

ENDURANCE

NEWS

BY HAMMER NUTRITION

#111 August/September 2018

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IN THIS ISSUE...

Vegan Recoverite

You asked and we delivered

Ryan Mortensen

Maintaining a winning balance

The Hemp Oil Gold Standard

Pure. Consistent. Effective.

PLUS...

- **Potassium: A Key to Longevity**
- **Mismanagement of Pain**

With serious goals on the horizon—such as swimming across the Strait of Gibraltar and winter glacier swims—Barbara Hernandez has to take her training, fueling and recovery seriously. Here she swims in the laguna, in temps between 33-41° F to adapt to frigid temperatures. She fuels these epic feats with Strawberry-Vanilla Perpetuem and Espresso Hammer Gel, and takes Strawberry Recoverite after every effort.

Photo: Develop



The Chemical Issue



NSAIDs (nonsteroidal anti-inflammatory drugs) may be your “go-to” solution for aches, pains, and injury flare-up, but they also cause significant dangers you should be aware of.

Read more on pages:
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Learn more about legendary Ultra Runner Dean Karnazes—check out our recent Q&A session. Photo: Ultra Race Photos



NEW Vegan Recoverite, made with organic ingredients and formulated to fit vegan/dairy-free diets!



Welcome to the 111th issue of Endurance News!

Summer is here, which means lots of activity and hot weather. Good thing we

make four different electrolyte products! Last issue, we focused on sodium and how to use it, not abuse it, for your health and performance. In this issue, we are aiming the spotlight at the little things like NSAIDs and chemical additives. Besides those important articles, this issue is full of great feedback and content from our customers, ambassadors and sponsored athletes. You will also find the biggest new product announcement since I first introduced CoQ10 to athletes in 1987.

But first, I'd like to talk about the two big buzz words currently in vogue with corporate America—*Authenticity* and *Transparency*. They all want desperately to be described using these adjectives and it has suddenly become accepted wisdom. Consumers want to do business with companies that operate with transparency and are authentic—in the way they treat their customers and employees, their products and services, everything. I think this is great news, and not just because it's the way I've been running my company for 31 years.

It's great news for consumers because transparency allows for oversight and accountability. Companies will behave better and

produce better products when their consumer base can see their practices and policies. Similarly, authenticity cannot be purchased, you either have it or you don't. This is where a lot of companies are struggling and hiring highly paid consultants to help their image and make them appear more authentic.

Is Hammer a brand/company that is authentic and operates with transparency? I encourage you to vet us to your hearts content. Read our Core Values, Mission Statement, Commitment to Quality and About pages on our website—these are not just fancy words and slogans. This is who we are and we have 31 years of history to prove it.

Then, talk to athletes you know who have done business with us for a long time, race directors of events we sponsor, or better yet, come pay us a visit! We love it when customers stop by so we can give them the grand tour and show them all of the cool stuff we do here. If you can't make it to Whitefish, Montana, for an in-person visit, give us a call. One of my staff or I will be happy to chat with you about whatever you want.

Call 800-336-1977. There's no automated phone system or complicated menu to navigate, just nice people ready to help you. I'm usually in the office as well, so if you'd like to speak to me, just ask. The same goes for Ultra cycling legend Steve Born. He's on the phones daily, usually until around

3:00 PM, MST, helping athletes create their own custom fueling and nutrition plans. He's been doing this with me for over 18 years now and has used my products since his first RAAM in 1988.

If you want to access our nutritional wisdom and fueling know-how in print, make sure to get your hands on the brand-new *How to Hammer* book. We've fully revised and updated that crucial resource, making it easier than ever to properly use and apply each and every product we make.

Oh yeah, that big announcement. Many of you are probably already using it or heard about it. There's a lot of hype about it and a lot of shady operators wanting to get rich quick. But don't let this cloud your judgment or lessen your curiosity. I have been taking CoQ10 since I was 17. I've been taking this new product for about 5 years and plan to continue for the rest of my life. It's that big! I'm talking about CBD, aka Cannabidiol, derived from organically grown hemp in the U.S. You can read more on page 30 of this issue and go from there. If you are already a savvy consumer, check out our quality and pricing and tell me if you are not impressed, really.

Enjoy the read, and please recycle this magazine properly by giving to someone who needs it.

Brian Frank
Owner/Founder

On the cover: Logan Binggeli "Fully Charged" the Bootleg Canyon Downhill, walking away with the pro win and the Nevada State Champion title for the second year in a row. Logan uses Fully Charged before he starts, HEED during training sessions and Recoverite afterwards. Photo: Antonio Marroquin

ENDURANCE NEWS

The informed athlete's advantage since 1993

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MISSION

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

OUR GUIDING PRINCIPLES

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

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

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

OUR CORE VALUES

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

Product Integrity: Our consumables are researched, tested, and USA-made to the strictest standards. Read more at hammernutrition.com "Mission"



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Starting Lines

Letters from Hammer Nutrition Athletes & Clients



Mitchell DeYoung hammers to his PR finish at the Lumberjack 100 at Michigan's beautiful Manistee National Forest. Photo: Robert Meendering

“

Hammer Nutrition Products were my sole source of fuel for racing and training. By developing a proper fueling plan I have been able to add significant time and mileage to my training allowing me to significantly improve my race results. Compared to my results at the Lumberjack 100 in 2016 I was able to cut over 12 minutes from my time and I placed 19 positions better.

- Mitchell DeYoung

”

First Place With Hammer

I recently got into adventure racing as a way to jump start my fitness training for the mountains. I had a short course race Saturday and came in 1st place, with the help of Hammer Nutrition. I appreciate the extra effort you all put into your product as well as the education. It's easy to buy product and use it but the education is the gold pot at the end of the rainbow. Thanks for doing what you all do!

-Ryan Tittsworth

Hammer is a Lifesaver

This company rocks! Their customer service is the best I've ever dealt with. They are U.S. based which is extremely important to me. Delivery is out of this world fast. And their products work like none other. Tissue Rejuvenator has been a miracle and has helped me get off of a lot of my medications. I love Hammer Nutrition! It's a life saver.

-Rebecca Ripley

Winning Combination

I bought Hammer Fizz for my husband who is a truck driver. Last year he experienced kidney failure and was hospitalized from dehydration. Now with Fizz he is healthy and able to work. I am so grateful for Hammer. The product works AND it's reasonably priced. A winning combination!

-Helen Nelson



SEND US YOUR LETTERS

We love hearing from you! Drop us a line, share a tip, or tell us about your latest adventure. letters@hammernutrition.com

Share your reviews on Facebook! We welcome you to head over to our Facebook page and write a review!

We check our page daily and enjoy hearing how Hammer Nutrition has helped you. Hammer on! [facebook/hammernutrition](https://www.facebook.com/hammernutrition)

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Multi-time Masters National Champion Mike Freeman has been a regular user of Race Caps Supreme for 29 years. Start taking this incredible supplement today and you too will be going strong at 76 years young! Here, Mike finishes a training ride in Pope Valley, CA. Photo: Nellie Freeman

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#howihammer

HAMMER HAPPENINGS ON FACEBOOK, INSTAGRAM & TWITTER. USE THE HASHTAG TO SHARE YOUR PHOTOS!

@mtnmorrison



Allana Morrison takes full advantage of a beautiful spring day in Wilson, Wyoming, with a trail run along the Snake River.

@ryryhenry



As a seasoned ultra-runner, Ryan Henry knows that 50 milers are no easy task. However, with the right nutrition and preparation those miles go much smoother. Here's a preview of some of Ryan's favorite fuels for his ultras.

@djaramillo.6



As a Pro Motocross rider, Daniel Jaramillo Gallo requires a detailed plan of Hammer Nutrition fuels and supplements. This June, Daniel became the first Colombian rider to be accepted by AMA Pro Motocross.

@blustgarten



During his second day of training for the 2019 season, Olympic XC skier Benjamin Lustgarten traded his cross-country skis in for a road bike to take a cruise through his hometown of Burlington, Vermont.

@salespunk



Determined to start his week off right, Michael Owen hopped on his bike and summited Frank's Peak in San Marcos, California.

@trainingforultra



Although he is no stranger to long distances, Rob Steger began his second week training on the bike to get ready for the ever-challenging Silver King in Loveland, Colorado. This event features a 50-mile MTB race with a 50-mile run the very next day.

@raceeverystep



Kris and Mindy Przeor take a moment to soak up the amazing views during their Rim2Rim2Rim run through the Grand Canyon.

@mattressboirunner



Ricardo Cuevas and his wife Vivian kicked off the month of June by heading to Bryce Canyon National Park to compete in the Bryce Canyon 100.



Keep the conversation going!

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



RACE RECIPE

JENNIFER RESCHKE

FLY BY NIGHT FORMULA 1
DUATHLON



Jennifer Reschke Hammers her way to a first place women's finish. Photo: Neil Gallivan

30 Minutes prior: Fully Charged and Endurolytes Extreme

10 Mins prior: One Espresso Gel (90 calories)

During: One scoop of HEED (100 calories) plus one scoop of Endurolytes Extreme Powder mixed in 26 oz. of water in my bike bottle

After: Strawberry Recoverite waiting for me at the finish line

RESULTS

1st Place Overall

Coming out of the run, Jennifer found herself as the 3rd woman, but passed both others during the first lap on the bike. From then on she continued to gain about 1 minute on each leg. As Jennifer crossed the finish line she earned herself 1st place woman and 5th place overall!

Q&A With DEAN KARNAZES

BY STEVE BORN



Legendary Ultra Runner Dean Karnazes runs in the grueling Santa Barbara 100. Photo: Ultra Race Photos

Steve Born: I know that you're a Hammer Nutrition guy, Dean, so I would imagine that you're as excited as we are in partnering with the North Face Endurance Challenge Series races. What are your thoughts about Hammer Nutrition's involvement in these great events?

Dean Karnazes: I've been using Hammer Nutrition for years and believe in the Hammer Nutrition principles regarding nutrition, hydration and recovery. Hammer Nutrition was founded in San Francisco, and so was The North Face. The partnership seems natural. From what I have seen thus far, the Endurance Challenge participants are loving Hammer Nutrition products and are learning a lot about sports nutrition and some of the myths surrounding proper hydration and fueling. It's been educational, and that's benefited all.

SB: Of the five races featured

this year in the United States—Washington, D.C.; New York; Massachusetts; Wisconsin; and California—is there one in particular that you're especially fond of? If so, what is it about this specific race that makes it so special to you?

