making it one of the best supplements on the market. This product is a worthwhile addition to your "Daily Essentials" that will provide profound benefits.

In the product update category, we've completed a rebuild of all 8 of our food bars and are in the middle of revising our beloved Hammer Gel formula by removing the potassium sorbate and eliminating or reducing the citric acid content. Removing these FDA mandated ingredients has been a goal of mine since the beginning. Of course if we just added more sugar like the competition, they wouldn't have been required. As soon as the FDA approved a natural preservative, we jumped on it. We were also able to meet their acidity requirements by using ascorbic acid (vitamin C) and malic acid, both far more preferable and better tolerated than citric acid.

Besides improving the technical attributes and performance of these products, I've also strived to improve the taste. Of course, changing existing popular products can be risky because it comes with a cost. Not all of you will agree that the new versions taste better and some will say they like the old ones better. This is the cost of innovation and a risk I'm willing to take for the greater good. Not doing so would be a disservice to you and a failing in my quest to offer the best products possible. I hope you will give the new bars and gel a try and let me know what you think, good or bad.

Enjoy the read and do your part to recycle by passing this issue to a friend once you've read it a couple of times.

Brian Frank
Brian Frank
 Hammer Nutrition Owner

On the cover: Victor Sheldon on his way to a 1st place win at Bonelli Park during the second race of the Kenda Cup.
 Photo: Courtesy Victor Sheldon

AN EXCLUSIVE PUBLICATION OF:



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MISSION

Endurance News provides informative and inspirational content to help endurance athletes like you achieve peak performance and health. The views expressed favor a healthy diet, hard training that emphasizes quality over quantity, and prudent supplementation to improve health and performance. Back issues are available at:

www.hammernutrition.com

OUR GUIDING PRINCIPLES

Service: From day one, we've strived to treat each client fairly, honestly, & individually. Your trust is our top priority.

Education: We educate and empower athletes with free, easily accessible information on health and performance.

Principles before Profits: Profits never take priority over our values. If it says "Hammer Nutrition," it's good for you.

OUR CORE VALUES

Innovation: Our development of new, cutting-edge products and categories has led the field since 1987.

Product Integrity: Our consumables are researched, tested, and USA-made to the strictest standards.

Read more at www.hammernutrition.com. "Mission"



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Hammer athlete Martin Crimiale shares his tips for overcoming injuries. Photo Courtesy Martin Crimiale

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Hammer athlete Dina Neils shares her successful recovery regime. Photo: Courtesy Dina Neils



2016 standout, Traci Falbo breaks through the finish at the Mad City 100k National Championships Photo Karl Leas

Starting Lines

Letters from Hammer Nutrition Athletes & Clients



Dave Dylan stops by Hammer headquarters during a summer ride

Quality and performance

Sixteen years ago, I purchased my first Hammer products (two bottles of Gel) for a self-supported ride to Indiana. Yes, a rather miserly purchase, but I had tried other energy boosting products with lofty claims and found the results to be a lot of hype. After consuming half my supply getting to Indiana, I noticed a significant difference in the 15 days (132 mi. avg.) it took to get there. I would wake up wondering where another 100-plus mile day would put me, rather than wrestling with the thought “I don’t know if I can do this again today.” Through the years, I have expanded my use of Hammer products to the point when they have become my ‘security blanket’ for maintaining an active and healthy existence. To me, the efficiency and dollar value packed into these items are without peer. As I age, I find change and adaption more disagreeable and difficult, so the fact that your products have kept their quality and performance consistent over the years is comforting and gratifying. My heartfelt thanks to you, your superb products, and the stellar customer service.

Dave Dylan / CLIENT

Hammer Gel fuels personal records

For many years, I used “Sports Beans” as my fuel for endurance events. Over time, I found that it was a wasted consumption of non-quality calories and carbohydrates. That’s when I discovered Hammer Gels. From everything I read and researched, they seemed to be the optimum choice for endurance fueling.

I have been using them religiously now for about 7 months and I can’t say enough about the positive effects. Within 10-15 minutes of consumption, I notice a boost in my energy and note that I rarely finish a training run feeling “spent.” I have also noticed that they keep my energy level consistent throughout training and never experience a drop in output, allowing me to get the most out of my workouts. Because of Hammer Gels, I have been able to achieve numerous PRs throughout the year so far and am looking forward to many more!

Jordan Young / CLIENT

“Race Day Boost gave me wings”

Race Day Boost gave me wings. I was floored by the positive impact it had on my performance that day. I was able to put more power down at a higher heart rate for five plus hours, and feel great doing so. Race Day Boost will be my secret weapon from here on!

Michael Rosin / CLIENT

No cramps or fatigue!

Last month, I ordered the Race PR Kit based on several product reviews. Since I had a 100 mile race coming up I figured I would try it out at a local 25k to see how it worked. I am very pleased to share that the Race PR Kit worked very well. I didn’t get the normal cramps and fatigue that I normally do. I felt great the entire distance. I was able to get 4th place and felt great doing it. I still can’t believe the difference in how I felt. I will always have this product around from now on. Thank you, Hammer Nutrition!

Rob Kolo / CLIENT

Economical and eco-friendly

For the money, Hammer Gel is the best sports nutrition product on the market. I use it every day before and/or during training and racing. I rarely wake up early enough to eat a meal three hours before my first workout, so I take a Gel five to ten minutes prior to starting, and then consume Gel or HEED during my workout.

I like the fact that I am using a product with wholesome ingredients (not sugar) that tastes great. I have never grown tired of the flavor, even during my longest workouts or races which include Ironman events and 12-hour bicycle races. I usually buy Hammer Gel in the jugs and transfer them to a flask for use. This is not only extremely economical, but environmentally conscious as there are no wrappers to discard. I even use the jugs for various purposes once they are empty.

Joel Kinnunen / CLIENT



Phytolean: an extra advantage

Phytolean has helped me shed the extra weight I was carrying around. It is meant to help out when you eat a high starch meal, which has been an issue for me. I would highly recommend adding this product to your healthy diet and lifestyle to give you an extra advantage for losing weight.

Joe Dailey / CLIENT

SEND US YOUR LETTERS!

WE LOVE HEARING FROM OUR CLIENTS & ATHLETES:

Drop us a line, share a tip, or tell us about your latest adventure. You can also stay in touch with us and other Hammerheads via social media. Send letters and comments to letters@hammernutrition.com.



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- Easy to digest
- Real, wholesome ingredients



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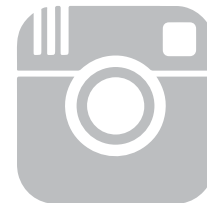
HAMMER HAPPENINGS ON FACEBOOK, INSTAGRAM & TWITTER



@seanweckelfit

Sunday night highlight

Would not have Sunday night any other way #recoveryride #howihammer



@pinkcyclingshoes



Red Wood Forrest

Visiting the Red Wood Forrest after checking into Ironman Vineman!! Ready to get this race over with so we can move on to the important part: wine tasting! #howihammer

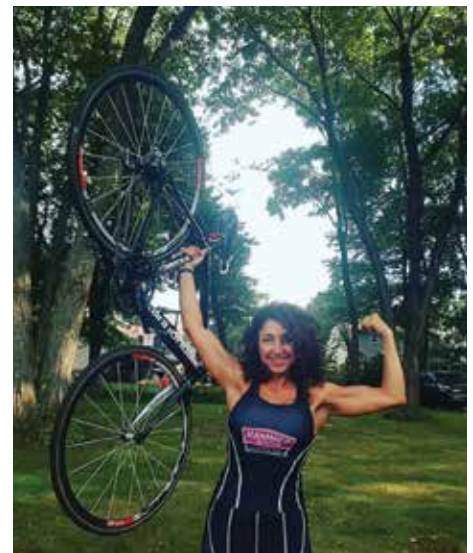
@quendo_a



Ride to the beach

Morning ride to the beach. #howihammer

@posepedalpacce



Breaking out

Breaking out my baby...15lbs when covered in dust. First pedal on her this season...gonna make it a hilly one! Hope you all get a chance to #movefeet today #howihammer

@tiffy82



Hammering in Hong Kong

official time 00:24:30

#hongkongstreetathon #runourcity
#howihammer

@summers_running



National Parks

National Park Day. One of my favorite runs of the year #nationalparkday #hammernutrition #howihammer

@travisleefitness



A little help from Hammer

These are some Hammer Nutrition products I use to help me fight against cramping, dehydration, and to keep me fueled #howihammer

@zbikespiration



All time favorite

My all-time favorite energy gel. This product doesn't compare to anything else. It is not too thick, is easy to eat, and it tastes like Nutella #hammergegel #howihammer #rapidenergy



Overheard...

"Received my new cycling kit from @hammernutrition. Great customer service, fast delivery, PLUS swag bag in the delivery box! I'm hooked."

"@hammernutrition Vegan Protein + 2 bananas + frozen strawberries + sugar free almond milk + water + ice for breakfast = not hungry all day"

"@hammernutrition Thanks, you've always been great whenever I've had questions."

"I rely on @hammernutrition's Recoverite to recover right today so I can hammer tmrw! #howihammer #fuelrightfeelgreat"

"I #love the new threads @hammernutrition #teal agrees with me & so do your products! Thanks for #trail #support"

"Stay hydrated all the time, not just when running. Slow your pace down. Sip on HEED. #running @hammernutrition"

"It's a game changer. @hammernutrition Perpetuem. It has everything I need to be race ready in no time. #ultrachat"

Keep the conversation going on social media.

Use #howihammer for a chance to be featured on Hammer Nutrition's social media pages and right here in Endurance News!



Game changers

Hammer's year in review saw many innovative additions

BY JESSICA EVANS

Here at Hammer Nutrition, we're constantly striving for improvement and innovation. We value the opportunity to revisit everything to ensure that we are not resting on our laurels. Most people don't like change, but here at Hammer, it is an invaluable tool to ensure that nothing is taken for granted.

This year, in addition to managing our inventory of over a thousand important and delicious products, we are happy to introduce a wide range new tools for your arsenal.

Essential Mg



Once you know the importance of magnesium, you'll never skip your daily intake of this miracle mineral. Magnesium is a cofactor in over 300 enzyme systems that regulate a wide range of biochemical reactions in the body. Muscle contraction, nerve function, and carbohydrate metabolism are just a few key processes that involve magnesium. It also helps regulate protein synthesis, blood pressure and blood sugar.

Shockingly though, research has shown that almost 75% of Americans are not getting their daily value. Plus, it's almost impossible to get it from food alone. Deficiencies have been linked to many avoidable ailments such as cardiovascular disease, hypertension, and insulin resistance.

Leading the pack again towards greater education and access to nutrition, Hammer unveiled "Essential Mg," the ultimate magnesium product on the market. We guarantee you will notice better performance and better overall health when incorporating it into your regimen.

Fully Charged

The search for a truly beneficial pre-exercise formula is over. Hammer has nailed it with this new pre-event routine essential: Fully Charged. Our newest innovation is specifically designed to ignite your workouts and races. Fully Charged includes a ton of true performance boosters designed to:

- Alleviate muscle soreness
- Increase mental alertness
- Stimulate production of ATP
- Elevate nitric oxide levels
- Block inflammatory enzymes

Our formula took months to perfect and we are absolutely psyched with the results. To prepare you both mentally and physically, Fully Charged is made with beneficial amino acids such as taurine, beta-alanine, and L-carnitine. It also includes




"First, I have to say how awesome Fully Charged is! I used it for the first time today and can't believe how well it works. I've tried other companies pre-workout formulas in the past and got so jittery or had some other kind of unpleasant side effect that I ended up throwing it out. I will definitely be ordering more!" -Jen Daniels



"I've used Fully Charged now for almost a week and my workouts have significantly changed. I'm doing more than I would have believed possible. Also, my recovery time has shortened as well. If so, it's even better than I originally thought!" -Corky Semier

Spectra™, a proprietary blend of 29 ingredients proven to increase nitric oxide levels by 64%. Incredible!



We also threw in some green tea for epigallocatechin gallate (EGCG) to support your cardiovascular system and some tart cherry extract for a healthy serving of anthocyanins to prevent inflammation. Not only will Fully Charged get you ideally prepped prior to exertion, it promotes rapid muscle recovery afterwards. 

"I felt a noticeable effect as far as power in the legs go. They've felt shot since a 100-miler less than three weeks ago, but not yesterday! There's just so much good stuff in Fully Charged!" -Travis McWhorter

New Hammer Bars


Adjustments to Hammer's line of food bars include new proteins and ingredients

How does one perfect perfection? We didn't think it could be done, but our nutrition experts at Hammer insisted it could be. The new adjustments taste great and improve performance even more. And, they're all organic! Here's the run down:

Hammer Bars: We removed all agave and rice protein. Instead, we started to use tapioca and pea protein.

Whey Protein Bars: This bar got smaller (down to 40 grams), but we amped up the protein to 11 grams using 100% grass fed, non-hormone, non-antibiotic whey.

Vegan Bars: An exciting addition to this bar is sacha inchi. It's derived from the seeds of a Peruvian plant, contains all nine essential amino acids, and is considered a complete protein source (you can find it in our Vegan Protein powder too).

Don't worry, all of our bars are still made with real foods like peanuts, cacao and nut butters. They still contain only wholesome carbohydrates and are free of any refined sugars. As always, Hammer Bars are preservative-free, gluten-free, GMO-free, and organic. 





Hammer athlete Pete Kostelnick won the 135 mile ultra marathon two years in a row, improving results with Hammer Nutrition. Photo: Chris Kostner

Taming the inferno

Hammer athlete defeats the desert at Badwater ultra-marathon

BY JESSICA EVANS

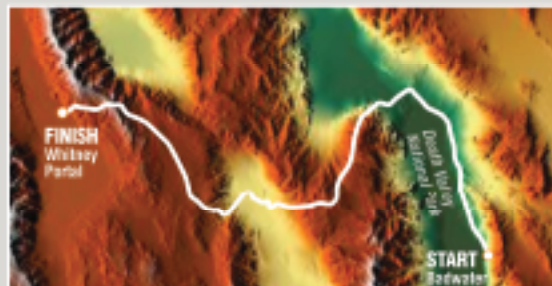
"Abandon hope all ye who enter here." You've probably already heard of Badwater. Universally referenced to as "the world's toughest foot race," this ultra-marathon is worthy of inclusion in Dante's epic poem, *Inferno*.

Hammer athlete Pete Kostelnick ran this race for the first time in 2014. He has been enduring its extremes annually ever since. This year, Kostelnick won. Again.

The 2016 STYR Labs Badwater 135 began in Death Valley, right next door to Badwater Basin, the lowest place in the continental United States. Runners pace themselves to endure over a hundred miles of scorched earth where temperatures get so high it melts the soles off their shoes. Dust and strong winds are a common


obstacle as well, not to mention the brutal sun. The race crosses three different mountain ranges to finally end at the California peak of Whitney Portal where it is 8,360 feet above sea level.

In 2014, Kostelnick's time was 30:38:09. The next year, he won the race by shaving off six hours off his time. He credits the lessons he learned the year before. "The nutrition changes I made were huge," Kostelnick said. "Perpetuem Solids and Perpetuem drink mix were my major fueling go-to's during the race. I also took Endurolytes Extreme, Anti-Fatigue Caps, and Endurance Aminos hourly." Kostelnick adjusted his calorie intake too, following Hammer's "less is best" fueling advice and his time improved by over six hours for the 2015 win.



Badwater 2016 Stats

135 miles
 14,000 feet total vertical ascent
 6,100 feet total descent
 97 runners
 84 finishers
 21:56:32 Kostelnick's winning time
 (over 9 hours faster than 2014!)

This year, he was able to take almost another two hours off his time for his 2016 win, speaking to the efficacy of his Hammer fueling system. Next year is the 40th anniversary of this world-renowned race. Hammer Nutrition will be there. Will you? 

RECOVERY DONE RIGHT



Tyler Miller mountain bikes on the Slickrock Trail in Moab, Utah. Photo Courtesy Tyler Miller



"Recoverite is an essential part of my recovery. It really works and keeps me training and racing strong!"

-Tyler Miller

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THE ATYPICAL HAMMER ATHLETE

In each issue of Endurance News, we highlight some of the less conventional ways our nutritional fuels help people. From firefighters to farmers, Hammer Nutrition customers use our products far and wide to produce amazing results. Hammer's "atypical athletes" highlight how smart fueling benefits athletes beyond cycling and running. This month, we feature standup paddleboard champion Connor Baxter. Here he narrates his most recent win in Hawaii and shares what Hammer products fuel his success.



Connor Baxter on the waves of Pacific Ocean where his victory in Hawaii earned him the longest winning streak in the men's sport of stand up paddle boarding. Photo: Karen Baxter

Current events with Connor Baxter

Stand Up Paddleboarder crushes it with 7th straight win in Maui

BY CONNOR BAXTER

The 2016 Maui-2-Molokai event was such an epic race, especially after having just returned from stand up paddleboard racing in flat water for six weeks in Europe! I came back home to Hawaii excited for this event. In the summer months, the trade-winds here are pretty much non-stop and we are in the open ocean - so water conditions here have more wind and waves and I always welcome the challenge.

