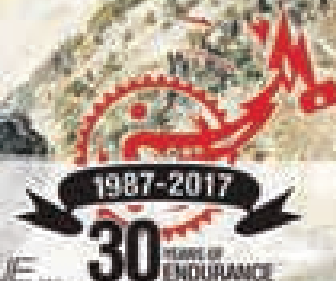


ENDURANCE

NEWS

BY HAMMER NUTRITION
#100 January/February/March 2017
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IN THIS ISSUE ...

Essential Mg + Fully Charged!

A winning combination

Jake Vedder

Hammer Olympic hopeful

Hammer Celebrates 30 Years in Style

New anniversary kits and clothing

Big Sugar

Industry ethics

PLUS ...

- Beat the winter blues with vitamin D
- Innovation: Hammer Gel
- Hammer visits South Africa

AND MORE!





Off Season Training

Hammer athletes Caitlin Patterson and Michael Gibson continue their endurance training in Austria. Previously, they were in Slovenia for a week and a half working on speed before another week and a half focusing on technique and getting in high volume. Here, Michael Gibson hammers a mountainside at a high altitude training camp on Der Dachstein glacier.

Photo: Caitlin Patterson

WELCOME



Photo op on top of Misty Cliffs in Cape Town, South Africa with the Southern Atlantic ocean over my shoulder. The next land mass is Antarctica!

Welcome to issue 103 of Endurance News!

Happy New Year! I hope this year brings you great health and sees you achieve new heights in your athletic performance. As has been the case since day one, my growing staff and I will be here to help you every step of the way. If you did not completely nail your nutrition and fueling last year, make a point of letting us help you get there this year.

2017 and this issue also marks two more milestones: 30 years since we sold our first bottle of Race Caps and 25 years since I penned the first issue of Endurance News. As has been the case since that first issue, you can count on us to continue advocating a healthy diet rich in whole foods, supported by effective supplementation. We will also continue to promote severe moderation of sugar, wheat, dairy, artificial sweeteners, chemicals, additives, and preservatives. Using Hammer fuels in keeping with this philosophy will support your training, racing and recovery needs. When you combine all of these with our proven “less is best” fueling protocols, health, vitality and race PR’s are sure to follow!

While change is a constant at Hammer and we continue to innovate, refine, and improve, some things will never change. My commitment to serving your needs with the most innovative, effective, highest quality, all-natural products backed by “Golden Rule” customer service, and the information you need to succeed in your chosen sport will always remain.

Although we introduced it in September last year, many of you have not yet tried our ground-breaking pre-workout ignitor, Fully Charged. We’ve ramped up production to ensure we can continue to meet the strong demand for this product. If you haven’t tried it yet, get a tub soon and see for yourself how effective this product really is.

As you may remember, we spent the better part of last year redesigning our food bars. Most were huge winners, but we got it wrong on the Almond Raisin and Chocolate Chip flavors! The new version, while vastly superior from an ingredient standpoint, totally missed the mark on taste. This is being corrected as I type and in the next three months, these bars will return to their former yummy goodness, or better. Stay tuned.

Also in the “new” category is another bit of a refresh of this publication. We have a new creative team that has taken it up several notches in terms of design, content, readability and more. New feature articles, higher quality photography, and expanded customer-driven content are just some of the improvements you’ll enjoy. You can also look forward to more improvements as each issue comes out. This is just another example of our ceaseless effort to improve everything we do. We’re eager to hear from you, so please be sure to shoot us a note. Better still, send us a contribution to add to the next issue!

So, enjoy the read and recycle this issue by sharing it with a friend.

Brian Frank
Hammer Nutrition Owner

On the cover: Hammer athlete
Christy Griesse fuels with Hammer on
Trapper Peak in Montana.
Photo: Courtesy Christy Griesse

AN EXCLUSIVE PUBLICATION OF:



STAFF

Publisher and Editor in Chief
Brian Frank

Writer/Fueling Expert
Steve Born

Staff Writer
Jessica Evans

Designers
Margaret Lowry, Mac Morgan

Junior Designer
Micah Benson

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

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4952 Whitefish Stage Road
Whitefish, MT 59937
1.800.336.1977
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Hammer athlete Jake Vedder hammering down Mt. Brighton in Michigan. Photo: Mitchell Vedder

EN FEATURES

Endurance News: Issue 103 | January/February/March 2017

10 / The ultimate endurance athlete

Hammer athlete sets 700 mile record

BY JESSICA EVANS

12 / Work-Life-Race Balance

Hammer athlete Hayley Benson finds her pace and sets record

BY JESSICA EVANS

14 / Beat the winter blues

Battle seasonal affective disorder with Vitamin D

BY JESSICA EVANS

18 / Four New year resolutions

Our favorite resolutions for 2017

BY ENDURANCE NEWS STAFF

24 / Resolve! Get support

Social support can ensure your goals

BY JESSICA EVANS

28 / The path less traveled

Endurance athletes on the Appalachian Trail

BY REBECCA DERIENZO AND PAUL MONACO

32 / So hot right now

Jake Vedder's snowboarding career is a dream come true

BY JESSICA EVANS

44 / Fully Charged + Essential Mg

A winning combo

BY STEVE BORN

52 / Medical ethics of the Sugar Industry

Research reveals the sugar industry paid scientists to downplay sugar's role

BY JESSICA EVANS

56 / SkyRun Zimbabwe

Hammer athlete tests her endurance in South Africa

BY GIA MADONE

58 / RSA Dreaming

Hammer travels to South Africa

BY BRIAN FRANK

62 / Involve the family

Inspire a healthy and active lifestyle at a young age

BY JESSICA EVANS

64 / Magnesium and bone health

Rethinking the role of calcium

BY STEVE BORN

70 / Always forward

A Hammer athlete's recovery

BY CHRISTINA GULLET-BELSOM

72 / Start at any age

Hammer athlete Molly Hayes defines endurance

BY JESSICA EVANS

74 / Chemin de Terre

Hammer sponsors the Grasshopper Adventure series

BY HUNTER ZEISSING

4 / Publisher's Note

6 / Starting Lines

8 / #howihammer

16 / Atypical Athlete: Endurance Equestrian

20 / Salt and Autoimmune Disease

22 / Innovation: Hammer Gel

26 / Healthy breakfast alternatives

30 / Ask Hammer: Hammer supplements

34 / New Kits for 2017

36 / Product spotlight: Nasol

38 / VIP program

40 / Hot tub therapy

46 / Laura's Kitchen: Healthy comfort food

50 / Coffee: Longer Telomeres

54 / Aid Station

60 / International

66 / Teams

68 / Events

76 / From Our Athletes

82 / Finish Chute

46



Traveling in the new year? Learn how Phytolean can help.

74



Athletes test their endurance off-road at a new race series.

Starting Lines

Letters from Hammer Nutrition Athletes & Clients



Shelley Koenig Hammering in the Tuckerman Inferno, New Hampshire. Photo: courtesy Shelley Koenig

Skiing with Hammer

Having struggled with proper race nutrition fueling my whole life, I discovered Hammer products when training for my first ultramarathon 10 years ago. Hammer Nutrition fuels are the only products I have used since. Hammer is my single energy source for endurance events that have lasted up to 72 continuous hours with absolutely no GI issues or distress. Mostly, I use HEED mixed with Sustained Energy, Anti Fatigue Caps, Endurance Amino, and Endurolytes. I have never had this kind of success with other foods and products during competitions. One of my favorite ways to train in the winter is to ski up several laps of my home mountain of Sugarloaf (about 2,400 vertical feet ascent) and have my family meet me for my final lap. Now that my kids are old enough to come along on some of my training adventures, I am committed to sharing my love of sport, adventure, and the outdoors with them. I know that proper fueling is particularly important for their growing bodies and hope to teach them to treat their bodies with respect. Hammer products help me to provide them with an excellent source of energy that I can feel good about when we hit the trails.

-Shelley Koenig

Cyclist Says Thanks

I really wanted to thank you for supporting me through the track cycling season. It was a successful one, even though I didn't make it to the Rio Olympics. With the help of all of you at Hammer, I was able to get closer than I ever dreamed. Your products have been "manna from heaven" for my success. I have done my best to share your products at every race and event I have gone to. Thank you for providing the best fuels and recovery products in the world and for being a major part of my success. Thank you for believing in me. HAMMER ON!!!

Brad Tyra

Hammer fuels OCR

I just raced this past weekend and it was amazing. The elevation was challenging but because of my proper nutrition and supplementation, I had a good steady amount of energy and no cramping or major muscle fatigue. I took Fully Charged pre-race and felt great at the start line. Then I had a Hammer Gel hourly and my hydration pack was full of Perpetuem. I did this previously on a 32 mile obstacle course race and it worked then, so I did it again. I incorporated Endurolytes and they helped keep me going through that rough terrain. Thanks the support and Hammer On!!!

Heath Wagner

Endurance Wins

My wife and I have been big fans of Hammer products for many years, and it's a rare ride where we don't have at least two Hammer products with us. I completed my first 24-hour event, the National 24 Hour Challenge in Middleville, Michigan, in June. Thanks to a combination of Perpetuem, Heed, Hammer Gel, Endurolytes, and Endurolytes Fizz, I achieved a 3rd place finish in my age group with over 407 miles. I felt great during the ride and I had none of the gastric or cramping issues suffered by other competitors who were using other fueling options.

Brent & Tiffany Steinle

No Surprise! Hammer Delivers Results

My first Ultra 50K earlier this year was plagued with debilitating and painful cramps. Suffice to say, my performance was less than par. Prior to my second 50K event, I looked into Hammer Nutrition Endurolyte Extreme. (I was already sold on HEED, but did not realize it too is a Hammer product). Anyway, I purchased online several samples of the Endurolyte to justify the shipping cost and also to give this product a try. When the package arrived, I was glad to receive the order and also a plethora, yes a plethora I say, of other unexpected samples! During my second 50K event, I consumed six Endurolyte tablets, one Hammer Gel, and HEED at the aid stations over the course in the seven hour effort. Guess what? ZERO cramping and a 4th place finish! I'm sold on Hammer and will continue to purchase and recommend this product line.

John Stewart

SEND US YOUR LETTERS!

WE LOVE HEARING FROM OUR CLIENTS & ATHLETES:

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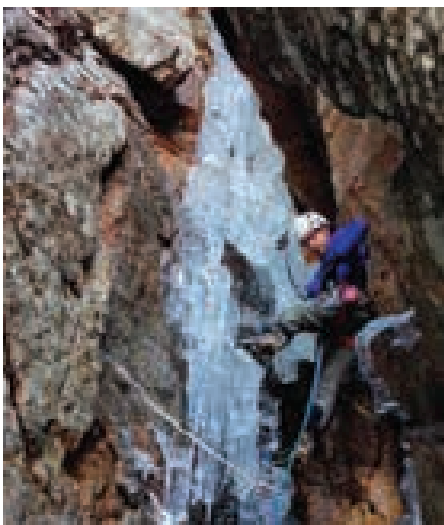
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Scratch and Dangle!

The season is shaping up quickly! Thanks @thewordmann for a great first day out! #howihammer

@fedelopez75



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#hammertime #howihammer Thx to #hammernutritioneu

Overheard...



@coulhill

#howihammer in the desert

@thestickythrottle



Cross Training

Cross training with my mom and @hammernutrition. Couldn't get anyone to ride sleds so went for a snow shoe jog with my mom! #howihammer

@mrbigring



Accomplishments!

Akron half marathon done. Thanks for the support @hammernutrition #HowIHammer

"#hammernutrition's Apple Cinnamon Gel might be my new fave. #YummyInMyTummy #howihammer #irunthis No letting up until the wknd, let's goo"

"staying hydrated & recovering w/Endurolytes Fizz and Hammer Bar @hammernutrition"

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

"Food poisoning? Try @hammernutrition #fizz to bring you back to life. #personalexperience"

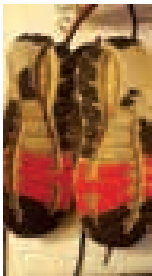
Keep the conversation going on social media.

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

Dolph Hoch

1x5 Quintuple Anvil, First Overall, Plus Course Record!

BY JESSICA EVANS



Look at those shoes! In one week, Hammer Athlete Dolph Hoch wore out the soles of a pair of running shoes when he completed a Quintuple Anvil Triathlon.

What is a Quintuple Anvil and how did it destroy a pair of brand new shoes in five days? It is an ultra endurance race where one completes the length of an Ironman triathlon five times in a row. That's 140.3 miles a day, for five days straight.

Not only did Hoch complete it, he won first overall and set a new course record.

The entire length of the event in full is 703 miles. Hoch completed his Quintuple Anvil in Virginia.




Hammer Sponsored Athlete Dolph Hoch is congratulated by race directors Steve Kirby and Teri Smith in Virginia, 2016. Photo: Courtesy Dolph Hoch

The race is put on by USA Ultra Triathlon and is different than the Ironman brand, though distance is the same.

The 52-year-old Marine veteran has been running for years. His first Ironman was back in 1999. "You have to perform each day," Hoch said, "You have to be on the starting line at 7:00 a.m. and keep on doing it over and over. Hammer Nutrition helps immensely. Race Day Boost, Perpetuem Solids, and Race Caps Supreme are my go-to's."

Hoch raced against seventeen other athletes from ten different countries. His first place win was a true test of endurance at arguably

one of the toughest races in the world. Hammer ambassador Lisa Wei-Haas did a Double Anvil in Virginia also. When interviewed by the New York Times about her achievement, she said, "Shorter triathlons are about pain. Endurance triathlons are about suffering. How much suffering can you take?"

"My training is year round," said Hoch. "Fueling and supplementation is essential. I rely on Premium Insurance Caps, Digestive Caps, and Perpetuem Solids, plus Recoverite which is critical. Getting here isn't easy, but it's worth it and an honor to run with such world class athletes." 

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Hammer sponsored athlete rides Colorado's Montezuma Road to win the world's highest triathlon.

Work-Life-Race Balance

The winner of "The World's Highest Triathlon" finds her pace

BY HAYLEY BENSON

How Haley Hammers: My favorite Hammer products are Hammer Gel, Anti Fatigue Caps, Endurance Amino, and Recoverite. Recoverite is exactly what my body craves after a long, hard, hot workout. It is by far my favorite Hammer product! It helps with post exercise hydration, calorie intake, and muscle repair to get me ready for the next day of training. It also helps that it is chocolate flavored, given chocolate is one of my favorite foods. Yum!

106° West is a global coordinate. It locates the "Highest Triathlon in the World." Years in the making, this inaugural event took place on September 11, 2016 in Dillon, Colorado.

Not only did I complete it, I made history by being the overall winner at the inaugural event. Many people struggle with believing that such things are possible when having a family and a career. I hope to inspire and show that it is.

This new event, my latest goal, had eight hundred participants. We were just down the road from the Continental Divide and the race started at an elevation of 9000 feet. The bike course would take us up to over 10,000' for incredible views and of course, the expected physiological challenges.


On race day, there are so many things to consider (the altitude, the cold, the water, etc). I am glad the one thing I never have to worry about is my nutrition. I ended up 1st AG and 1st overall. I also established the course record (ok, it was the first event, so that was

a given). I can't ask for more than that! I used Fully Charged before the race and Hammer Gels on the bike and run. After the race, it was Recoverite to refuel and rehydrate. It was a great event and once again, Hammer products did not let me down.

To uphold my active lifestyle, I have tried everything. You really have to find what works for you. I have got up at every hour possible time to see what works best. I do a combination of solo and group workouts to get the benefits of each. I plan my training schedule a week ahead of time, cook for the week on Sunday, and then freeze dinners ahead of time as there is no time for cooking during the week. Hammer Nutrition really helps a busy working mom and athlete!

As for travelling to competitions, this is definitely the hardest thing. I plan ahead to get the best deals and I make sure to have some quality time with my family when I get home. I try to remember that even though I take time away from them to compete and train, it makes me a better person. I'm happier doing what I love and when I'm happier, I'm a better mom, wife, physical

therapist, and coach. I'm also setting an example of how hard work and dedication are needed to reach your goals in life.

It may seem intimidating to start or continue endurance training and believe me, I understand. I hope to show that it's not how fast you go, but that you start and don't quit. Hammer On! 

ABOUT THE AUTHOR

Hayley Benson is a professional triathlete, triathlon coach, Physical Therapist, wife and mom to her 4-year old daughter Sierra. Struggling with a knee injury this year, she not only won the 106 West Tri, she won first at the Boulder Sunsite Tri and holds the Greeland 50k Course Record. You can learn more about her athleticism and journey on her blog: www.belieiveitdreamitdoit.com



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Beat the Winter Blues

Add Vitamin D to your nutritional regimen to feel great year round

BY JESSICA EVANS

A recent study found a link between vitamin D and seasonal depression

Have the winter blues? Soak up the Vitamin D!

A comprehensive medical review of over 100 published studies and articles shows that Vitamin D could benefit those affected by seasonal affective disorder.

Seasonal affective disorder (SAD) is a form of depression that affects people in fall and winter. Symptoms include feeling sad or anxious, fatigue, concentration problems, irritability along with feelings of guilt and hopelessness. It affects about ten percent of the population.