DK: They say it's always best in your own backyard, and since I live in the San Francisco Bay area I'm partial to our California race. All of our races are unique and nuanced; each provides a different experience. As someone who's run all of them, I can say that the one constant is that there's nothing easy about finishing an Endurance Challenge race. That medal must be earned through hard work, dedication and grit. After all, it's not called The North Face Cake Walk. It's the Endurance Challenge!

SB: In the two races that I've attended, I have been most impressed by the impeccable

organization and attention to detail. The race organizers, staff, and volunteers really make sure to "leave no stone unturned" when it comes to all aspects of the race, especially the aid stations and course markings. Having competed in a ton of races over the years, would you agree that attention to detail is one of the hallmarks of the NFECs races?

DK: We really pride ourselves on catering to the needs of the athlete. We're an organization built by athletes, for athletes. Running a great distance is tough enough, you don't want to deal with poorly marked trails and a lack of support and enthusiasm along the way. Our greatest form of marketing is word-of-mouth. People rave about this race series, and it's on account of our attention to detail and our passion and devotion to the athletes we serve.

SB: I have enjoyed witnessing the

interaction between you and so many of the participants at the races that I've attended so far. You never seem to get tired of signing autographs, having your photo taken with others, and just sharing one-on-one conversations with the athletes... it seems to be 100% genuine fun for you... true?

DK: It's Hammer Nutrition that keeps me going! Seriously, I can run all day, but standing around taking pictures and signing autographs can get exhausting. It's funny to say that I make sure to properly fuel for public appearances, but otherwise I run myself ragged. I really enjoy interacting with other runners

and hearing their stories, and I want to make sure that I'm fresh and present. So I take special measures to make sure I'm well hydrated and adequately fueled. Sometimes I duck behind a tent and scarf down a Hammer Bar and some HEED. That's my real secret!

SB: Is there a question or two that you field most frequently when engaging in conversations with the race participants? Anything in particular about fueling/Hammer Nutrition products that you get asked?

DK: Without a doubt, the most frequent questions I'm asked

have to do with hydration and nutrition. People want to know what I eat before a race. Sometimes what I tell them is shocking, not much. I don't take in a lot of calories prerace, and this alarms some people. Honestly, I think many people tend to over-consume the morning of a race and it hurts their performance. I encourage them to try taking in less and focus on quality versus quantity. Having Hammer Nutrition as a partner has really helped educate people in this regard, and it's been great. After nutrition, the other question I get asked all the time, "Can we take a selfie?" Such is the modern world we live in! 



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The NSAID Cycle of Destruction

BY ENDURANCE NEWS STAFF

Whether you're a first-time reader of Endurance News or you've been following us for years, our position should be clear—NSAIDs (nonsteroidal anti-inflammatory drugs) are not to be taken lightly. Just because they sell them at the grocery store doesn't make them safe (they sell cigarettes there too!) We've been spreading this news for years, and the science supporting our position keeps piling up.

Today we bring you an update on the crucial, though seldom discussed, role of homocysteine and the connection with NSAID use.

First, some background:

The body produces homocysteine—a non-protein amino acid—during the metabolism of the essential amino acid methionine. In the presence of necessary companion nutrients such as vitamins B6, B12, folate, magnesium, and zinc—it is converted to glutathione (primarily important in free radical neutralization) and S-adenosyl methionine (SAME; essential for mood regulation and emotional stability, among others roles). This conversion process, known as methylation, allows proper utilization and recycling of homocysteine. In the absence of effective methylation, homocysteine levels climb.

Elevated homocysteine levels correlate to numerous serious health risks including, but not limited to, the following:

- Heart attack
- Stroke
- Neurological conditions like Parkinson's and Alzheimer's
- Cancer
- Chronic pain
- Hearing loss
- Diabetes
- Depression

The NSAID Connection

While NSAIDs cause a myriad of health complications in their own right, they also deplete the body of folate, magnesium, and zinc—those exact nutrients crucial for the methylation process outlined above. With this process interrupted, homocysteine levels become elevated, bringing with it the likelihood of all those dire consequences.

To make matters worse, elevated homocysteine also correlates to higher levels of chronic inflammation in the body—potentially exacerbating both the pain and inflammation the NSAIDs are taken for in the first place, multiplying the potential impact of serious side effects.

Count this as just one more reason you should steer clear of these toxic substances. Instead, turn to healthier alternatives such as Tissue Rejuvenator, EndurOmega, and AO Booster to naturally, safely, and effectively alleviate your aches and pains.

If you have chosen to use NSAIDs—now or in the past—it's essential that you supplement the nutrients that have been depleted. The Hammer products below will set you back on track—and do so much more!

Premium Insurance Caps – Contains vitamins B2, B6, B12, folate, magnesium, zinc, and betaine (Trimethylglycine, or TMG).

Xobaline – Contains folate (in the highly bioavailable 5-MTHF form) and vitamin B12.

AO Booster – Contains all four tocotrienols, which have been shown to decrease blood levels of homocysteine, as well as folate.

LSA Caps – Contains N-acetyl L-cysteine (NAC). It is purported that NAC displaces homocysteine from its protein carrier, which lowers homocysteine and promotes the formation of glutathione.

Fully Charged – Contains taurine, which is believed to moderate methionine absorption, thus helping to reduce homocysteine production and elevation. 

Enjoy more miles with less pain



Leah Lawry summitting the high peaks of the Adirondacks. Photo: Peter A. Lawry

- Aids natural tissue repair
- Promotes joint mobility
- Reduces inflammation and pain



*"I am sorry that I did not know about **Tissue Rejuvenator** sooner. It is by far the **BEST** thing that has happened to my joints, muscles and overall ability to repair. I no longer need to take several supplements for various issues because this product has them all and is **MUCH** more effective. I have also eliminated the need for OTC pain relievers and anti-inflammatories. **THANK YOU HAMMER! YOU CRUSHED IT WITH THIS ONE!!!**"*

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The North Face Endurance Challenge Series

BY STEVE BORN

Over the course of many years, Hammer Nutrition has earned the reputation of providing unparalleled support for a wide range of endurance sports. No one supports your sport like we do! In my 18+ years at Hammer Nutrition, I have been fortunate enough to travel to many, many events throughout the U.S. and in other countries. This year, though, I believe I have found my favorite events of all: The North Face Endurance Challenge Series, commonly referred to as simply The Endurance Challenge Series, or ECS.

When Hammer Nutrition secured “Official Nutrition Sponsor” status for the race series earlier this year, I was super stoked to say the least. The description of these events, and the possibility that I could travel to work at some of them, really got me excited. From their Facebook page:

The Endurance Challenge Series is a two day running event and festival, featuring seven trail racing events. Hosted by Ultra Marathon Man Dean Karnazes, the ECS boasts the most competitive fields in trail running. In its 9th year, the

ECS has quickly become the premier event in Ultra Trail Running.

All true, and premier indeed! There’s an event for everyone—50 Mile, 50K, Marathon, Marathon Relay, Half Marathon, 10K, 5K and Kids’ 1K! From my experiences attending the first two races (Washington, D.C. area and in New York), I found that the support is thoroughly professional and absolutely first rate—the best I’ve ever seen. The staff and volunteers are super friendly, mega-helpful, and genuinely enthusiastic. They go to great pains to make sure that the aid

stations are well stocked and that the trails are impeccably marked, among many other things (the running joke is that you really have to try to get lost; that’s how well-marked the race courses are).

I will also readily admit that a big part of the allure of attending some of the ECS events was getting to meet Dean Karnazes, an athlete who I really admired, but who was also a bit “bigger than life” to me. After working at the first two races—having the opportunity to be on the Event Panel discussion with Dean, and getting to hang out with him a bit over the course of the weekend’s events—I became an even bigger admirer.

“You’ll be treated like royalty as you enjoy some of the best trail running to be found anywhere.”

The main reason is because Dean is a class act all the way. For a guy that has accomplished so much in his athletic career, he is incredibly humble and utterly approachable. I never once got a sense of “superior athlete complex” when I was around him. No matter how busy Dean was over the course of the weekend, he ALWAYS had time to take photos, sign autographs, and just “be a friend” to the other athletes, all of whom approached



A misty day in the Marin Headlands near San Francisco, where the final race in the Endurance Challenge Series takes place.

him with a level of reverence and respect that is reserved for only the most elite of athletes.

Oh yeah, Dean has more energy than anyone I've ever known. He has to get tired (doesn't he?), but whenever I was around him there was no hint of him ever "hitting the big fade." Dean's also a true blue believer in Hammer Nutrition products and the Hammer Nutrition fueling philosophies. He's just a super good guy and I'm honored to call him friend.

There is no doubt in my mind that these are great races to participate in, so definitely

consider signing up for one of the remaining races in the 2018 series:

- **Wisconsin – Sept. 15, 16**
(Steve Born attending)
- **California – Nov. 17, 18**
(Brian Frank attending)

You'll be treated like royalty as you enjoy some of the best trail running to be found anywhere. You may even get the chance to have a photo op with Ultra Marathon Man Dean Karnazes! 

For more information, visit thenorthface.com/get-outdoors/endurance-challenge.html



Rob James (right), a champion and experienced endurance athlete from the UK, and Dean, together at the finish of the 4 Deserts Challenge Sahara Race, a self-supported, 250 kilometer, 6-day race across the Sahara Desert.

Dean's support of his fans and their accomplishments is part of what makes The North Face Endurance Challenge Series so special, and Hammer is so happy to be involved. Photo: Ultra Race Photos

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Women Lean-out *with* Whey



Studies verify protein consumption improves body composition

BY: ENDURANCE NEWS STAFF

Though many active men understand proper protein consumption's impact on their health and performance—and often take supplements accordingly—too many women fail to do so. Often, this is based on the misinformed belief that protein consumption will lead to “bulking up.”

A recent study review from Purdue University, which focused exclusively on the impacts of whey protein supplementation on women, has solidly debunked this myth. With research on this topic historically focusing on men, this news confirms that for women—and men—high quality protein supplementation helps promote lean, healthy bodies.

Lead study author, Dr. Wayne Campbell, states:

Whey protein supplementation, when combined with physical activity, is shown to be an effective strategy to achieve a leaner body composition in men, but notably, females are underrepresented in this line of research. Sixty-eight percent of studies in the most-cited whey protein supplementation review included only males and we wanted to focus on what this means for women.