I crossed the Molokai channel for the first time when I was 8 1/2 years old and I was windsurfing. I've been paddle boarding this channel since I was 14 and I definitely don't plan on stopping any time soon.

The M2M race started at 9:30 a.m. at Honolua Bay. There were a few heavy hitters such as Matt Nottage, James Casey, Livio Menelau and Vinnicius Martins on

the line with me, and of course, there was Travis Grant - who I was the most worried about. We were all lined up and ready to go on the start line. When the horn blew, we all hit the gas like it was a 10 mile race. Up at the front, we had about 6 or 7 guys pushing hard in the flat water, staying together. It took about 20 minutes until we hit some good bumps. That's when I started doing my thing and pulling away from the group with Travis and Matt. The three of us stuck together for about 45 minutes and then Travis and I went into the next gear and pulled away from Matt. From that point on, it was a two-man race.


Travis and I went back and fourth for the next hour - talking a bit - but both wanting the same thing. I knew the last part of the race would be lighter winds and possibly flat, so I just put my head down, went into

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my own world, and started to surf the bumps. I just kept my eyes on the finish line and focused on winning my 7th title in a row on this run. The closer I got to Molokai, the bumps started getting better and better and I was in my happy place.

The next thing I knew, I had a solid gap on Travis - but it wasn't over yet. I kept the hammer down all the way to the finish line and crossed in first place with a time of 2 hours, 58 minutes, and 51 seconds.

The conditions were not too extreme, but it was a really fun run nonetheless. And, it was actually a particularly fast crossing. It was my second time to do the crossing in under three hours. Plus, I was only a few minutes shy of the 2:55:46 course record I set in 2012, so that just means I have to paddle harder next year!!

I want to thank Hammer Nutrition for all their support. Also, a big 'Mahalo' to all the event organizers and all the volunteers. You know I'll be back next year to defend my title! 

HOW CONNOR HAMMERS TO MULTIPLE WINS

- Pre-training: Hammer Bar
- Warm-up: Hammer Gel
- During training: Endurolytes Fizz, HEED
- Post training: Recoverite, Tissue Rejuvenator

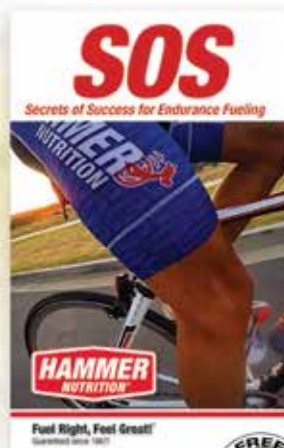


About the Author: Connor Braxton is the "Fastest Paddler In the World," winning nearly every stand up paddleboard race at least once. He is #1 in the World Rankings and is the Pacific Paddle Games Grand Champion of 2015.

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Jessica Garcia hammers her way to a 3rd place female finish in the Door County Fall 50. Photo: Kamil Scislowicz

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Use the off-season to make adjustments that will make the upcoming season more productive.

The most important season

Off-season is no time to be on autopilot

BY TONY SCHILLER

Your season is over. Now what? The two things common for most of us about off-season training are, one, there's more varied approaches to off season training than at any other time, and two, it's the season we give the least thought of all to how we train. That's what makes the off-season special. It's the one time of year it seems safe to be unencumbered by the daily grind of goals and an organized training schedule. It feels great to just slip into autopilot for awhile.

But I'll argue that this is the most important season of all in determining what kind of year you'll have in 2017. Simply put, great seasons are set up by what you do during the off-season. No, I'm not saying you should already be fast into training for next year. The opposite might be better. It all depends on how your last campaign went and what you have planned for next year.

A good way to think of the off-season is like half time of the Super Bowl. What's the purpose of half time? More than just taking a break, it's the time to evaluate how the first half went and to make adjustments for the second half. Most Super Bowls are won at half time by the coach who makes the best adjustments. Sometimes it's throwing away the game plan and starting all over. Sometimes, it's tweaking the game plan and focusing on better execution. Sometimes, it's sticking to the plan

but lighting a fire in a team that's asleep at the wheel. And sometimes, the best adjustment is making no adjustment at all. Great coaches are masters of using half time to outmaneuver the other coach.

The same can be said for racing. The best seasons are achieved by the athletes who've made the best adjustments after last season. Besides recovering, this time of year is all about adjustments from last season so you can begin training accordingly now. That might mean cranking it up, or it might mean taking a break. That's what makes this time of year so tricky.

The first rule of evaluating last year is that sometimes the obvious isn't so obvious. Don't be too quick to credit or blame your season outcome on in-season training. Look further back at the past off-season and what role it played in setting you up for success or failure. The best predictor of the future is the past. If you're having trouble making it through an entire season without burning out, it will probably keep happening unless you take a different break at season's end and/or cut back on intensity during your off-season. If your season finished with a flurry, it can likely be duplicated next year IF you don't ratchet up too much from what worked so well last off season.

It seems easy, but it's not. Especially if you're one who

Continued From Previous Page

likes routine and never changes your approach much from year-to-year. Two such athletes with very different off-season approaches come to mind. After sticking with their programs forever, both are finding that a little change can be a good thing.

My friend Dave is like a bear. Each spring he crawls out of the cave looking sleepy and soft and starts all over again. Sure enough though, by cranking hard he's typically back in great form by mid-summer, although he's prone to peaking early and running out of steam. Always at season's end, he's quickly disappeared back to his six-month hibernation. On the other extreme is my friend Jan. Thanks to an amazing work ethic, she's won numerous races every month of the calendar year in all the silent sports (running, cycling, triathlon, paddling, and cross country skiing). For more than a decade it seemed she was racing—and winning—every weekend of the year.

Two different approaches to life balance

Hot and Cold: As a business owner and father of two, Dave made the conscious decision that balance was best achieved by running hot and cold at different times of the year. For half the year, his focus and training intensity is red hot and he races hard about eight times over four months. He's sustained his intensity by going cold and shutting it down after the last big race and being more involved in family life.


Warm: As a business owner and mother of two, Jan made the conscious decision that balance is best achieved by running mostly warm throughout the year. She races well all year long with a focus on a steady

diet of moderate intensity and few breaks in the action. She's sustained her consistency by always being really fit so she can have the energy for a more involved family life.

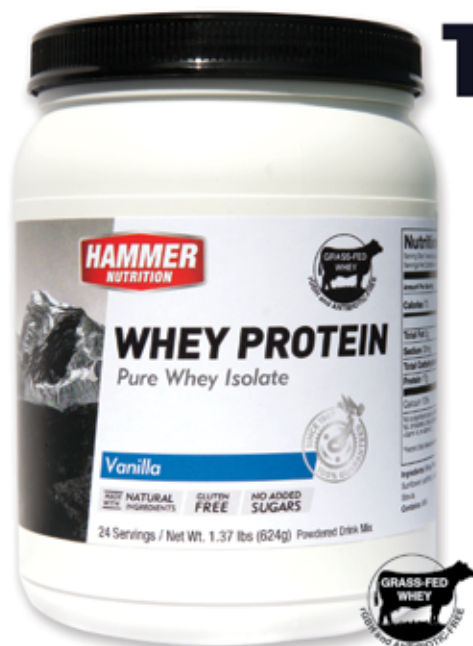
The fifty factor – adjustments that worked

Dave found that, with each passing year, it was more difficult to start over. His solution has been to add some warm (easy training) to his off-season and more cold (easy training) to his in-season. By adding low-level off season fitness, he felt less urgency to push so hard to regain fitness early in the season. The result: Now age 50, he just enjoyed his best racing in almost a decade and peaked perfectly at nationals.

Jan found that with each passing year, it was more difficult to sustain it. Her solution has been to add more hot and cold (variety) to her year-round steady approach. By mixing it up, she's feeling higher energy and less pressure to always be on top of her game. The result: At 50 last year, she enjoyed some of her best racing in years and peaked perfectly with a 10:26 at Ironman Wisconsin.

So now in the intermission between 2016 and 2017 seasons, turn off the autopilot and make some adjustments to your off-season approach. Come next summer, you'll be glad you did. 

Tony Schiller is an accomplished Triathlete, speaker and the founder of a children's charity. He has four Hawaii Ironman Finishes, 79 Duathlon wins, seven U.S. National age group titles, six age group world titles and has been The USA triathlete of the year twice.



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Product Spotlight: REM Caps

Better Sleep For Better Health

BY STEVE BORN

Did you know that a number of diseases and conditions including cardiovascular diseases, diabetes, depression, obesity and more are associated with insufficient sleep? It's true!

Though obviously not as traumatic as other symptoms related to these disorders, inadequate amounts of sleep are definitely associated with poor athletic performance. One well-known coach calls it "The Ultimate Performance Killer."

Reports from the Center for Disease Control indicate that up to 70 million Americans have chronic sleep disorder. More than 25% of the population reports that they do not get enough sleep and 10% say they experience chronic insomnia. That's a lot of people who are simply not getting enough sleep!

Fortunately, research has shown that melatonin may improve REM sleep. A particular study focused on measuring the effects of 3 mg of melatonin per subject over an eight week period. Using polysomnography to measure the sleep quality, subjects were given blind doses of either melatonin or a placebo. Scientists observed that when subjects took melatonin, there was an evident marked increase in muscle atonia that happens in REM sleep. In contrast, participants who took the placebo had nights with a lower number of REM sleep cycles. At the end of the study, it was concluded that melatonin may be helpful for alleviating REM sleep behavior disorder.

Not only is melatonin a safe and superb sleep aid, it also possesses powerful antioxidant properties as well. One well-known nutritionist has stated that melatonin is "one of the powerful antioxidants ever discovered, with a greater range of effectiveness than Vitamin C, vitamin E, or beta-carotene."


While melatonin is undoubtedly the main component in REM Caps, it's also accompanied by these other outstanding sleep-enhancing nutrients:

Valerian Root Extract – Valerian is perhaps the most widely used herb for the treatment of nervousness, stress, anxiety and insomnia. Valerian is also beneficial for improving circulation, helping to lower high blood pressure, reducing mucus accumulation during colds, relieving muscle cramps, and helping to relieve the symptoms of irritable bowel syndrome.

5-HTP (5-Hydroxytryptophan) – 5-HTP is isolated from the seed of the Griffonia simplicifolia plant and is a natural precursor of the hormone serotonin that helps to prevent insomnia. Along with melatonin, 5-HTP also enhances the release of growth hormone during sleep. In addition, several other low-serotonin-level conditions are aided by the use of 5-HTP including depression, carbohydrate craving, tension and migraine headaches, premenstrual syndrome, and fibromyalgia.

Magnesium (as Amino Acid Chelate) – Of the many roles magnesium plays in the body, one includes muscle relaxation. Magnesium may provide noticeable relief for anyone suffering from night cramping and that will help you sleep.

Each capsule also contains 19 mg of our custom Enzyme Enhancement System™, a proprietary blend of enzymes to help support maximal nutrient absorption.

When looking for another tool in your Hammer fueling system, turn to REM Caps to round out your day and night. 

Note: People taking SSRI antidepressants should consult with their physician prior to taking 5-HTP.

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-Emily Reed



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*Emily Reed at the finish of the Legend 100 Free State Triathlon. Reed finished 2nd in her AG.
Photo: Courtesy Emily Reed*



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To help reduce sodium intake, fill up on whole, fresh, unprocessed foods.

Please DON'T pass the salt

Lowering dietary sodium intake is essential for maximizing your endurance potential

BY ENDURANCE STAFF NEWS

Perhaps you've read some recent articles encouraging endurance athletes to increase sodium intake. One of these articles, published by a widely-read cycling magazine, even advocates "please pass the salt!" But before you jump on the "more-sodium-is-better" bandwagon, we urge you to consider the facts. Given the overwhelming research that excess salt consumption is not only dangerous but downright deadly, we believe these "news" stories are doing an enormous disservice to readers.

While it's true that not getting enough salt can put you at risk for dehydration it's far more likely that you are already consuming excess sodium. According to Bill Misner, Ph.D., "The average western diet contains 2.3-20 grams of sodium per day. In 70 diets computer analyzed from actual food intake lists of athletes and non-athletes from 1996-2006, endurance athletes consumed between 6,000-8,000 mg sodium per day." Our decade of doing dietary analysis on our clients confirmed these numbers.

Yet as Dr. Misner points out, "The human body needs only very minute amounts of sodium to function normally—only 250 mg of sodium each day, athletes maybe 500 mg. Those amounts are easily supplied by consuming natural, unprocessed foods."

Athletes who care about their health and athletic performance should weigh the entire body of evidence before they use more salt at the dinner table or as an adjunct to exercise. Consider this recent research:

- More than 1.6 million cardiovascular deaths per year can be attributed to sodium consumption above the World Health Organization's recommendation of 2,000 mg/day. (Source: Research analysis of 205 surveys worldwide, reported in *New England Journal of Medicine*, Aug. 14, 2014)
- In an analysis of seven studies with an overall sample of nearly 270,000 people, researchers found that regularly eating salty foods was directly associated with 68% higher risk of gastric cancer. The more salt in the diet, the greater the risk. (Source: *Clinical Nutrition*, 2012)
- A study of the eating habits of 20,000 cancer patients found that routinely adding salt at the table was associated with an increased risk for not only stomach, but also lung, testicular, and bladder cancers. (Source: *European Journal of Cancer Prevention*, 2011)

The recent media stories suggesting that more salt might be a good thing focused mainly on a single study published in the *American Journal of Hypertension*. According to that study, those who consumed more than 2,300 mg of sodium per day had a lower risk of death than those who stayed within the recommended guidelines.

According to the American Heart Association, this and similar "studies were poorly designed to examine the relationship between sodium intake and mortality, and the findings fail to take into account well-established evidence."

Continued From Previous Page

Additionally, “the new study included unreliable measurements of sodium intake and an overemphasis on studying sick people rather than the general population.” (Source: <http://blog.heart.org/reduced-salt-intake-critical-american-heart-association-says/>.)

Dr. Suzanne Oparil from the University of Alabama at Birmingham also points out that this study “is observational in design and does not test directly whether reducing sodium intake in a population reduces cardiovascular disease outcomes compared

to a comparable population, selected at random, that consumes moderate amounts of sodium.”

Bottom line: Consider the very serious consequences associated with high sodium intake, and then please don't pass the salt. We remain convinced that lowering dietary sodium intake to the 2,300 mg/day recommended by the American Heart Association is essential for health, and that moderate sodium intake during exercise—in conjunction with other electrolytic minerals—is necessary for maximizing your endurance potential. **EN**



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- Monique



Monique Jacques during the 135 Miles to the House. Photo: Marie Jacques-DeLeon

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“Some people are taking these drugs too often, and this is a problem. These drugs are abused,” the study’s lead author Aldrin Gomes states.

NSAIDs – Research confirms why they’re bad for your heart

Drugs shown to increase free radicals and attack mitochondria of heart cells

BY STEVE BORN

While a large body of research has shown that non-steroidal anti-inflammatory drugs (NSAIDs) increase the risk of heart attack and stroke, the mechanisms behind their negative effects remained unclear. However, a recent study conducted by scientists at the University of California, Davis, and published in the *Journal of Molecular and Cellular Cardiology*, has now identified possible reasons as to why NSAIDs cause heart-damaging effects.

Using the heart cells from mice and rats, the researchers found that NSAIDs affected the heart in two significant ways:

- 1) They trigger the increased production of a group of free radicals known as reactive oxygen species (ROS), an excessive amount of which is associated with numerous diseases, including heart disease.
- 2) They attack mitochondria, which reduces the cells of the heart’s ability to produce energy. Some NSAIDs were also suggested to impair the heart cell’s proteasome, defined as “protein degradative machines that are found in the

nucleus and the cytoplasm.” One of the functions of proteasomes is to remove abnormal proteins from the cell. When the proteasome functioning is impaired, it can lead to a toxic buildup of these abnormal proteins, eventually resulting in death of cardiac cells.


The study’s lead author, Aldrin Gomes, states, “We were surprised to see that many of the NSAIDs we tested were causing the cardiac cell to die when used for prolonged periods. Some people are taking these drugs too often and this is a problem. These drugs are abused.”

Jude Racoosin, MD, deputy director of FDA’s Division of Anesthesia, Analgesia, and Addiction Products remarks, “Everyone may be at risk – even people without an underlying risk for cardiovascular disease.”

A little over one year ago, the FDA strengthened an existing warning in prescription drug labels and over-the-counter Drug Facts labels to indicate that NSAIDs can increase the chance of a heart attack or stroke. This study now illustrates what causes this life-threatening effect.

It should be clear that NSAID use is unhealthy. Your safe and natural alternative is Tissue Rejuvenator, which can help your body quell inflammation, repair tissue, and increase mobility safely, naturally, and effectively. Tissue Rejuvenator is also ideal for those wanting to protect against joint-related injuries, and recovering from them.