While Vitamin D deficiency has been previously linked to increased risk of asthma, cancer, chronic pain, and other conditions, this international study led by researchers from the University of Georgia associates low vitamin D levels with a greater risk of seasonal affective disorder as well.

The research team was led by Alan Stewart of the College of Education

at the University of Georgia. They partnered with the University of Pittsburgh and the Queensland University of

Technology in Australia.


Stewart and Michael Kimlin from QUT's School of Public Health and Social Work conducted the study's review and found a relationship between vitamin D and seasonal depression. They published their findings in the journal *Medical Hypotheses*.

Soak up the Vitamin D

Natural sources of vitamin D include sunlight as well as certain foods: yogurt, eggs, fish, cheese, fortified milk, and mushrooms. Many athletes, however, avoid dairy products. To be sure you are getting adequate levels of vitamin D for performance and health, supplement your diet with

Premium Insurance Caps as well as a vitamin D specific supplement.

Every 7-capsule dose of Premium Insurance Caps supplies 500IU of vitamin D3 (the preferred form). Supplementing with additional amounts is easy as vitamin D3 supplements are readily available and relatively inexpensive. There aren't a lot of food sources that contain appreciable amounts of vitamin D, which makes supplementation necessary, especially in areas of the country where available sunlight is minimal.

The best way to know how much vitamin D you need is via a 25-hydroxyvitamin D blood test, also called a 25(OH) D test. Taking more vitamin D should improve your mood, your health, and turn this season into an enjoyable winter wonderland and you'll be dashing through the snow in no time. Hammer on! 

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Christopher Welch hammers on first snow of 2017 in Dubuque, Iowa on his fat tire snowbike. Photo: Christopher Welch

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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" show how smart fueling benefits others beyond cycling and running. This issue, we feature equestrian Devan Horn. Here, she narrates her most recent event in South Africa and shares what Hammer products fueled her success.

Sandymount 1000

The world's longest horse race. BY DEVAN HORN

Endurance riding is the sport of covering distance on horseback, with events ranging from 25 to 100 miles in a day. Similar to a trail ultra, the race is run against the clock and the terrain, a test of horsemanship, endurance, and willpower.

Imagine doing a 100 mile run with a partner. You're responsible for their every footfall, their pace, and everything they could possibly need. Before you change out your wet socks or eat, you have to care for them first. Now imagine your running partner is a 1200 pound, highly spirited, often stubborn, outrageously independent animal who doesn't speak your language. Plus, all of your anti-chaffing bars are black with horse fur. Welcome to endurance riding!

From the Western States trail to the Vermont 100 course, the pines of Rocky Raccoon and the slopes of Bighorn, endurance riders compete on many of the same courses as ultra-runners. We just enjoy them from 6 feet off the ground!

During the Sandymount 1000, I rode 160 kilometers the first day and then 125 kilometers a day for the next 7 days. I knew from the get-go that I had to be fueling and hydrating perfectly, so that as my body depleted during the 8 days of the race, I could continue taking care of my horses and moving forward. HEED was my primary fuel throughout the event, along with Espresso Hammer Gel. Every 40 kilometers, I'd switch out my bottles, grab a gel or two, and get back into the saddle almost immediately. The convenience of the product I was using meant that I didn't need to stop moving to consume or digest and that made it an invaluable part of our success.

Throughout the race, I was able to maintain razor-sharp focus without fatigue, keep my energy level stable, and fuel my efforts without slowing down. My team finished sound and happy, in no small part because of Hammer Nutrition!


Multi-day challenges are huge endeavors because of the logistics, training, and fueling that goes into them. Caring for a single



Devan Horn is a 23-year-old endurance rider and ultra-runner from Houston, Texas. She has been competing in endurance horse racing for 11 years. Her passion is 100 mile 1 Day events and ultra-high-distance multi-day events, such as the Mongol Derby 1000 Kilometer located in Mongolia where she got second place at in 2013. In October 2016, she completed the Sandymount Express 1000 Kilometer in South Africa and is proud to say that she has now completed both of the longest horse races in the world.

horse becomes caring for an entire team. A small problem that you can ignore or push through for a day becomes a huge hurdle as time wears through your defenses. A small rub becomes a hole in your leg. A sour stomach becomes a fuel depletion for the days to come. The only way you can possibly be effective is if you are fueling right and feeling great yourself. Hint: Hammer Nutrition!

Previously, I had played it fairly fast and loose with my fueling. I went with what my body was craving and what was on sale to

get me through events. But after a fairly serious metabolic crash last year coinciding with my sally into ultra-running, I knew I had to get serious. Not only were their products perfect for my needs, their athlete education and resources were exactly what I needed to get to the next level. 

How an endurance rider hammers:

“My nutrition was ON POINT for the entire 8 days. Before finding Hammer, I had slumps, stomach discomfort, and the worst possible fate: changeover delays refueling. I was able to bring my A game because of my Hammer system.”

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 - Endurolytes
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 - Chocolate Whey








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4 New Year Resolutions

Make these changes now for better health and athletic performance in 2017

BY ENDURANCE NEWS STAFF

The new year is an ideal time to refocus on health and fitness. The goals you set now will help you enjoy improved athletic performance for months and years to come. For your consideration, here are some of our favorite resolutions. Following them will have profound positive effects.

Adopting any or all of these resolutions will only improve your health, longevity and athletic performance.

- 1. Supplement.** Diet alone is not enough to get all of the vitamins and nutrients your body needs. As we have previously reported here in Endurance News, the notion of eating a “balanced diet” for a strong, healthy body is a myth. Yes, the foods you consume will provide some nutrients, calories, satiation, pleasure, etc. But that’s not enough. Supplements like Premium Insurance Caps can provide the essential nutrients that your body needs to function properly and that it cannot make on its own (or can’t make rapidly on its own). For endurance athletes, replenishing these nutrients is imperative, especially during peak training periods when you want your body to perform at its best.
- 2. Hydrate.** Chronic dehydration strains your organs, increases joint stiffness, puts you at risk of injury, and a whole host of additional problems. Resolve to stay hydrated. Make sure your daily fluid intake equals the total number of ounces you’re drinking equals half your body weight in pounds (ex: a 150lb athlete should consume 75 ounces of fluids daily, in addition to what she/he consumes during exercise). Start each day by drinking a tall glass of water. Then, drink gradually throughout the day, stopping 1-2 hours before bed. Hydration goes beyond water as well. Be sure to replenish what was lost during exercise. Turn to electrolyte replacement tools like Fizz and Endurolytes for full-spectrum support.
- 3. Eat less sugar.** Americans reportedly eat more than 150 pounds of sugar per year on average. Athletes who consume sugary products in training can easily double this number. Sugar is also a leading contributor to all of the epidemic diseases we face as a nation. To avoid the serious health consequences of excess sugar, aim for a more reasonable intake of 20 pounds per year. Don’t be hoodwinked into thinking that it’s OK to consume sugar because you are an athlete. No one gets a free pass. Avoid sugar-laden beverages and check labels for sugar content. Anything on a shelf should contain less than 20% of the total carbohydrate calories from sugar, including and especially sports products.
- 4. Recover.** If you’re serious at all about performing better in 2017, then take heed to this saying: “When you’re finished training, you’re still not finished with training!” A hard workout or event has left your body in a state of utter depletion and physiological vulnerability. However, it’s also in a state of prime receptivity, ready to absorb nutrients. Taking a few extra minutes to properly refuel is one of the most important things you can do to elevate your endurance. Recovery includes many factors such as rest, stretching, muscle stimulation, sleep, and nutrition. Hammer’s supplements and fuels like Recoverite are specifically formulated to help you recover right. 



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Hammer Tomorrow

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- Helps rebuild muscle tissue
- Reduces post-exercise soreness and fatigue



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16 Servings
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Single-serving packets
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Salt & Autoimmune Disease

BY STEVE BORN

There is no question that the overwhelming majority of us are consuming too much salt, a real concern as salt has been connected to a number of negative health-related consequences. Another frightening risk factor of excess salt intake might soon be added to the ever-growing list: autoimmune diseases such as multiple sclerosis.

Three studies published in March 2013 in the journal *Nature*, borne from the research of Dr. Hongkun Park, have found a possible link between salt consumption and the increased production of a specific immune cell that is involved in autoimmune diseases such as MS.

While all of the studies used mice as test subjects, the results may have implications for humans as well, because excess amounts of this particular cell—a type of T helper cell known as TH17—are involved in the development of autoimmune disease in both mice and humans.

In a nutshell, the studies found:


- Too much salt increased the production of TH17. When too much of this particular cell is produced, there is also an increase in an inflammatory protein called interleukin-17 (aka IL-17 or IL17-A), which may in fact be the chief culprit.

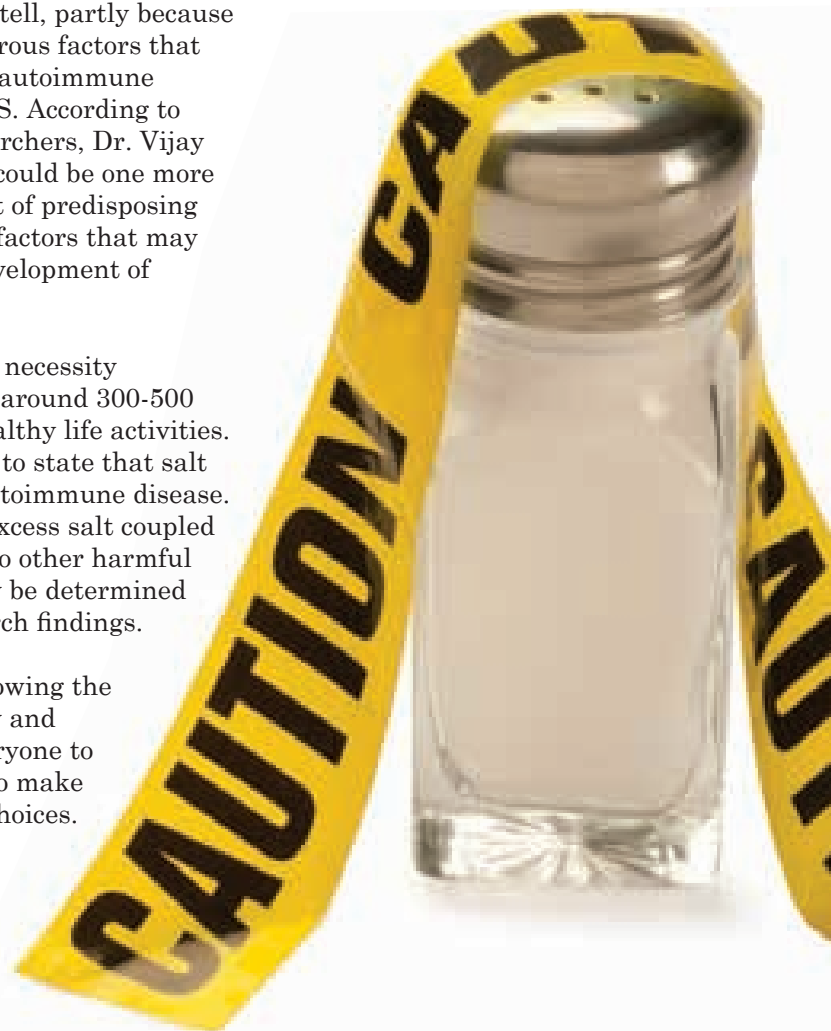
- When a high-salt diet was fed to mice, they developed a disease that was very similar to human MS, with salt accelerating the progression of that disease.

Does this research mean that salt, in and of itself, can cause humans to get an autoimmune disease? It's too early to tell, partly because there are numerous factors that are involved in autoimmune diseases like MS. According to one of the researchers, Dr. Vijay Kuchroo, "Salt could be one more thing on the list of predisposing environmental factors that may promote the development of autoimmunity."

Salt (NaCl) is a necessity requirement at around 300-500 mg daily for healthy life activities. It is premature to state that salt alone causes autoimmune disease. Nevertheless, excess salt coupled with exposure to other harmful substances may be determined in future research findings.

Hammer is following the research closely and encourages everyone to stay informed to make educated food choices. Our nutritional products are designed to provide full spectrum

electrolyte replacement so that athletes do not need to fall for the pro-salt advice or salt-laden products on the market. Your health and performance is important to us. Hammer on! 



BALANCE IS EVERYTHING

Provides full-spectrum electrolytic minerals, properly balanced, and in a rapid absorption form.

- Cramp prevention
- Rapid assimilation
- Fewer capsules needed



Avoid electrolyte depletion and maintain optimum athletic performance by supplementing with Endurolytes before, during, and after exercise. Trusted by endurance athletes the world over since 1996.



Certified to be free of banned substances

Our Customers Say It Best ★★★★★

*"I use **Endurolytes Extreme** during all of my workouts. They help me get through the South Florida heat and humidity."*

*"I commonly get shin and calf cramps. The moment I feel cramps coming on, I take three **Endurolytes** and within a few minutes I'm sleeping through the night with no issues. This product is perfect for cramp relief!"*

Endurolytes Extreme

60 Capsules	120 Capsules	3 Capsule Sample
\$17.95	\$24.95	\$1.05

Endurolytes

120 Capsules	3 or more	4 Capsule Sample
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Innovation spotlight: Hammer Gel

BY STEVE BORN

Vivek Wadhwa once said, “The fact is that you are never too old to innovate.” That’s certainly true with Hammer Gel. When a fuel has been around as long as Hammer Gel (25 years and counting), you know that it’s both high quality and highly effective. Still, we never rest on our laurels when it comes to working to improve an already outstanding product. When we have the opportunity to make improvements, even those that some may seem as somewhat minor, we jump on it.

One of the things we wanted to do for a while was to find a better preservative than potassium sorbate. While this food-grade preservative has been given generally recognized as safe



Another innovation: Ultra Gels! Hammer has three flavors with naturally-occurring protein and fat for your toughest events. Niccola, Peanut Butter, and Peanut Butter Chocolate will not only satisfy your taste buds, but also your energy requirements.

(GRAS) status and though its toxicity is extraordinarily low (about the same as table salt), we were still looking for even more natural alternative. We needed something that would provide the preservation properties that are required, the healthy natural qualities that we wanted, and something that was also FDA-approved.


We found just the thing in MicroGARD® CS1-50 cultured dextrose. It’s all natural and just as effective as potassium sorbate; some say even more so. And although the word “dextrose” appears in the name, once the dextrose is altered by the culturing process, it is no longer the same as a simple sugar. Also, the amount of MicroGARD® CS1-50 cultured dextrose required to provide potent preservation benefits is extremely minimal (less than 1% needed per serving). If any sugar content did exist, it would be negligible and virtually imperceptible.

Another change that we made that we’re very pleased about is meeting the FDA’s processing acidity requirements by replacing a large portion of the citric acid/malic acid/sodium acid sulphate combo with ascorbic acid (Vitamin C).

Now, one Gel serving will contain 60-200% of the Daily Value for Vitamin C, a powerful antioxidant. We have no doubt that reducing the content of these other components and using vitamin C instead is a significant upgrade in the product.

A third change we made was swapping the potassium chloride for potassium carbonate. This allows us to standardize the potassium content for all of the flavors of Hammer Gel at 35 mg per serving.

Lastly, we are now using even more natural flavors in Hammer Gel (more naturally natural, so to speak) to replace any processed natural flavorings that may have been used.

The term “we sweat the details” is definitely applicable when it comes to the tweaks we’ve made on Hammer Gel, making an excellent product even better. 



Gel levate your game



Espresso** Montana Huckleberry Nocciola* Raspberry Apple Cinnamon Peanut Butter*



Peanut Butter Chocolate* Tropical** Vanilla Chocolate Orange Banana

* 'Ultra' Hammer Gels contain high quality nut protein and fats ** Contains caffeine

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"Hammer Gel is minimally sweet and doesn't upset my stomach, while giving me the fuel I need."

"Hammer Gel gives you the perfect boost when you need fuel but don't want anything heavy. They're the best gels, period."



- Rock solid sustained energy
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- Easy to digest, no GI distress

Single-serving packets
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12 or more **\$1.25 ea**
Mix or match flavors.

26 Serving Jug
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Free flask with jug purchase

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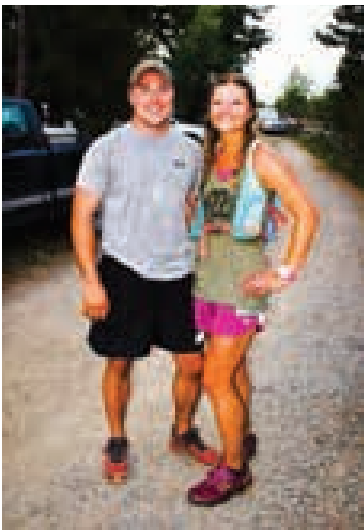
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Get Support

Your healthy lifestyle will benefit from social support

BY JESSICA EVANS



Hammer athlete Jake Balliew found the support of the running community essential to his success. “It’s hard to recuperate and start again,” says Balliew. “No matter the age, the level, or the distance, it’s important to have those who cheer you on.”

Finding support for your athletic goals can mean the difference between a flirtation or a life-long commitment to fitness. When making your wellness resolutions for the new year, find your tribe!

Social support is the perception and actuality that one is cared for and has assistance available. According to the American Psychological Association, social support has been linked to many benefits for both physical and mental health.