The review and analysis of 13 independent studies demonstrated that protein supplementation and resistance training improved body composition by improving lean body mass, but not bulk. According to Dr. Campbell:

There is a public perception that whey protein supplementation will lead to bulkiness in women, and these findings show that is not the case. Whey protein supplementation favors a modest increase in lean mass of less than 1 percent, while not influencing fat mass.

Packed with 17 grams of the highest quality whey protein isolate, Hammer Whey is the perfect way to apply these findings to your daily life. It's also free of lactose, fat, gluten and added sugar, and derived from US-raised grass-fed, hormone-free and antibiotic-free cows.

Maximize your recovery, improve your health, and rest assured—you'll stay lean without adding bulk—with this perfect whey protein supplement for everyone. 

There is a public perception that whey protein supplementation will lead to bulkiness in women, and these findings show that is not the case.

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Jennifer Reschke relies on Enduolytes Extreme Powder and Hammer Gel to take a 1st place amateur female finish at Ironman 70.3 Chattanooga. Knowing that the work isn't done until she recovers right, she has Hammer waiting at the finish, every time. Photo: Neil Gallivan



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

BY ENDURANCE NEWS STAFF



? What is the difference between Digest Caps and EnduroZyme?

Digest Caps is a probiotic supplement, while EnduroZyme is digestive enzymes.

Probiotics (such as Digest Caps) help maintain overall gut and intestinal health by providing the “good” bacteria essential for optimizing intestinal function and preventing harmful bacteria from proliferating—a common problem in modern society. Poor diet, stress, antibiotics, and overuse of anti-

inflammatory medications all lead to an imbalance of these bacteria and thus a decline in health.

That’s bad news for your digestion, and so much more. In fact, poor digestive health massively impacts the immune system, emotional stability, inflammation levels, and much more.

Digest Caps contains five potent strains of probiotic bacteria that keep this system in check, and your

health on track.

EnduroZyme on the other hand, is a potent blend of 100% non-animal digestive enzymes. Enzymes are what allow your body to properly break down the food you eat. They occur naturally throughout your digestive system, from your saliva to your stomach, small intestine, and more. With insufficient enzymes you will not properly absorb the food you eat. **EN**

? Why do I need to take enzymes? Doesn’t my body make it’s own?

Unfortunately, enzyme insufficiency is quite common. Processed foods are essentially devoid of enzymes, and even healthful plant-based foods lack the enzymes they once had due to modern food treatment, shipping, storage, and cooking.

Additionally, strenuous exercise, stress, and food intolerances decrease your body’s enzyme activity. Lastly, add in the natural age-related decrease and you have a perfect storm for poor digestion—one of the number one health complaints of the modern age.

On this topic, Dr. Lane Lenard writes: “Many of the health complaints that plague aging adults—

from impaired immunity to digestive distress and nutritional deficiencies—can be traced to a key underlying factor: poor digestive health.” This echoes the classic quote from Hippocrates (considered the father of modern medicine) that “all disease begins in the gut.”

If optimal wellness or peak performance is your goal, you simply must protect and support your digestion. After all, even the healthiest diet on earth won’t realize its full value unless it’s properly digested. **EN**

Take Digest Caps to support full gut health and EnduroZyme to ensure maximal breakdown and absorption of your meals. You’ll eliminate GI distress, improve nutritional status, maximize your energy, and feel your best.



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Daily multivitamin support

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- Complete magnesium and calcium
- Multiple digestive enzymes



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Leah Lawry in the high peaks of the Adirondacks. Photo Credit: Peter A. Lawry

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Artificial Sweeteners Linked to Obesity and Diabetes

BY STEVE BORN

In a valiant effort to reduce sugar consumption, many people instead reach for artificially sweetened, zero-calorie beverages that contain artificial sweeteners such as aspartame and acesulfame potassium (acesulfame K). Unfortunately, these common food additives carry their own health perils.

A recently presented study from the annual Experimental Biology meeting revealed a link with artificial sweeteners and obesity, along with an increased risk of diabetes. In a study led by Dr. Brian Hoffmann, two groups of rats were fed either a high-sugar diet, or one containing aspartame or acesulfame K. After a three-week period, they examined the biochemical response of each group.

Their evaluations showed that artificial sweeteners change how the body processes fat and utilizes

energy stores. Additionally, acesulfame K was observed to accrue in high concentrations in the blood, thus causing additional harm to the cells that line blood vessels.

Common Artificial Sweeteners:

- **Aspartame**
(*NutraSweet, Equal*)
- **Sucralose**
(*Splenda*)
- **Saccharin**
(*Sweet'N Low*)
- **Acesulfame potassium**
(*Sweet One*)
- **Neotame**
(*Newtame*)

Dr. Hoffman summarized, “In our studies, both sugar and artificial sweeteners seem to exhibit negative effects linked to obesity and diabetes, albeit through very different mechanisms from each other.”

The take-home message is this: Both high sugar intake and the consumption of artificial sweeteners are linked to negative health outcomes. While it is essential to reduce consumption of sugars, substituting artificial sweeteners is not the answer. Not only have they been linked to obesity and an increased risk of diabetes, they are also associated with a higher risk of stroke and dementia. 

For more information regarding our position on artificial sweeteners, please see the FAQ “Do you use any artificial sweeteners in your products?” at hammernutrition.com/knowledge/faqs/use-artificial-sweeteners-in-products/

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FAST-ACTING, LONG-LASTING FUEL

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Kamil Lesniak laces and fuels up before the PKO Poznan Half Marathon in Poland.
Photo: Andrzej Olszanowski



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Product Spotlight

Race Day Boost

BY ENDURANCE NEWS STAFF

In retrospect, maybe we should have called this product “Personal Best in a Bottle.” For the 20+ years that we’ve been selling Race Day Boost (RDB), countless users have done just that. Still, RDB is a pretty good descriptor, as it provides a tangible boost in race performance which augments the hard work you’ve put into your training.

Unlike most of the other Hammer Nutrition supplements, Race Day Boost is not a daily use product; for best benefits, it should be used very sparingly throughout the year, in fact. You’ll first want to test the four-day Race Day Boost loading dose protocol in your training to gauge

your body’s response to the product. After that, save Race Day Boost for your handful of “A” races or events of the season.

The key to RDB’s effectiveness is sodium tribasic phosphate, a heavily researched compound proven to positively impact athletic performance. Unlike creatine or any other similar nutrient, sodium tribasic phosphate enhances optimal functioning of not just one, but all three of the body’s ATP-producing energy systems—the ATP-CP system (short-term), the lactic acid system (medium-term), and the oxygen/aerobic system (long-term).



1. The ATP-CP (adenosine triphosphate and creatine phosphate) system:
The sodium tribasic phosphate in Race Day Boost supplies phosphate groups used in the resynthesis of ATP and CP, thus improving the performance of this short-term, explosive-type energy system

2. The lactic acid system:
The sodium tribasic phosphate in Race Day Boost buffers blood acidity and helps maintain a more ideal acid-alkaline balance by neutralizing excess hydrogen ions within the muscle cell. Effectively buffering excess lactic acid allows the lactic acid system to provide energy for a longer time.

3. The oxygen/aerobic energy system:
Phosphates form part of a compound found in red blood cells known as 2,3- diphosphoglycerate (2,3-DPG). This molecule helps release oxygen from hemoglobin into the muscle cells. An increase in 2,3-DPG will improve the availability of oxygen to working muscles for the process of creating ATP (energy).

The “boost” you get from Race Day Boost

- More efficiently produced energy = greater volume of energy
- Less lactic acid build-up
- Greater endurance
- Up to an 8% improvement in exercise output

For more than two decades, athletes have used Race Day Boost to unleash their potential and propel their peak performances. The stuff works. It’s that simple. Whatever the duration of your key event(s), Race Day Boost will prime you for

the breakthrough you’re after. This is a special product for those special days, when you’ll need 100% efforts to achieve your goals. When that day comes, load up and hold on—you’re about to blow some minds. 



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- Full-spectrum electrolytes
- Easy to carry
- No sugar added

Hammer athlete Bob Miller takes the overall win at the Bay City Michigan St. Patrick's Day 8K. Photo: Courtesy Bob Miller

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"[I was] dehydrated and cramping from water and other 'hydrating' drinks but Fizz ended that for me. Even on long hot days this stuff works, great product."

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The Dangers of NSAIDs

plus Alternatives for Pain Relief

BY DR. KIRSTEN LAURITZEN

NSAIDs (nonsteroidal anti-inflammatory drugs) may be your “go-to” solution for aches, pains, and injury flare-up, but they also cause significant dangers you should be aware of. Luckily, there are healthful solutions you can apply to set things right.

While the temporary pain relief from NSAIDs is attractive, the consequences are not. The most severe among them are increased risk of heart failure—the frequency and level of use increase risk. More commonly, but far from trivial, stomach and gut bleeding frequently follow steady use. This can also manifest as stomach ulcers or bleeding in the small or large intestine.

Even for occasional use, health risks persist. The majority of NSAID use is for addressing acute pain, and, although NSAIDs do reduce pain and inflammation,

they do nothing to help with healing. In these cases, they are being used as a cover-up, rather than addressing the cause of the problem. In the short term, the pain may go away, but more often than not will return quickly. If the aggravating behavior was continued while the pain was dulled, injuries are often made worse.

Luckily, there are healthful options for addressing pain and inflammation that both reduce symptoms and the underlying causes. Physical medicine such as massage and chiropractic can help address the imbalances in your movement that are preventing healing. For example, if you have

back pain that comes and goes, it could be due to issues from other bodily areas that effect how you walk, with most any movement aggravating back muscles and joints, never allowing full pain relief. Find the root cause oftentimes helps resolve the pain altogether.

Additionally, I routinely recommend Tissue Rejuvenator, which contains numerous anti-inflammatory nutrients such as glucosamine sulfate, chondroitin sulfate, MSM, Boswellia serrata, turmeric, and more—all of which promote healing and reduce inflammation naturally. Many of these nutrients have been shown to not only reduce pain just as well as NSAIDs, but also help decrease age-related joint decline.

While over-the-counter painkillers may seem like an easy solution to relieve your aches and pains, the side effects simply aren't worth the risk. Instead, address the underlying issues of your pain and rely on Tissue Rejuvenator as a natural alternative to toxic NSAIDs. 

Although NSAIDs do reduce pain and inflammation, they do nothing to help with healing.