Tissue Rejuvenator formula includes:

- Glucosamine sulfate - a building block for repairing damaged cartilage, promoting joint movement, and acting as a mild anti-inflammatory
- Chondroitin sulfate - helps repair and protect cartilage, promotes joint lubrication and cushioning
- Methylsulfonylmethane (MSM) - an organic form of sulfur which is needed to maintain tendon and cartilage tissue, also reported to reduce arthritis pain and enhance wound healing
- Turmeric, boswellia, yucca root, and devil’s claw - the compounds in these herbs are purported to have potent anti-inflammatory and anti-arthritic properties. 

THE SAFE ALTERNATIVE TO NSAIDS

“As a swimmer, I have a lot of shoulder pain. I used to take ibuprofen but developed stomach trouble. I replaced it with Tissue Rejuvenator and after 3 weeks I got as much relief as with the ibuprofen.”

-Online Reviewer

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Sacha Inchi begins as seeds within a capsule called cotyledons. After drying, roasting and shelling the seeds are ready to eat.

Innovation spotlight: sacha inchi

Ancient Indian superfood fuels modern athletes

BY JESSICA EVANS

Have you heard of sacha inchi? While almost unknown in the West, this superfood has been part of South American culture for centuries. Hammer Nutrition is proud to introduce you to our new innovative ingredient and your new favorite protein source.

Sacha inchi is a plant that grows in the highlands of Peru. It has been used as a food source by indigenous peoples in the Amazon rainforest for almost 3000 years. It flowers to bear fruit in capsules called cotyledons. The fruit within is soft, wet, black and inedible. But, if one leaves the pods on the plant to dry, the seed becomes hard over time and will look similar to an almond. Even so, the seed is still inedible. It is only after shelling and roasting that the seed is ready to eat. Trust us, it is worth all the effort.


Sacha inchi contains all nine essential amino acids and is considered a complete protein source. Not only does it contain these nutrients, it is easily absorbed without irritation. It is considered to have a high Biological Value (BV) rating, which gives your body the amino acid support it urgently needs quickly. It has high amounts of branched chain amino acids to

prevent catabolism (lean muscle breakdown). It also has high levels of aspartic acid to aid in the Krebs cycle. These small seeds are having a huge impact in the nutrition world.

Sacha inchi also provides large amounts of omega fatty acids. While there are very few plant sources of essential omega-3s (examples include chia and microalgae), sach a inchi has over 48% omega-3s by volume. This helps the body absorb calcium, restore joint mobility, and promote a healthy inflammation response. Big things do come in small packages.

One more thing about omega 3's: it is important to note how incredibly

important these essential fatty acids are. Our bodies do not make them on its own. They are paramount in thousands of muscle processes and the key functions of our brains, hearts and eyes. We must consume omegas and because we cannot get enough simply from the food we eat, we must supplement. Sacha inchi is a great option.

This nut-like seed is an organic plant source with an amino acid profile as complete as any animal protein. You'll find it in our Vegan Protein powder and in four of our Hammer Bar flavors: Chocolate Chip, Coconut Chocolate Chip, Vegan Peanut Butter Chocolate, and Vegan Almond Cacao. Order today! 

Nutritional value per 100 g	Sacha Inchi	Chia Seeds	Walnuts
Omega 3	20.0 g	18.0 g	9.1 g
Carbohydrates	14.5 g	37.5 g	3.7 g
Dietary fiber	8.8 g	33.7 g	6.1 g
Proteins	23.5 g	17.0 g	15.0 g
Calcium	800 mg	500 mg	87 mg
Magnesium	230 mg	290 mg	130 mg
Vitamin E	17.0 mg	2.9 mg	6.4 mg

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- **Spirulina** - a microscopic alga, this superfood is rich with protein, vitamins, and minerals
- **Chlorella** - loaded with chlorophyll, essential fatty acids, and abundant in beneficial beta-carotene



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Organic homemade ancient grain bread made with amaranth tastes delicious and is loaded with calcium and iron.

Healthy grains you'll love

Fuel your body with these alternatives to wheat and feel the difference!

BY VICKI HACKMAN

You count on carbohydrates to fuel your hard-working body. Carbs provide energy for your muscles and central nervous system and they allow fat to be metabolized. To support endurance training and racing, about 50-60% of the calories in your daily diet should come from whole food carbohydrates including legumes, vegetables, fruits, and whole grains.

But wheat, America's favorite grain, has been linked to a long list of problems including digestive troubles, bone and joint damage, depression, headaches, and more. To avoid these performance-depleting effects, many athletes—even those who haven't been diagnosed with gluten intolerance—are ditching wheat in favor of healthier alternatives. Check out these nutritious and tasty options.

Amaranth – This ancient Aztec food is a protein powerhouse and an excellent source of the essential amino acids lysine (used to build muscle protein) and methionine. The highly nutritious seeds (the part used) have three times the fiber of wheat. Amaranth is also easy to digest, gluten-free, and rich in calcium and iron. To prepare amaranth, you can cook it to make a tasty hot cereal or pilaf, add it to soups and stews, or pop it in a skillet like popcorn.

Barley – Hailed as a “superfood” by Dr. Nicholas Perricone, barley offers several important health benefits. It's high

in fiber, a good source of heart-protective niacin, and it's a concentrated source of tocotrienols, potent forms of vitamin E. Although barley is not gluten-free, it has an exceptionally low glycemic index (GI) number—just 22 vs. 50 for brown rice and 60 for sweet corn. (For daily nutrition, low GI foods are beneficial because they don't spike blood sugar levels.) Enjoy nutty-flavored barley as a cereal or side dish, or add it to breads, soups, or salads. Choose hulled barley if possible; it's more nutritious and fiber-rich than pearled barley.


Buckwheat – Don't let the name scare you: buckwheat is not related to wheat! A relative of quinoa, gluten-free buckwheat is a complete protein source (it contains all nine essential amino acids. It is especially abundant in lysine -used for tissue growth and repair. Dr. Perricone considers buckwheat another “superfood” in part due to its relatively low glycemic index (54 GI) value. According to Perricone, “buckwheat's protein characteristics enhance its ability to reduce and stabilize blood sugar levels following meals, a key factor in preventing diabetes and obesity.” It's also been studied for its ability to lower cholesterol. Buckwheat has traditionally been used in Tibet and China to make soba noodles. It makes tasty pancakes or crepes, hot cereal, and fillings for vegetable dishes.

Millet – Millet is a good source of B vitamins, as well as the nutrients copper, manganese, phosphorus, and magnesium.

Its protein content is comparable to that of wheat. Millet is gluten-free and can be used to make a tasty flatbread, cereal, or side dish. For a nutty flavor and crunchy texture, toast the grains before cooking. For a creamier texture, stir often while cooking. Note: A downside to millet is that it can suppress thyroid function. If you have hypothyroidism, consume it in moderation.

Quinoa – Although not a true grain, gluten-free quinoa is high in fiber and is a beneficial source of many minerals, including iron. It contains all nine essential amino acids making it a “complete protein” also, although in lesser amounts than in meat, eggs, or legumes. Quinoa contains significant amounts

of antioxidants and is being studied for its potential anti-inflammatory properties. You can use quinoa in salads such as tabbouleh, make it into a breakfast cereal, or combine it with eggs, meats, or vegetables for a main course or side dish. Quinoa pasta is also widely available. Rinse quinoa seeds before preparing them to remove any trace of bitterness. The seeds cook in just 15-20 minutes.

Bottom line: Diversify your diet by replacing wheat with several of these tasty, healthier grains. You likely will find that you have more energy, less pain, and more stamina for the long run. 

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There's no need for sugar-laden granola bars as a between meal snack or lunchtime addition. All Hammer Bars are gluten free! Compare the labels of the bars and snacks on the supermarket and convenience store shelves to Hammer Bars. Made with wholesome, organic ingredients, Hammer Bars are the smart, healthy choice.



“These bars are fantastic! No cheap sugars, all nutrition. Hammer nailed it! They’re easy on the stomach with absolutely no sugar spike. Hands down best nutrition bar on the market!” -online reviewer

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Robbie Swift adapts his workouts, training, and race day regime with Hammer endurance fuels. Photo: Pierre Bouras

Hammer athlete adjusts his sails

Professional wind surfer reflects on lessons learned

BY ROBBIE SWIFT

I can't quite believe it, but I am now one of the oldest riders on the PWA World Windsurfing Tour at 32. I have been competing professionally since I was 15 years old and have attended every single Wave event since then (except perhaps 1 per year during the 4 years when I suffered broken bones or ligaments). For several years I competed in Freestyle and Slalom too.

Although I am now one of the older competitors in a sport which is extremely tough on your body, I still feel like I can train for as long or longer than any of the younger guys and I am sure that a big part of it is due to nutrition. The coach I had between the ages of 17-25 taught me about the benefits of eating right and also introduced me to supplements. He recommended Hammer products to me for the premium, natural ingredients, so I have now been taking them for over 10 years. I have enjoyed seeing the introduction of many new, fantastic products during that time.

In the first two events this year, I placed 5th and 6th and have only lost to the sailors ranked number 1 or 2 in the world. I have also had some of the highest heat score totals of my life, so I feel completely on my game and ready for the remaining four World Cup events of the year. The highlight of my year so far was my final heat in Tenerife which, even though I lost to the

current world champion by a couple of points, it was the most complete heat I have ever sailed and the highest heat score I have ever attained. In fact, it was the 3rd highest score of the year so far by any sailor. I was able to do a pushloop forward (a back flip followed by a front flip in the same jump) and a double forward loop plus an 8 and a 9 point wave ride, scoring 9+ out of 10 in 3 of the 4 scoring categories and 8 in the 4th. That heat was also the 5th heat I had sailed in concession on a day. We had been at the beach since 7am and I finally sailed it at 3pm. Those are the kind of heats where I am most grateful to have learned about Hammer supplements.

On race day, I generally only eat small bites of Hammer Bars (unless we have a long break for lunch) and I put Heed or Endurolytes in every bottle of water. I have a tendency to over-hydrate myself at events due to nervous, unconscious sipping at my bottle when waiting for my heats, so I use the Purist Hammer water bottle to make sure that I only drink 1 bottle per hour. Fifteen minutes before each heat, I take a single serving of Hammer Gel. (Nocciola is my current favorite flavor, and Orange is a close second). At the end of every day of competing and every training session, I take a Recoverite (either Orange-Vanilla or Strawberry) and really notice the difference if I run out and can't take it for a few weeks.

Due to all my injuries (3 Lisfranc fracture dislocations of the mid foot and 1 broken tibia/fibula), I now have 10 titanium screws and several anchors holding my bones and ligaments in my feet and ankles together. As a result, I am quite prone to aches and pains in the mornings. I take Tissue Rejuvenator every day with an EndurOmega and I definitely feel that they help me. Since I spend 6 months per year on the road, I also try to take Premium Insurance Caps and Phytomax with me to make sure I have all the vitamins and nutrients I need even if I can't always cook my favorite healthy foods. This year was the first year that I have

discovered Nasol and Clear Day too. Since I suffer from bad hay-fever in several locations on tour, I am very happy that I have found a natural solution to the Benadryl I used to take, which made me very drowsy.

Last but not least, I also love my Compex muscle stimulator that I have had for about 4 years now. I do a lot of cycling and leg work outs to keep my legs, knees, and ankles in shape for the heavy impacts of jumping on the windsurfer. I really find that the Compex helps me wake up fresher the next day after these kinds of workouts. **EN**

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- Aids in reducing fatigue
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ASK **HAMMER** **NUTRITION**

Answers to frequently asked questions about **Hammer Supplements**

BY ENDURANCE NEWS STAFF

? Can I use Tissue Rejuvenator during a lengthy workout or race instead of an over-the-counter pain killer?

Absolutely! Tissue Rejuvenator contains several natural anti-inflammatory nutrients that will effectively alleviate joint and muscle pain without the potential side effects associated with NSAID medications. While you can certainly experiment with dosing possibilities, many ultra-distance athletes have reported to us that one capsule every two hours works extremely well.

The natural ingredients in TR can help with your workout and event recoveries. One of the ingredients, tumeric, in addition to being a powerful anti-inflammatory, is also a well-known antioxidant and anti-carcinogenic agent. Glucosamine sulfate is a type of carbohydrate specifically used for structural tissues instead of as an energy source. It's also a basic building block/raw material in joint cartilage, ligaments, and tendons. Boswellia serrata is an Ayurvedic herb with anti-inflammatory properties. Yucca Root is frequently used to offer temporary relief from osteoarthritis and rheumatoid arthritis symptoms. It contains high levels of beneficial phytochemical compounds known as saponins, which may provide anti-fungal and antibacterial benefits as well. Hammer on!

? Premium Insurance Caps don't contain iron. Do I need to take iron supplements?

Most Americans, if they consume adequate calories via a balanced diet, obtain more-than-sufficient amounts of iron, negating the need for additional iron from supplements. Lieberman & Bruning (1990) recommend an Optimum Daily Intake (ODI) of 15-25 mg for men and 20-30 mg for women. It is very easy to exceed these values from food alone. If an athlete consumes excessive amounts above the Recommended Daily Allowance (RDA) levels of dietary iron (which ranges from 8-27 mg daily depending on gender and age), they may experience premature fatigue and potentially more serious general health issues.

According to another well-respected source, "Most people have too much iron in their body. Excess iron generates massive free radical reactions. Human epidemiological studies show that those with high iron levels are far more likely to contract cancer and heart disease. A growing body of evidence implicates iron in neurological disorders such as Parkinson's disease."

Iron is an extremely important nutrient, especially for endurance athletes. An iron deficiency can negatively affect oxygen transport to the muscles if below-levels of hemoglobin are detected. An iron deficiency can also impair energy production if myoglobin and mitochondrial enzymes are sub-normal. However, too much iron can cause serious health issues, as outlined above. Therefore, because the overwhelming majority of Americans consume sufficient amounts of iron from their diet, and because of the negative health issues associated with excess iron intake, Premium Insurance Caps do not contain iron.

If you aren't sure about your iron status, a CBC (Complete Blood Count)/Chemistry Profile blood test will determine what your iron status is and whether supplementation is necessary. **EN**



If you feel like you're not getting enough iron, try hummus. It's great for you, easy to make, and contains a high number of essential vitamins and minerals. Plus, it's delicious.

THE 'HOLE' TRUTH



Even the most balanced diet has holes

For optimal health and athletic performance, daily supplementation with a high-quality vitamin and mineral supplement is critical. Fill in the holes in your diet with a premium quality supplement designed for athletes!

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- Increases energy all day
- Benefits digestion

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Jason LaFave hammers to the finish of the 2016 Boston Marathon. After the race, he used a double serving of Recoverite to recover Photo: Marathon Foto

Recovery matters

For better performance tomorrow, recover right today!

BY ENDURANCE NEWS STAFF

Training alone will not yield the results you hope to achieve as an athlete. Whether your goal is a new PR or simply to become fit and feel strong, you must make recovery a key part of your overall regimen if you want to achieve results.

Your body is in a state of prime receptivity after you exercise. Taking a few extra minutes to properly refuel will help restore your body's premium fuel (glycogen), rebuild muscle, and strengthen your immune system. To maximize your training efforts and improve race-day performance, learn these keys to recovery success.

Rehydration

Water has no nutrient value but it's essential for performance and recovery. As a rule of thumb, you want to finish a workout with no more than about 2% body weight loss. Weight loss of more than 2% signals performance decline and dehydration. Within the first several hours after your workout, aim to drink about 1 pint of fluids for each pound (roughly 475 ml/kg) of

weight lost during a workout or race. That's fairly easy and you can get much of that through your nutritional replenishment, which we'll cover next.

Carbohydrates

Your body benefits from two key nutrients during recovery: carbohydrates and protein. Consuming carbohydrates after exercise will help your body replenish its primary fuel, glycogen. Carbohydrates also give muscles energy to absorb amino acids from the bloodstream, helping to initiate protein synthesis.

Several studies have shown that pre-exercise muscle glycogen level is the most important energy determinant for exercise performance. Athletes who have more of this readily available fuel in their bodies have a definite advantage.

The good news is that you can substantially increase your glycogen storage capacity through the process of training and replenishing. During the recovery

phase, your body converts carbohydrates from food into glycogen and stores it in muscle cells. This also drives the muscle repair and rebuilding process. To maximize glycogen synthesis and storage during recovery:

- **Consume carbohydrates as soon as possible.** Researchers at the University of Texas at Austin demonstrated that glycogen synthesis was highest when subjects were given carbohydrates immediately after exercise, ideally, within 60 minutes after exercise.
- **Choose high-glycemic complex carbohydrates.** A high-glycemic complex carbohydrate (like the maltodextrin in Recoverite) is ideal because it spikes blood levels of insulin—and that's desirable after exercise. Insulin replenishes muscle glycogen, stimulates protein synthesis (needed to repair and rebuild muscles), and suppresses protein breakdown. And unlike the refined sugars used in most recovery products, the complex carbohydrate maltodextrin is easily digested and rapidly assimilated. It efficiently restores muscle glycogen without causing stomach distress.