Recently, the Journal of the American Board of Sport Psychology looked at a challenge that many Americans face: simply getting started. Researchers found that the benefits of social support are greater for less fit, novice exercisers than for fitter, more advanced exercisers who are usually highly self-motivated to maintain their exercise habit. In addition, women seem to benefit from various forms of social support more so than men, although both genders experience similar benefits from group programs related to rehabilitation.

Dr. Mark H. Anshel is professor emeritus at Middle Tennessee State University and author of “Applied Health Fitness Psychology.” He says there are many different


types of social support and all can improve the success of one’s exercise goals.

Support can be instrumental, emotional, or informational. It can provide companionship and validation. Most of us incorporate some, and ideally all, of these elements into our lifestyle to achieve our goals. These relationships can be key in achieving and maintaining one’s athletic commitments.

Hammer Ambassador Jake Balliew agrees. “I was convinced to run a 23k and then found such an uplifting group of people that I just couldn’t leave. As a stockier guy, running isn’t natural to me. From elite to last place, the running community always offered kind words and never an option to quit.”

Taking the time to build a social support network is a wise investment for both your mental and physical health. Research shows that those who enjoy high levels of social support stay healthier and live longer. Support is intended to lift everyone up and races are not always about competition.

Balliew says, “You meet people that are friendly, there to help, give aid, or even pace you to help push you through any hurdle, where it’s mental or physical,” he continues. “I have not only found many friends I hope to see at races in the future, but I also found my future wife.”

Whether you’re the one getting the support or the one offering the encouragement, you’ll reap a plethora of rewards. 

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- Long-lasting energy
- Maximizes fat utilization
- Prevents muscle fatigue

Fueled on Perpetuem, Brand Ambassador
Vic Allen hammers down the Napali coast line.
Photo: Annie McEveety Allen



Unsurpassed for maintaining optimal athletic performance for as long as you need. **Perpetuem** combats fatigue by providing consistent, reliable, sustained energy, helping to preserve muscle tissue, maximize fat utilization, and buffer lactic acid.



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*"I have been using **Perpetuem** for about six years and usually get the orange-vanilla flavor as it is mild and easy to take even if a bit warm. I usually prepare in multi-hour bottles or use as a paste inside a Hammer flask on the bike."*

*"**Perpetuem** has given me more endurance on my rides and provided hydration without losing strength. I recover quicker after extreme exertion and I am ready for the next push when it comes."*

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Break the Fast!

Healthy alternatives to bad breakfast behaviors BY JESSICA EVANS



It's important to start your day with a nutrient rich choice that isn't full of sugar.

It's time to wake up to some shocking information surrounding breakfast habits in the United States. A survey done in 2011 by the NPD Group found that 31 million Americans do not eat breakfast. That's about 10 percent of the population!

As you sleep, your body is hard at work digesting yesterday's food. By the time you wake up, your body and brain are demanding fresh fuel. "Breaking the fast" is a key way to power up in the morning. Do it right and the benefits can last all day.

Dr. David S. Ludwig, a nutrition expert at Harvard-affiliated Children's Hospital Boston says that if you miss the day's first meal,

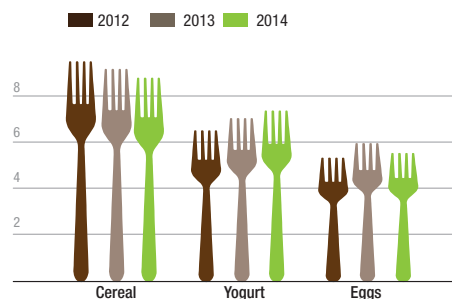
you may start off with an energy deficit and have to tap into your energy reserves. Additionally, those who skip breakfast are statistically more likely to skip fruits and vegetables the rest of the day as well. That further compounds the nutritional deficit one starts the day with and its no wonder routinely skipping breakfast is associated with decreased physical activity.

Americans cited increasingly hectic mornings to explain why us skip breakfast. According to the latest figures from a 2011-2012 National Center for Health Statistics survey, notable discrepancies between age and gender groups exist as well. School-aged children, young adults, and many athletes are affected too.

Eating a nutritious breakfast can help you lose weight and keep diabetes, heart disease, and stroke at bay. Research also suggests that breakfast eaters are leaner than those who skip the morning meal, with one study reporting that missing breakfast was associated with a fourfold increase in the risk of obesity, according to Harvard Men's Health Watch.

When American's do eat breakfast, it is noteworthy to see what they choose. Cereal is the number one choice. Cheerios is the most popular brand and Frosted Flakes is the second. Granola has become a code word for "healthy" on grocery store shelves, but many granola cereals and bars are glorified candy bars with tons of high-fructose corn syrup and other highly processed ingredients. Obviously, this is not the Hammer way.

What's America Eating for Breakfast?
Annual sales (in billions of dollars) for breakfast foods




Source: Todd Hale, SVP Neilsen

So, what is a good breakfast? One that delivers some protein, some slowly digested carbohydrates, and some fruit or vegetables. A vegetable omelet with a slice of whole-grain toast qualifies, as does a bowl of high-fiber cereal topped with fresh fruit and reduced-fat or soy milk, along with a handful of almonds or walnuts. Even if one avoids the bad behavior of skipping

breakfast, it's important to make a healthy choice that isn't full of sugar or devoid of nutrients.

A healthy breakfast refuels your body and replenishes the glycogen stores that are lost overnight. One doesn't need to rely on wheat-based pastries to get out the door in a timely manner. Choose real foods and don't forget your quick and

easy breakfast smoothies made with Hammer protein powders. Hammer Bars are always delicious as well and, who knows, maybe we'll make a breakfast cereal next. Meanwhile, enjoy our real bars and our delicious protein powders in your breakfast recipes and smoothies. Resolve to break the fast in 2017. Hammer on! 



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The Path Less Traveled.

BY REBECCA DERIENZO AND PAUL MONACO



Hammer fueled endurance athletes on the longest foot trail in the world. Photo: Paul Monaco

Picture this: 2189 miles, 14 states, 192 days, over 1 million feet of elevation change and over 10,000 pushups. If hiking the Appalachian Trail isn't hard enough, Paul wanted to do pushups at the top of each summit. He wanted the upper body workout to help balance out the leg workout we got each day. In the true Hammer spirit, he went above and beyond pushing his limits.

Paul and I started our adventure walking this world famous trail on March 23, 2016, in Georgia. Our goal was to traverse the entire trail, and be rewarded by the stunning views from the peaks in the bluebird sky when we got to Maine.

Inspiration for this trip came from a combination of all the times we spent hiking and camping in the past, including exploring the wild Adirondack Mountains in upstate New York. In 2015, we hiked and camped our way through the Adirondack 46 challenge. That

year was also fueled by Hammer and we reached the summit of 46 peaks that are over 4,000 feet high in New York. For 2016, we were looking for another epic adventure.

With the AT passing through our hometown in NY and our passion for the outdoors, completing this long distance trail seemed like the ideal challenge to take on next.

For a commitment of this nature, planning was key. We did a lot of research, working out, and planning of our nutritional needs ahead of time. With an average

distance of 15 miles a day, we anticipated we would need over 2500 calories which is hard to obtain on a normal day and especially on the trail. We planned to gain calories by having three full meals a day plus various snacks such as Hammer Bars and Hammer Gels.

Each morning, I was responsible for spiking our water with a Fizz or Perpetuem for our hike. Later, after hours of going up and over mountains, our flavored Recoverite was a great way to end the day. It was the perfect drink to help us recover and get ready for the next long day. We consumed tremendous amounts of Hammer Bars, Hammer Gels, and Hammer Fizz. The variety of flavors helped ensure we never got bored with the Hammer products.

We still can't believe it, but 192 days later, we were in Baxter State Park in Maine, finishing our first long distance hiking adventure. On this day, we packed our bags for the last time. I put one last, memorable Fizz into our daily water bottle for the final trek.


A few hours later, we reached a sign that told us that we were one mile away from the final peak. We looked up and our trail family (people we met while hiking the trail that we now consider family) pointed out where Katahdin is. This was our final ascent.

A tear began down my cheek and I was overwhelmed. It turned out to be the longest, but greatest mile I ever walked. The sun was bright, the terrain was fun, and smiles were big. We reached the top of Katahdin at 10:20 am on Friday, September 30, 2016 after hiking through rain, drought, ice, cold, heat, and some days, perfectly sunny skies.



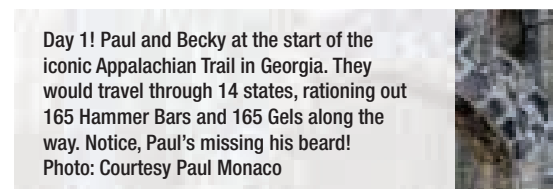
Starting in Georgia and ending in Maine, The Appalachian Trail opened as a continuous trail in 1937. Every year, thousands of people try to hike the whole trail in a single journey, known as "thru-hiking."

This six-month journey was about more than just learning about ourselves. We learned about each other, fueling, the land, and more about other people. Typically, hikers on the trail all look a bit crazy. We are all smelly, hungry, tired, and some of us have wild beards. I guess we are all a bit crazy, but I take that to mean we are passionate.

Passion gets us out of our comfort zone. Passion gets us 2,189 miles. Passion gets us thinking about where to go on our next adventure. No matter where we go next, we trust that Hammer will help us get there. 



They did it! After 2189 miles, 165 bottles of Fizz, lots of laughs, and a few tears, Paul and Becky reach the world famous Mount Katahdin in 2016. Photo: Courtesy Paul Monaco



Day 1! Paul and Becky at the start of the iconic Appalachian Trail in Georgia. They would travel through 14 states, rationing out 165 Hammer Bars and 165 Gels along the way. Notice, Paul's missing his beard! Photo: Courtesy Paul Monaco





Answers to frequently asked questions about Hammer Supplements

BY ENDURANCE NEWS STAFF

? I heard that B vitamins were helpful in preventing colds. Is that true? I'm hoping to avoid cold and flu season this year.

Viruses cause colds and flu. While vitamins can't kill a virus, they absolutely can help you prevent illness and help you recover if you end up catching a cold. Vitamin B especially may be of value.

According to Harvard Health Publications, the publication of Harvard Medical School, a deficiency of B vitamins undermines the immune system. A weak immune system leaves one vulnerable to colds and flu. In this way, yes, being aware of one's vitamin B levels for general wellness can help one maintain a level of health that can help prevent colds.

While antioxidants are usually one's first line of defense, other vitamins and minerals also affect a person's resistance to colds and infections too.

Specific studies on vitamin B

from Loma Linda University in California and Oregon State University do show that increasing vitamin B intake in some people will enhance their immune response.

Xobaline (pronounced Zo-buh-lean) contains a metabolically active form of vitamin B12. Consider adding it to your winter wellness arsenal. It also contains folic acid in an ideal 1:4 ratio. This dual nutrient combination offers a significant advantage over "B12-only" formulas, especially in regards to red blood cell production and the manufacturing of RNA, crucial components for increased aerobic capacity and muscle repair and building.

? The FDA just banned anti-bacterial soap? I've used it for years. What should I do now?

Yes, after years of research, the FDA says there's no evidence that antibacterial soaps do a better job cleaning hands and that the chemicals in these products may actually pose health hazards.


The ban includes the use of triclosan, triclocarban, and 17 other chemicals in hand and body washes which are marketed as being more effective than simple

soap. "If the product makes antibacterial claims, chances are pretty good that it contains one of these ingredients," says Theresa Michele, director of the FDA's Division of Nonprescription Drug Products.

Many companies started phasing out these ingredients, in 2013 after the FDA issued a proposed rule that required companies to provide data on products' safety and effectiveness. The new ban applies only to consumer products, not to antibacterial soaps used in hospitals and food service settings.

If you're looking for a great product that is free from those chemicals and proven to kill bacteria, you'll love **SONI-Pure!**

SONI-Pure is our all-natural hand sanitizer that is both petroleum-free and alcohol-free.

Proven to kill 100% of aerobic bacteria, yeast, mold, and fungi for up to 8 hours, we make **SONI-Pure** with a proprietary blend of anti-bacterial ingredients including pink grapefruit seed extract, essential oils of orange, basil, bay, tea tree, sage, and clove. 



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- Support immunity & heart health
- Enhance energy production
- Boost mitochondrial health



VERY.

Brian Priduck gets a grip scaling a wall in Horse Flats area of San Gabriel Mountains. Photo: Bo Manson

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Premium Insurance Caps (210 capsules), Mito Caps, and Race Caps Supreme.

1-Month Kit: **\$94.95**

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"I have used this in combination with a full spectrum of Hammer's supplements. No cold or flu since I started my regimen 3 years ago. I added Enduomega last spring to my daily regimen."

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Jake hammers on Mt. Brighton in his home state of Michigan preparing for the 2017 season.
Photo: Mitchel Vedder

So Hot Right Now

Hammer Athlete Jake Vedder's Snowboarding Career is a Dream Come True

BY JESSICA EVANS

Last year was an incredible one for Hammer Sponsored Athlete Jake Vedder. He started 2016 as a seventeen-year-old SBX snowboarder and top US NorAm Junior for the second year in a row.

In February, he won the Youth Olympics SBX gold medal in Norway, the only American male ever invited, and consequently, the first one ever to win. In March, he was invited to race on the South Korea course at an Olympic test event. In April, on his 18th birthday, he got a call to invite him to join the US Snowboarding team as a full-time trainee. In October, he was named a Hammer sponsored athlete. As if all of that wasn't impressive enough, in December, he formally earned a spot on the US Snowboarding Olympic development team.

The quest to compete in the 2018 Winter Olympics is fresh on his


mind as 2017 begins. One of the best up-and-coming snowboarders in the nation and the world, Vedder is the youngest on the team by four years. In addition to gear and constant training, nutrition will be essential to make sure he achieves his peak performance.

"I've been snowboarding since I was 5 years old and have tried everything. Recently discovering Hammer Nutrition has really positively affected my ability to stay healthy and strong," says Vedder. "This level of professional athleticism is about both year 'round wellness and event day confidence. Knowing I have the best nutrition available to me, I'm confident I can achieve my goals."

To earn a spot on the US Olympic team, Vedder must consistently finish among the top four on Team USA in eight World Cup races. In December at a qualifying event in

Montafon, Austria (the first World Cup event of the season) Vedder impressed by finishing 41st among 72 entrants, but was the seventh-fastest on the U.S. team.

"It's going to be a lot of work. I carry Hammer Gels and Hammer Bars on the mountain for quick and consistent energy. I also love Fizz for electrolyte replenishment and hydration for my tough travel and training schedule," says Vedder. "They're always within reach."

When he is not competing on the world stage, he is active with 1st Tracks Kidz, a program he co-founded to teach kids how to ski and snowboard. "I hope that my enthusiasm is contagious. In addition to passion, knowledge is key. Learning 'how' to do something right is just as important as 'why.' Hammer Nutrition is a partner in my fueling and I appreciate that." 

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Our revolutionary, pre-exercise formula has no equal. It's blend of nutrients gives true performance benefits.

- Increase energy and endurance
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- Helps alleviate muscle soreness



Our Customers Say It Best ★★★★★

*"I was so excited to try the new **Fully Charged** from Hammer. This product is amazing. I used it 25 min. before going out for a 16 mile training run. It has a slight cherry flavor, not super sweet. I felt renewed focus and increased energy."*

*"I can wholeheartedly recommend **Fully Charged!** I feel energized and focused, with more "pop" in my workouts. I feel less fatigued during and after the workout."*



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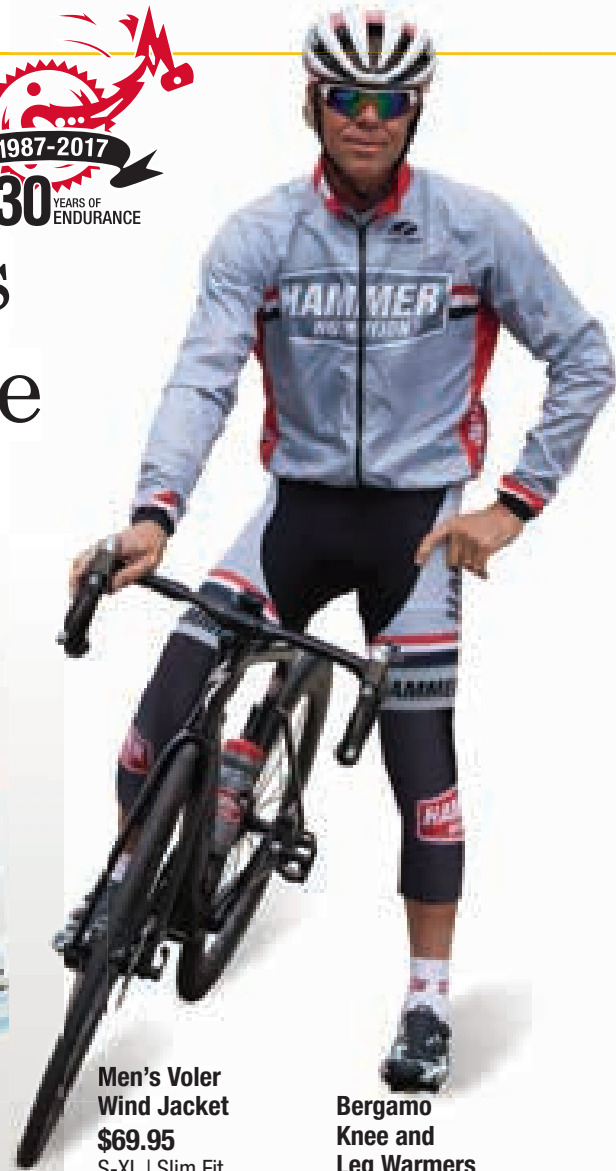
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New clothing and tri kits

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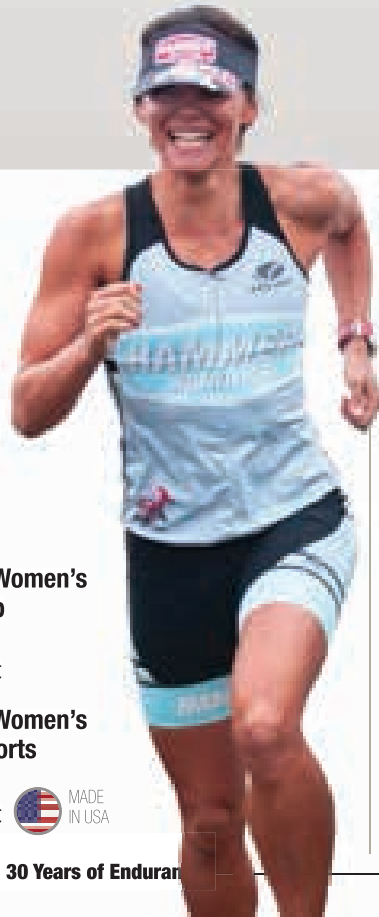
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Shake the Ache



A surprising, safe, effective way to handle a headache BY ENDURANCE NEWS STAFF

If you suffer from headaches or migraines, you know how debilitating and disruptive they can be. When your noggin is throbbing your favorite activities are put on hold, your daily routine starts to deteriorate, and the thought of exercise is anything but appealing. What you want is quick relief. What you want is Nasol.