Dr. Kirstin Lauritzen, DC is a Chiropractor in Portland, OR. She holds bachelor degrees in Psychology and Neuroscience, Spanish, and Human Biology. Dr. Lauritzen specializes in educating others about nutrition and its importance in life, especially in the lives of athletes. For more information: gym-call.com or find her practice at lauritzenchiropractic.com.

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Steven Terry finishes his first Ultra strong at the Colossal Vail 55K.
Photo: GOATographer

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Eating Healthy with Chia Seeds

BY STEVE BORN



A delicious and versatile powerhouse you should know.

Chia seeds are incredibly versatile and can be sprinkled on pretty much any food you desire; your imagination is your only limitation!

Not to be confused with the chia used to “grow hair” on the novelty product some years ago, chia seeds are a tasty, wholesome food that deserve a regular place in your diet. Derived from the flowering plant *salvia hispanica*, this “superfood” is a sage from the mint family found abundantly in Mexico and South America.

Dr. Bill Misner had the following to say about chia seeds:

“Chia seeds are reported to increase HDL (‘good’) but lower serum LDL (‘bad’) cholesterol and triglyceride levels. I added one scoop of chia seeds per day for five weeks to post-workout late-day salads. The taste is completely neutral [Steve’s note: I find them to have a mildly pleasant nutty flavor], with a fibrous mucilage property. Chia seeds are high in protein and may be the only food that has a perfect 3:1 ratio of Omega-3 to Omega-6 fatty acids ratio. Chia seeds are significantly

rich in minerals and antioxidants. Endurance athletes lack dietary fiber and Omega-3 in diets I have analyzed. Overall, a chia seed product is an excellent organic nutrient component to add to your diet for fiber and bulk effect.”

Because the human body can easily digest chia seeds, they don’t need to be ground up (like flax seeds do) before ingesting. This makes them incredibly versatile. Sprinkle them on any food you desire; your imagination is your only limitation! It’s a simple way to boost the antioxidant, mineral, fiber and healthy fat content of soups, salads, cereals, smoothies, and more. They’re also ideal for including in batter when you’re making pancakes, muffins, and similar baked goods.

Prepackaged chia seeds are readily available in any grocery store, so give them a try today! 

Real, Healthy Food to Go

Organic Ingredients,
No Added Sugars

- Reliable, long-lasting energy
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- Suitable for all diet types



each 12 or more
\$2.50 \$2.40 ea.



"These bars taste great and are a solid snack. They're easy to digest while working out with no 'heavy' feeling like other bars on the market."

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New Product Spotlight

Vegan Recoverite

BY ENDURANCE NEWS STAFF

Everything that makes Recoverite our best-selling product—made with organic ingredients and formulated to fit vegan/dairy-free diets!

Just like the original, Vegan Recoverite offers a 3:1 ratio of complex carbohydrates to protein, specifically designed to jump-start the recovery process. With organic pea protein to rebuild tissue, and organic tapioca maltodextrin for fast conversion to glycogen, this product is a winner for anyone—regardless of dietary preferences.

It tastes great, mixes easily, and includes the same ideal electrolyte profile

and amino acid supplementation that Recoverite fans have relied on for years.

Meanwhile, the original is still available and as good as ever. Made

with whey protein isolate, it's the most rapidly absorbable, high-octane recovery product on earth. It's high in BCAAs, derived from grass-fed, antibiotic- and hormone-free cattle, 99% lactose-free, and delicious. It stands the test of time for good reason.

Recovery matters. With a formula for every diet, it's easier than ever to do it right! 

You asked and we delivered!

“ I absolutely love and count on the benefits Recoverite gives me after longer workouts but I always wished there was a vegan option.”

Vegan Recoverite:

- Restores muscle glycogen
- Rebuilds muscle tissue
- Reduces soreness & fatigue

Available in 32 servings, 16 servings and singles!
Chocolate, Vanilla, Strawberry and Orange Vanilla



Introducing **NEW** Vegan Recoverite!

Complete organic recovery
fit for vegan and dairy-free diets!



Arriving
summer
2018!

Hammer all-star Victor Sheldon recovers right with Recoverite after a gravel ride in southern California. Photo by: Lab Ratz Media

32 Servings	16 Servings	Single-serving packets
\$59.95	\$34.95	\$4.50

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- Restores muscle glycogen
- Rebuilds muscle tissue
- Reduces soreness and fatigue

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The Hemp Oil Gold Standard

BY LOREN MASON-GERE

I am certain this is the not the first time you've read or heard someone talking about CBD (Cannabidiol). It's in the news every day, and rightly so.

The benefits are profound, extremely wide ranging, and universally acclaimed. However, sorting through the hype, exaggerated claims, myriad sizes, shapes, and potencies, let alone the intricacies of the origins and manufacturing practices of each supplier, can quickly cause your head to spin in a state of paralysis by analysis.

Luckily, Hammer is here to take the guesswork—and the mystery—out of this extraordinary health discovery.

Having extensively researched, personally trialed, and gathered feedback from hundreds of happy customers and CBD advocates over the past 5 years, Hammer founder Brian Frank has been chomping at the bit to share this new product with you. Given his vast experience, when he said, “This is the biggest nutritional breakthrough I've seen in my 30+ years in the industry,” you can believe we took notice. And when the World Anti-Doping Agency (WADA) suddenly announced the removal of hemp-based CBD products from their

release Hammer Hemp CBD! Like all Hammer products, it's here to set the bar for purity, effectiveness, and price.

Hemp-derived CBD is completely distinct from its psychoactive cousin marijuana and is rapidly being accepted for the medicinal wunderkind that it is. Few other substances on earth offer such extensive benefits and complete lack of side effects. And though it will absolutely not “get you high,” matters of quality, purity, and distribution remain a point of question. On these fronts, the market is the Wild West. Indeed, you could spend weeks researching the various options on the market, and still pay too much for a questionable product. In an effort to spare customers this

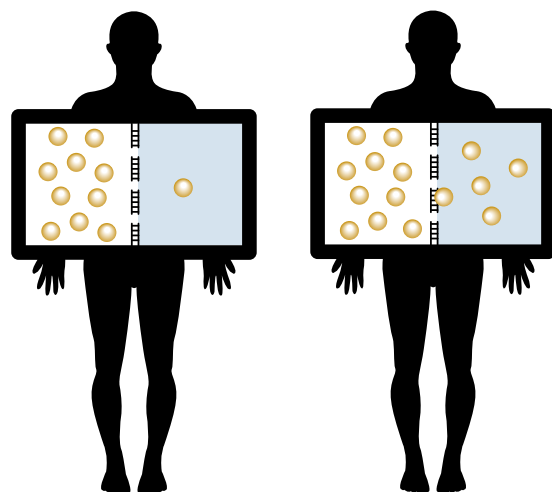
list of banned substances in January of this year, Brian knew the time had finally come to

trouble, eliminate all risk, and help spread the news of this incredible substance, we're releasing Hammer Hemp brand CBD. It's the gold standard for quality, purity, and potency.

Derived from organically grown, non-GMO, USA-raised hemp, it is 100% THC-free and legal in all 50 states. It will not cause a positive result for any drug test, athletic or otherwise. The proprietary extraction process and



Hammer Hemp 10mg – 30 softgels **\$39.95**
 Hammer Hemp 10mg – 90 softgels **\$89.95**
 Hammer Hemp 25mg – 30 softgels **\$69.95**
 Hammer Hemp 25mg – 90 softgels **\$179.95**



Other Brands

Liposomal Microemulsion
 Only 10% Absorption

HAMMER HEMP
Nano-Sized Microemulsion
 Superior 50% Absorption

The unique water-soluble nano-emulsification process maximizes bioavailability, increasing absorption by 3-5 times compared to CBD isolate and oil products.

Hemp derived
CBD is
completely
distinct from
its psychoactive
cousin
marijuana and
is rapidly being
accepted for
the medicinal
wunderkind
that it is.

3rd party batch testing ensures consistent and accurate levels of phytocannabinoids, and confirms purity of product. You can rest assured that it is free of heavy metals, solvents, microbes, or contaminants. It's the purest, most bioavailable CBD product you can buy.

Additionally, the unique water-soluble, nano-emulsification process maximizes bioavailability, increasing absorption by 3-5 times compared to even the highest quality CBD products found elsewhere. This also allows for consistent biosynthesis when taken with or without food. Your dosage and the correlative benefits will be uniform, and you'll spare your pocketbook in the meantime. For as little as 1-2 dollars per day, you can experience the benefits of the purest, most effective product available.

The rapidly changing regulatory climate and the amount of scrutiny CBD is receiving from governmental agencies, coupled with the mushrooming number of unscrupulous sellers making wild health and medical claims, has created more confusion than any other product we've seen come to market. These combined factors leave us yet unable to discuss the comprehensive benefits of this product. For the time being, we have to leave you to the guidance of a savvy holistic healthcare practitioner, the testimony of friends and family or an independent online hemp resource such as, intellibcd.com.

Of course, if you'd like to discuss how CBD may benefit you, we invite you to give us a call today—or, give it try for 30 days. After all, like everything Hammer sells, we guarantee it 100%. 

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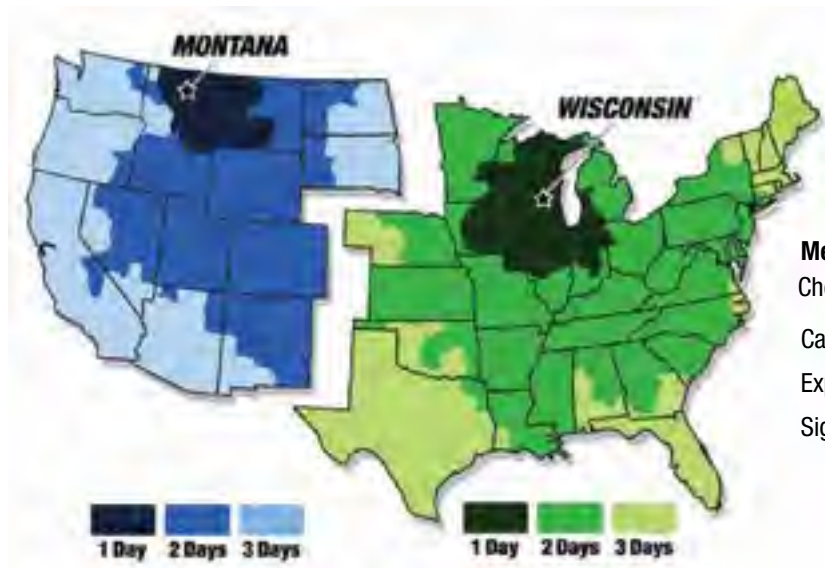
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SOS

5 Secrets of Success

Updated SOS

So many successful athletes turn to Hammer Nutrition for fueling and supplements, along with the educational materials we provide free of charge. If you are not familiar with S.O.S. 5 Secrets of Success, it is one of the resources we have created to help you maximize your athletic performance. In this issue of Endurance News, we will give you a sample of this informational guide, taken from section four: Electrolyte Replenishment.