Protein

Protein in your post-workout fuel provides raw materials to rebuild stressed muscles, enhances glycogen storage, and supports the immune system. For endurance athletes who want lean muscle mass, a 3:1 carbohydrate to protein ratio (as in Recoverite) is best during recovery. The ideal source of protein for recovery is whey protein isolate. Whey protein isolate (not concentrate) is virtually free of lactose and fat. In addition:

- **Whey works fast.** Whey has the highest Biological Value (BV) of all proteins. BV is considered an accurate indicator of how well and how quickly your body uses a protein that you consume. Whey protein isolate (the purest form of whey protein) has an outstanding BV of 154; whey protein concentrate has a rating of 104. Hammer Whey and Recoverite both use whey protein isolate, not whey concentrate. Whey protein isolate is 90-97+% protein and virtually free of fat and lactose. Whey concentrate contains only 70-80% protein or less.
- **Whey is better for muscle repair.** Compared to soy, whey protein isolate is a much better source of the critically important branched chain amino acids (BCAAs), including three that are crucial to the muscle tissue repair process: leucine, isoleucine, and valine.

- **Whey supports the immune system.** Whey protein contains excellent levels of the amino acids associated with glutathione. This powerful antioxidant often becomes depleted due to aging, stress, and environmental toxins. Ward Dean, MD, a leading nutritional scientist, calls glutathione a “master antioxidant” that “has major effects on health at the molecular, cellular, and organ levels.”

Micro-essentials

Research has shown that small amounts of several other substances can give a big boost to recovery, too. **Recoverite** contains all three of the following recovery-boosting essentials, as well as a full-spectrum of electrolytes and antioxidants.


L-glutamine preserves and rebuilds lean tissue, supports the immune system, boosts glutathione levels, and aids gastrointestinal health.

L-carnosine offers antioxidant and antiglycation benefits. Glycation is a process that causes irreversible damage to the body's proteins. Some scientists cite it as an underlying cause of age-related problems.

Chromium polynicotinate boosts glycogen synthesis. Studies suggest that athletes who consume it (along with ample carbohydrates) within two hours of exercise can experience a 300% increase in glycogen synthesis.

Hammer Nutrition's Recoverite also contains the antioxidants cysteine, methionine, glutamic acid, glutamine, and carnosine. As an athlete, you consume huge amounts of oxygen and metabolize far greater amounts of calories than a sedentary person does, so your need for antioxidants is far greater. Prolonged exercise produces many different types of free radicals, and each antioxidant targets different free radicals. That's why it's important to supplement with a variety of antioxidants, such as those in Recoverite.

Taking other antioxidant supplements—like Hammer Nutrition's **AO Booster, Super Antioxidant, Race Caps Supreme, and Mito Caps**—after your workout, and eating antioxidant-rich foods such as almonds, blueberries, broccoli, and carrots will also boost your immune system.

Bottom line: If you give as much attention to your recovery as you do to your training, you'll have a distinct edge over other athletes. Replenish your body within 60 minutes of exercise with adequate complex carbohydrates, whey protein isolate, and antioxidants, and experience the difference it will make in your performance and overall health. 



Howie Nördstrom turned to triathlon and Tissue Rejuvenator after a serious ankle injury Photo: Courtesy Howie Nördstrom

Better than ever

From fractured to even faster with help from Tissue Rejuvenator

BY HOWIE NÖRDSTROM

Three years ago, I sustained a serious fracture to my right ankle in an accident. The surgeon initially gave me the devastating news that my ‘impact’ sports days were over. As a runner and very active person, I continued to believe that both full recovery and even excellence were possible outcomes. Fortunately, before the operation to reset the bones and insert three screws, the surgeon also got on-board to the idea of complete recuperation.

Early in my recovery, I was introduced to Hammer Nutrition fuels and supplements including Tissue Rejuvenator (TR). This product contains key ingredients such as glucosamine sulfate, chondroitin sulfate and MSM which are building blocks for the repair of joint cartilage, ligaments, tendons, bone, and skin. It also supports various lubricating fluids in joints. Exactly what I needed! TR also has anti-inflammatory properties, nutrient absorption, and digestive aids for a power-packed combination.

Fast forward two months to a new doctor overseeing my follow-up care. Like the first surgeon, he also stated that my sport future was limited, but he did note that my healing was going well and quickly. I continued to take Tissue Rejuvenator twice a day as I began to swim

and eventually started to bike. Over time, jogging was even added to my activities! Discovering that cross-training was fun allowed me to train even more than before. Triathlon—swim, bike, run—revealed itself as a good challenge so I set my sights on the local sprint triathlon (750m/20km/5km) half a year into the future. Step-by-step, I patiently began my progression. My body felt great and I was reminded by those around me to give the bones and tendons appropriate time, exercise, and rest in order to recover. On the day of my first triathlon, I still hadn’t run the full distance included in the race, but I was confident that I could at least walk/jog to finish the 5 kilometer run. After finishing 4th in my age group, my enthusiasm was bolstered so I entered an Olympic distance triathlon soon after (1500m/40km/10km). This time, I earned a spot on the podium—3rd place in my age group. Then came the crazy idea to do a full Ironman (3.8km/180km/42km) the following year. At Ironman Canada 2014 in Whistler, BC I finished 14th in the age group men’s 45-49 with a time of 10:51:21.


During recovery, I read the Hammer Nutrition Knowledge Base to help me stay focused and to optimize use of their products. There’s no sugar-coating the hard physical work, mental discovery, and support

of family and friends that was required to heal. But I firmly believe that Tissue Rejuvenator played a huge role in my fast recovery. TR is still a part of my daily routine to help avert joint and tissue injuries, as well as reduce the inflammation, soreness, and pain that can be associated with training. Working as a ski patroller in the winter is very rewarding, but it's also quite hard on the body. Repairing stressed tendons and cartilage is a daily necessity. Despite all my activities, chronic issues are seldom and any acute injuries that do appear heal quicker thanks to Tissue Rejuvenator. I like being able to reduce inflammation and soreness without taking over-the-counter pain medications like NSAIDs that can be quite hard on the internal organs of the body.

I've now completed several sprint triathlons, five Half-Ironman races (1.9km/90km/21km) including the World Championships in Austria 2015, and two Full-Ironman races. The training continues and I'm getting stronger



Howie Nördstrom celebrates a strong Ironman finish. Photo: Courtesy Howie Nördstrom

and faster. I always send finisher pictures to the two surgeons expressing my thanks and to encourage them to stay positive and always believe. 

MORE MILES, LESS PAIN



“Put down the NSAIDs! Hammer's Tissue Rejuvenator helps your body rebuild naturally without the downsides of anti-inflammatories.” -Online Reviewer

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Dina Neils hammers to the finish line at Folsom Triathlon. Photo: Courtesy Dina Neils

Titanium triathlete talks recovery

A triathlete battling adversity shares her successful recovery regimen

BY DINA NEILS

“You will never run again and you will be in a wheel chair by the time you’re in your mid-20’s.” Not willing to accept that diagnosis, I told the doctor that she was wrong and walked out. I was 18.

For 13 years, I’ve battled RA (Rheumatoid Arthritis), an auto-immune disease with no cure that causes chronic pain and inflammation affecting joints and organs throughout the body. I’ve had two total hip replacements, a total wrist fusion, have learned how to walk again (twice), and am fighting every day to continue to do what I love - swim, bike, and run.

My passion is helping others and sharing a “never-give-up” mantra in the autoimmune, chronic illness, and triathlon communities. As a competitive triathlete, I race to create awareness and inspiration for those battling adversity to pursue their dreams and not allow a medical diagnosis to detour them.

I may “look” healthy on the outside, but am I far from it on the inside. My body is constantly waging war on itself, essentially attacking my healthy cells because they think that they are bad. For reference, think about a pain scale. If 0 is “no pain” and 10 is the “worst pain ever,” I live at a 5 (at least). My “good” days are really just a measure of 5-7 and the “bad” days at 8-10. From an athlete’s frame of thinking, it’s like having an injury that literally never goes away in multiple areas of the body at once. Plus, you have symptoms all the time.

With that in mind, I’m sure you can understand the importance of recovery for a triathlete with RA. When I say “recovery,” I actually mean a continuous cycle of managing and maintaining overall physical health. My recovery regimen consists of managing training and racing, physical maintenance, and nutrition.


Managing Training/Racing

I’m usually training six days a week (with a couple of those days having two workouts on the same day), and one rest day per week. I sometimes require additional rest days and rescheduled workouts to adapt to how my body is feeling.

Physical Maintenance

Beyond nutritional intake, Epsom salt baths, massages, stretching, and inversion all are part of my continued physical maintenance.

Nutrition

As far as day-to-day nutrition goes, I eat to help treat symptoms and to help control my disease. For me, this means a lot of whole, natural, real foods including veggies, fruits, chicken, fish, nuts, whole grains, etc. This diet matches up nicely with a triathlete’s diet and nutritional needs. Win, Win! When it comes to nutritional supplements for training and racing, my trusted favorite is Hammer Nutrition. The regulars in my regimen are Premium Insurance Caps, Mito Caps, Tissue Rejuvenator, Race Caps Supreme, Endurolytes, HEED, Recoverite, and Hammer Gel. 



Hammer athlete Dirk Himley pushes ahead of the competition. **Photo:** Courtesy Dirk Himley

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Martin Criminale after finishing 2nd in his age group at Hammer Nutrition-sponsored The Rut 50K at Big Sky, Montana **Photo:** Courtesy Martin Criminale

Making a comeback

Athlete Martin Criminale talks recovery with Hammer Nutrition

BY MARTIN CRIMINALE

Describe your racing and training schedule before you got injured. What are some of your accomplishments?

I was running on average about 50 miles/week and racing 3-6 ultras per year plus some shorter events. Mostly the 50k distance, but also one 50-mile or 100-mile per year. My accomplishments are 11th place overall in my first ever 50-mile race (Mt Hood 50), 12th place overall in my first ever 100-mile race (Cascade Crest), winning my age group at the Crystal Mountain Sky Marathon and pretty much always placing in the top 3 in my age group. I love trying hard events like The Rut 50k in Montana (where I got 2nd place) and the Eiger Ultra Trail E101. I seem to excel in technical terrain and events that involve lots of vertical. I'm not a fast runner on the flats.

You've had some pretty major setbacks. What's the last year looked like for you?

It has been pretty frustrating until these last three months. I went from running pain free to not being able to run at all to (finally!) being able to run pain-free again. In addition to a hip injury that kept me from running, I also had a string of bad luck that was out of my control. I had surgery twice to repair a hernia (one on each side), surgery to stop some internal bleeding, and finally surgery to remove part of one of my kidneys. On the bright side, the tumor in my kidney was benign and I have been able to recover pretty quick from each

procedure due to my fitness and overall health. At the low point, I had no idea if my hip would flare up when I ran so I was actually scared to run. That was not a good feeling. Too many runs ended up as walks back to the car.

Being such an active person, how did you cope both mentally and physically with these injuries?

I had to take it slow. In the past when I got injured I would back off some, but not really rest. This time, I didn't have a choice as my body refused to let me run so I took six weeks completely off which was a first for me. Then I realized that I needed to think long term and when my Physical Therapist gave me a regime for re-introducing running I stuck to it 100%. Racing became the lowest priority, being healthy was the top priority.

In your blog you mention how educational and even beneficial this process has been for you. How were you able to make the best out of such a bad situation?

I won't lie, that was tough at first. I think athletes, especially competitive ones, hang a lot of self-esteem on being able to do their activity of choice and to do it well. Lucky for me, I come from a competitive cycling background and riding my bike didn't bother my hip at all, so I was able to pick that up and maintain aerobic fitness. This process also made me realize that just because you can't do ONE thing, there are a million

Continued From Previous Page

things that you CAN do. Hanging around elite athletes can quickly skew your perspective. Suddenly when you can't run 20 miles off the couch you feel "lazy." But when you look around at the average American who can't even walk up a flight of stairs without serious effort, I realized that my life was not so bad at all and there was still so much that I could do. My focus has also changed from "racing" to "being active." For sure I am active at a high level, but racing is no longer the goal. Exploring what I am capable of is.

What advice would you give to athletes currently struggling with injuries?


Get multiple opinions from experts and get referrals from people you respect. Then, do what those experts tell you to. I see so many people using social media to ask medical advice and it's pretty certain that nothing anyone says will necessarily apply to them. It's a human tendency to listen selectively and to self-diagnose/medicate, but in most cases it probably isn't the best thing to do. I have worked hard to assemble a quality team of care providers (doctor/physical therapist/massage therapist/etc.) and they understand me and what my goals are. They know I am not "average" and that I want to get back in the game as quickly as is prudent. We work together and communicate frequently, even when I'm healthy.

Your just ran the Eiger Ultra Trail 101K in Grindelwald, Switzerland. What was it like?

The scenery stands out above all else. Yes, the climbs were super hard and the descents were punishing, but every single time you looked around you were rewarded with an amazing 360-degree panorama of the most beautiful mountains. Add to that cows with cowbells, people speaking numerous languages, ordinary people in villages cheering you on, that Euro-vibe (everyone had on buffs, sunglasses, was using poles and wore compression clothing) and you felt like you were doing something very special.

What are some of your goals for the future?

I have always been drawn to UTMB (Ultra Trail du Mont Blanc) and it's still my goal to run it someday. The Eiger Ultra Trail race I did is not coincidentally a qualifier for UTMB. Other than that specific event, I am always looking for a challenge which to me means remote, difficult and new courses. I think the main reason I run ultras at all is just to see and experience incredible courses! There are very few events that I have revisited and I have only ever run one event three times. Life is short, I want to experience more.

Here's hoping Comeback 4.0 is my last one! And thanks to Hammer Nutrition for helping me complete each one. 

Seattle-based Martin Criminale loves to run, ride, ski, snowshoe, and hike. "If I could choose between exercising in the city or the mountains I would choose the mountains every time."



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Hammer athlete Jessica Culver prepping for race day Photo: Timothy Metcalf Photography

RECOVERY ESSENTIALS

Proper recovery is critical to achieving your athletic goals. Whether you're bouncing back from an injury or just a tough workout, Hammer is here to help. With a wide variety of top notch products, we make it easy to keep your hard-earned gains and take your performance to the next level after your strategic recovery time. Here are our time-tested and essential recovery suggestions:

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Recoverite is exactly what your body craves after a tough workout or race: an ideal 3:1 ratio of complex carbohydrates and the highest quality grass-fed whey protein isolate, along with L-glutamine, and L-carnosine. This results in rapid recovery so you can hit the ground running.

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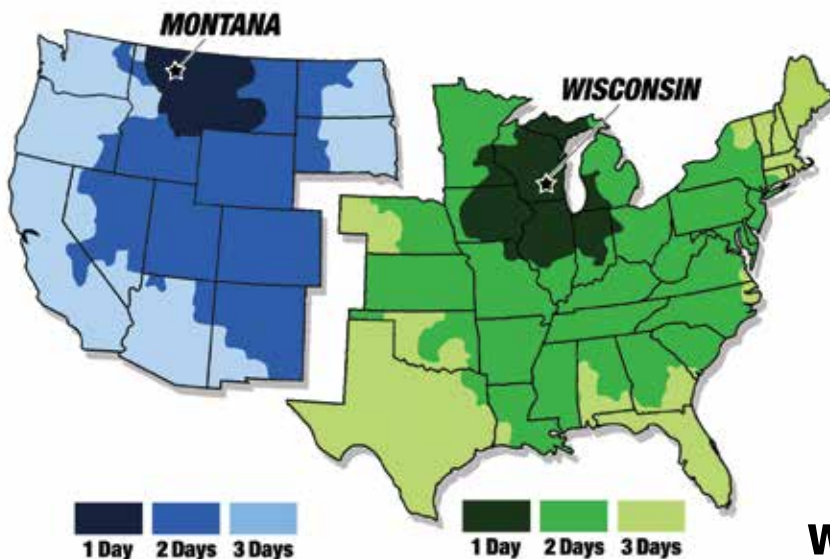
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An athlete uses an EMS unit at Hammer headquarters. Photo: Jake Grilley

EMS: secret weapon for recovery

Firefighter finds relief with use of COMPEX EMS unit

BY BEN PARSONS

Between my professional life as a firefighter and my passion for high intensity sports such as mountain bike and ski mountaineer racing, I've experienced more than my share of injuries. However, the injury I'm currently facing takes the gluten-free cake. Through a series of work related traumas, I herniated my L5 vertebral disc. Then it ruptured—affecting my right sciatic nerve. What began as a constant and limiting back pain last winter became an unbearable, searing pain by early spring. An MRI showed a ruptured disc that almost completely pinched off the nerve running down my leg.


The doctor recommended surgery to get immediate relief. However, the potential of recovery through physical therapy and rest was possible, assuming I could tolerate the pain in the meantime. Figuring temporary pain wasn't reason enough to dive under the knife, I threw everything I had at non-surgical healing.