You may already have known that Nasol rapidly relieves nasal congestion and soothes sinuses so you can breathe freely, but the all-natural, non-addictive, fast-acting Nasol formula is also highly

effective at relieving migraine, cluster, sinus, premenstrual, and tension headaches.

The secret is in the naturally-derived main ingredient capsaicin which comes from the pepper plant (the same peppers found in your favorite salsa). Capsaicin goes to work on your pounding headache by numbing the sensory neurons that transmit pain impulses.

If this sounds too good to be true, consider this: a study published in *The Clinical Journal of Pain* which compiled years' worth of data found that capsaicin repeatedly beat

out the placebo in reducing pain severity. In 2014, another case study of acute migraine sufferers found that 72% of participants reported complete symptom relief after using intranasal capsaicin to treat their pain, and most of the remaining 28% experienced at least some pain reduction.

No matter what the cause, when you have a punishing headache, Nasol offers a fast solution. Avoid those potentially harmful NSAIDs and don't wait for slow-acting medications to begin working. Use a few sprays of natural, effective Nasol instead.

Don't let headaches or migraines stop you in your tracks or ruin your day. With a few sprays, Nasol will go to work and you'll be on your way in no time. EN

NOTE: When using the product for the first time, you may experience a light burning sensation that lasts for 2-5 seconds. This reaction actually relieves your condition and will subside quickly, similar to when you eat spicy foods.

Other ingredients in Nasol:

Eucalyptus Oil: Eases nasal congestion

Aloe Barbadosis Extract: Helps relieve pain and soothes skin inflammation

Rosemary Extract: Helps kill bacteria, while also acting as a natural product preservative

Sea Salt: Cleanses and helps drain sinuses

Vitamin C: Helps fight infection and promotes healing

Don't let headaches or migraines stop you from getting on with your day. Capsicum, an ingredient in Nasol, has been proven to reduce pain severity in migraine sufferers.



THE SAFE ALTERNATIVE

- Anti-inflammatory support
- Promotes joint integrity
- Improves mobility
- Allows reduced NSAID use



Tissue Rejuvenator is a powerful, dual-purpose product that supplies your body with a variety of nutrients needed to promote rapid tissue repair. It helps reduce inflammation, soreness, and pain, so you don't have to rely on NSAIDs (non-steroidal anti-inflammatory drugs) and risk their dangerous potential side effects.

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*"I had extreme knee pain for over a month and it was continuously getting worse. I had trouble walking. I tried **Tissue Rejuvenator** which worked within a week! I have no knee pain for the first time in almost a year!"*

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Never a Line, Never a Wait

Why Join the VIP Program? BY NATHAN BARDELL



Nathan Bardell, VIP Manager

I have been organizing and managing the VIP Autoship program behind the scenes for over a year now.

People ask me frequently, “Why join the VIP Program?”

There are a plethora of benefits including:

- A free clothing kit for a first-time sign-up
- A significant discount on supplements, fuels, clothing and accessories
- Free shipping on the autoshipment
- Additional free shipping on your first fill-in of every quarter
- Considerate gifts on each order

- A reminder email sent 45 days and one week before shipment

I believe the main reason that one should enroll in the VIP program is that it offers the convenience and ease of a scheduled reoccurring order, which revolves around the Daily Essential Kit. For superior health and performance, these carefully curated supplements are a must for every athlete’s overall wellness and to enable their peak performance.


If you have been using Hammer Nutrition products for a few seasons now, you may be able to find a trend of the products you use on a perpetual basis. Why not have them shipped to you automatically with a discount? Our VIP Support Team can tailor a regiment specifically for you on a 90-day or 30-day schedule,

which is perfect for our coffee lovers!

With an awesome program like this, people also often ask, “What’s the catch?”

We ask that you stay with the program for a year or you will need to pay the cost of the clothing kit given on the first order, that’s it! Not bad for all the above benefits!

New in 2017, we now have an elite Facebook forum where our members discuss Hammer Nutrition products, their events, fueling, and supplement tips. We have already had some engaging conversations and hope you will join us!

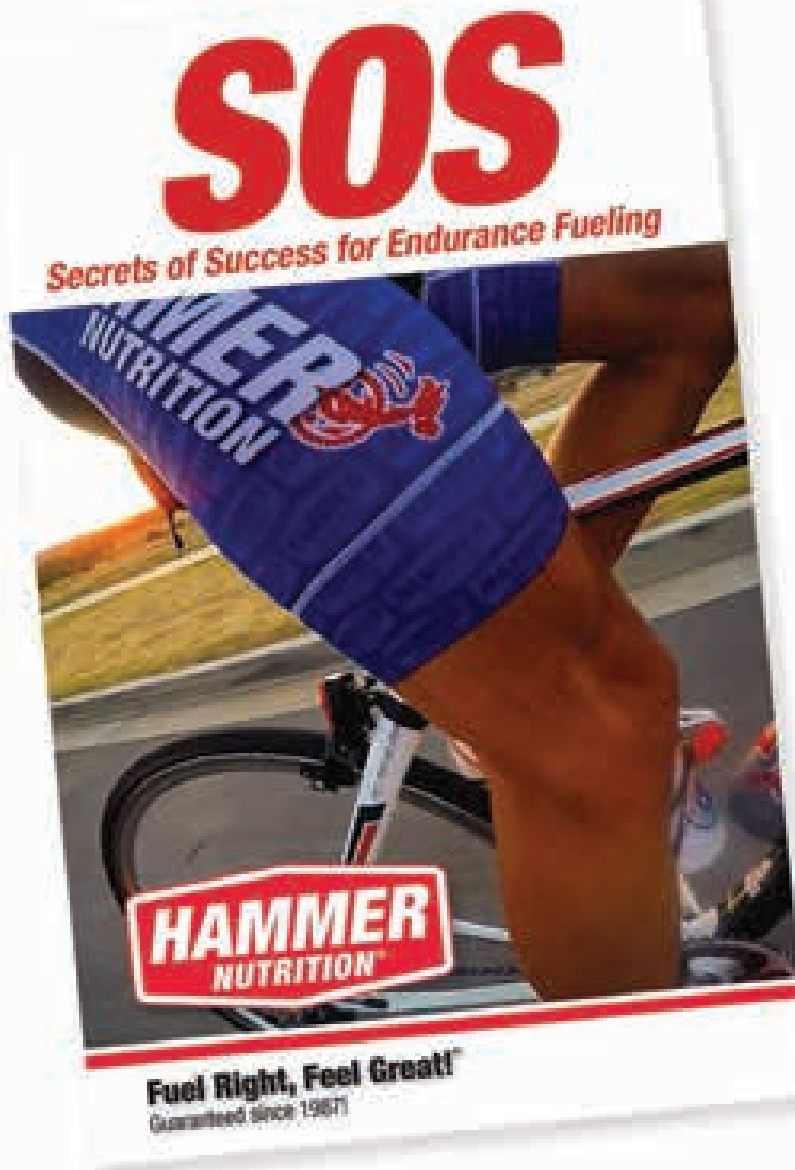
If you have any questions about this incredible program or its benefits, give me a call. I would be delighted to answer them! 

“I used to use over 5 websites to get all of the different supplements I need. Even if I timed everything correctly (which I usually didn’t) it took a lot of time and effort to keep all of my orders coming. Now, everything I need for my day-to-day use comes at the same time and it’s exactly what I need for 3 months. Then, POOF, my next shipment is in. Don’t have to think about anything except for any extras I might need to add.” Brian Mull

“I’m new to VIP and I love it so far. Getting the items I need regularly without having to think about it is great. The discounted price, free shipping and added gift are a nice bonus.” Jim Dexter

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Soak up the Benefits

Hot tub therapy can help the body in many different ways. BY JESSICA EVANS

Approximately 43 million people in the United States suffer from some form of arthritis pain. The good news is that there are safe and effective ways to both minimize the discomfort and prevent further damage.

According to a publication from The Arthritis Foundation entitled *Spas, Pools, and Arthritis*, “Regular sessions in your hot tub help keep joints moving. It restores and preserves strength and flexibility, and also protects your joints from further damage.”

A hot tub fulfills the need perfectly, providing the warmth, massage, and buoyancy necessary to the wellbeing of arthritis sufferers. The buoyancy of the water supports and lessens stress on the joints and encourages freer movement. Water exercises may even act as a resistance to help build muscle strength. There are many benefits to a soak in a hot tub, even if you don't have arthritis. They include:

Relief from Low Back Pain. The British Journal of Rheumatology published a study which demonstrated that hot tub therapy has both short and long-term benefits for people with lower back pain. A later study in the same journal further documented those findings. After three weeks of consistent spa therapy, examinations showed more

improvement in the health status (as measured in pain duration and intensity and back flexibility) of the spa treatment group than of the medication-only group. After six months, significant improvement continued in the spa therapy group. In addition, their use of analgesics and anti-inflammatory drugs had decreased.

Increased Blood Flow. The American Heart Association reports that hot tubs cause the dilation of blood vessels, increasing the flow and pressure of blood throughout the body. This helps people with muscle or joint pain by delivering oxygen and enzymes to the site of an ache.

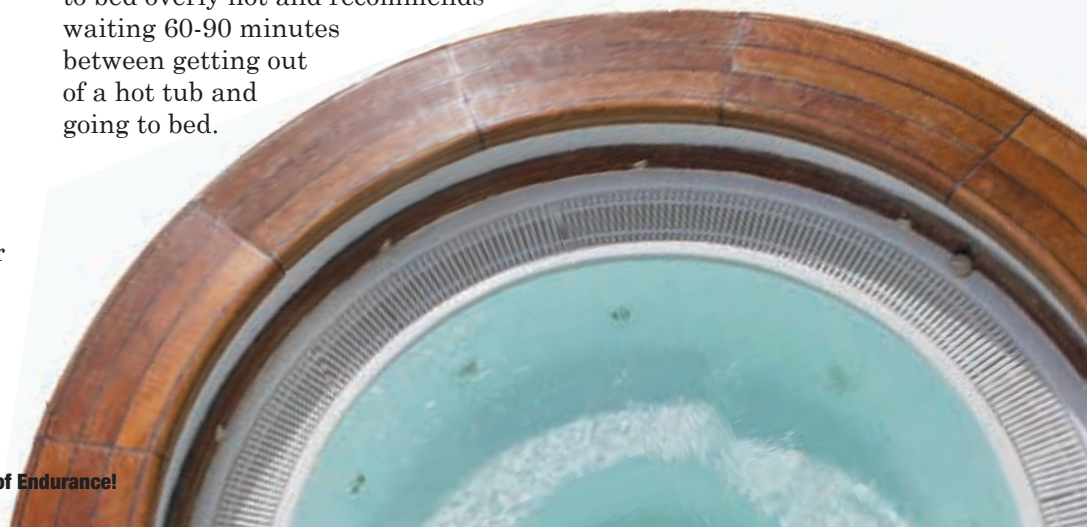
Peaceful Sleep. In its “Healthy Sleep Tips,” the National Sleep Foundation (NSF) says that soaking in hot water before retiring to bed can ease the transition into deeper sleep. The NSF cautions, however, that you should not go to bed overly hot and recommends waiting 60-90 minutes between getting out of a hot tub and going to bed.

Improved performance.

According to Tennis Magazine, improving your game is more likely when you soak after playing. You'll avoid muscle soreness the next day and your joints will thank you for the increased blood circulation because it takes away the lactic acid that builds up during exercise.

If you don't have access to a hot tub, consider the benefits from Electrical Muscle Stimulation. This is a process through which low-level electrical currents are used to stimulate muscles, forcing them to contract. These small, portable EMS devices also improve circulation, provide pain relief, accelerate healing, and support a healthy night's sleep.

Now, that sounds blissful. 



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Reilly Smith and Katie Ryan out on a training run in Southern California. Photo: Wadley Photography

Phytolean

Phytolean helps increase your body's fat-burning potential, aids in reducing fat absorption, and blocks the digestion and absorption of starchy carbohydrates.



If you're like many athletes who train 6-12 hours a week or more yet still have extra weight around the midsection, you now have a seriously powerful weapon to help you shed that extra weight for good: Phytolean.

One to two capsules of Phytolean before meals will help you lose that "excess baggage" and keep it off. Shedding those last few pounds will help you move faster, climb more easily, and attain new PRs! Consider how much money athletes spend to shave off a few grams of weight from their bike, shoes, or other equipment. Phytolean is an effective and cost-saving way to drop performance-inhibiting weight.

Phytolean's active ingredient, *Phaseolus vulgaris*, extracted from white kidney beans, is a potent inhibitor of alpha-amylase, an enzyme that digests starch. Just 2 capsules of Phytolean can block as much as 100 grams of starchy carbs (about 4 ounces) and keep them from turning into stored fat! Phytolean also contains raspberry ketone, a potent fat burner. Unlike weight-loss products that offer unrealistic promises and are usually filled with stimulants, Phytolean will work for you. We guarantee it!

- Blocks starch absorption
- Enhances fat burning
- Decreases fat absorption

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Appestat

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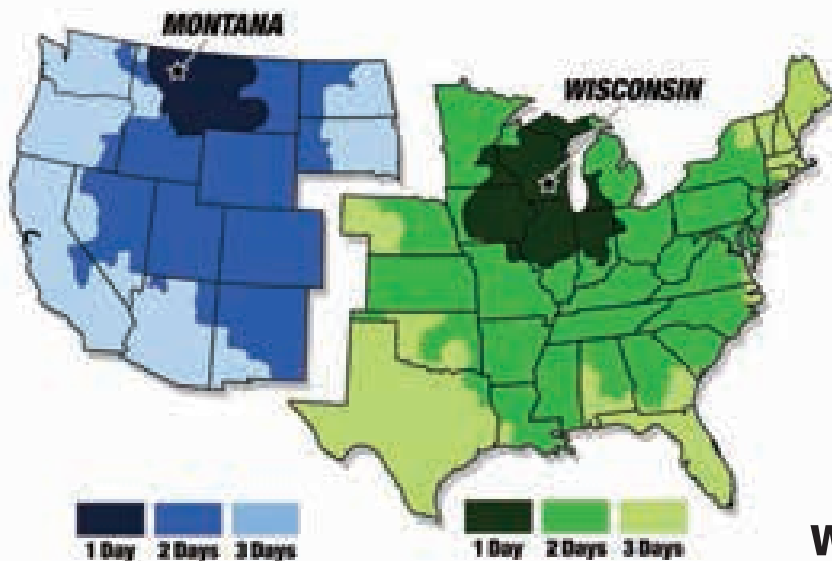
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Fully Charged + Essential Mg

More than just athletic performance benefits!

BY STEVE BORN



Boost Nitric Oxide (NO) levels even more with this powerful combo!

1 Take a dose of Fully Charged!

FC contains beet root juice extract and Spectra™, a nutrient blend that boosts nitric oxide levels. High NO levels improve blood flow, enhancing delivery of nutrients and oxygen to working muscles. The result: increased energy, focus, and endurance.

2 Take a capsule of Essential Mg!

Magnesium plays a role in hundreds of important processes. Not only does it elevate NO levels, it supports arterial health by stimulating the production of vasodilator prostacyclins, powerful cardioprotective hormones released by your blood vessels.

3 Reap the rewards!

Taking an Essential Mg capsule with your dose of Fully Charged provides even more NO-boosting power to support your cardiovascular health and athletic performance. Hammer on!