The other sections are as follows: Pre-Exercise Fueling, Calories Count, Proper Hydration, and Electrolyte Replenishment.

Updates to this version include a new overall sequence, sidebars with quick tips that are now easier to reference when on-the-go, and improved fueling information. We've included a tear-out back cover to help you plan your race strategy. If you have an older version of our S.O.S. or have not yet received a guide, be sure to get your copy now to Fuel Right, Feel Great!® 

Maximize Recovery

BY LOREN MASON-GERE

Training doesn't make you faster. Training makes you tired. Recovery makes you faster.

It's hard to accept, but true. Recovery is what matters. Do it right, you'll build up stronger, recover faster and have more fun, sooner. Blow it and undo the hard work of the days, set yourself back, and delay your next effort or adventure. Habitually neglecting recovery will suppress your immune system, disrupt hormonal function and set you up for injuries.

Nail your recovery every time, feel your best and reap the benefits, with these advanced recovery tips and tools.

1. Get the macronutrients you need: The first step is "refilling the tank." Recoverite makes it easy. Drop 2-4 scoops (depending on workout length and intensity) in cold water, shake and consume. Your muscles will soak up those complex carbs and rapidly absorbable whey protein isolate in mere moments due to the optimal 3:1 ratio. The addition of electrolytes and the recovery-boosting amino acid glutamine rounds out the

equation perfectly.

2. Support your hormonal and adrenal systems: Your body registers all hard physical exertion the same. The adrenal system shifts into high gear, running in "fight or flight" mode for the duration. Maximizing recovery is all about getting into a restful, anabolic state as quickly as possible after you're done. The following minerals support this process:

Chromemate: This inexpensive yet powerful mineral enhances carbohydrate storage and metabolism. Chromium is the master blood sugar-regulating mineral and supports proper insulin response—one of the most important anabolic drivers in your body. As an added benefit, it will help keep your energy and hunger levels balanced all day.

Magnesium: Arguably the most important mineral in the human body—and unfortunately, one of the most common deficiencies in the US—magnesium works synergistically with Chromemate to drive insulin function.

Additionally, magnesium plays important roles in adrenal health, promoting relaxation and calm, helping the body move out

of “fight and flight” and into “rest and digest.” The role it plays in muscle relaxation and the alleviation of cramps is also essential for recovery, and also helps promote restful sleep.

Boron. This little-known nutrient is all but vacant from industrialized farming soils (and thus our food), but is essential for restoring exercise-depleted hormone levels. High volume/training-athletes should take 5-15 mg daily, and everyone should take it after their hardest sessions.

3. Antioxidants, vitamins and minerals: Neutralize free radicals, and resupply the vitamins and minerals your body used during exercise with Premium Insurance Caps. Take 2-4 capsules every day and an additional 2-4

following a workout. You'll protect your immune system, reduce soreness and increase energy levels. For additional antioxidant support, add in Mito Caps, Super Antioxidant and AO Booster.

4. Quench Inflammation: **By its nature, exercise creates inflammation.** Tissue Rejuvenator quenches it while also providing the raw materials needed for joint and connective tissue to function and repair. Take 2-4 capsules with your Recoverite following workouts and another 2 capsules later in the day. Anyone with osteoarthritis, joint health issues, or recovering from an injury should take 4-8 capsules daily.

Boost Tissue Rejuvenator's impact with EndurOmega,

Hammer's omega-3 fatty acid supplement. Take 4 capsules each day, at least two of them following your workout.

5. Nighttime Rebuild: To maximize muscle repair and naturally increase human growth hormone while you sleep, mix 1 scoop of Hammer Whey in 6-8 ounces of water and drink just before bed. This provides the body with the amino acids it needs to rebuild your muscles stronger, during your period of greatest recovery—sleep.

Of course, none of these tools can stand in for proper rest or a diet rich in whole foods. But combine these tips with a healthful lifestyle and regular rest, and you'll be on track for performances and adventures you'd previously only dreamed of. 



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FROM THE KITCHEN OF
LAURA LABELLE

Healthy Eating: Fast and Easy



Eating healthy is a joy, not a chore. And with summer in full swing, now's the very best time to enjoy all the fresh fruits and vegetables available. While some feel that cooking fresh, healthful meals is either too expensive or time consuming, I advocate for it, in issue after issue of *Endurance News*. I offer easy, wholesome recipes that show how cooking can flow, so that you can easily add delicious and healthy meals to your life. Since the 1950's, when fast food and processed ready-made meals infiltrated our markets, healthy food has been seen as an inconvenience. Don't buy that lie! With the right approach, you can reclaim your kitchen and your health.

Food preparation is a form of self-care. Like brushing our teeth and taking showers, it's an absolute necessity. And while some view it as a nuisance, eating right is really a pleasure—with the added reward of feeling great and looking good. Another bonus is the “peace of mind” you get, knowing the food you and your family eats has no additives or hidden ingredients. When you make it yourself, you know it's only the best.

To be honest, even though I contribute recipes to *Endurance News*, I actually no longer use them myself. As an experienced chef, I now just read a recipe for my intended meal, and freestyle from there. That allows me to save time and get into the flow in the kitchen. Once that happens, it's easy, fun and fast. I rarely ever spend more than 30 minutes cooking dinner or lunch. With a little practice, I know it will be the same for you.

People frequently ask, “How do you have time to cook?” I do lead a busy life, but I have some tricks that enable me to streamline things. One is to spend

a few hours in the kitchen one day a week so you have ready-to-make foods that you can serve later, even if you're busy. If you make larger portions, you can even freeze your favorites, and pull them out when the time is right.

I often cook a soup and a batch of rice, boil potatoes and eggs, and bake chicken, all at once.

Try this trick and you'll realize that simultaneous prep of straightforward foods takes about the same amount of time as doing each on its own. This way, you've got a stockpile to draw from.

Once you have these ingredients, the next trick is to recreate them into different meals. For example, I eat rice “as is” or I make fried rice or rice salad with leftovers. When I have prepared potatoes, I like to slice them thin and sauté them with garlic and parsley, make them into potato salad, throw them into a soup for thickener, or just smash them and garnish with olive oil and spices.

Boiled eggs are a great quick snack and source of protein, but you can also quickly turn them into deviled eggs or add to a salad. Leftover grilled veggies

I challenge you to try to eat whole foods and cook your own meals for a week. Keep track both of how you feel and how much you spend. Then decide for yourself.

and proteins are delicious chopped up and mixed with quinoa or greens for a salad. You don't have to recreate the wheel every time you want to prepare a meal.

When I hear "Healthy food is too expensive," I just don't get it. Most supermarkets now have organic sections and you can even order many health food items online. But perhaps the most important consideration is the long-term economics of not eating well. You might save a few hundred dollars a year on groceries buying processed, cheap food, but is poor health a price you are willing to pay? With the price of medical bills as they are today, I don't think so—and that's just speaking in economic terms!

I challenge you to try to eat whole foods and cook your own meals for a week. Keep track both of how you feel and how much you spend. Then decide for yourself.

Our health is never guaranteed, but we can certainly do everything in our power to support it. So take 10 minutes, whip up a salad, grab some protein like steak, shrimp or chicken, and add some leftover potatoes, quinoa, or brown rice. And just like that, you've got that delicious meal you couldn't buy in a restaurant for less than 20 dollars—or if you could, you should be suspicious!

With just a little effort and planning, eating healthfully can be easy, fast and even fun! 



Acclaimed California-based chef Laura Labelle studied at *Ecole De Cordon Bleu* in Paris and received a "Grand Diplome" in cuisine and pastry. She has established two successful ventures, *Cafe Luna* and *Quality Food and Beverage*, and also worked as a personal chef to various celebrities and for *Mix This* music studio. Laura is an accomplished open water swimmer, enjoys practicing yoga and sharing her cooking with family and friends. She and her husband will soon be opening *Le Petite Marche* in Los Angeles.

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- Prevents cramps
- Virtually free of calories
- Optimizes hydration



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Fresh.Easy.Delicious.

Two simple recipes to add to your summer menu

Chimichurri sauce

- | | |
|---|----------------------------------|
| 1 cup fresh Italian parsley,
washed and packed | 1/2 cup olive oil |
| 1/4 cup fresh cilantro,
washed and packed | 4 large garlic cloves,
peeled |
| 1/8 cup fresh oregano leaves, washed | 1 tsp. ground red chili flakes |
| 1/3 cup red wine vinegar | 1/2 tsp. ground cumin |
| | Salt to taste |

Mix all ingredients in a food processor or blender and let stand at room temperature. You can play with the level of spice by adding more or less red chili flakes. This is a perfect accent for steak, grilled chicken, shrimp or over fish.



If you're looking for a nutritious and delicious summer dish, try ceviche (seh-VEE-chay).

This salsa-like mixture of fresh, raw fish is marinated in citrus juices and tossed with fresh veggies, then served cold. The acid from the citrus “cooks” the fish, making it safe to consume, while enhancing flavors and preserving

the perfect, soft textures. Think of it as protein-packed salsa you can eat for a meal. Best of all, it can be prepared in 20 minutes or less and makes great leftovers! For best results use semi-firm, white-fleshed ocean fish like sea bass, halibut, or sole.

Ceviche

- | | |
|---|--------------------------|
| 1/2 pound halibut, diced small | 1/4 cup chopped cilantro |
| 1 jalapeño (ribs and seeds
removed) minced | Large pinch of salt |
| 1/3 cup fresh lime juice or lemon juice | 1 avocado, diced |
| 3 Tbs. red onion, finely diced | 1 ripe sweet tomato |
| 2 small green onions sliced | |

Combine halibut, jalapeño, lime/lemon juice, diced red and green onions, chopped cilantro, and a large pinch of salt. Stir to combine all ingredients, cover, and place in the fridge for at least 2 hours.

When ready to serve, add diced avocado, tomato and more salt to taste.