Fortunately, Brian Frank heard of my injury and reached out, coaching me through proper use of my COMPEX EMS unit. Though I'd previously used it for recovery and strength building, I was unaware of its powers in injury rehabilitation.

At the start of my injury, I woke each morning in excruciating pain, but found that thirty minutes of the COMPEX massage setting made an immense difference. The pain relief I experienced from EMS was unlike

any drug I've taken. As my healing continued, I used the Pre-Workout feature to increase circulation and then used the specific sciatic pain pad configurations to accelerate healing. The COMPEX pre-warm up setting was also essential for freeing up my range of motion, thus enabling me to complete my physical therapy exercises. As things improved, I gradually added time back on the bike. I found it tolerable only if I ran the Compex before and after each ride. Sleep came after another round of EMS massage that allowed my muscles to relax and open up for further circulation. I still practically live with the machine on my back.

Though I'd known for years that COMPEX was a secret weapon in an athlete's arsenal, I now know that it serves even greater purpose in times of injury. For pain relief, increased circulation, and expediting healing, there is no better tool. When I total up the bills I've paid for physical therapy, laser treatment, and chiropractic visits, I found that COMPEX is the cheapest form of treatment I've had—and the only one that provides immediate relief.

If you find yourself in a circumstance similar to mine, be it a disc injury, a strain, or a nerve entrapment, do yourself a favor and give the COMPEX a shot. Further down the road to recovery, I look forward to putting it towards its intended purpose, on my legs, when they are once again working hard. 

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Another refreshing innovation

New Purist Caps update Hammer's line of quality waterbottles

BY BRIAN FRANK


Remember back when there was only one style of water bottle that only came with one cap option? Those old bottles were the worst! They made the water taste like plastic, plus, they absorbed the flavor of whatever was inside of them, only to have that flavor come back at an unwanted time, ruining your new drink.

To remedy all that, Specialized came out with these cool new “purist” water bottles that promised and delivered a solution to those shortcomings. Plus, these new-fangled bottles came with these snazzy new “watergate” caps. This generation of cap offered two sealing mechanisms and could even be disassembled for thorough cleaning in the dishwasher!

Everything was great until people starting taking the lids apart to wash them and then put them back together. Seems there's an o-ring that gets a bit warbly after a few disassemblies. Over time, it becomes a “leaker,” dribbling water or whatever is in your bottle down your chin or elsewhere.

Soon after that, they came out with two new styles of cap, Fixy and MoFlo, to give us more options and then things really got complicated. From personal experience and talking to dozens of users, it became clear there is not one lid that everyone will like. Not being able to stock all sizes and colors of bottles with each of the three lids and not being able to sell the lids separately, I had to choose the style that I thought most of you would prefer.

So, I chose the Fixy and hoped you'd all agree based on the following reasoning. The old “watergate” version was already known to be problematic. The other option, “Moflo,” was too much of a gusher and also had a hard plastic that bothered people's teeth. Well, it turns out, the Fixy wasn't as preferred as I expected. After additional long term testing, I discovered that the Fixy did indeed have two major drawbacks. First of all, it's prone to leaking if it gets squeezed, so it won't work in gear bags or anywhere else where it might inadvertently get squeezed. Second, and more disconcerting, the plastic ring around the cap opening gets dirty or discolored or I'm not sure what, but its definitely not very appetizing. So, what cap are we supposed to use now?

Luckily, and just in time, Specialized came out with a 2nd generation Moflo cap. It resolves the issues of the 1st generation and provides a much better option for us to offer. So, going forward, all Hammer branded Specialized Purist waterbottles will be sold with the 2nd generation Moflo caps. 

Note: For those of you who own one or more Purist water bottles with Watergate or Fixy caps, we have secured extra quantities of the 2nd generation Moflo lids and can include one or more in your next order for just \$2 each! Just ask when you place your next order by phone or put a note on your web order.



Watergate

The first style cap offered on Purist bottles worked well, but did not stand up to repeated disassembly.



Moflo

Original design. Like a classic cap, just bigger, but too big for most. Many reported being deluged.



Fixy

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2nd Gen Moflo

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FROM THE KITCHEN OF **LAURA LABELLE**

You can get more protein into your diet by adding it to your favorite wholesome recipes.

Teaming for Protein

Use nutrition to accelerate your recovery goals

BY LAURA LEE LABELLE

We tend to be so focused on training that people tend to forget or overlook recovery. Recovery is when we give our body a chance to restore, rebuild muscle, and replenish stored energies. Sleep is an essential part of the equation and nutrition is also another key component. For your general health, protein is an essential building block. Your muscles, organs, bones, hormones, skin, hair, nails are all made up of some degree of protein. Protein is essential to maintain proper life function. So how can we use nutrition to benefit our lifestyle?


Protein also plays an essential role in weight loss. We all know that caloric control is crucial, but not all calories are created equally. We also want our bodies to burn fat and not muscle. Eating protein helps encourage your body to burn fat and build muscle. The key is to maintain sufficient amounts of protein in your

diet so that your body burns fat and preserves muscle. This can be even more important than the caloric deficit approach.

Another key role of protein in your diet is feeling satiated. Research shows that when one consumes protein they feel full and their appetites are curbed. Protein also requires the most energy to digest, so you actually burn more calories just in the process of digestion.

Essentially, protein is the building block of muscle. If we don't consume enough, our bodies simply can't build muscle. If your goal is to build and maintain muscle, improve performance and overall strength, protein is a requirement. How much do we need in our daily diet and how much more for training and when do we eat it for optimal results? For athletes, it is about 1-1.5 grams per pound of body weight as an average

rule of thumb. For example, if you weigh 100lbs, you should consume 100-150 grams of protein daily.

The recipes in this issue include wholesome, warming foods that sneak in even more protein and whey for your nutritional needs as an athlete, recovering in the off-season. Enjoy! 



Laura Labelle studied at *Ecole De Cordon Bleu* in Paris and is an acclaimed California-based chef. She opened the popular *Cafe Luna*, was in-house chef for *Mix This* music studio, and operated her own catering company.

Looking for healthy recipe inspiration?

Strawberry Ginger Vinaigrette

From the Kitchen of Ty Brookh
Makes about 12 ounces

Ingredients:

1/2 cup frozen strawberries
1 tablespoon fresh minced gin
Juice of 1/2 lemon
1/8 cup apple cider vinegar
1/8 cup balsamic vinegar
1/8 to 1/4 cup raw honey (to taste)
1 tablespoon fresh minced onion
Black pepper to taste
1/8 cup walnut, grape seed, or

Preparation:

Add strawberries, ginger, lemon juice, and balsamic vinegar to a food processor or blender. Blend until smooth. Add remaining ingredients and blend again. Add black pepper while blending. 70 calories, add oil.

Tip: To add body and thicken the vinaigrette, add the other ingredients with raw

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Kale & Quinoa Frittata

From the Kitchen of Laura Lee Labelle
Makes 4 servings

Ingredients:

1 bunch of kale, cleaned
1 large sweet onion, chopped
1 tablespoon ghee
2 cups cooked quinoa
(I use red for its color, but any will do)
4 whole eggs (or substitute 6 whites)
2 tablespoons Parmesan cheese (optional)

Preparation:

Prepare quinoa according to package directions. Wash kale by removing the thick center ribs, cut the ribs into thin ribbons. Place the kale into a medium-size bowl.

In a pan over medium heat, heat 1 teaspoon of the ghee. Cook the onion for about 5 minutes or until it is translucent. Add the quinoa and cook with an eggbeater or blender.

Add the cooked onions, hot cooked quinoa, and Parmesan cheese to the bowl with the kale. Mix them together. In a large non-stick pan, heat 1/2 cup of ghee over medium heat. Add the entire mixture and cook. When the frittata has set, use a large spatula to turn the frittata. (Use a plate if necessary to turn the frittata and then slide it back into the pan.) Cook through on the other side, and then serve.

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With only four ingredients, these vegan pancakes will get your day off on the right start.

Vegan Pancakes

Ingredients

- 3/4 cup rolled oats
- 1/2 cup almond milk (or water or other milk alternative)
- 1 scoop Hammer Vegan Protein Powder (any flavor)
- 1/2 mashed banana

Preparation

Mix oats in a blender or food processor to make flour (or sub with 3/4 c. oat flour) and transfer to large bowl. Combine mashed banana and milk to dry ingredients. Spoon onto a hot oiled skillet. Cook on both sides for about a minute each and enjoy. Makes 10-12 pancakes. (Optional: top with berries and toasted coconut flakes.)



A hearty, protein-packed meal for the whole family, ready in less than an hour.

Easy Meatloaf

Ingredients

- 1.5 lbs ground meat of your choice (turkey/bison/beef/etc.)
- 1/2 onion chopped
- 2 large chopped celery stalks
- 2 large chopped carrots
- 3 minced garlic cloves
- 1/4 cup soy sauce or liquid aminos
- 1 egg
- 1/2 cup oats or unflavored Hammer Whey Protein
- 1 tbs chopped fresh oregano or dried
- 1 tsp fresh pepper
- 1 tsp ground chili peppers

Preparation

Pre-heat oven to 350 degrees. Combine all ingredients in a bowl. Mix well and transfer into a Pyrex baking dish. (I use an 11" x 13" and form a mound in the middle with the meatloaf.) Bake for about 45 minutes to an hour and let cool. Serve with your favorite seasonal vegetables.



These protein-rich waffles are both delicious and easy to make.

Protein Waffles

For this recipe, mix all the dry ingredients together and store in a sealed container. That way, there is extra on hand for easy breakfasts.

Dry Ingredients

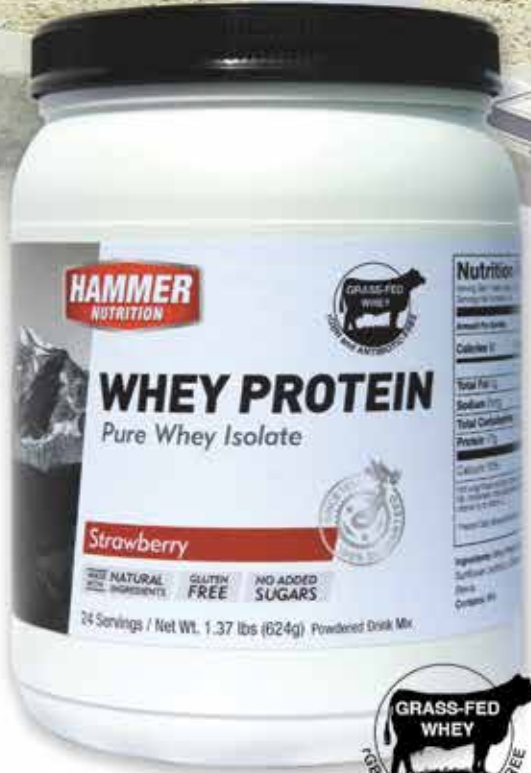
- 4 c. whole wheat flour
- 1 c. Hammer Protein powder (your choice of flavor)
- 2 tbsp. baking powder (non-aluminum)
- 1 tsp. salt
- pinch cinnamon and nutmeg to taste

Wet Ingredients

- 1 tbs. vanilla
- 1 c. liquid of choice (buttermilk, almond milk etc.)
- 1 egg white, beaten stiff

Preparation

Put 1 heaping cup of your dry mix into a bowl. Then add the wet ingredients. Mix well. Pour into waffle maker and cook until done. Makes 6 waffles. (Optional: top with fruit compote.)



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- Zachary Hilton

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6 or more	\$2.95 ea
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- **Repairs lean muscle tissue**
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*24-serving only



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Organic coffee is free from chemical pesticides and fertilizers.

Great coffee isn't really great unless it's organic!

In addition to improving your health, choosing organic coffee also has environmental benefits


BY ENDURANCE NEWS STAFF

Virtually everyone starts the day off with a cup of coffee at home or at the local coffee shop, but many consumers are unaware that they may be poisoning themselves, one sip at a time! Mindful shoppers often spend a wealth of time selecting high-quality, certified organic, raw, sprouted, and/or gluten-free food products while being completely unaware that the non-organic coffee beans they are drinking each morning are the one of the most chemically treated agricultural products on the planet. Don't forget to ensure your coffee quality, too!

Although most fertilizers, pesticides, and chemicals are banned or heavily regulated in the United States, harmful petroleum-based products are legal and widely used in almost every coffee-producing country. These heavily-sprayed pesticides and chemicals are designed to kill agricultural pests and bacteria. If the process is extremely harmful to these living organisms, one might wonder how can it not be harmful to humans?

Non-organic coffee not only affects you and the quality of your morning cup, it also harms the workers that tend to these polluted crops. Environmentally, such methods also slowly destroys the soil's natural fertility and sustainability, distresses native animals, and leeches damaging chemicals into local water supplies.

In today's marketplace, we are left to make countless decisions on each item that we come across in the grocery store. Do we select higher priced organic products, or pesticide- and chemical-treated products? These decisions might seem difficult, but doing your small part can make a huge difference. At Hammer Nutrition, we recommend eating healthy, living happily, practicing a sustainable lifestyle, being your best both on and off your bike, and drinking only 100% Fair Trade, organic coffees!

Friends don't let friends drink non-organic coffee! 

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Dried fruit, granola, flavored coffee, condiments, granola, fruit juice and dressings can be all sources of hidden added sugar.

Avoid hidden sugar traps!

Take a closer look at these hidden sources of added sugars

BY VICKI HACKMAN

When it comes to avoiding sugar-binging during the holidays, knowing what to watch for is the secret. If you're wondering how to avoid holiday sugar traps, here are seven HUGE sugar-binge traps you'll want to keep an eye on. Chances are that you already consume far more of the sweet stuff than you know. According to the United States Department of Agriculture (USDA), the average American consumes more than 150 pounds of sugar per year.

Cane and beet sugars ("table sugar," aka sucrose) account for just 43% of that amount, according to the USDA. Virtually all of the remainder comes from high fructose corn syrup (42%), glucose, and dextrose (refined, simple sugars) added by the makers of processed foods. Check out these hidden sources of added and natural sugars:

Flavored yogurts (24-30 grams/cup), especially those seemingly healthy fat-free or "lite" yogurts are typically loaded with sugary flavorings. Opt for plain yogurt, preferably homemade, instead.

Fruit juices (21-24 grams/cup), including 100% fruit juices, contain nearly as much sugar as soda does per cup. Fruit drinks, including trendy energy drinks and sweet, flavored teas, can be even worse, with 30 grams or more per cup. Instead, choose whole fruit which offers fiber, vitamins, and minerals with less sugar. A medium navel orange has about 12 grams of natural sugars.

Granola (19-24 grams/cup) often comes with added sugar in the form of honey or maple syrup, as well as sugary dried fruit and sweetened coconut. Check granola labels before you buy or make your own using nuts and seeds.


Bottled sauces and condiments (6-8 grams/ounce) Instead of using barbecue sauce, ketchup, canned tomato sauce, or teriyaki sauce, flavor your foods with tahini, horseradish, mustard, kimchi, or avocado. Make your own tomato-based sauces to avoid extra sugar.

Salad dressings (5-7 grams/2 tbsp.) Popular options like French, Catalina, or Thousand Island include sugar, as do many balsamic vinegars. Choose dressings with less than 2 g sugar per serving or make your own simple vinaigrette. You can also download our FREE In the Kitchen with Hammer Nutrition from our website for great recipes too!

Dried fruit (18-25 grams/1/4 cup) such as raisins, apricots, and cranberries are concentrated sources of natural sugar and some also have additionally added sugars. Use them sparingly on cereals and salads.

Flavored coffees (24+ grams/cup) usually contains sugary syrups and often artificial flavors. Get a larger size and the sugar soars even more. For example, a Starbucks 16 oz. Pumpkin Spice Latte has 50 grams of sugar. Instead enjoy pure, healthy organic coffee — 53x11, of course.

What you can do

To cut your intake of dietary sugars, aim to prepare more homemade meals with whole, unprocessed ingredients. Before you buy packaged foods, check the label for sugar content. And, choose endurance fuels that contain no added simple sugars. Hammer Nutrition fuels contain only complex carbohydrates guaranteed to deliver sustained energy without the potential adverse health effects of simple sugars. 

Five Tips to avoid holiday weight gain

Prevent excess pounds now and you won't need to shed them in spring!

Trick or treating, holiday parties, sugar-sweetened cocktails ... Add reduced exercise and stress to the mix and you've got a recipe for weight gain. From Halloween through the early New Year, even the most disciplined athlete can struggle to hold the line against extra pounds. Use these tips to devise your defense. **Cheers to your health!**



1. Water works.

Proper hydration is always important, but during the holidays it can be a valuable ally. Aim to drink two full glasses of water before you leave for that holiday gathering to help curb your appetite. It will also counteract the dehydrating effect of alcohol should you indulge. Throughout the day, every day, drink 0.5-0.6 ounces of pure clean water per pound of your body weight to avoid weight gain. A Hammer water bottle can help measure.