Some very impressive research has come out recently regarding two nutrients—taurine and magnesium—and their combined benefits preventing cardiovascular disease.

According to the journal Hypertension Research, supplementation with these two nutrients showed in an increase in specific cells known as endothelial progenitor cells, and a decrease in free radicals.

All blood vessels and lymphatics are lined by endothelial cells. That layer is called the endothelium. Endothelial progenitor cells play a vital role in preventing cardiovascular disease and potentially prolonging lifespan. They are responsible for repairing the damage to the lining of the arteries, damage that can progress to cardiovascular disease.

In the study performed over a two-week period, 125 men (ages 18-25) in good health received either a daily combination of 340

mg of magnesium and 3,000 mg of taurine, or a placebo. Measures of free radical damage showed a decrease over the two-week period for the subjects receiving the taurine and magnesium combination.

Additionally, when compared to levels prior to the study, researchers noted that subjects taking the taurine/magnesium combination had a significant increase in endothelial progenitor cell colony-formation numbers. They also showed improved repair functioning by the endothelial progenitor cells.

Head researcher Mayumi Katakawa stated, “Findings indicate that dietary intake of taurine and magnesium may prolong lifespan by preventing the progression of cardiovascular diseases.”

Benefit from this ground-breaking research with the Fully Charged/ Essential Mg combination!

give me

5



Give your body our new **five-source magnesium complex**

- Supports cardiovascular health
- Enhances muscular function
- Helps increase energy



Essential Mg contains five forms of highly bioavailable magnesium. Combining it with a daily diet of magnesium-rich foods is the ideal way to ensure that you're receiving optimal amounts of this all-important, health-benefiting mineral.

120 Capsules
\$19.95



Our Customers Say It Best ★★★★★

"I've been searching for all these types of magnesiums and finally Hammer Nutrition has a supplement with all of them! It's easy on the stomach and now I can have a full spectrum of magnesium delivered easily in a pill."

*"I really felt the benefits of using Calm Magnesium before bed, but what I really like about **Essential Mg** is it offers five additional types of magnesium than just the magnesium citrate. Especially while taking Vitamin D in the winter, I feel really good knowing my magnesium requirement is being met."*

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FROM THE KITCHEN OF

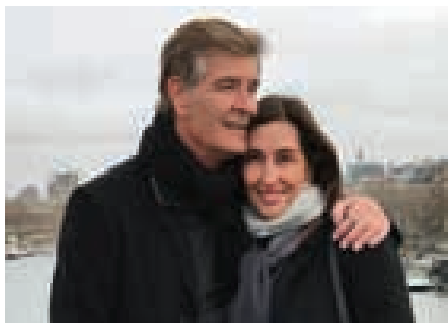
LAURA LABELLE

Phytolean For All !!!

BY LAURA LABELLE

While in Paris for the holidays, I had my Phytolean on hand at all times. Although carbohydrates are an important part of our diet, in the words of Brian Frank, “not all carbs are created equally.” Our family usually tries to stick with whole grains and complex carbohydrates like wild rice, quinoa, barley, or oats, etc. Carbohydrates provide vitamins, minerals, antioxidants, and fiber in our daily diet. However, while in France I was conflicted: do as the French do?

Parisians have the habit of indulging in wonderful baguette, brioche, Pain Poulaine, croissants and wonderful artisanal pastries daily (ok, maybe the pastry is only me!). For the most part, I do not




Pictured here along the banks of the Seine with her husband, 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.

indulge in these natural wonders but in France, who can resist the temptation! There’s cheese with bread, bread with Cafe au Lait in the morning, bread with incredibly creamy butter in the afternoon, or bread with everything at anytime actually, especially when it is such a rare treat. I have used Phytolean daily, to say the least.

Wonderful long scenic walks along the Seine, the Champs Elysee, or through Saint Germain Des Pres are about all the exercise we have been able to get in due to a heavy social and family schedule. Normally, I am devoted to yoga, swimming and pilates in my daily routine. However, traveling and the holidays have made it difficult to find studios open and get in my habitual rhythm. Again, I have been thankful for Phytolean daily.

While I half-heartedly joke about using Phytolean to offset the excess of my personal gluttony, I am whole-heartedly serious about how well it works. Whether I am training and want to offset an excessive carb heavy meal or just lean out, Phytolean is a wonderful companion that has given me excellent results. While the instructions say “20 to 30 minutes before eating,” I often don’t remember to take them till I am well into my meal. This has

never been a problem in regards to my results. Phytolean has helped keep me on track by blocking carbs, increasing fat burning, decreasing fat absorption, and optimizing my blood sugar levels. Enjoying my indulgences is possible with Phytolean.

During the winter months, I tend to like comfort foods that are easy and filling. Mostly, I find myself gravitating towards starchier foods like wild rice dishes, mashed potatoes, and pasta. I find these foods feel more filling when it’s cold out and I want to feel full and satisfied. What is always important is to stay away from processed breads, cookies, cereals and eat as many whole grains as possible. Phytolean has been helpful in that regard as well. I can afford to eat what I want and not suffer the consequences. I hope you enjoy the following recipes and have a happy and healthy 2017! 





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- Improve circulation and cognition



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*“**Super Antioxidant** keeps me going and I haven't been sick in over two years.”*

*“I recently added **Super Antioxidant** to my diet and it really works! Hammer products are all top quality.”*

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Potatoes, fennel and leeks au Gratin



Ingredients

2 ½ lbs Yukon gold potatoes
 2 large leeks
 2 bulbs fennel
 3 Tbs butter
 1½ cups milk of choice
 1 cup stock (chicken or vegetable)
 ½ tsp nutmeg
 ½ tsp fennel seeds
 salt and pepper to taste
grated Guyere cheese (optional)

Preparation Preheat oven to 375 degrees. Melt butter and pour into a 13 x10 baking dish. Wash potatoes (I leave the skins, but feel free to peel) fennel and leeks, then slice in 1/8th of an inch pieces and arrange in a your baking dish. Mix milk, stock, and spices and pour over potatoes and veggies. Bake for 45 minutes and then add cheese to melt on top if desired.



Easy tomato sauce

Ingredients

2 Tbs olive oil
 1 large onion minced
 1 lb ripe grape tomatoes
 1 tsp oregano
 1 tsp fresh or dry basil
 1 large clove garlic
 salt and pepper to taste



Preparation In skillet, sauté onions in olive oil until they start to soften. Add tomatoes and cook till they start to soften as well, about 10 minutes. Remove from fire and add herbs and garlic. I use a hand mixer or you can carefully blend in a blender (heat expands and will make a huge mess is there is not air to spare). Enjoy over your favorite pasta, on spaghetti squash, over steak, chicken, or fish.

Wild rice salad

Ingredients

2 cups water
 2 cups wild rice
 soaked over night
 1 quart stock (chicken
 or vegetable)
 ½ cup lightly
 toasted walnuts
 ½ cup dried cranberries
 1 cup sliced celery stalks
 ¼ cup shredded basil
 ¼ cup shredded mint
 ¼ cup olive oil
 2 Tbs walnut oil
 2 Tbs lemon or line juice
 2 Tbs apple cider vinegar
 salt and pepper to taste

Preparation Rinse and drain soaked rice. Put rice in stock and boil, reduce heat to a simmer and let cook about 40 minutes till rice is tender. Remove from heat and add cranberries, mix and cool. Add remaining ingredients and enjoy. This can be eaten as is, or you can serve as a side dish to grilled steak, chicken, or fish.



Looking for healthy recipe inspiration?

Strawberry Ginger Vinaigrette

From the Kitchen of Ty Shook
Makes about 1/2 cup

Ingredients:

1/2 cup lemon concentrate
2 tablespoons fresh minced ginger
Juice of 1/2 lemon
1/4 cup apple cider vinegar
1/4 cup balsamic vinegar
1/4 to 1/2 cup sea kelp or sea
concentrate and balsamic
2 tablespoons fresh minced low
sodium soy sauce
1/4 cup walnut, grape seed, or

Preparation:

Add concentrate, ginger, and
juice of lemon. Blend in
fresh pepper while blending.
Substitutes: add oil.

Tip: To add body and texture,
blend other ingredients with oil.



Kale & Quinoa Frittata

From the Kitchen of Laura Lee Labelli
Makes 4 servings

Ingredients:

2 bunches of kale, stemmed
2 large eggs, whisked
2 tablespoons olive
oil
2 cups cooked quinoa
1/2 cup milk
1/2 cup milk
1/2 cup milk
1/2 cup milk

Preparation:

Preheat oven according to package directions.
Add kale to a large bowl and massage with
oil. Place the kale in a medium oven

As a pre-oven moisture boost, heat 1 cup of
milk for about 3 minutes or until it is
completely warm.

Add the cooked quinoa, hot milk, and
oil to the prepared frittata. If using the hot
milk, add it to the frittata. For a larger size
frittata, use a larger size pan. Cook
until golden. Add the milk and cook
until the frittata has set. Use a large
spatula to lift the frittata. Offer a
plate if necessary to lift the frittata
and then slide it back into the pan. Cook
until done, and then serve.

107

IN THE KITCHEN

with



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Longer Telomeres

A beneficial biomarker associated with coffee

BY STEVE BORN

Coffee has received a lot of good press (pun intended) over the past few years, with research showing that consumption is beneficial for a wide range of health issues:

- Helping to lower the risk of type 2 diabetes
- Decreased risk of prostate cancer, as well as a 40% lower risk of aggressive or lethal prostate cancer
- Reduced risk of developing non-hormone-responsive breast cancer
- Nearly one-third lower incidence of colorectal cancer
- Significantly decreased risk of liver cancer

Perhaps the most astounding finding of all comes from a 2012 study published in the *New England Journal of Medicine* that showed an association between coffee consumption and a reduction in the risk of death that

increased with the amount of coffee consumed.

Compared to those who did not drink coffee, men who had 2-3 cups per day had a roughly 10% lower risk of death. Women in the study experienced even better results, with about a 13% lower risk of death compared to non-coffee drinkers.

Regarding the study's findings, Dr. Neal D. Freedman wrote, "Coffee is one of the most widely consumed beverages in America, but the association between coffee consumption and risk of death has been unclear. We found coffee consumption to be associated with lower risk of death overall, and of death from a number of different causes. Although we cannot infer a causal relationship between coffee drinking and lower risk of death, we believe these results do provide some reassurance that coffee drinking does not adversely affect health."


In 2016, the *Journal of Nutrition* published a study that sheds light on the possible mechanism by which coffee consumption positively affects health and longevity: longer telomeres. Telomeres are the protective caps at the end

Coffee has been linked to telomeres, the end caps of DNA that protect chromosomes from deterioration.

of chromosomes. The length of telomeres is considered a biomarker of aging, with shorter telomeres being associated with a greater risk of age-related conditions, such as cardiovascular disease.

The Nurses' Health Study involved nearly 5,000 women and showed that participants who consumed two cups of coffee daily had a 29% higher chance of having longer white blood cell telomere length compared to those who consumed no coffee. Participants who drank three or more cups daily had a 36% increased chance of increased telomere length.

It's important to note that the beneficial effects on telomere length were only found in those who consumed regular coffee, which suggests that compounds in coffee other than caffeine may be responsible.

The evidence continues to grow showing that coffee consumption is a super healthy habit. What are you waiting for? Drink up! 



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- 100% Organic
- Micro-batch roasted

Our organic, fair-trade coffee is guaranteed fresh and delicious, no matter which of our palette-pleasing blends you choose. Our beans are roasted in micro-batches to order and shipped within 1-2 weeks of roasting.



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Medical Ethics of the Sugar Industry

BY JESSICA EVANS



New discoveries reveal that the Sugar Research Foundation paid scientists to produce biased studies.

If we have said it once, we've said it a thousand times. Look at sugar! Recently, a big revelation about sugar's role in our nation's health came out thanks to a concerning discovery made by Stanton Glantz, a researcher at the University of California, San Francisco.

Glantz found historical documents that show how the sugar industry paid scientists in the 1960's to minimize the correlation between sugar and heart disease. Instead, scientists were corrupted to draw attention to fat to intentionally down play sugar's role in health.

Hammer has been talking about the dangers of simple sugars for 30 years now. We have been championing a low-sugar diet and telling our athletes to avoid simple sugar fuels for decades before information like this was making headlines. We are almost not shocked by the conspiracy. We hope this further demonstrates the importance of Hammer's position on reducing or eliminating sugar from one's diet for optimal health. Our pioneering stance is something we are very proud of.


Glantz's research showed how a trade group called the Sugar Research Foundation (now called the Sugar Association) was behind

efforts to alter medical reality. The documents show that in 1964, John Hickson, a top sugar industry executive, discussed a plan with others in the industry to shift public opinion by releasing the "research" and influencing legislation. The group would end up paying Harvard scientists to yield biased studies to be promoted by the sugar group and accepted by the medical establishment. The intention was to set a precedent of looking away from sugar and towards saturated fat as a culprit for health ailments instead.

One of the scientists paid by the sugar industry was David Mark Hegsted. He went on to become the head of nutrition at the United States Department of Agriculture. In 1977, he helped draft the forerunner to the federal government's dietary guidelines. Another was Dr. Fredrick J. Stare, the chairman of Harvard's nutrition department. You can see how such bias has affected our nation's health paradigm and unfortunately, why Hammer's sugar stance was so unique and outside the mainstream.

Americans reportedly eat more than 150 pounds of sugar per year on average and athletes

who consume sugary products in training can easily double this number. It is our conclusion that sugar is a leading contributor to all of the epidemic diseases we face as a nation and we are committed to providing information and nutritional tools to the public to counter this.

Here at Hammer Nutrition, we look to science and truth to structure our nutritional products and lifestyle suggestions. We have always advocated reducing or eliminating simple sugars. Unlike many widely available sports energy products, Hammer Nutrition fuels, including Hammer Gel, HEED, Perpetuem, and Sustained Energy, contain no refined simple sugars - only healthy complex carbohydrates and natural sweeteners such as stevia and xylitol. Thank you for trusting us as a source of information for the last 30 years. We look forward to leading the pack towards health and wellness into the decades to come. 

Glantz's findings were published in the September 2016 issue of JAMA Internal Medicine and made public by the New York Times.

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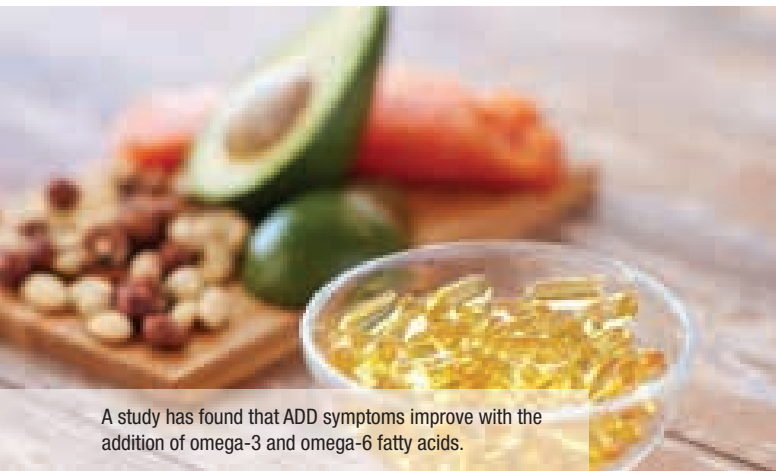
A roundup of nutritional news, tips and tidbits

Research: Omega fatty acids help kids with ADD

Swedish researchers have found that supplements of omega-3 and omega-6 fatty acids may benefit children and adolescents

with attention deficit disorder (ADD). Seventy-five children and adolescents with attention deficit hyperactivity disorder (ADHD) were given a combination omega-3/omega-6 essential fatty acid supplement or a placebo for more than three months. For the following three months, all participants received the omega supplements.

symptoms (including inability to focus) improved so much that we can talk about a clinically relevant improvement,” says Mats Johnson, a doctoral student at the University of Gothenburg. The participants who showed clear improvement of their symptoms had a better balance between the levels of omega-3 and omega-6 acids in blood samples.



A study has found that ADD symptoms improve with the addition of omega-3 and omega-6 fatty acids.

“In the 35% of the children and adolescents who have the inattentive subtype of ADHD called ADD, the

ADHD and ADD are typically treated with stimulant medications that can have dangerous side effects, so the news that ADD symptoms can be improved simply with these essential nutrients is especially exciting.

How to Avoid BPA

An update to a comprehensive industry database reveals that even more products contain BPA than previously thought. The Environmental Worker’s Group database now contains over 16,000 foods and beverage items that may contain hormone-disrupting chemical biphenol A, or BPA. Consumers can learn more by visiting the EWG’s website and using the first easily searchable database at www.ewg.org/bpa

All of Hammer Nutrition’s packaging is BPA free. Hammer has always been proactive about health, wellness, and the purity of every step of our process, down to the very ink on the labels. Hammer chose BPA-free packaging even before California started requiring warning labels and appreciates the effort EWG put into their comprehensive database to empower consumers.