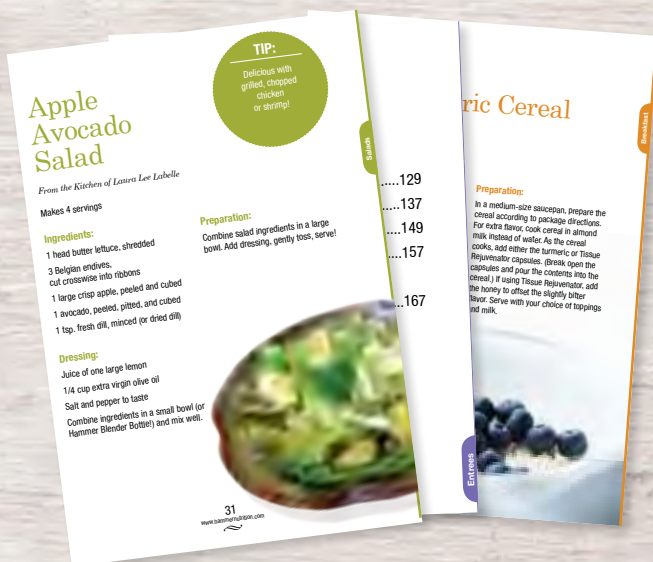
These recipes are just a few examples of how you can create a quick delicious summer meal. Have fun experimenting with proteins and herbs and pep up your meals. For more inspiration go to hammernutrition.com/cookbook. Photos: Endurance News Staff



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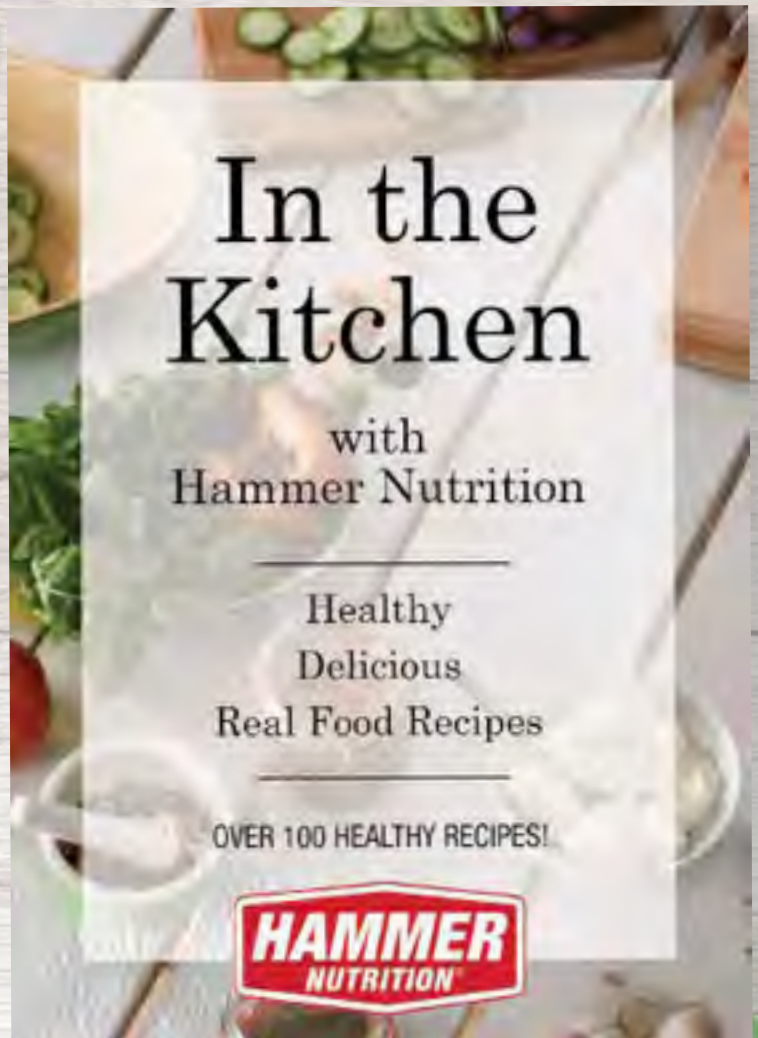


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Don't Fall Victim to Mismanagement of Pain

BY ENDURANCE NEWS STAFF

If you read *Endurance News* regularly, you should be well aware that NSAID (nonsteroidal anti-inflammatory drug) use has detrimental impacts on your health. The serious side effects include increased potential heart attack or stroke, among others.

Previously understood to only relate to long-term NSAID use, research published pertained primarily to long-term use. However, research published in the *British Medical Journal* (BMJ) shows that taking any amount of over-the-counter painkillers for as little as one week is associated with an increased risk of heart attack. According to the BMJ, "Overall the increase in risk of a heart attack is about 20 to 50% if using NSAIDs compared with not using these medications."

Research published in the *Journal of Pharmacoepidemiology and Drug Safety* adds to these alarming

findings. They report that 15-20% of NSAID users exceed the maximum recommended 24-hour dose of ibuprofen or other NSAIDs over a one-week period, putting the average user at exceedingly high risk of these and other side effects.

Beyond increased risk of heart attack, other catastrophic health impacts include heart attack, liver failure, renal/kidney failure, high blood pressure, ulcers, and many more. Regular users of NSAIDs also report vomiting, diarrhea, constipation, decreased appetite, dizziness, headache, drowsiness, GI issues, and general fatigue.

With these issues occurring within the suggested dosing amounts, it is startling to learn how many users regularly exceed those limits. Higher doses increase the frequency and likelihood of all correlating symptoms.

Tissue Rejuvenator – A Safe, Natural Alternative

The case is clear: NSAID use could kill you. Tissue

Rejuvenator is the safe, natural alternative. It helps reduce inflammation, repair body tissue, increase mobility and reduce pain. Additionally, it can help protect against joint-related injuries and osteoarthritis in the future, solving future problems before they even start.

The Tissue Rejuvenator formula includes:

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- Methylsulfonylmethane (MSM) – An organic form of sulfur, needed to maintain tendon and cartilage tissue. MSM is also reported to reduce arthritis pain and enhance wound healing.
- Turmeric, boswellia, yucca root, and devil's claw – Potent herbs used for centuries to reduce pain and inflammation.

Chronic pain and inflammation can take the joy out of your life. But NSAIDs could take away your life entirely. It's not worth the risk.

Luckily, Tissue Rejuvenator offers a healthy, effective alternative without the side effects or health risks. 



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Ginjer Yachechak at the MEXORC Premier Regatta off the coast of Puerto Vallarta. Endurolytes Extreme kept her headache-free the entire five days on the ocean. Photo: Ginjer Yachechak

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AID STATION

A roundup of nutritional news, tips and tidbits

Now Hear This: Healthy Low-Sodium Diets Decrease Risk of Hearing Loss



Research published in the May 2018 issue of *Journal of Nutrition* has shown that a healthy diet is associated with a decreased risk of hearing loss in women. Analyzing data for a 22-year period of nearly 70,000 women in the Nurses' Health Study II, researchers found that those who followed a healthy diet—the Alternate Mediterranean Diet (AMED) or the Dietary Approaches to Stop Hypertension (DASH) diet—showed a 30% decreased risk of moderate-to-severe hearing loss than those whose dietary habits least resembled either of those diets. It is noteworthy that each of these diets are low in sodium.

Hearing loss affects approximately 48 million American men and women annually. While some researchers suggest that more studies are needed, this latest study clearly supports limited sodium consumption.

Dr. Sharon Curhan states, "Interestingly, we observed that those following an overall healthy diet had a lower risk of moderate or worse hearing loss. Eating well contributes to overall good health, and it may also be helpful in reducing the risk of hearing loss." 

Coffee May Keep Arrhythmias at Bay



Abnormal heart rhythms are known as arrhythmias, and for a long time it was believed that coffee was a primary culprit for their occurrence. According to a recent study published in the *Journal of the American College of Cardiology*, the exact opposite may actually be true. According to Dr. Peter Kistler, "There is a public perception, often based on anecdotal experience, that caffeine is a common acute trigger for heart rhythm problems. Our extensive review of the medical literature suggests this is not the case."

A review of 11 major international studies involving 360,000 people

revealed that drinking coffee was associated with an 11% to 16% reduction in a type of arrhythmia known as atrial fibrillation. It was also shown that, at consumption amount below 9 cups of coffee per day, caffeine has no effect on ventricular arrhythmias, abnormal heart rhythms that originate in the lower chambers of the heart. Only two of the 11 studies showed an increased risk for ventricular arrhythmias, and that was only when patients were ingesting at least 9 cups or more per day. 

"...patients who regularly consume coffee and tea at moderate levels have a lower lifetime risk of developing heart rhythm problems..."

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Local Hammer athlete Jared Lynch shreds trails in Whitefish, Montana.
Photo: Lindley Lynch

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Coffee's Cornucopia of Benefits

BY STEVE BORN



Sometimes coffee gets a bad rap. But while coffee opponents suggest a litany of potential negative health impacts, research continues to show the opposite.

Coffee supplies a number of notable health benefits, a few of the most important of which follow:



1. Coffee has been shown to help endothelial function—the way blood vessels regulate blood flow and blood pressure—thus helping protect against heart attacks and stroke.
2. Coffee has been shown to reduce the risk of cardiovascular disease in diabetics. That's good news for those living with diabetes and related symptoms—and everyone should know that coffee consumption might reduce the risk of developing the syndrome in the first place.
3. Coffee consumption is associated with a reduced risk of prostate, colorectal, liver, and certain breast cancers.
4. Studies show that coffee consumption protects against neurodegenerative diseases, such as Parkinson's and Alzheimer's.
5. Research has shown that coffee has liver-protective properties.

If your morning cup of coffee puts a smile on your face and pep in your step, fear not—you can enjoy that pleasure guilt-free,

knowing that it's good for more than just your taste buds and mood! 





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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 are shipped within 1-2 weeks of roasting.

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Brendan Davies:

Winner of the Ultra-Trail Australia

BY ENDURANCE NEWS STAFF

When Hammer Nutrition Australia Sponsored Athlete Brendan Davies toed the line of the 2018 Ultra Trail Australia (UTA) 100K in New South Wales, Australia, he had reason to be confident. He won the race in 2013, finished top five three other times, and took second in the shorter 22K version in 2016. But of course, in a race this grueling, nothing is ever certain.

Brendan's annual calendar is impressive. He competes in 5-6 ultra runs each year, keeping himself highly fit year-round with peaking periods planned for focus races—such as the UTA. A quick glance at his Strava page confirms his story—he logs many miles, dividing them between elevation runs in the hills and speed work on flatter courses. To keep up such a strenuous year-round regime, he prioritizes recovery, using Recoverite after every strenuous workout and eating a whole foods diet in line with Hammer's recommendations.