2. Rein in appetite.

Don't wait until Thanksgiving morning to fight your appetite. Get a jump on cravings now with **Appestat**. It suppresses appetite and helps to increase fat metabolism without the use of harmful stimulants. It also contains a plant-based precursor of serotonin, which may enhance sleep quality and reduce sugar cravings. Take 1-2 capsules an hour before lunch and dinner. Use in cycles of three weeks on and one week off.

3. Go for color.

Be proactive at those parties. Instead of standing at the buffet table, wondering whether to choose salty/starchy nachos or high-fat Brie cheese, bring the hostess a tray of kale wraps, stuffed cherry tomatoes, and sliced sweet peppers. These veggies are loaded with nutrients and fiber yet low in calories. Lean proteins such as steamed shrimp, turkey breast, or small handfuls of nuts, also are good choices.

4. Easy on the white stuff.

Skip the sauces, gravies, and dressings and you'll avoid the unnecessary calories, sugar, and salt. Be mindful of those tempting starchy carbs like bread, chips, white rice, pasta, and cookies. On those rare times when you know you'll indulge, be sure to take **Phytolean**. It will block the digestion of starchy carbs for you, enhance fat burning, and optimize your blood sugar levels.

5. Get your ZZZs.

Research has shown that not getting 8 hours of quality sleep can affect your body's insulin and ghrelin levels, leading to overeating. Ensure a full night of restful sleep by taking 2 **REM Caps** an hour before bedtime. Made only with natural ingredients, **REM Caps** improves sleep quality and duration, enhances growth hormone release, and helps your immune system stay strong.

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"I have been training less than normal and this has helped keep extra weight off." - online reviewer



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A ROUNDUP OF NUTRITION NEWS, TIPS, AND TIDBITS



Stay cold and flu free this winter

Sure, you could suffer through a winter workout with a drippy nose, headache, and mild fever if you had to, but who wants to? Here's how to avoid succumbing to winter colds and flu:

Clean your hands. It bears repeating: hands spread germs. Avoid touching your nose or eyes (where germs often invade) with unclean hands. Wash yours thoroughly and often, using soap and hot water, especially if you are touching door knobs, exercise equipment, or other surfaces in a public setting.

Get your rest. Getting an insufficient amount of quality sleep can impair your immune system, making it more difficult to fend off illness.

Nourish your body. Give your body the nutrients it needs to stay healthy: fresh, whole foods that contain the vitamins, minerals, and other compounds to support a strong immune system. As insurance, rely on high-quality vitamin and mineral supplements and particularly antioxidants.


Sprinkle on the yeast. Research shows that regular, moderate exercise boosts immunity, but intense hard-core training and overtraining can lower it. A new study found that athletes who consumed a spoonful of nutritional yeast daily in the weeks after a marathon not only were less likely to suffer respiratory tract infections than those who took a placebo, but they also enjoyed better mood.

Whey healthier. Studies show that whey protein is a potent immune system booster. It supports production of the key antioxidant glutathione, and also enhances the function of neutrophils, allowing your body to efficiently fend off disease-causing invaders.

Stay hydrated. Just because it's not as hot outside doesn't mean your body isn't as thirsty as ever. Drink 0.5-0.6 ounces of pure clean water per pound of your body weight to avoid weight gain and stay healthy.

Recover right in the off season

Your self-care routine for the off-season is just as important as race season. In addition to using protein, carbohydrates, and hydration to recover, one should also turn to glutathione. Glutathione is a tripeptide consisting of the amino acids glutamic acid, cysteine, and glycine. It is one of the three naturally antioxidants occurring in body, the other two being catalase and superoxide dismutase. Many researchers rate glutathione as the number one antioxidant.

One of the most important steps we can take to improve our recovery is to enhance and optimize the body levels of this important antioxidant. One of the best ways to do that is by consuming whey protein. Whey protein contains excellent levels of all three of the amino acids that comprise glutathione, as well as high levels of the sulfur-containing amino acid methionine. Timely post-workout carbohydrate and protein replenishment helps optimize glycogen synthesis and rebuild muscle tissue too. Both of Hammer's whey protein products, Hammer Whey and Recoverite, contain high amounts of glutamine to aid in your off-season and post-exercise recovery. 

HAMMER TIPS: IMMUNE BOOSTERS

Create your own cold and flu-prevention kit with Hammer Nutrition products: **Soni-Pure**, alcohol-free hand sanitizer has been shown to kill 100% of aerobic bacterial, mold, and fungi for up to 8 hours. Keep one in your bag and one in your car. Strengthen your immune system with the Daily **Essentials Kit Plus (Premium Insurance Caps, Mito Caps, Race Caps Supreme, and EndurOmega)**, **AO Booster**, and **Super Antioxidant**. Hard-working Hammer **Whey Protein powder** boosts immunity and enhances recovery. Choose single-serving packets or 24-serving containers. For a solid night of quality sleep, rely on antioxidant-fortified **REM Caps**. Don't wait for cold and flu season to hit, strengthen your defenses now!

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Hammer Nutrition supplements can help athletes get back on the road after an injury

Recovering from knee pain to the fast lane

How I set a new PR on my first race back from injury

BY TRAVIS BROKATE

My knee first started to bother me after competing in the Louisville Ironman in late 2015. Each time I worked out, my left knee would swell up and hurt. It got to the point where I would repeatedly wake up in the night in pain, like my knee was hyperextended. Finally, after several weeks of this, I sought medical attention. In the next five months, I received X-rays, an MRI, scar tissue scraping, and a cortisone shot. I changed my running form and underwent knee therapy

My injury began to heal. Though I didn't feel 100%, I knew I was on the right track. While recovering, I backed out of three racing events because I didn't think my knee would allow me to compete at the level I wanted.


I started taking Tissue Rejuvenator as directed for dealing with an injury. I'd taken it before after long workouts and races, but never on a daily basis. I couldn't believe how well it worked!

I was on the mend in early April 2016 and started getting back into running shape. I signed up for a half marathon with only a month to train before race day. Given the circumstances, I knew there was no way I

could break my 1 hour, 45 minute PR from last year, so I was hoping to be around 1 hour, 55 minutes at best.

I had read great reviews about Race Caps Supreme and decided I needed all the help I could get. When race day arrived, I took Race Caps and Endurance Amino and kept Hammer Gel in my pocket for when I needed a boost at the halfway point. I was able to keep a steady pace throughout the entire race and I felt great. Unbelievably, I ended up finishing the race in 1 hour, 41 minutes, setting a new PR by four minutes after a serious knee injury and with only four weeks of training!

I now refuse to race without Race Caps Supreme. They gave me the boost I needed to perform my best when I thought I had no chance.

Without question, Hammer Nutrition helped me overcome my knee injury and even enabled me to have my best race with little training. Though these past months have been rough, racing like I did for that half marathon really lifted my spirits. Thanks to Hammer, I'm now ready to tackle this season without fear or doubts. 

being **FIRST**



Jason Brosseau takes first overall at the 2015 Air Force Marathon. Brosseau credits his 1st place finish to his fueling strategy which was built around Hammer products including Race Caps Supreme. Photo: Joe Fanning

we know the feeling

When it comes to endurance fueling, latest isn't necessarily the greatest. Since 1987, Race Caps Supreme has stood alone as a safe, comprehensive, and effective formula promoting higher energy levels, increased endurance, and improved recovery. Countless successful endurance athletes can agree.

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International Hammer sponsored athlete Milan Brodina placed 5th in his age group at the WEMBO World Solo 24hr Mountain Bike Championship in New Zealand.
Photo: Courtesy Milan Brodina

Hammer Nutrition fuels athlete for the WEMBO 24 hour solo bike race

Milan Brodina shares his successful Hammer fueling strategy

BY MILAN BRODINA

The World Endurance Mountain Bike Organization has been hosting 24-hour bike races for several years now. A solo mountain bike race been on my bucket list for awhile now too. So when New Zealand was chosen to host the next World Championship, I knew that this was the one. I have done quite few 12hr solo MTB events, but twenty four hours in a saddle was a big step up.

There are so many things that can happen during the race and the key is to have a plan for those times. I have surrounded myself with a team of people who help me to be prepared for those times and achieve my goal – ride consistently, test

my physical and mental limits, and finish strongly. I also have a coach to help me with training and a local bike shop to keep my bike in tip-top shape. Nutrition plays a very important role during 24hr solo races also. It wouldn't matter how much training I did if I end up with digestion issues on an event day. Thanks to Hammer, fueling was the last piece of this puzzle I was worried about.

About five years ago, a friend of mine gave me a small book called "Athlete's Guide to Success," published by Hammer Nutrition and written by Steve Born. It truly was a game changer. It became my "go to" book for everything I needed

"Now I could train harder and more often, my race results improved and my recovery times shortened."

to know about sport nutrition. At the beginning, I questioned some strategies but I went ahead and tried them anyway. Now, I can definitely train harder and more often. My race results improved and my recovery times shortened. I was sold! I started to fully follow every recommendation in the book. Since then, I have never had a stomach or digestion issue during training or races so I was pretty confident in my nutrition plan for the 24hr. I have tried it over and over with great success over the last five years in my training and races.

So what was my fueling plan? I did not want to stop in the transition until it was dark and I needed lights. That is why I chose Perpetuem. I just grabbed another bottle from my support crew without stopping and kept on riding. It worked really well and I even made up some time over cyclists who had slower transitions.


Another reason why I like liquid food is the simplicity. It was very easy to educate my pit crew on that. Another benefit was that I did not have to worry about



Milan Brodina fuels up with Hammer Gel.
Photo: Courtesy Milan Brodina

fiber and associated toilet breaks. Overall, my fuelling plan was simple. I divided the race into into five hour blocks. Every fifth hour I changed from Perpetuem to a couple of Hammer Gels as a reward. During the daylight hours, I was consuming only non-caffeinated Gels and Perpetuem. I was saving those espresso gels for the night.

I believe that one big reason why I had such a good race was that I was regularly supplementing during the event. Hammer Endurolyte powder added to my Perpetuem replenished my lost minerals. Anti-Fatigue-Caps helped clear lactic acid and prevent cramping. Race Caps Supreme reduced muscle fatigue. Now, I will not race without any of these. These are my secret weapons.

Thank you, Rachael from Hammer Nutrition NZ, for always answering my burning questions. I truly believe that Hammer products helped me to achieve my goals. I always honestly recommend it to anyone who asks. 



Sponsored athlete Coul Hill hammers to the finish at the Independence Valley Road Race. Photo: Collene Hill

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— online reviewer



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Hammer Europe stomps competition



Netherlands: Hammer Duathlon team from left: Alexander Picard, Marina van Dijk, Armand van der Smissen, and Tjemme Stegenga. The Hammer duathlon did very well in a series of six run-bike-run's for the National Championship. Head coach Armand van der Smissen is very happy with the results and there is still a good chance this team can take first by the end of the season. **Photo:** courtesy Buddy van Vugt



Lithuania: Gediminas Grinuis of Lithuania Hammers to the finish of the Lavaredo Ultra Trail run. "It is one of the most beautiful races in the world and very deep in my heart because it is exactly the place where I began my running "career". Racing in the Dolomites was a great opportunity to relive my history and have fun with a lot of strong runners who gathered at the finish line. I felt good the entire race and set high speed at very beginning. However, the last kilometers became extremely painful as all bodily resources were depleted. Luckily, Hammer Gel with caffeine came in handy and pushed me to the finish line with the second best time ever!" **Photo:** courtesy Buddy van Vugt



Netherlands: Rob Musters celebrates his overall win at the Olympic distance triathlon in Terheijden. Rob's secret of success is to use one Hammer Gel fifteen minutes before the start and have a bottle of Heed waiting on his bike. He finishes strong on the run with another Hammer Gel. **Photo:** courtesy Buddy van Vugt



Belgium: Beach volleyball team Vandycke-Smets celebrates their 3rd place win in the beach volleyball tournament in Brussels. They stayed energized any hydrated throughout the day with HEED! **Photo:** courtesy Buddy van Vugt



Netherlands: Julie von Greunigen finishes second in her bike leg at Ironman Switzerland where she took 3rd place in the 18-24 age group. During the event, Julie rides strong with Hammer Gels and her favorite Oatmeal Apple Hammer Bars. **Photo:** courtesy Buddy van Vugt



Netherlands: Vincent Kalkman on his way to winning the Sint Annen 100 mile race. After 12km, he fell, hurt his knee, but kept going. He used Perpetuum, Anti Fatigue Caps, Endurance Aminos, and Endurolytes Extreme to propel him to the finish. **Photo:** Iris Kalkman



Hungary: Hammer Nutrition athlete Csécesei Zoltán competed at Hungary's longest non-stop ultra-race, the Deseda Ultramarathon and won it for the second time. Last year he not only won the race, but he was the only athlete to finish. With the help of Hammer Nutrition's premium products, he completed the 252 kilometers in 26 hours, 57 minutes, and 49 seconds. He also finished with a new track record. **Photo:** Courtesy Buddy van Vugt



Damion Stoy traverses the trails in the Grand Tetons National Park. Photo: Lindsey Hintz

The path less traveled for 100 years

National park centennial inspires hammer athletes

BY JESSICA EVANS

Traveling with the Louis and Clark expedition in 1832, George Catlin explored the American frontier on a diplomatic mission for the United States government. Crossing thousands of miles of great plains, river valleys, and mountain ranges, he became concerned that the vast spaces of wilderness would be destroyed by settlement. He didn't live to see the creation of the national park system that he advocated for, but the pledge to protect historic landmarks, geological features, and prehistoric structures was eventually made and athletes have been grateful.

This year, the National Park Service celebrated its 100th anniversary. Hammer athletes celebrated all over the country by visiting their favorite parks. Officially founded in 1916 by President Woodrow Wilson, this public service has provided the backdrop for many a Hammer athlete to train in. Starting with the establishment of Yellowstone Park and Devil's Tower in 1906, these landscapes inspire many to hike, run, and ride.


"National Parks are truly America's greatest idea," says

Damion Stoy, sponsored Hammer athlete. "They are where I can explore vast stretches of wilderness which gives me a deep mental, physical and spiritual connection like no other." Stoy lived and worked in national parks for nine years as a biologist and botanist while also pursuing an active, healthy lifestyle.

With a commitment to engaging communities through recreation, competition, and sportsmanship, Hammer Nutrition based its headquarters in the shadow of Glacier National Park. Hammer

Continued From Previous Page

staff often R&D new products on long training rides through the park and on the slopes during ski season.

Inspired by the centennial anniversary of the NPS, Hammer athlete Bill Sycalik founded The National Parks Marathon Project. He set a goal to run a marathon length in all 59 locations. "I want people to realize our National Parks are so much more than scenic overlooks and bison herds. Getting out on foot is the best way to feel the rejuvenating effects, power and presence of nature," says Sycalik. "I use Hammer Perpeteum and Gels for fuel, Heed to keep me hydrated, and Endurolytes to keep my electrolytes in balance. Hammer products support me to complete and enjoy these glorious runs." 



Hammer sponsored athlete Bill Sycalik runs the parks to join generations of national park enthusiasts and Hammer athletes. Photo: Bill Sycalik

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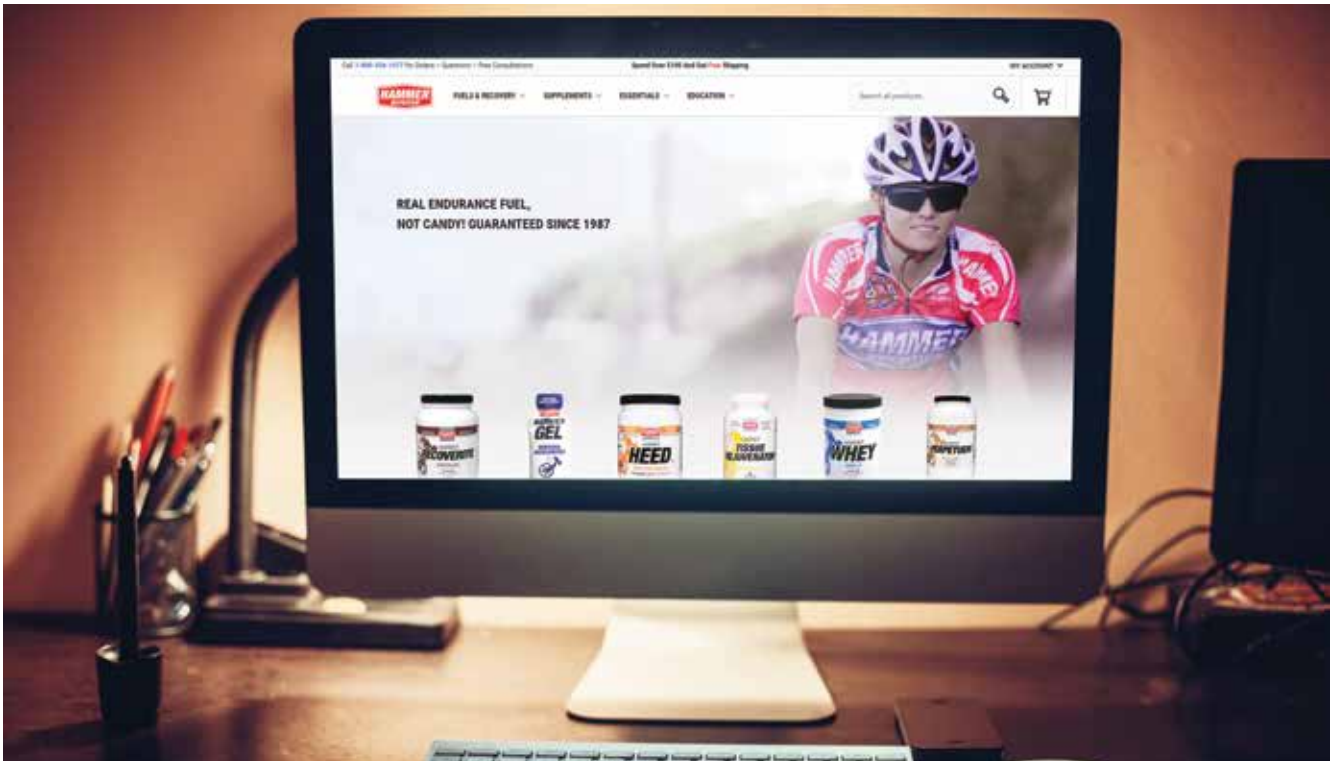
A roomy, hard-shelled bottom compartment is great for separating wet, muddy gear from clothing.