Source: www.ewg.org/research/bpa-bombshell



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Hammer is proud to bring you the first water bottle on the market that offers a taste as pure as drinking from a glass, with all the advantages of a flexible bottle. Features include a protective barrier that prevents odors, stains, and mold from permanently attaching and a clearview strip to make liquid analysis easy. Easy to clean and BPA-free, our line of water bottles also include insulated versions that have double-wall construction and a proprietary insulating liner to keep your water colder for 20% longer than other insulating bottles. Bottles range from 21-24 oz and can be yours for a modest \$4.95.

Every Day Essential

We all need more omega-3s in our diet and fish is the ideal source. But consuming sufficient amounts of high-quality fish on a regular basis can be difficult and expensive. That's why adding EndurOmega to your daily supplement regimen is more than just a good idea—it's essential!



Kip Koelsch hammering in Dundedin, Florida. Photo courtesy: Kip Koelsch



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Hammer sponsored athlete Gia Madone is an ultra runner who recently competed in a Sky Run in Africa. Photo: Cullen Kelly

SkyRun Zimbabwe

BY GIA MADONE

I am not really a morning person, but when my alarm went off at 2:30 am on Saturday, November 19th, 2016, I was actually excited. I knew it was adventure time. This was my first trip to South Africa and I was on my way to run in one of the most beautiful and hardest races in the world.

The Salomon Sky Run in South Africa is a self-supported, unmarked, and mostly off-trail course with about 15,000' of gain over 100 km. Runners have the option of any route they choose as long as they pass the 10 check points. In addition to qualifying for the event, one must be ready for an adventure of a life time.

strength training in the gym, and long runs. I used Hammer Recoverite and Tissue Rejuvenator to effectively recover from these hard training days and so I could keep my long-term training program on track.

I would take those fuels and supplements with me to South Africa too. I wasn't sure exactly where water would be available on course so my nutrition plan involved also using Hammer Bars in case I did not have water to mix Perpetuem and of course, careful rationing and planning ahead.

With so many variables of an unknown SkyRun, one thing I

never had to worry about my body getting the quality nutrition it needed thanks to Hammer.

When event day finally arrived, the gun went off at 4 am, 281 runners all took off excitedly and the first climb appeared immediately, about a quarter of a mile down the road. As I topped the first ascent, the beauty of South Africa was revealed as the sun began to rise. Once obtaining the ridgeline, runners stay there until the big decent into Balloch, 28 miles away.

During this time, I ran off and on with several other runners as we navigated our way over fences and boulders. Luckily, it had been a wet year on the mountain so between the few check points that had water taps available and the mountain streams, I only briefly ran out of water once even though it was an extremely hot day. Coming from Colorado where we were in the winter season and racing in South Africa where it is the summer season, I made sure I had my Hammer Endurolytes handy to help my body deal with the heat.

As soon as you come into Balloch, you go to the med tent where they check your weight, blood pressure, and a few other vitals before placing a black sharpie dot on your thumb nail showing you've been cleared. Balloch is the one place on course which runners can meet their crew, or Seconds as they're

called in South Africa. I did not have any crew support so I went to get my drop bag solo. I was fortunate that Dassie Nel was near the drop bag area and saw I did not have any help and volunteered. Having someone out of the blue offer to help you really means a lot. I think this speaks for the family-type environment and good nature of everyone involved with the race.

goal was to make it up Bridal Pass and as close to The Turn if possible before dark. We ended up about three miles away when it got so dark and cold, we stopped to add layers. We could see the blinking light of the checkpoint, but it looked like it never got closer. After finally checking in, we had one more climb over Halston's peak followed by a very technical descent (especially in the dark) to the finish line at Wartrail.

Race stats

Distance: 100k

Time: 20h 52m


Place: 2nd open female, 4st overall female

Nutrition: about 150 cal/hour, Hammer Bars

Hydration: Endurolytes

Post race recover: Hammer Recoverite and Tissue Rejuvenator

Leaving Balloch, fellow runner Dean and I headed up "the wall," a legendary 1700' ascent over 1.8 miles. We were later joined by a couple of other athletes. Our group was making good progress and our

The SkyRun South Africa is a race experience like none I have ever had. The self-navigation and terrain are unlike any races in the States. If you're looking for a destination race and a test of your endurance fueling, this should be on the top of your "must run" list. Be sure to bring Hammer on your SkyRun too. 



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RSA Dreaming

BY BRIAN FRANK



Trailhead at The Dairy Farm mountain bike trail system. One of many flowing, technical singletrack descents. Photo: Brian Frank

This past November, I finally made my first and long overdue trip to South Africa. It took four airplanes and two full days of travel to get from Whitefish to Cape Town, but it was well worth the effort.

Upon my arrival, I was warmly greeted by Sean Bowler, our RSA (Republic of South Africa) distributor who made it his mission to make sure I was well cared for and kept busy. That was not hard since the goal was to see the country by bike, meet his staff, ambassadors, and sponsored athletes, in addition to three Secrets of Success fueling seminars and dozens of shop and major account visits.

Sean also had a surprise for me - I was also signed up to do a road

race, with 35,000 participants! With my trusty Ritchey Breakaway out of the suitcase, I was ready to put in some good miles, but race? Luckily, it was not until the end of the trip, so I had three weeks to get some miles in my legs.

We quickly developed a daily routine of 2-4 hour early morning rides followed by 6-8 hours of shop visits and meetings. The road riding around Cape Town, with ever present views of Table Mountain and Lyon Mountain, cool ocean breezes was epic. Group rides are plentiful and Saturday's seem to be cycling holidays based on the number of riders we encountered on the roads. After two weeks in Cape Town, we flew to "Joberg", as everyone calls it. The riding there in Johannesburg was urban and hectic, but still quite pleasant. We continued our shop visits, staff training, and the last seminar, attended by over 100 athletes.

Riding in the 94.7 Challenge (aptly named 94.7 kilometer distance) was definitely a highlight of the trip. This year's 20th edition followed a new route that took us on the Kyalami F1 race track, on two major freeways, and over the Nelson Mandela bridge. Riding with 35,000 other cyclists of all abilities was new to me. There was actually traffic on the climbs with riders spread shoulder to shoulder from one side of the road to another. It was a unique and fun cycling experience, that's for sure.

What an amazing country! The people were beyond friendly and so eager to meet an American. The food was some of the highest quality I've found anywhere in the world and costs about a quarter of what we pay in the US. Farm to table,



2nd SOS presentation in Cape Town. Photo: Brian Frank



In front of The Village Hub organic grocery store and cafe in Scarborough with owner Kyall Goodman. We stopped for coffee and he saw our Hammer Kits, said it was all he used and the only nutrition he would carry in his store. New Hammer Dealer! Photo: Brian Frank

organic, gluten-free, vegan, and raw foods are not new here. They also have no shortage of "wine farms," which I did not mind either. Many of the wineries have created trail networks for mountain bike riders with "honesty boxes" for voluntary



Saturday group ride along the coastal road in Cape Town. Photo: Brian Frank

donations to support trail upkeep. We spent a day at the Dairy Farm ripping up amazing single track before having lunch at their farm to table cafe. Honestly, I could be quite content living in Cape Town!

We have had formal distribution there since 2005 and it's one of our largest foreign markets. After spending three weeks there, I can understand why. They are a sporting nation with a strong history of mass participation sports, most of them of the ultra distance variety. Many of you have heard of the massive Comrades Marathon, the world's largest and oldest ultra marathon that attracts over 20K participants each year for this 90 km race. They also have many large cycling races as well. The two largest are the Argus in Cape Town in March and the 94.7 Cycle Challenge held in November through the streets, roads, and freeways of Johannesburg. There are many other mountain bike stage races such as Cape Epic and more.

The abundance of these events and the people who participate in them creates a disproportionately large market for endurance nutrition products. Hammer is



First ride RSA! At the scenic Chapman Peak overlook with Sean and a few of his friends/Hammer Ambassadors. Left to right - Sean Bowler, Adelle, me, Warren, Neil, Cheri and Chris. Photo: Brian Frank




Riding with TV presenter Stacey Holland and her cameraman, Terrence. This was his first ride over 20 miles, I fueled him from start to finish. He was amazed at how strong he was and never a thought of a cramp. New Hammer converts! Photo: Brian Frank

well known here and one of the widest international brands. There are also at least a dozen local brands that make for very crowded store shelves. Unfortunately for RSA athletes, almost all of the products contain the same familiar ingredients: sugar, salt and citric acid. As is the case here in the US, Hammer represents the much needed alternative. Coupled with our "less is best" protocols, I heard countless testimonials from athletes who had resolved their fueling issues by moving away from the sugar-based products and going to Hammer.

It was in this environment that

I did two presentations in Cape Town and one in Johannesburg for a combined total of almost 250 athletes. The attendees listened intently, asked intelligent questions, and were quite pleased to hear that their fueling challenges were easily remedied by changing calorie type and reducing their intake.

If you ever have the opportunity to go to South Africa, I strongly encourage you to do so. Bring your bike and or running shoes so you can plan your trip around one of their many, many races. I am eagerly anticipating my return. 



Challenge Jeju

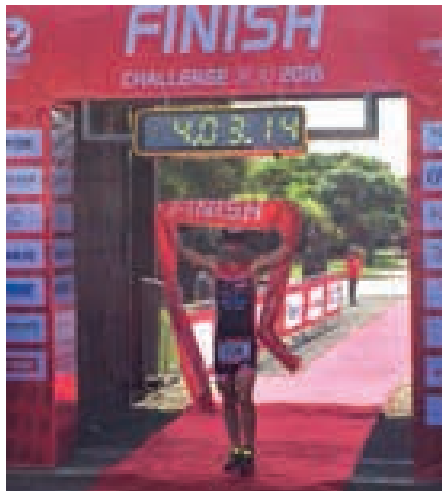
Hammer athlete wins South Korean Triathlon

BY ENDURANCE NEWS STAFF

Jeju Island, designated as Jeju Special Autonomous Province, lies southwest of the Korean Peninsula and is the largest tourist destination in Korea. The unspoiled island is loved by the world's best athletes and hosts Challenge Jeju every year, a triathlon where athletes from around the world gather to compete. The whole island was designated as a special tourist zone and designated as a UNESCO Natural Heritage Site as well. The course includes 1.2 miles of swimming, 56 miles of cycling, and 13 miles of running. Hammer Australia athlete David Mainwaring participated in this world famous race and placed first overall. Congratulations, David! 



David Mainwaring on the podium at Challenge Family's new event in 2016. Photo Courtesy: David Mainwaring

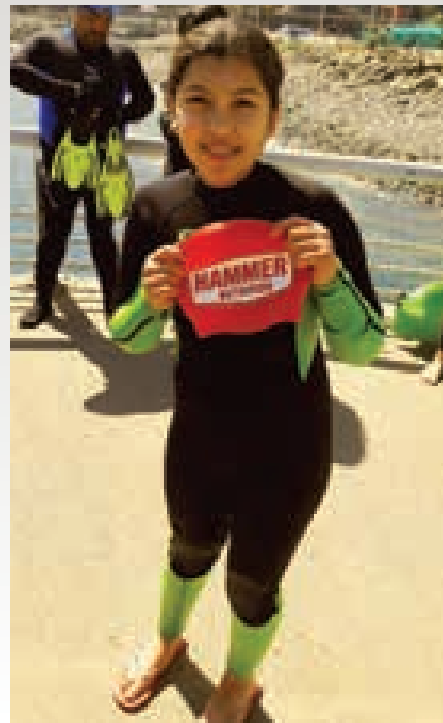


David Mainwaring won First Place at the inaugural Challenge Jeju. Photo Courtesy: David Mainwaring



Chile

Hammer sponsored athlete Diego Vega is an outstanding swimmer from Valparaiso, Chile. He specializes in challenges of velocity. Here he is at the Andean Binational Games, an international competition between Chile and Argentina. He won third place individual in the 100 meter free with a time of 54.02 seconds. Additionally he helped his team win three second place medals in relays. Photo: Catalina Meneses



Suyai Mella is training for the National Open Water Championship to be held at the Baron Dock, Valparaiso Chile in May 2017. She is facing long journeys and swimming in cold waters. Her Hammer swim cap is an important piece of gear. She likes to eat one or two Hammer Gels before entering the water. After the training, she recovers with a protein-packed Hammer Bar and a bottle with Fizz. Photo: Alvaro Mella

Canada



Hammer’s sponsored curling team ‘Team Adams’ is proud to have qualified for the Alberta Junior Provincials. They also competed in the Airdrie U18 Bonspiel where there was a field of over 20 teams from as far away as South Korea. Going 3-0 in pool play, they managed to qualify for the championship bracket in 2016. Three tight games later, they earned the win and were named the champions of the Airdrie tournament. Photo Courtesy: Team Adams

Hungary

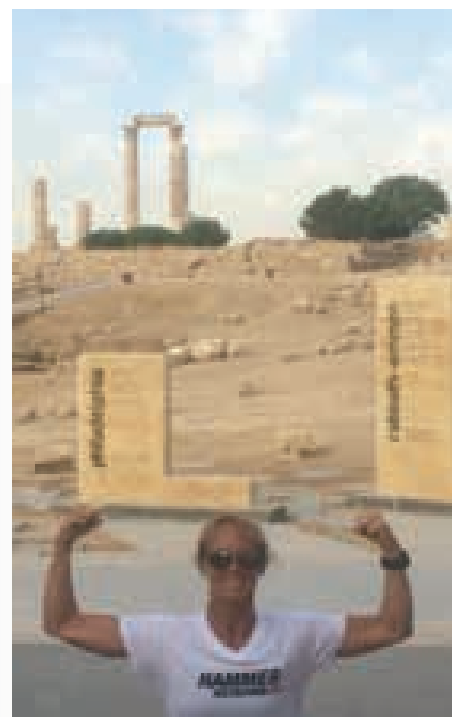


Hammer Hungary set up a fueling station tent at Ironman Budapest in July 2016, where over 1600 athletes from around the world competed. Here, Hammer Ambassadors gave free samples and educational materials to endurance athletes. Photo: Bezzegh Krisztián Volorum

Italy

Hungary

Prior to attending The Dakar Rally, Hammer sponsored athlete Lajos “Laller” Horvath visits the Vác Cathedral in Vác, Hungary. Horvath sought the bishop’s blessing before going to Paraguay to represent his home country Hungary at “The Dakar,” an annual off-road endurance event open to amateur and professional entries. The terrain is much tougher than typical conventional rallying and the vehicles used are true off-road vehicles rather than modified on-road vehicles. Most of the competitive sections are off-road, crossing dunes, mud, camel grass, and rocks. The distances of each stage covered vary from short distances up to 800–900 kilometers (500–560 mi) per day. Horvath used HEED, Sustained Energy, Race Day Boost, and Hammer Balm to endure the challenge. Afterwards, its Recoverite and Tissue Rejuvenator. Photo Courtesy: Buddy van Vugt



Joanna Bilancieri went for a run through history. Here she is in front of the Roman Amphitheater, constructed to seat 6000 spectators in 165 AD. The Temple of Hercules was closely by atop Amman’s Citadel, so she ran some hills and stairs to get there and strengthen by osmosis! Photo Courtesy: Citadel police officer



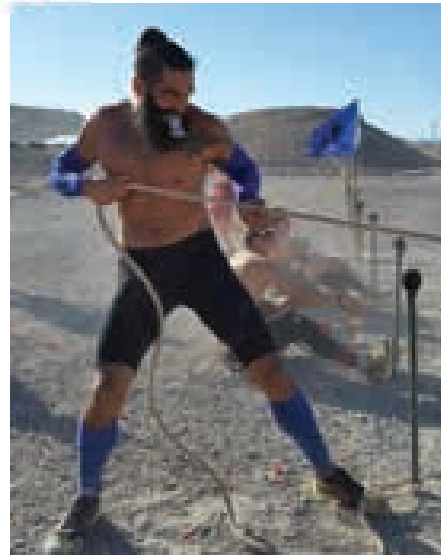
Hammer Australia



Hammer Australia Sponsored Athlete Daniel Beresford won first place in his A3 category at the Crocodile Trophy, an annual mountain bike ten-day stage race held in North Queensland, Australia, covers around 1,200 kilometers. Beresford also won 1st Australian, 1st Amateur, and 8th Overall. Photo: Regina Stranger/Crocodile Trophy



Hammer Mexico



Hammer Sponsored Athlete Fernando Casanova is a highly trained athlete who specializes in OCR (obstacle course racing), survival races, and extreme endurance events. He has competed in local, regional, and championship level events. Most recently, he traveled to Lake Tahoe in 2016 for the Spartan Race World Championship where he ran the UltraBeast, a 28 mile event with over 65 obstacles. He is also a certified coach and uses Hammer products. Photo: Courtesy Fernando Casanova



Hammer Greece



Hammer Ambassador and former Olympian Rower Giannis Kourkourikis ran all over Greece in 2016, including a top 10 finish in one of the most difficult ultra running events in the world, the Spartathlon. This was only a few weeks after he finished the Athens Classic Marathon in the Kalimarmaron Stadium and of course, he could not miss the Olympus Marathon Race, an event that takes you from sea level all the way to the top of the Olympus mountains and the "throne of Zeus" and back down again! Photo: Shooting Therapy



The first mountain running event in the Olympus mountains called the "Olympus Marathon" happened for the first time in 1986. The same day, 5-year-old Giorgos Fotoglou was on the mountain too. Years went by and Giorgos became an ultra trail runner. He decided to honor that day 30 years ago by running in the 30th "Olympus Marathon." He also ran all the trails on the Olympus mountains too! You can learn more about his project and how he fueled with Hammer Nutrition at olympusgrandslam.com. Photo: Shooting Therapy



Here is fueling expert Vavritsas Giorgos with his son and Hammer ambassadors Fotiadis Alexandros, Lora Repchenko, Giannins Kourkourikis and Dialektos Giorgos, all holding their cups for their winning podium positions. Photo: Vavritsas Giorgos

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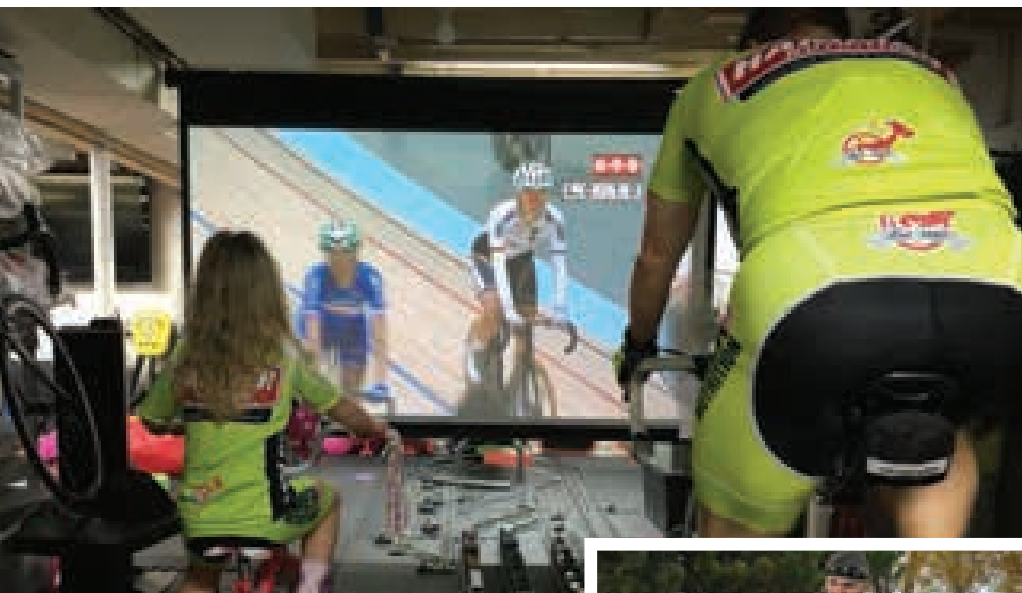
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Involve the Family!