In the last four years, international runners have taken the top spot. As a local to the Blue Mountains, he was extra motivated. And with plenty of support from friends, family, and much of the Australian ultra-running community at the

race, he knew it could be a special day.

He took a serving of Fully Charged just before the start, and headed out for what would be a truly great race. His pace was steady and strong, and he relied on the same nutrition plan that's seen him through so many victories in the past. "Perpetuem is the slow burning fuel that sustains me all day and Hammer Gels are the spark I need to get out of a little low or to give me an extra boost before a big climb," he says. He also took Endurolytes throughout the day, varying his dosage according to the temperatures and his needs.

His training, planning, fueling, and support all came together, and he crossed the line ahead of the pack—reclaiming the title of "champion" for a local contender.

After a bit of downtime, Brendan

will be back at it soon—with a 24-hour track race and the 100K Road World Championships coming up on his calendar, and a goal of making the Australian team for the World Championships next September, he'll be back at it soon. Follow along to see how this incredible runner just keeps on Hammering! 



Brendan Davies depended on Hammer during the Ultra-Trail Australia 100K Race in Blue Mountains National Park. He was the first to cross the finish line, his home country's flag in hand. Photos: Kate Dukes





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Jared Lynch of Whitefish, Montana modeling the Enduro Jersey.
Photo: Lindley Lynch



What I Didn't Know Then

BY JOHN KELLY

Some health advice and tips are timeless: eat your fruits and vegetables, wear sunscreen, get plenty of sleep (oops), be careful what you do facing the wind. But other things are best left to history where we can learn from them and wonder in disbelief that people used to actually do them: bloodletting, actual cocaine in beverages, and even numerous recent medications and foods, like margarine.

Among those best left to the history books is the use of NSAIDs by endurance athletes. I can't count the number of times in high school I walked out of the trainer's room with the fail-proof recommendation of "ibuprofen and ice." During those years I took those things like candy. They could keep me pain-free during an important race, and I was told they were fine to take, so why wouldn't I? I was in high school and used to having adults tell me what I could *not* do, so if they said I actually could do something then surely it must be perfectly safe.

Granted, much of the research showing some of the dangers

had not yet been performed. And at the "long" distances (up to 5K) I was racing then, the danger was pretty minimal. But it allowed a pattern and habit to form, and now that I'm doing ultra-endurance events I'm glad that I became aware of the dangers of NSAIDs before I allowed that habit to continue. In running ultramarathons, the use of NSAIDs has been linked in multiple studies to acute renal failure. This is better known as kidney failure, side effects include death.

I do absolutely everything I can to optimize my performance. I'm an engineer, and that's part of the fun of the sport to me. But that optimization function has a constraint: I will not seriously endanger my health. I'm amazed that there are still ultrarunners out there using ibuprofen, but mostly I believe it's from being taught the same thing that I was in high school and never being given any other information.

Now that I have 3 kids, making healthy choices takes on a whole new meaning and responsibility for me. Not only so that I can

live a long, healthy life with them, but also so that I don't do anything that might influence them to make poor choices. I look back at myself in high school: "They say it's OK so it must be OK." Anything I do is going to be something that my kids assume is OK. Letting poor choices that used to be established best practices get relegated to history, and setting the right example for my kids, are more important to me than any athletic outcome. 



Photo: Gregg Gelmis, WeRacePhotos

John Kelly is an ultrarunning data scientist with a triathlon habit. He has won the Barkley Marathons, finished top 10 in M30-34 at Kona. He also holds a Ph.D. from Carnegie Mellon University and works as the Director of Analytics at QxBranch. This proud father of three (including twins!) resides in Rockville, MD. Follow John's running saga at randomforestrunner.com.



Jeremiah Mitchell's third place finish at the Barkin' Dog Duathlon in Denver was fueled by HEED.
Photo: Rebecca Mitchell



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BY ENDURANCE NEWS STAFF

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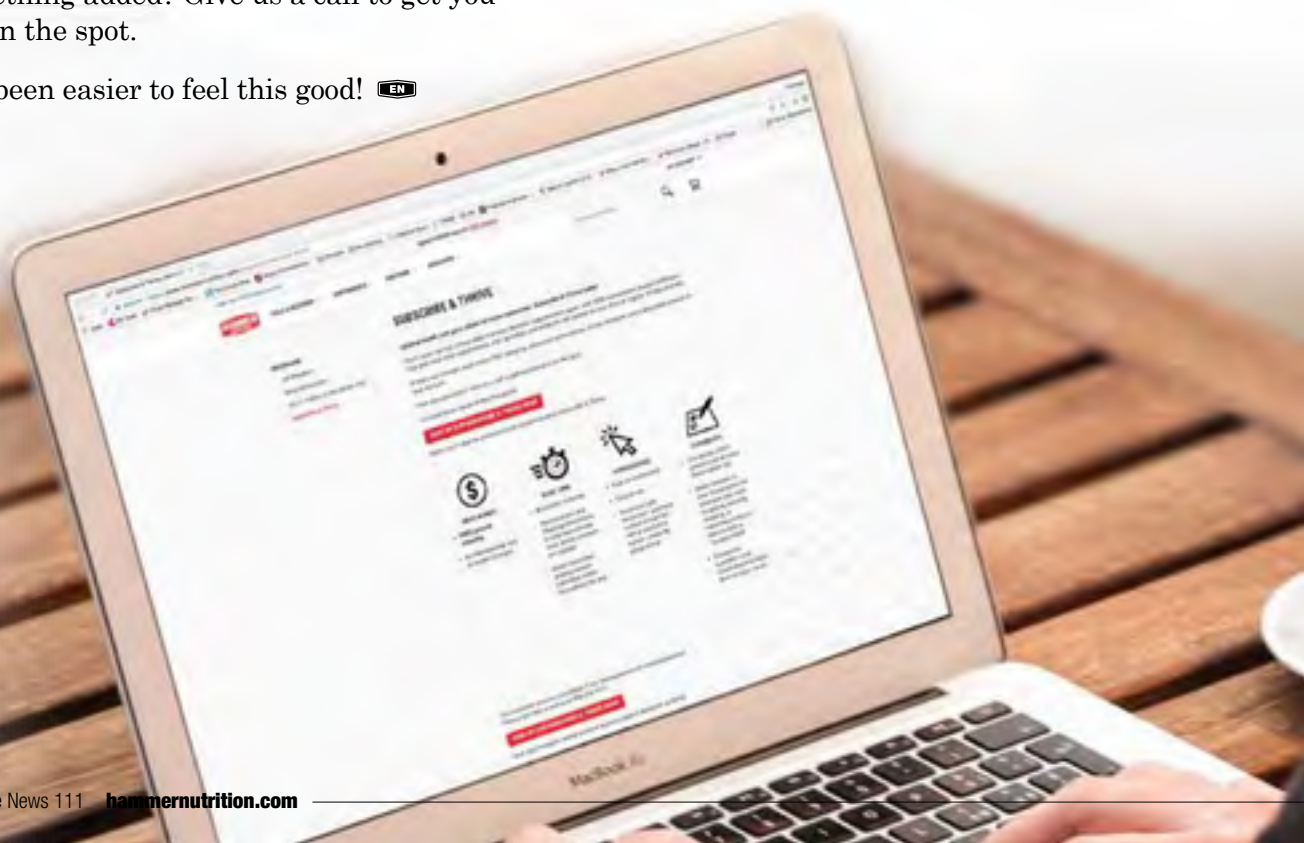
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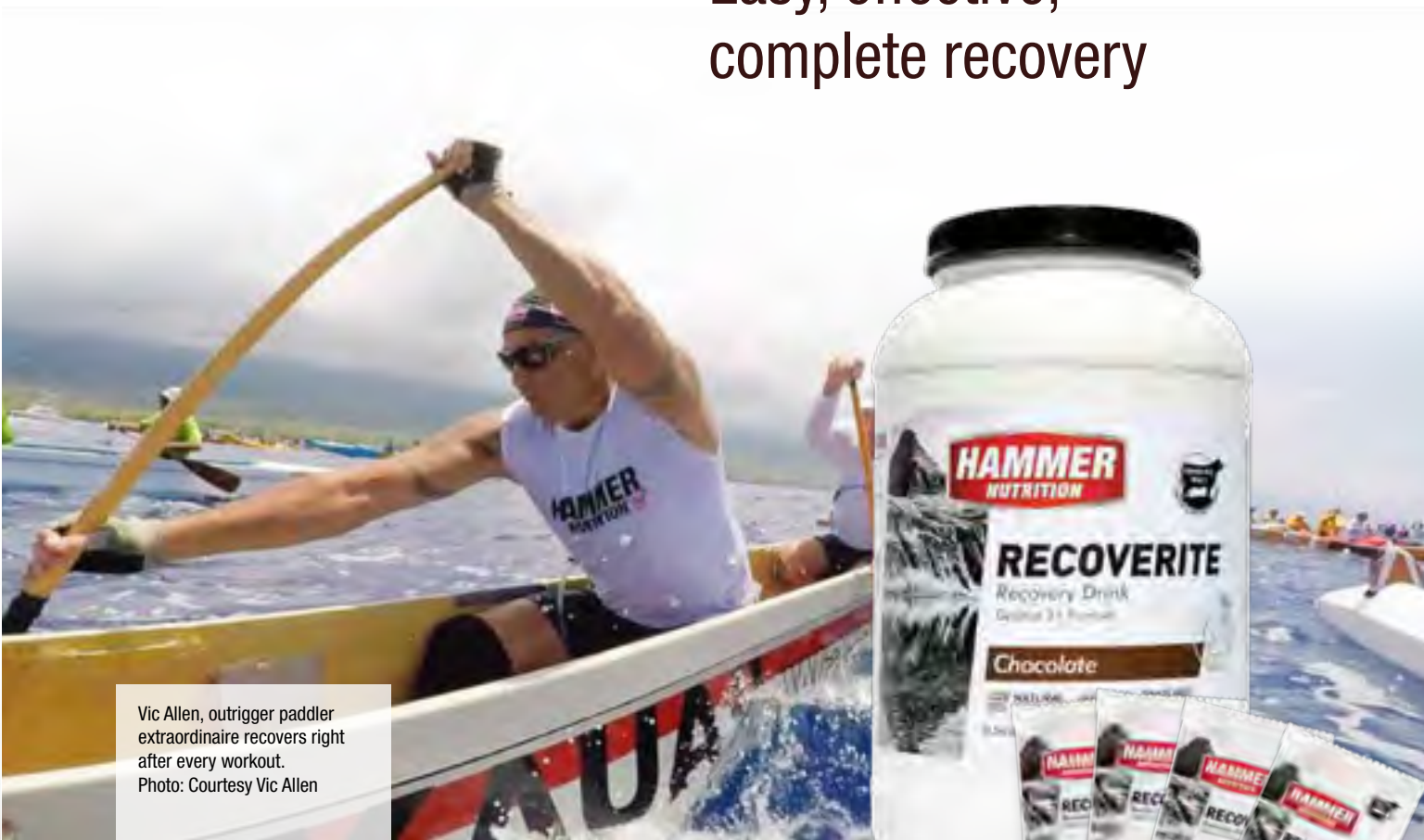
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Vic Allen, outrigger paddler extraordinaire recovers right after every workout.
Photo: Courtesy Vic Allen



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WE SUPPORT:

Whatever your sport, you'll find plenty of challenging Hammer Nutrition-sponsored events to choose from this summer. We already have more than 160 events on our calendar for the upcoming months, covering practically everything associated with endurance, and more requests for sponsorship support are pouring in daily.