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Use Promo Code EN102, and get a **FREE** single serving packet of Sustained Energy value \$3.25. Expires 1/20/17

800.336.1977 www.hammernutrition.com



Hammer recently invested in some changes to its existing, successful website platform to streamline behind-the-scenes functions and improve the user-experience.

Always a click away

Hammer’s new website launches to improve athlete’s experience

BY JESSICA EVANS

One of the key principles of Hammer is innovation. We are always adjusting our website to provide a world-class shopping experience and knowledge portal for our customers. As the pace of technology updates continues, we find ourselves revising our website again. After months of hard work, Hammer is excited to announce that our new, refreshed website is live.

The updated site includes changes to navigation, with dropdown menus for both mobile and desktop versions. We’ve also improved the structure of our content, so you’ll get more from a quick read. There’s a whole host of

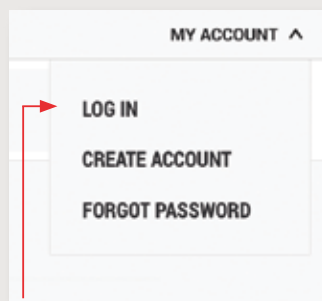
small but impactful changes, all to make your experience of the adjusted site better, even if one doesn’t notice them right away.

For security purposes, passwords for existing customer accounts were not included in the migration. Please follow the directions below when you visit the website for the first time. When first logging into the new website, one will need to reset their password. To offer support during the transition, our phones will be open extra hours to help with questions. Thank you again for your support and loyalty as we grow. We appreciate you!

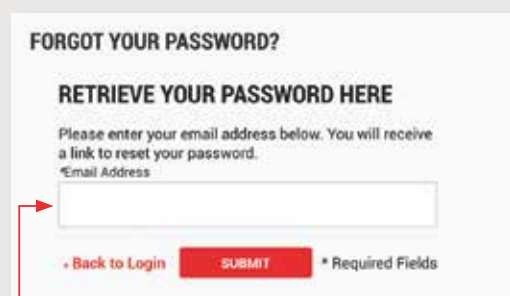
TO LOG IN FOR THE FIRST TIME:

Existing Customers will need to go to “My Account,” click on “Log In,” then “Reset Password.”

New Customers can click on “Create Account” to start their Hammer order history.



1. Go to “My Account” and “Log In.”



2. Select “Reset Password” and enter your email. Follow prompts in email to reset password. Log in with new password.

Wherever you go, show us how you Hammer.

Join the Conversation



Inspiration • Community • Knowledge



#howihammer



World-Class Athletic Apparel

Go the distance in style and comfort with premium athletic clothing

BY ENDURANCE NEWS STAFF

After road testing dozens of styles, fabrics, vendors, and designs, Hammer is proud to bring you premium clothing for the multi-sport athlete. Everything we offer is thoughtfully chosen for how it fits, how it feels, and how it performs in the real world. The items featured below are just a few from the complete line of custom wear available on our website. We're confident that these training and race essentials will carry you through your workouts and over the finish line for years to come. Here are some of our favorite fabric innovations and an example apparel item. Take note! Some are only available for a limited time. The hourglass icon (🕒) will let you know what will be discontinued when new designs come for 2017! 🇺🇸

FABRIC: **TRITON**



Voler Base Layers

These superbly crafted base layer garments are designed and made by Voler. Whatever your sport or outdoor activity, these versatile undergarments will keep you comfortable for the duration. All are made from Voler's state-of-the-art fabrics to keep you warm in winter, cool in summer without bulk. Sublimated Hammer logo allows wicking and ventilation, won't fade or wash out. **Unisex sizing.**



Long Sleeve Thermal
\$29.95 | S-XL | Slim Fit
 COLOR: WHITE

FABRIC: **DENALI**



Cycling Apparel

This state of the art tri-laminate thermal fabric is sophisticated and stylish. Denali fabric also combines a medium stretch printable surface fabric with a wind- and water-resistant internal membrane to protect you from the elements while on your rides. This thermal jacket also has a mid-loft soft fleece backing for ultimate comfort and even more protection. Tailored fit, high collar.



Men's Voler 53x11 Thermal Jacket
\$99.95 | S-XL | Slim Fit
 COLORS: BLUE, BLACK

FABRIC: **VORTEX RIPSTOP**



Wind Jacket

These are jackets you can rely on for many race seasons. The micro-fiber construction of Vortex Ripstop makes it lightweight and windproof. The Ripstop weave also provides water-resistance and increased durability. This Voler wind jacket has a high collar, a dual directional zipper, and three rear pockets. Eye-catching and functional, this jacket is easy to wear, carry, clean, and travel with.



Women's Voler Wind Jacket
\$69.95 | S-XL | Slim Fit
 COLORS: BLUE, PINK

FABRIC: **FROZA HC**



Cycling Bib

The Men's Voler Cycling Compression Bib is constructed from highly compressive yarn that optimizes muscle performance and increases circulation, resulting in less muscle fatigue. Plus, compressive power band leg grippers reduce lower leg pressure and provide muscle support.



Men's Cycling Compression Bibs
\$89.95 | S-XL | Slim Fit
 COLORS: BLACK



FABRIC: **COTTON/SPANDEX**



Yoga Pants

These long-lasting pants are a machine-washable blend of 95% cotton and 5% spandex. Specifically designed for comfort and durability, these form-fitting pants include a fashionable and functional fold-over waist and slightly flared legs.



Women's Yoga Pants
\$24.95 | S-XL | Slim Fit
 COLOR: BLACK

FABRIC: **SWEATVAC®**



Running Hat

Fast-drying DriSmart™ shell with twin layer keeps you warm and dry.



Winter Beanie \$19.95 | One Size
 COLOR: BLACK

FABRIC: **WOOL**



Socks

Merino wool, nylon and elastic, create a versatile, four-season sock.



DeFeet 53x11 Premium Wool Socks
\$9.95 | S-XL |
 COLORS: 53X11 BLACK

FABRIC: **BERGAMO**



Running Tops

For quality, comfort and style, Italian-made clothing is among the world's finest. That's why Hammer partnered with Bergamo to bring you this premier line for runners. These items have been meticulously crafted for comfort and performance. Our Bergamo Running Tops are made of softer material without static and aren't bulky. Features vibrant, high-visibility colors with a reflective tag stitched on the side-seam and a Hammer crank decal on the back.

Women's Singlet
\$24.95 | S-XL | Slim Fit
 COLORS: HOT PINK, TEAL, RED-CHROME
 (from left to right)

Men's Sleeveless Run Top
\$24.95 | S-XL | Slim Fit
 COLORS: YELLOW, RED, BLUE

Women's Short Sleeve Top
\$27.95 | S-XL | Slim Fit
 COLORS: WHITE, HOT PINK, RED, TEAL, RED-CHROME

Men's Singlet
\$24.95 | S-XL | Slim Fit
 COLORS: HIGH-VIS YELLOW, RED, BLUE, RED-CHROME





Brian Roddy and his team during Race Across America. Photo: Courtesy Brian Roddy

The world's toughest bike race

Hammer team rides RAAM with Rolf Prima founder

BY BRIAN RODDY

Part of the fun of doing endurance events is finding and pushing your limits, but I'm not going to lie. As I was standing on the side of the road outside Pagosa Springs, Colorado on the lower flanks of Wolf Creek Pass I was having zero fun. I was doing Race Across America as a 4-person team with my wife Carrie, and friends, Mike and Aaron. We were a full rookie team. We thought we knew what to expect.

As a life-long endurance athlete and owner of Rolf Prima Wheel systems, I am no stranger to long-distance tests of mental and physical fortitude. I also knew what I wanted to do for nutrition as I have been using Hammer for years. Several years ago, I raced the Cape Epic in the South African heat living on Fizz, Endurolytes and Hammer Gel, so I knew those worked for me even in extremely hot weather.


For this event, our plan was to ride short 20-30 minute pulls to maintain higher speed. This allowed us to stay controlled, but keep the speed up. For the most part this went well, but the first couple days through SoCal, Arizona, and Utah were unreasonably hot. I had trained well, I was fit and mentally prepared, but the heat and high elevation sent me sideways. Even though I was staying on my hydration using my go-to Fizz and Endurolytes while trying to manage my body temperature, I was clearly struggling. I've had problems with the heat in the past and the Fizz and Endurolytes have always worked well for me so I knew I could turn it around.

As I stood on the side of the road in Colorado giving myself the "you-have got-to-it-together" pep talk, Carrie picked up my slack by climbing most of Wolf Creek Pass. At the end of our pull, I took some Endurolytes,

Fizz, and a short 2-hour nap while Mike and Aaron rode. When I woke, I had a couple hits of Peanut Butter and Nocciolo Gels and I was a new man.

From there, the temperatures broke and we started having fun. We railed the 10,000 ft. Cuchara Pass and quickly switched to time trailing across eastern Colorado. Kansas was a non-issue as we swapped blocks with Mike and Aaron blazing across the state with a hot tailwind. With the combination of my Rolf Prima Ares6 carbon wheels, it was low altitude flying. Fun! Finally!

We shifted to our lightweight road setups with Rolf Prima Eos3 wheels rallying through the traffic, crap gutters and gravel-strewn shoulders of Illinois and Indiana. It was the kind of riding we would normally complain about, but now we were enjoying it. I stayed with what always works for me: Fizz, Endurolytes, and Peanut Butter and Nociolo gels. We cruised the hills of Ohio, West Virginia and Maryland, and finally crossed the line at 6 days 22 hours 32 minutes – better than our stretch goal of 7 days.

I can say I tested my limits – not so much in the riding but more from the heat and sleep deprivation. In an event like this, you have to sort it out. You can't DNF and leave your team hanging. I was fortunate that I had reliable nutrition from Hammer that I had trusted before so I could be confident it was the right track. 

Brian Roddy is from Maryland but lives, works and rides in Eugene, Oregon. He is the owner of Rolf Prima Wheels, hand built USA made precision products supporting all forms of cycling and triathlon at the highest levels. He is a competitive cyclist and triathlete and enjoys multi-day adventures.

HAMMER MASTERS TEAM



Dan Shore

Congrats to Hammer Masters National Team's Dan Shore. In 2016 he won the USA National Road Champs in June, the NCNCA Road Champs in August, and took the NCNCA Crit Champs in September. Photo along side World Champ Larry Nolan and National Champ Kevin Metcalfe. **Photo:** Courtesy Hunter Zeising



Jon Ornstil / 2nd Age Group

Jon Ornstil takes second place in the masters division at the Hammer sponsored University Road Race in Santa Cruz, CA. **Photo:** Courtesy Hunter Zeising



Hunter Zeising / 1st Place

Hammer masters team member Hunter Zeising celebrates a first place finish at the Ladoga Road Race. **Photo:** Courtesy Hunter Zeising

WEST MICHIGAN COAST RIDERS/SPECIALIZED TEAM

Overall, the team got off to a great start early in the season by taking the all-men's team win at Mercy Health's "The Ride" event. This is an indoor cycling event with nearly 500 participants where funds are raised to support heart health screening for local high school athletes and support Mercy Health's HEART Center. Below are some of our team members accomplishments for 2016.

Team Results

Jon Studer

Hanson Hills Challenge XC MTB race: 1st in 29 & Under Expert class
Mud Sweat & Beers XC MTB race: 1st in 18-29 Expert Class
Fort Custer Stampede: 3rd in 29 & Under Expert Class

Matt Vandersys

Lumberjack 100 National Ultra Endurance MTB Race: 9th of 79 in masters division
Placed 2nd in 3 person coed team at EPIC 10 Hour Adventure race.

Jim Plichta

19th in AG at Barry Roubaix (world's largest gravel race)
13th masters division at Mohican 100 National Ultra Endurance MTB Race


Jim DeWent

30th in AG at Barry Roubaix. This was Jim's first race after a miraculous and speedy recovery after a life-threatening double stroke!

Caleb Borns

Podium Finishes in All 2016 races entered to-date:
Barry Roubaix 22 mile race, 5th in AG and 15th overall
Yankee Springs MTB TT, 2nd in Sport Boys 15-18
Fort Custer Stampede, 3rd in Sport Boys 15-18
Bear Lake Sprint Duathlon, 1st in AG and 3rd overall
Kent ISD Criterium, 3rd in Juniors
Sweat Shaker XC MTB Race, 2nd in Sport Boys 15-18

Rick Borns

1st Overall in Vasa Ski Fatalon (duathlon composed of XC ski and fat bike racing) 



The West Michigan Coast Riders/Specialized lines up for a team photo. **Photo:** Courtesy Rick Borns



WE SUPPORT: YOUR SPORT

Whatever your sport, you'll find plenty of challenging Hammer Nutrition-sponsored events to choose from this fall. We've already got more than 80 events on our calendar for the upcoming months — covering pretty much everything associated with endurance — and more requests for sponsorship support are pouring in daily. Here's just a sampling of the exciting fall events that we are honored to support:

ULTRA 250K TEXAS TRI

SALADO, TEXAS

Ultra 520k Texas is a 3 day ultra-endurance Triathlonswim: 6.2 miles-bike 264 miles-run 52.4 miles. That's 'bout 520k, y'all! Proceeds benefit the Salado Family Relief Fund, Team Mojo Foundation, and Project Walk.

ultra520ktexas.com

OCTOBER 21

END-TOMBED (MOUNTAIN BIKING)

ARVILLA, NORTH DAKOTA

This annual epic halloween themed bike race takes place in Turtle River State Park. Riders can ride solo or as part of a relay team to try to get in as many laps as possible in 12 hours. The course has lots of windy single track, some fast double track, and a smidgen of road riding (which you'll be loving by the end!).

endracing.com/end-tombed

OCTOBER 29

SWIM FORT DE SOTO (OPEN WATER SWIM)

TIERRA VERDE, FLORIDA

The Swim Fort De Soto is a 10K+ open water swim race around the beautiful park and island chain of Fort De Soto. Each solo swimmer will have a pilot (kayak escort) to provide safety, navigation, and nutrition to the swimmer. Swimmers can enter as a solo swimmer, 2-person relay, or 3-person relay.

swimwithoutlimits.com/sfd-race-details

NOVEMBER 5

ADVENTURE RACING

PADDLE SPORTS

RUNNING

TRIATHLON

CYCLING

SWIMMING

MOTOCROSS

SKIING



Paddlers take on 31 miles on the Tennessee River. Photo: Lawson Whittaker

CHATAJACK (PADDLE SPORTS)

CHATTANOOGA, TENNESSEE

Chattajack is a paddleboard/kayak race that celebrates the effort a paddle athlete makes in the pursuit of distance endurance. Fueled with passion on the water, these individuals love to dig, testing their personal limits while completing this unique gorge course. Chattajack is set apart from similar races by its length. Its distance calls for athletes who have committed to their training and to their pursuit of endurance. The course is one that requires preparation, but is sure to be a fun, rewarding experience. Chattajack is comprised of a community of people who come together to commemorate a true love for this sport. They inspire one another, cheer each other on, and at the end of the day, they revel in the beauty of a shared victory.