Instill a healthy lifestyle at an early age

BY JESSICA EVANS

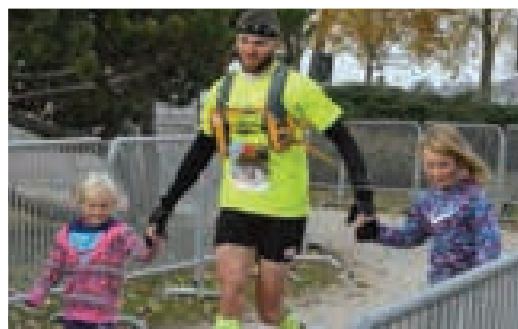


Healthy families use Hammer. Mike Josi (above) and Matt Kohl (below) set athletic examples. Photos: courtesy Mike Josi and Matt Kohl.

We all know that an apple a day will keep the doctor away. How about we add a bike ride, a hike, or a swim? Hammer wants everyone to be healthy at any age.

Integrating physical activity into young lives is essential to create a foundation that they will carry with them for the rest of their lives. Physically active children learn habits in early childhood that greatly increase their chances of remaining physically active through their young adult and teenage years and into adulthood.

There are many ways to inspire a healthy and active lifestyle at a young age. Children mimic the adults around them and there are many opportunities to display healthy choices and behaviors. Adults, parents, teachers, and



caregivers can positively reinforce the joy of staying active and engaged with their health.

For example, when the days get shorter and snow and ice rule the road, Mike Josi has to adapt and ride indoors. His five year old daughter Abigail wanted to ride too. He easily could have been discouraged by the weather or by the fact that there were not any trainers for kids on the market, but instead, he led by example. He built a stationary trainer for her and took her on the virtual "Tour Of Sufferlandria," a mythical nine day indoor turbo-trainer

tour based on cycling training videos. "She rode with me for many hours," he said. "She was so happy and proud! To keep us powered, Abigail enjoyed Strawberry-Vanilla Perpetuem while my favorite is Caffé Latte. We both recover with Strawberry Recoverite and Abigail loves her "cool" Hammer branded kids cycling Jersey and Shorts."

Matt Kohl is a 32 year old father of three daughters, is married to his wife of nine years, and works third shift as a patrol officer. He has raced competitively for the past 6 years with distances ranging from 5K's, 50 mile ultras, to Ironman. He credits his father for his athleticism and wants to pass it on to his kids.

"As a young adult, I saw my father run marathons and qualify for the Boston Marathon. It had a profound impact on me. In 2011, both my father and I qualified and ran the Boston Marathon together. Still to this day it's one of my proudest moments. I want to teach my kids that quitting is never an option. I hope my dedication and motivation inspires my kids and shows them that they can accomplish just about anything they are willing to work for."

As we approach the new year, resolving to be healthy role models for the young people around us is an opportunity to benefit our health and theirs. For fuels and nutrition for all families and athletes at any age, Hammer is here to help.



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Magnesium: The most important mineral for bone health

Rethinking the role of Calcium

BY STEVE BORN



Studies now show magnesium to be beneficial to bone health.

Every day, thousands of calcium supplements are being swallowed in the hopes of staving off osteoporosis. Calcium is indeed important to maintain bone health, but mega-dosing on this mineral under the belief that more is better may not benefit you in the long run.

After reviewing 10 years of medical tests involving over 2,700 people, scientists found an association between calcium supplements and an increased risk of arterial plaque buildup and heart damage.

Dr. Erin Michos of the Ciccarone Center for the Prevention of Heart Disease at the Johns Hopkins University School of Medicine states that his study “adds to the body of evidence that excess calcium in the form of supplements may harm the heart and vascular system.”

“Considering that 99% of the total body calcium is located in the bones, it is not surprising that academic proponents of high calcium intake have used as an argument the possible role of calcium deficiency in osteoporosis,” says magnesium expert Dr. Guy

Abraham.” There is no evidence, however, to support this view. Osteoporosis is not more common in those parts of Asia and Africa where diets are relatively low in calcium (300-500 mg/day) than in Europe and North America where consumption of dairy products contributes to more than 1000 mg of calcium/day. Also, when patients with severe osteoporosis were given massive doses of calcium, they went into positive calcium balance, but radiographic studies revealed no changes in the osteoporotic process. So where did that calcium go? Obviously into the soft tissues where it does not belong.”

Magnesium: Mega-beneficial mineral for bones

A strong case can be made for magnesium as the most important component for bone health instead, especially because magnesium is necessary for the proper utilization of vitamin D and calcium.

Dr. Susan Brown writes, “Since magnesium participates in an astonishing array of biochemical reactions, it’s no surprise that it’s essential for healthy bones. Most

notably, adequate magnesium is essential for absorption and metabolism of calcium.”

Two separate studies published in the American Journal of Clinical Nutrition showed that insufficient magnesium intake lowered bone minerals, while adequate dietary magnesium intake increased bone mineral density, helping reduce the risk of osteoporosis and related bone fractures.

Speaking solely on bone health and osteoporosis prevention, magnesium is arguably the mineral that is “driving the train.” Calcium does play an important role in the health of bones, but new research suggests that excess calcium intake, a common practice, can negatively impact heart health.

Essential Mg contains five forms of highly bioavailable magnesium. From supporting optimal bone health to so much more, Essential Mg is an ideal way to ensure that you’re receiving optimal amounts of this all-important, health-benefiting mineral. **EN**

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The Tour always starts in a small town called East Tosa with the first race being a tight 7-turn/1.2km circuit. Hammer Team Echelon members exited with a near perfect lead-out. Photo: Karl Hendrikse

Tour Of America's Dairyland



Matt supporting Owen mid-race in preparation for the finish! Photo: Karl Hendrikse

Team Echelon includes Hammer athletes Matt Schaupp, Bryon Anson, Alex Danville, and Owen Gillott. This was Gillott's third year at TOAD. He placed 2nd in 2014 and 5th in 2015, so the team was excited to go for glory. Seventy minutes into the race, the 170-man field dropped to 90 participants with Owen placing 2nd that day. The team ended up placing 2nd Overall and individual rider Gillott also placed 2nd in the individual standings. 



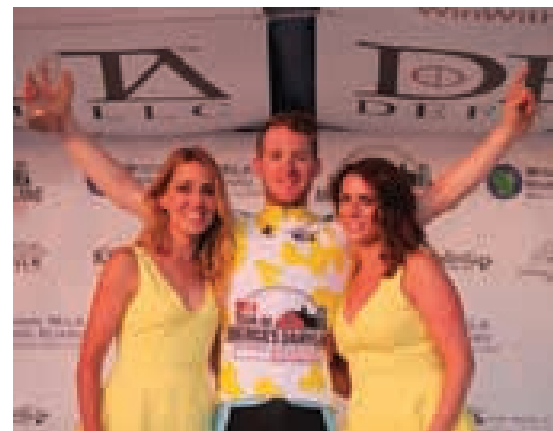
Hammer Team huddle after the win at Grafton. Photo: Karl Hendrikse

In 2016, Hammer sponsored team Echelon-Stock Development participated in the world famous Tour of America's Dairylands. The annual event is ten days long and hosted by the Wisconsin Milk Board. Over 5000 racers of varying skill levels from junior to pro compete in this race with teams coming from over 30 states and 13 countries.

HOW THEY HAMMERED

The team relied on Hammer to keep them fueled. Over the ten day race, they consumed:


- 200 bottles of HEED
- 100 Hammer Gels
- 50 bottles of Recoverite



Podium at Schlitz Park on Day 5 in the earned yellow jersey. Photo: Karl Hendrikse

Team Marian Cycling

Hammer sponsored team Marian University Cycling wrapped up 2016 with a series of accomplishments. In September, the team hosted a mountain bike race weekend for the MWCCC. There, team member Ben Schmutte would win both the men's A short track and cross country races, contributing to his conference individual title and his team's championship win in the conference. In October, Angelina Palmero earned the top step of the podium for Women's Varsity Downhill at Collegiate MTB Nationals. She was the first downhill national champion in the program's history. MU was also recently honored as the 2016 USA Cycling Collegiate Varsity Club of the Year for the fourth year in a row. At press time, the team is head to Cyclocross Nationals but race results are not in

yet. Currently, they're sitting in lead of the Varsity Team Omnium after 2 of 5 national championships for the 2016-2017 seasons, so we are excited to see how things wrap up. Not only is the team successful on the course, but the team boasts a shared GPA of 3.12 as well. 




Junior Ben Schmutte leading the men's A field during a short track cross-country race in the MWCCC mountain bike season. Photo: Mike Almert.

Team Strive



Team Strive celebrates completion of The Pine Creek Challenge where only 23 of 40 starters finished. Photo: Richard Swan

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. Then in October, team Strive hosted the Sixth Annual "Pine Creek Challenge." With the support of Hammer Nutrition, the team provided five aid stations across the 100 mile course. Offerings included Endurolytes, HEED, and Sustained Energy. 

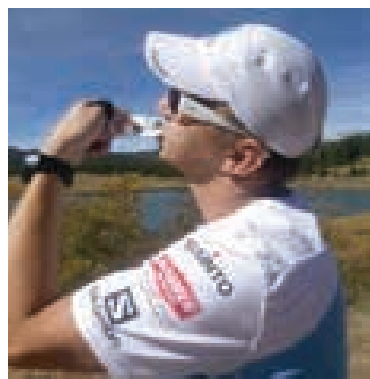


Team Strive made Recoverite shakes at the finish line. Photo: Richard Swan

Team Strive 2016 stats:

Events: 36
Wins: 75
Podiums: 119
State Championships: 6
Nationals Podiums: 4

Team Lupine Racing




Jason Zorilla fueling pre-race. Photo: Paula Pearson

After a year battle from a knee injury, Jason Zorilla of Team Lupine Racing enjoys his pre-race Hammer Gel at his return to orienteering racing. Team Lupine took 1st place on the long course at the Rocky Mountain Orienteering Club's Nederland race in October 2016. It was a victory for the team and a bigger victory for his recovery. 

Tieni Duro Cycling



Tieni Duro claimed a total of six State Championship titles in 2016. Photo: Jason Kent

This Hammer sponsored team had a great showing and fantastic results at the NCNCA State Championship Road Race. Seven team members made the podium and three won the race in their age group, making three Road Race State Champions for Tieni Duro Cycling. 



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 75 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 spring events that we are honored to support:

GRASSHOPPER ADVENTURE SERIES (ROAD CYCLING, MOUNTAIN BIKING, CYCLOCROSS)

SONOMA COUNTY, CA

This year will mark the 19th year of the Grasshopper Adventure Series. A fun, often very long and hard, magical mystery tours through the diverse, challenging and eclectic hills of Sonoma County and beyond.

www.grasshopperadventureseries.com

FEBRUARY 11, MARCH 4, MARCH 18, APRIL 8 AND MAY 6

TOMMYKNOCKER 10 (MOUNTAIN BIKING)

FORT BAYARD, NM

Last year's event sold out, and it easy to understand why. The trails at Ft. Bayard are super-fun, fast, and flowy with a great mixture of single and double track. All of the best descending is on single track with stream crossings, big trees, beautiful meadows, great views, and plenty of fun.

<https://app.lap.io/event/2016-tommyknocker10>

FEBRUARY 25

MOUNT CHEAHA 50K (ULTRA RUNNING)

SYLACAUGA, AL

The Mt. Cheaha 50K UltraMarathon Race is a point-to-point trail run that finishes in the Cheaha State Park at the summit of Cheaha Mountain. At 2,407 feet this is the highest point in Alabama. Along the run you will experience scenic overlooks, creek crossings, lakes, waterfalls, hardwood and pine forests.

<https://ultrasignup.com/register.aspx?did=41310>

FEBRUARY 28

ADVENTURE RACING

PADDLE SPORTS

RUNNING

TRIATHLON

CYCLING

SWIMMING

MOTOCROSS

SKIING



Since 2006, the Buffalo Run has become one of the biggest, if not the biggest trail running event in Utah. Photo: Courtesy Antelope Island Buffalo Run. Photo: Lori Burlison

ANTELOPE ISLAND BUFFALO RUN (ULTRA RUNNING)

SYRACUSE, UT

2017 will be the 12th year for the Buffalo Run. From its beginnings in 2006 when the RD didn't know what he was doing, to now (when he still doesn't know what he's doing), this race has kind of become a fixture in the Utah trail running landscape.

www.buffalorunadventures.com

MARCH 17

SOUTHERN CROSS ULTRA GRAVEL GRIND 55 MILE BIKE RACE (CYCLING)

DAHLONEGA, GA

The Southern Cross will be based out of the beautiful Montaluce Winery in Dahlonega, GA. The course is around 55 miles with two major, sustained climbs and two long, high speed descents.

<http://mountaingoatadventures.com/southernx>

MARCH 3

WASATCH POWDER KEG (WINTER SPORTS)

PARK CITY, UT

The Powder Keg is a test of speed, strength, and endurance for any backcountry skier. This year will once again feature 3 races and racers have the option of doing any individual race or all three races.

<http://wasatchpowderkeg.com>

MARCH 10-12

SNAKE RIVER TRIATHLON

LEWISTON, ID

Eastern Idaho's newest triathlon with a river swim, and a flat and fast course.

<http://www.pbp.website/events/health-and-fitness-run.html>

MARCH 25

OUACHITA CHALLENGE (MOUNTAIN BIKING)

ODEN, AR

A unique event featuring a sixty plus mile loop and two days of mountain bike touring and racing on two of our best trails. You'll experience challenging climbs, vast technical sections, and scenic views of the Ouachita River.

www.ouachitachallenge.com

MARCH 25

YAMACRAW 50K (ULTRA RUNNING)

STEARNS, KY

The course traverses some of the most beautiful trails in the southeast including the Sheltoewe Trace Trail. Magnificent singletrack trails and scenic landmarks that include stunning rock overhangs, natural arches, and wonderful waterfalls.

www.runyamacraw.com

APRIL 8

SHIPROCK TRIATHLON FESTIVAL

SHIPROCK, NM

This is truly a full family event. Bring the young kids from 5 to 10 and let them have a small taste of Triathlon. Then, we have a little longer course for those from 10 to 14, we get into the full length Sprint triathlons for those 15 and older. A fun filled day with something for everyone.

www.4cornerstri.club/shiprock-triathlon-festival-.html

APRIL 15

HUNGRY MOTHER 50K/25K (ULTRA RUNNING)

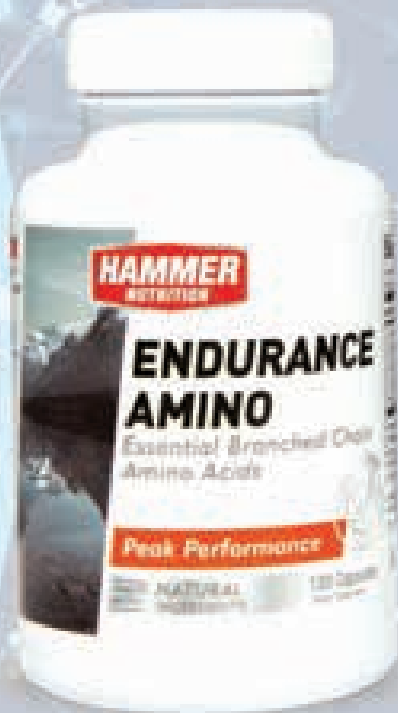
MARION, VA

This 50K is two laps of a 15.6 mile course with approximately 3,500 feet elevation gain per lap. The 25K will be one lap of the same course.