<http://www.chattajack.com>

OCTOBER 22

NORTHERN ROCKIES SNOW AND AVALANCHE WORKSHOP

WHITEFISH, MONTANA

Sixth annual Northern Rockies Snow and Avalanche Workshop. The NRSWA is open to winter recreational enthusiasts and professional's alike. Enjoy workshop presentations as well as avalanche safety, winter equipment, and service sponsor displays.

flathheadavalanche.org/basic-page/northern-rockies-avalanche-safety-workshop

NOVEMBER 5

WHITE BULL TRAIL SERIES (TRAIL RUN)

SIMI VALLEY, CALIFORNIA

Three different days and three different trails give runners a tougher challenge. Not only is it hard to run, but it's a challenge to commit that time too! Each racer finishes and their time is added up.

whitebulltrailseries.com

NOVEMBER 5



The Swank 65 delivers challenging and scenic terrain through the Appalachian Mountains. Photo: Icon Media Asheville

SWANK 65 (MOUNTAIN BIKING)

PISGAH FOREST, NORTH CAROLINA

The Swank 65 Mountain Bike Journey is mountain bike racing at its most primeval. Far removed from civilization and polluted air, the race begins at 2500 feet. It consists of a triad of cloverleaf shaped loops winding around Gloucester Gap in Pisgah National Forest. This exhilarating course will test your skills and desire as you explore the devilish terrain of the Pisgah National Forest.

blueridgeadventures.net/swank-65/race-6/

NOVEMBER 13

STONE MILL 50

MONTGOMERY VILLAGE, MARYLAND

The Stone Mill 50 Mile is a lengthy course on the Seneca Greenway and Muddy Branch trails in Montgomery County Md.

stone-mill-50-mile.org

NOVEMBER 12

HITS TRIATHALON SERIES

LAKE HAVASU, ARIZONA

The only major triathlon held in HITS Triathlon Series is a race series designed for seasoned triathletes, as well as first timers. All are invited to compete in the HITS Triathlon Series, from the beginner in the Open, to the experienced triathlete in the Sprint, Olympic, Half and Full.

hitstriathlonseries.com/lake-havasu-city-az/

NOVEMBER 12

EVERY DAY. ESSENTIAL.



MSRP
60 Softgels - \$12.95
180 Softgels - \$29.95

ENDUOMEGA

Essential omega-3 fatty acids

- Helps protect cardiovascular health
- Supports healthy joints
- Enhances brain function and mood



**"Great product.
No fishy aftertaste!"**

-Online Reviewer



ORDER TODAY

Use Promo Code EN102, and get a **FREE** single serving packet of Sustained Energy, value \$3.25. Expires 1/20/17
800.336.1977 www.hammernutrition.com

DEAD HORSE ULTRA

MOAB, UTAH

The Dead Horse Ultra is a 50 mile, 50k, and 30k. The course will challenge you with technical slickrock and sandy washes and has great views of Arches National Park, the La Sal Mountains, and the Moab Valley.

www.madmooseevents.com/#!/dead-horse-ultra/pv4zw

NOVEMBER 19**ULTRAMAN WORLD CHAMPIONSHIP 3 DAY TRIATHALON**

KAILUA KONA, HAWAII

The Ultraman World Championship is the next step in the endurance challenge of being human. Covering a total distance of 320 miles on the Big Island of Hawaii, it requires that each participant complete a 6.2 mile (10 K) open ocean swim, a 261.4 mile (421 K) cross-country bike ride, and a 52.4 mile (84 K) ultra-marathon run.

ultramanlive.com

NOVEMBER 25**YOU DON'T KNOW JACK (ULTRA RUNNING)**

CARTHAGE, MISSOURI

The inaugural running of the You Don't Know Jack Distance Revival is Saturday, December 5th at 7:00 AM. This non-technical trail event will cover distances of 15K, 25K, 42.2K (marathon), and 50K. Time limit to complete distances is 8 hours.

localraces.com/twelveone/you-dont-know-jack

DECEMBER 3**TRIKW TRI KEY WEST**

KEY WEST, FLORIDA

TRIKW has become the token season closer for many triathletes. Its a big race on a little island. Home base is Higgs Beach, which serves as an easily accessible location to swim, bike, and run. Participants come back year after year for the fun and the atmosphere that only Key West and TRIKW can provide!

<http://www.multirace.com/events/98>

DECEMBER 3

View from the Summit Overlook. Photo: courtesy www.atlantaoutdoorclub.com

waterfalls, and beaver ponds. There will be an 11 hour cutoff for both races.

evensi.us/pine-mountain-trail-run-2016-fd-roosevelt-state-park/176973024

DECEMBER 4**PINE MOUNTAIN TRAIL RUN**

PINE MOUNTAIN, GORGIA

The Pine Mountain Trail Run is a challenging 46 & 19 mile trail run on the beautiful Pine Mountain Trail system in Pine Mountain, GA. You'll experience both pine & hardwood forests, rock outcroppings,

BRAZOS BEND

NEEDVILLE, TEXAS

The Brazos Bend course is the fastest trail in Texas trail running. The course is 99.9% flat with only one place where the hill is 10 feet. Other than that you will be running on flat surface that moves from hard crushed rock, soft trail under canopy and easy horse trails as well.

trailracingovertexas.com/brazos-bend-100/

DECEMBER 10-11TH**HAVE A FAVORITE EVENT YOU WOULD LIKE HAMMER TO SPONSOR?**

For nearly three decades, Hammer Nutrition has been sponsoring endurance events of all kinds — from ultrarunning and ultracycling to marathons, triathlons, adventure races, and much more. In fact, sponsoring grassroots events is one of our favorite ways to help new and experienced athletes, who don't already know the benefits of "Fueling right, and feeling great" with Hammer.

Do you have a favorite grassroots event that you would like to see us sponsor? We can help! Race directors who partner with Hammer Nutrition receive on-course HEED, our healthy and highly effective sports drink, to ensure participants' success: free goody bags packed with our top fuels and educational brochures Hammer Nutrition banners; and ongoing support from our team of experts. For more information, email sborn@hammernutrition.com

LET US SHOW YOU THE WAY TO FUELING SUCCESS!



“Great products, amazing service, and as always, Hammer Nutrition’s fueling advice was ‘spot on.’ ”

-Online Reviewer

Call for a **FREE** consultation with one of our expert Client Advisors.



800.366.1977

www.hammernutrition.com



Hammer Brand Ambassador Pam Landry sets new PR's even after surgery. Photo: Pam Landry

The comeback kid

Athlete uses Hammer products to set new PR after major surgery

BY PAM LANDRY

In 2014, I had both right and left hip replacement surgeries because of severe osteoarthritis. As a veteran coach and marathoner for over 20 years, I knew I would need to tap into every available resource in order to have a successful surgical outcome and solid recovery. Most importantly, I wanted a permanent return to coaching, competing, and my very active lifestyle. Several Hammer products played a vital role in getting me back on the roads and trails.


Recoverite helped reduce general muscle soreness post-surgery while also helping strengthen my immune system. The Orange Vanilla flavor also provided a much needed source of quality carbohydrate and protein calories when dealing with post-operative nausea.

Tissue Rejuvenator and its anti-inflammatory properties helped me reduce the use of prescription pain medications while also helping promote joint integrity and mobility in my now “million dollar hips.” As my pain levels steadily decreased, I could consistently complete all of my daily physical therapy routines to improve my strength and range of motion.

Premium Insurance Caps offered solid daily support for my overall health and energy during this stressful period with a broad spectrum of vitamins

and minerals. Six weeks after each surgery, I was given the green light to gradually resume running, training, and coaching my athletes. As my strength and endurance continued to improve, I resumed the use of my regular arsenal of Hammer fuels as well. HEED, Endurolytes, Endurolytes Fizz and Hammer Gels entered back into my regimen as I was gradually able to hit higher mileage totals and intensity levels. I was thrilled when I needed to address post-workout soreness again with Whey Protein Bars and Recoverite!

Thanks to the many Hammer products that I had in my arsenal before, during, and after these two surgeries, I was able to run my 21st marathon in Dublin, Ireland in 2015, along with three half marathons and several 5 & 10K's. In 2016 (at age 63), I shaved a full 3 minutes off of my 5K PR set at age 31 and have been training successfully for several half marathons scheduled later this year.

Needless to say, I recommend Hammer's complete product line for the wide range of athletes that I work to on a daily basis. Many thanks, Hammer, for helping me return to the life I love on the roads and trails.... the 'Comeback Kid' indeed! 

Friends don't let friends fuel wrong



FILL OUT & SHARE

You gotta try
Hammer Nutrition!

**SAVE 15% ON YOUR
FIRST ORDER!**

TELL THEM

Name _____

Client # _____

SENT YOU!

Hammer athletes Jessica Culver Tapp and Shayne Thompson.
Photo: Courtesy Jessica Culver Tapp

Hammer Referral Program **SHARE THE LOVE**

- 1. You tell a friend** about Hammer Nutrition.
- 2. They get 15% off** their first order when they mention your name/client number.
- 3. You get 25%** of the value of their first order credited to your account!

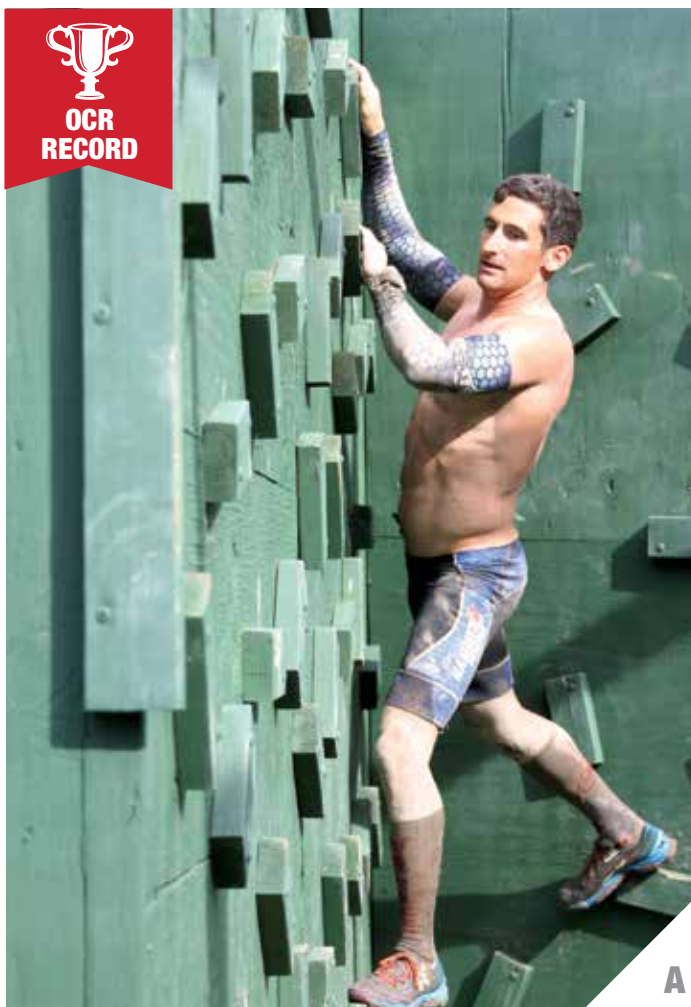


For complete details visit bit.ly/hammerlove

FROM OUR ATHLETES

2016 Highlights

Our athletes are the heart and soul of Hammer Nutrition. They include elite pros who have been competing for decades, as well as amateurs training for their very first race. We love to celebrate all your achievements, large and small, whatever your sport. The athletes we feature on these pages are just a small sample of the thousands of Hammer clients who are “fueling right, and feeling great.” Cheers to all!



A

A Evan Perperis

OCR America Day 3: Viking Obstacle Race at Sunny Hill

In 2016, Evan completed a record for the most OCR miles and obstacles in a week. He was the first person to win a total of three BattleFrog Xtreme events (6.5+ hr multi-lap OCR), a record that is now tied with two other athletes. He also has a total of three short course and four long course OCR podium finishes in 2016. His book, “Strength & Speed’s Guide to Elite Obstacle Course Racing,” is now available from major retailers.

Photo: Amy Perperis



B

B Olivia Mew

Weymouth Sailing World Cup 2016/4th place

“I used Endurolytes throughout the competition to help aid in hydration. I used the Hammer Whey bars when coming off the water late as a substitute dinner in order to recovery and be ready for the next day of racing.”

Photo: Robert Mew



ATHLETE OF THE YEAR

A

A Lincoln Murdoch

2016 Nebraska Senior Athlete of the Year/ Cornhusker State Games Triathlon 1st OA

"Hammer always plays a huge role. I use Perpetuem powder, Perpetuem Solids, HEED, Hammer Gel, Recoverite, and a big assortment of Hammer Supplements everyday for training and racing. Love 'em all."

Photo: Jennifer Murdoch



NATIONAL CHAMPION

B

B Traci Falbo

Mad City 100k National Championships / 1st female - National Champion

"I will always use Hammer Nutrition. Hammer is the only thing that is reliable for my stomach!"

Photo: Aaron Pratt



ULTRA ENDURANCE

C

C Kelly Agnew

Hardrock Hundred

"The Hardrock proved to be the most challenging thing I had ever done. I pushed my body beyond anything it had ever experienced. I suffered severely in the heat, struggled in the altitude, was ravaged by the climbs, and was then crushed by the descents. But I finished. Thanks to Hammer Nutrition for supporting me and providing me with the fuel to get me through the 2016 Hardrock Hundred."

Photo: Chris Gerber



WORLD RECORD

D

D Adam Ellenstein

World Record Swim

Adam Ellenstein swam 105-kilometers for a World Record for the fastest, non-stop, north to south swim of Okanagan Lake in Penticton, British Columbia, Canada. "I've trained and raced successfully with Perpetuem as my primary fuel source for a number of years and feel 100% confident in this complex energy source to fuel me across multi-day events, from Ironman to Ultraman, from RAAM Challenges to a World Record attempt. Perpetuem continues to fuel me to the finish line."

Photo: Adam Ellenstein



A

A Jessica Culver-Tapp

Bitterroot Mountain Trail Run, MT

"Trail run in The Bitterroot Mountains, 18 miles of 3K climbing and nothing but beauty all around!"

Photo: Jessica Culver-Tapp

B Rocio Markosian

Vineman Half Ironman

"My first half ironman at Vineman on July 10, 2016! Hammer Nutrition got me through all my training and helped me cross that finish line! I recovered great and am looking forward to doing it again! Plus, love my tri kit! Super comfy and never get chafed!"

Photo: Courtesy Rocio Markosian



B



C

C Amber Reece-Young

Asheville Half Marathon / 2nd female

"I maintained my 2nd place position for females throughout the race and ended up finishing 10th overall in 1:30:20. "I used a Huckleberry & Peanut Butter Gel to fuel me through the hilly half marathon course. I also used chocolate Recoverite to expedite my recovery. Thanks again Hammer for the best products on the market!"

Photo: Paul Jackson

JAMES RICHMAN'S IRONMAN COEUR D'ALENE RACE RECIPE



James Richman on the podium with a first place age group win. Photo: Courtesy James Richman



BEFORE: HEED

ON THE BIKE: Perpetuem Caffe Latte, Lemon Lime Heed, and Endurolytes

ON THE RUN: Hammer Gel Tropical, Endurolytes, and water

RESULTS

Hammer products kept my energy levels consistent throughout the long, hard day and helped me finish first in my age group while qualifying for Kona! Thank you, Hammer!



A Sean Phelps

USAT Sprint National Championships

"A huckleberry Hammer Gel 30 min before my wave and grape Fizz was all that was needed for the race. No need for tons of calories or bottles of fluid for a sprint tri."

Photo: FinisherPix

B Zachary and Avery Hilton

Father-daughter time

Zachary Hilton and his daughter Avery take a break from riding and catch up on some Hammer Nutrition tips and news.

Photo: Courtesy Zachary Hilton



B



A



B



C

A Alice Kassens

Oregon Trail Run

Alice Kassens takes a brake for a photo during a trail run in Oregon.

Photo: Courtesy Alice Kassens

B Brian Zahm

South Midwest Regional Duathlon Championship/2nd AG

“There were no issues afterwards in regards to nutrition or with my body. This was a great race coming off a small break from racing after an injury.”

Photo: Jo Agnew

C Tony Deluca

Pittsburgh Wild Half

Tony Deluca jumps for joy after finishing the Pittsburgh Wild Half.

Photo: Courtesy Tony Deluca



A

A Jennifer Reschke

Larkinville Criterium Series / 1st OA

"I used one Endurolyte Extreme and one Espresso Hammer Gel before the race. The caffeine really helped pick me up and give me an extra boost going into the race. Afterwards, I mixed up some Recoverite in the Hammer shaker bottle and cooled down on the trainer."

Photo: Ron Grucela

B Michael Orin

Leadville Trail 100 MTB

"I stuck to my nutrition and hydration plan and it worked flawlessly. I never crossed a danger zone of tired, sick, bloated, or cramped. I have Hammer to thank for that."

Photo: Julie Orin

C Jo Coombe

Leadville Trail 100 MTB

Jo Coombe with her 3rd place trophy at Ironman Texas 70.3 where she qualified for the 2016 70.3 World Champs.

Photo: Courtesy Jo Coombe



B



C



Reaching Great Heights

Dean Schwickerath training on Buffalo Mountain, Silverthorne, Colorado.

Photo: Jill Schwickerath


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