<https://ultrasignup.com/register.aspx?did=42465>

APRIL 22

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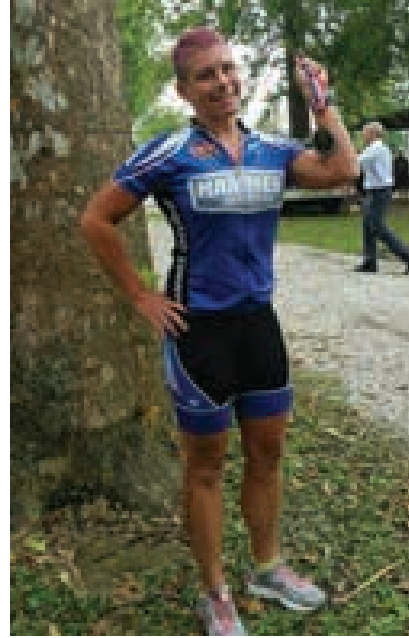
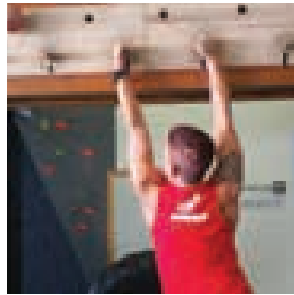
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hammernutrition.com 800.336.1977

Always Forward:

A Hammer athlete recovers to find new heights

BY CHRISTINA GULLETT-BELSON



Through hope and endurance, Hammer Ambassador Christy Belsom overcame obstacles, learned about nutrition, and gone on to help others.

I am a personal trainer by trade and athlete by passion. In 2015, a motorcycle accident nearly killed my husband and I when we were rear ended by a car going 60 mph. I broke my sacrum, shattered my pelvis, ruptured my bladder and sustained a nasty head injury. We were registered to run a marathon in a few months but honestly, it was the last thing on our minds. I didn't know it at the time, but my pre-existing commitment to health and finding Hammer Nutrition would be the way through this monumental chapter of my life.

There were so many unknowns at first. The trauma team didn't know if I would walk again based on how many breaks were in my pelvis. I had two rods in my sacrum, an external fixator holding my pelvis together, and a catheter to help my bladder. My husband sustained a fractured C7, but no surgery was necessary, thank goodness.

I spent two weeks in a level 1 trauma hospital and one week in rehabilitation to learn how live in a wheelchair. It was definitely a challenge, especially after being so active. I took every day at a time, but I wondered about the future.


My digestive system was a wreck due to the stress of the accident and medicines so solid food was almost impossible. My recovery was truly 50% mental and 50% nutrition. It was here I really started to learn about Hammer. Nutrition was point of focus and I read a lot on nutrition for healing and recovery. A good carbohydrate to protein ratio was key to getting the proper nutrients for healing bones, tendons and muscles. Recoverite was essentially my meal replacement for the biggest "recovery" of my life.

As the months went on, the ortho-
surgeon became confident that I

would walk again. He even asked me what I was taking because my bones were healing so well. Thank you, Recoverite!

In June of 2015, the external fixator was removed. The two large rods stayed in my sacrum, holding it in place. I attended extensive physical therapy and focused on

functional fitness and nutritional products like Tissue Rejuvenator. Three months post-wheelchair, I ran my first 5K. I used Hammer Gel to fuel before and during the race and was grateful to be on my feet! It was an incredible day.

A year after the accident, my husband and I ran the Three Way Challenge at the Flying Pig. It was the marathon we missed because of the accident a year before. Since then, I've participated in three biathlons and placed in my age group, also completed two sprint triathlons, and placing in my age group. I fuel with Hammer at all of them. One of my proudest victories is finishing my first Century Ride in under seven hours. I cried, I wanted to quit, but I finished. It is my hope to show others that a body in motion stays in motion and that proper nutrition and fueling is important. Hammer on! 

Friends don't let friends fuel wrong



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Hammer athletes Jessica Culver Tapp and Shayne Thompson, Photo Courtesy Jessica Culver Tapp

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- 3. You get 25%** of the value of their first order credited to your account!



For complete details visit bit.ly/hammerlove



Start at any age. And don't stop!

Hammer athlete Molly Hayes defines endurance BY JESSICA EVANS



Hammer sponsored athlete Molly Hayes is active year round. Photo courtesy: Molly Hayes

“I challenge myself to face whatever the day brings and I make sure to do some form of training every day.”

Become a triathlete.
And learn email.

At least that's what Susan B. Cox, the first woman inducted into the Triathlon Hall of Fame, advised her friend and fellow athlete, Molly Hayes.

At 83 years old and with over 325 triathlons under her belt, Hammer Sponsored Athlete Molly Hayes is a veritable tour de force on the triathlon circuit. Since 1986, Molly has competed and placed all over the world: Mexico, Turkey, Saudi Arabia, and Australia.

In 2015, she ranked 5th and in 2016, she won the gold for her AG at the USA Triathlon.

She is also practically unbeatable in her home state of Montana.

Why does she do it? To stay healthy, be outdoors, and to win. “I enjoy seeing how many other gray-haired old ladies I can beat.” And even when she loses—which is rare—she says it is “just


more inspiration to train even harder.”

Molly has been running since she was young. She fondly remembers leaping from one log to the next during the low tide at the beach as a child. Years later as a registered nurse, she traveled abroad and got serious about endurance events. She hasn't stopped since.

We know what you're probably thinking: “I could never do what she does at her age.” Molly doesn't seem to show any sign of slowing down and she doesn't think that you should either. When asked by *Endurance News*

what her secret was, she said, “I challenge myself to face whatever the day brings and I make sure to do some form of training every day. Consistent activity and the right nutrition from Hammer enables me to keep doing everything I want to do: running, swimming, cycling, hiking, downhill skiing, and Nordic skiing. I really love my MitoCaps and Perpetuem with a little bit of Fully Charged.”

If you're resolving to start your athleticism or to make a new pledge to health overall, don't let age deter you. If you're thinking about quitting, don't. “If creaky ol' Molly can do it, anyone can,” she says.

So there you have it. Live longer, stay younger, become a triathlete. Hammer on, Molly! 



In partnership with *Bike Friday*



Triathlete Howie Nordström hammers through the finish line at Ironman Austria.
Photo: Courtesy Howie Nordström

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Over 400 riders participated in the 17th annual opening race in the Grasshopper Adventure Series. The event is a classic 55 mile loop on on West Sonoma County's most challenging and diverse gravel, dirt, and a patch-work of paved roads. Photo: Paul C Miller

Chemin de Terre

Hammer to sponsor the Grasshopper Adventure Series BY HUNTER ZEISSING

Here's the dirt on the biggest trend in cycling events: Gravel Grinders.

While the name Gravel Grinder might imply some new type of sport, the concept is well established. Bike events in Europe like the Paris-Roubaix have long gone from pavement to *chemin de terre* (gravel road) often. "Gravel," as defined in the USA, can mean gravel, oiled dirt roads, fire trails, and even an occasional single track that does not require a mountain bike.

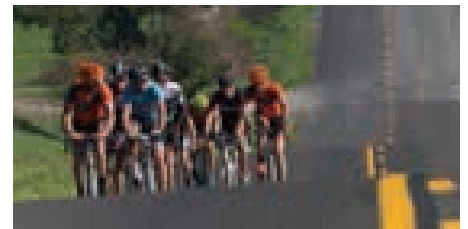
You can credit cyclocross for a new breed of events in America. Cross bikes work on the road and the dirt and most gravel grinders have miles of both. At a gravel grinder, you can expect the same fun and frivolity of cross races but "plan for a long and diverse day," said Miguel Crawford, founder of the Grasshopper series.

The Hoppers are about stepping

into the unknown. Riders are drawn to the challenge of the terrain, ripping dirt descents, creek crossings, closed county roads and an eclectic mix of poorly paved and infrequently travelled roads. The mass start gives men and women a chance to shred with their peers based on their current fitness and skill level, regardless of their Category. "I've always said the Hoppers are not really races, they're usually harder. If you always do what you've always done, you'll always get what you've always got."


What you won't see at a gravel grinder are many cars or pretentious officials. Gravel Grinders are becoming popular because they are not sanctioned. While you don't need a license, many operators are scoring or timing their events including Grasshopper.

There are prizes for top male and



300 riders experience 80 miles of racing with 8000k of climbing in the Chileno Valley. Photo: Paul C Miller

female, and overall series winners in each age group. Hammer Nutrition is sponsoring the entire adventure series in 2017.

"Hammer has been leading the pack in endurance sports nutrition for the last 30 years," says Hammer Nutrition founder Brian Frank. "Partnering with Gravel Grinders is a natural fit. These popular events are creating cycling culture as we speak and Hammer's innovative fuels and supplements can get an athlete there for their epic ride." 

For a complete list of events go to www.grasshopperadventureseries.com

Wherever you go, show us how you Hammer.

Join the Conversation



Inspiration • Community • Knowledge



#howihammer



FROM OUR ATHLETES

For the last thirty years, our athletes have been the heart and soul of Hammer Nutrition. Our mission to bring a unique line of effective and healthy endurance fuels and supplements to the market was founded on the desire to empower athletes and help them reach peak performance. Our “From Our Athletes” section features submissions from athletes at every level, ranging from elite pros who have been competing for decades to beginners completed their very first race. This is just a small cross section of the thousands of Hammer athletes around the world who are establishing Hammer’s reputation for having safe, natural, and performance-proven results. Congratulations to everyone here on their accomplishments. We look forward to hearing from everyone else as they Hammer strong in 2017. Best wishes to all!



Albert Wimer

2nd Place Men’s Single Speed Barn Burner 104

“After 8 hours of racing, even smiling seemed to hurt but it was such a rewarding day and a fantastic event.”

Photo: Tristin Hunter

Jason Webster

Top 5 Finish AG Spartan Race, Bigfork, Montana

“Had a great race, love the course! Very difficult hill climbs and challenging obstacles. Got through with Anti-Fatigue Caps and Race Caps Supreme pre-race, Hammer Raspberry Gel during, and Recoverite after.”

Photo: Brittany Webster



2ND PLACE



Ben Lustgarten

2nd Place US Supertour

Hammer Sponsored Athlete Ben Lustgarten on the podium (left) for his second place overall win at the US Supertour's 15km classic in West Yellowstone.

Photo: Ben Lustgarten



Stephan Rosen

New PR Mount Diablo Challenge

Rosen hammered in the San Francisco Bay area, finishing the 11.2 miles/3249' climb with a new PR and placing 11th in his AG. His pre-event fuels included Race Day Boost, Anti-Fatigues Caps, Endurolytes, plus the new secret weapon, Fully Charged!

Photo: It's Your Race



3RD PLACE



Evan Perperis

3rd Place Conquer The Gauntlet

Hammer Nutrition Sponsored athlete and Conquer The Gauntlet Pro-Team member completes the Conquer The Gauntlet's Signature obstacle, Stairway to Heaven, on his way to another podium finish.

Photo: Amy Perperis



1ST PLACE



Dale and Lori Glover

1st Place Fall Foliage Classic

Dale Glover and Lori Glover finishing their race, in Williamsport, PA.: 7th overall and 1st in the K2 Mixed Class. This was Lori's first kayak race ever, coached by Hammer Sponsored Athlete Dale Glover (Husband).

Photo: Phyllis Koenig



Steven Terry

1st Place Chequamegon 40

Hammer athlete Steven Terry hammered year round at several events including the Chequamegon 40 where he got 1st place and the IceMan Cometh Challenge where he got 5th place out of 6000 cyclists.

Photo: Steven Terry



Mike Gibson

2nd Place GRP Biathlon

“Recoverite is my number one product. Xobaline, Premium Insurance Caps, Race Caps, and Mito Caps are a staple as well.”

Photo: Sam Dougherty



Brian Zahm

3rd Place Bronda’s Duathlon

Hammer athlete Brian Zahm competes at the Texas Motor Speedway for Bronda’s Duathlon and took home 3rd Place Overall.

Photo: Angela Zahm

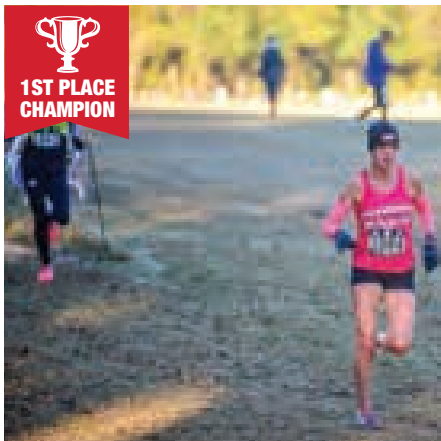


Steven Godman

1st Place District 36

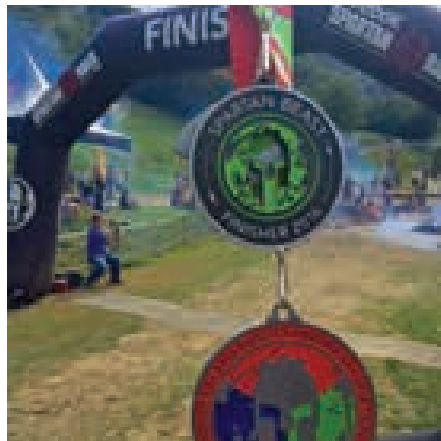
“After getting 2nd place last year in the D36 Championship, I was determined to train harder and get that #1 plate. Hammer Nutrition was a huge part of my training and racing this past year. It provided the fuel for the strength gained and endurance I needed for each 3 hour race and ultimately winning the championship.”

Photo: Chris Geiger



Alice Kassens

1st Place USATF Masters XC Nationals
Photo: Michael Scott



Tony Martinez

Vermont Spartan Beast Finisher
Photo: Tony Martinez



Kim Couranz

4th Place U.S. Women's Match Race
Photo: Ted Morgan



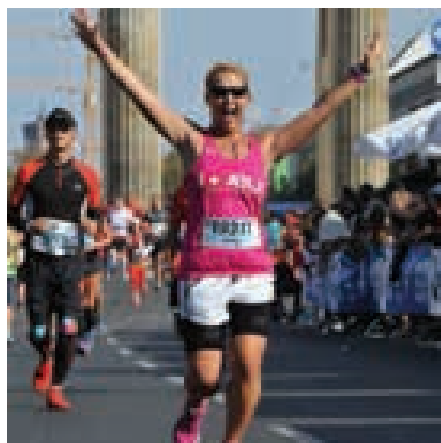
Karin Weller and Dusty Dustyn

1st place two women team and course record at the Silver State 508
Photo: Chris Kostman



Terry Stern

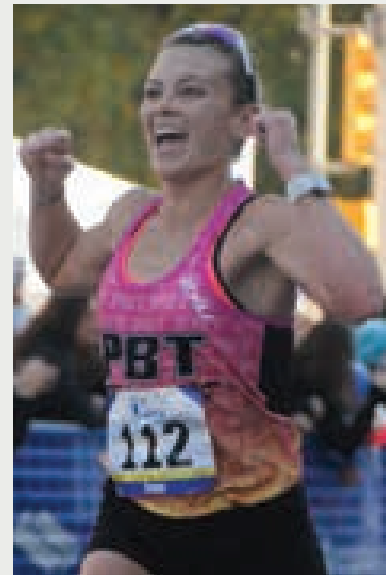
5th Place Overall Stonebridge Tri
Photo: Lori Stern



Kelly Haldeman

Berlin Marathon PR
Photo: MarathonFoto

TRACY GREEN'S BEYOND MONUMENTAL RACE RECIPE



Tracy Green Celebrating at the finish of the Indianapolis Monumental Marathon.
Photo: MarathonFoto



3 DAYS BEFORE: Race Day Boost
3 HOURS BEFORE: Wheat toast with Niccola Hammer Gel on top.
30 MINUTES BEFORE: Fully Charged and an apple-cinnamon Hammer Gel
DURING: As part of the elite field, I had my own water bottles at miles 8, 14 and 20. Each bottle had Hammer Endurolytes Fizz inside and a gel taped to the outside.
AFTER: Chocolate Recoverite and Tissue Rejuvenator

RESULTS

Hammer powered me to 7 PRs in 2016, including finally going sub-3 with a 2:57:03 at Beyond Monumental in November! Many thanks to the Hammer staff for providing expert advice tailored to my particular needs and helping me choose the right fuels.




NoHo Cx Run Up

Jen Daniels hammers up the first run-up at the 26th Annual Verge Cyclocross Race at Look Park in Northampton, MA.

Photo: Yellow Jeep Photos

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