Here's just a sampling of the exciting summer events that we are honored to support:

Challenge yourself.

The name says it all.



THE QUICK & THE DEAD (GRAVEL GRINDER)

09/29/18 CONFLUENCE, PA

This epic gravel ride starts out of Confluence, PA, and climbs over Mt. Davis, the highest point in the state. With 67 or 46-mile courses to choose from, there is a length to challenge any level. But neither is easy! With rough roads and over 7,000 feet of climbing for the long course, it could be a long day on the bike!

With Hammer Nutrition sponsoring this event, you can rest assured you can fuel right, and finish feeling strong—ready to celebrate at the Local Volunteer Fire Departments of Somerset County's headquarters. All proceeds benefit this tremendous organization that will also act as event hosts, with entertainment, food, and fun following the ride. 

For more details or to register, visit mtdavisgravelgrinder.weebly.com



Will you
be one of
the Quick
or one of
the Dead?



08/25/18 OLYMPIA, WA

This race benefits Friends of Capitol Forest (FOCF). In the last three years this series has raised over \$10,000 for this tremendous group. 

For more details or to register, visit nwepicseries.com/events/capitol-forest



9/15/18 DOUSMAN, WI

Kettle Moraine State Park is 60 miles southeast of Madison, WI, making transportation in and out of the area a breeze, and accommodations a treat. Bring your fitness and a smile, everything else is taken care of. 

For more details or to register, visit thenorthface.com/get-outdoors/endurance-challenge/wisconsin.html

UPCOMING EVENTS:

8/4/18 ANGELFIRE, NM
ziarides.com/event-register/south-boundary-bigride/

8/5/18 WILLIAMSTOWN, NJ
badgerstri.com/triathlon/

8/5/18 HARTFORD, TN
rapidexpeditions.com/bike.html

8/11/18 WALLSBURG, UT
deercreekopenwater.com/

8/11/18 MANDAN, ND
kybiry.com/home.html

8/18/18 JACKSONVILLE, OR
granite-man.com/

8/25/18 OZARK, IL
shawneehills100.weebly.com/

9/8/18 STILLWATER, MN

9/15/18 SPENCER, TN
thebrat.org/

9/22/18 ISHPEMING, MI
nuemtb.com/series/marji-gesick-100

9/22/18 GRAFTON, WV
bjkereg.com/50-shades

9/29/18 LAPEER, MI
ultrasignup.com/register.aspx?did=55832

10/06/18 CANTON, GA
mountaingoatadventures.com/southernx

10/6/18 RINGGOLD, GA
general100.com

10/14/18 ROSEVILLE, CA
totalbodyfitness.com/site/

10/14/18 CALHOUN COUNTY, IL
<https://trailnet.org/calendar/2018-appleknocker-gran-fondo/>

10/20/18 CUBA, MO
cubanravelcrisis.com

10/25/18 AVALON, CA
swimcamp.us/swim-camp-catalina/

10/27/18 GUNNISON, CO
madmooseevents.com/sage-burner-trail-race

10/27/18 RALEIGH, NC
torc-nc.org/racing/umstead-gravel-grinder/

**FOR MORE INFORMATION, VISIT THE
EVENT WEBSITES LISTED ABOVE.**

Potassium: A Key to Longevity

Increase Potassium, Decrease Sodium: Live a Longer Life

BY STEVE BORN

Authors note: This is an updated version of an article I wrote about a study from seven years ago, but the findings are 100% applicable today. It is especially relevant given the recent research showing that excess dietary sodium negates the blood pressure-lowering benefits of a diet rich in nutrients, including all-important potassium.

To recap that study, Quanhe Yang, PhD, and a group of researchers analyzed data of over 12,000 participants enrolled in the “Third National Health and Nutrition Examination Survey Linked Mortality File” for the following:

- The participants’ consumption of sodium and potassium
- The sodium-potassium ratio of the participants’ diet
- The relationship between these two variables and the risk of death from cardiovascular disease and ischemic heart disease, as well as death from any cause

After a follow-up period of nearly 15 years, a total of 2,270 of the 12,000+ participants had died, including 825 from cardiovascular disease and 433 from ischemic heart disease. After adjusting for other variables, the researchers determined that **a higher sodium intake was related to greater risk of dying from any cause, while a higher potassium intake was associated with a lower mortality risk.**

Dr. Yang and the other researchers stated, “Public health recommendations should emphasize simultaneous reduction in sodium intake and increase in potassium intake.” After reviewing the research and its conclusions, Drs. Lynn D. Silver and Thomas A. Farley from the New York City Department of Health and Mental Hygiene concurred, stating, “This article strengthens the already compelling evidence of the relationship between sodium intake and mortality.”

For over 30 years, we at Hammer Nutrition have been zealously advocating a low-sodium diet, not just for enhancing athletic performance, but even more importantly, for optimizing health. The eye-opening results of this study solidify our longstanding position

FRUITS	SERVING	AMOUNT OF POTASSIUM
Avocados	½ medium	550 mg
Cantaloupe	1 cup	494 mg
Bananas	1 medium	451 mg
Papayas	1 medium	360 mg
Strawberries	1 cup	254 mg
Oranges	1 medium	250 mg
Pears	1 medium	200 mg
Watermelon	1 cup	170 mg
Apples	1 medium	148 mg

VEGETABLES	SERVING	AMOUNT OF POTASSIUM
Bok Choy	1 cup	631 mg
Butternut Squash	1 cup	582 mg
Spinach	approx ¾ cup	500 mg
Brussels Sprouts	1 cup	495 mg
Cucumbers	1 cup	420 mg
Tomatoes	1 medium	397 mg
Artichoke	1 medium	343 mg
Carrots	1 medium	233 mg
Broccoli	½ cup	229 mg

on dietary sodium, while also stressing the necessity of maintaining a better sodium-to-potassium balance to decrease the risk of death from ALL causes.

In order to achieve an ideal sodium-to-potassium balance, we need to reduce the amount of sodium and increase the amount of potassium in our diets. The primary course of action is to decrease-to-eliminate consumption of processed foods. Next, put the salt shaker down. A whopping 77% of sodium in the American diet comes courtesy of processed foods, with approximately 11% coming from adding salt during cooking and at the table. The remaining 12% that we obtain in our diet is what occurs naturally from non-processed food sources.

A higher sodium intake was related to greater risk of dying from any cause, while a higher potassium intake was associated with a lower mortality risk.

The next step is to increase our intake of whole-food sources, making sure we include an adequate amount of potassium-rich foods in the meals we eat. Potassium is one of the most important nutrients we need, essential for the proper functioning of the heart, muscles, nerves, digestive system, and more. See table on previous page for foods that are rich in potassium.

There are obviously many more fruits and vegetables that contain significant amounts of potassium; we've listed just a few here, and many online resources list several more. Additionally, don't forget to include legumes in your diet—many of them are loaded with potassium. For example, 100 grams of lima beans supplies over 500 mg of potassium! 

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Winning Balance

BY ENDURANCE NEWS STAFF

As a husband, father of four, and Circuit Layout Designer at Intel, finding time to be the Undefeated 2018 Champion of the MBAA's (Mountain Bike Association of Arizona) XC Series is a juggling act.

With the help from his wife and ease of access to the South Mountain Park Trails in Phoenix, AZ, Ryan is able to cater to his competitive obsession.

Ryan began competing at the age of four in motocross and quickly

competing in triathlons with the Hammer-sponsored FCA (Fellowship of Christian Athletes) Endurance Team. Ryan has been a Hammer Nutrition Athlete for the duration of his endurance racing career.

As he made the transition to dominating the Arizona mountain bike racing scene, Ryan kept Hammer Nutrition

raced his way up to the professional level. In 2008, he decided to step away from motocross and began

close at hand. "For race days, I have my nutrition dialed in... My XC races in the MBAA Series range from 1.5 to 2 hours long. I take Anti-Fatigue Caps about 1 hour before the race. Then, on my warm up ride before the race, I drink a bottle with a scoop of Fully Charged. While sitting in staging (just before the start) I generally take one Hammer Gel. During the race, I have a 26 oz. bottle with two scoops of HEED. In years past, I would need two bottles, but now the single bottle is perfect."

Ryan relies on Hammer daily as he balances keeping up his household, working a full-time job, and maintaining his elite level of fitness. "I would have to say Recoverite is definitely my favorite, because I feel it is one of the key components of the training session. It helps me get the most out of my workout that I just finished and prepares me for tomorrow's workout. Also, with four kids and always being on the run, the Hammer Bars are a great on-the-go snack. From there, I would say Premium Insurance Caps, Tissue Rejuvenator, and EndurOmega are the supplements I take daily."

It is no surprise to any competitive athlete that proper fueling and supplementation

Ryan Mortensen finishes strong on day 3 of the Cactus Cup stage race. When it comes to multi-day events, few things are as important as recovering right! Photo: Mark Belanger



is a cornerstone to Ryan's long and successful elite career. When asked about his motivation to succeed, Ryan spoke of his family. "I want to be a positive role model for my kids that hard work pays off. Whether or not they stay with cycling, I know it will teach them to work hard to achieve success in life."

In closing, Ryan shared some thoughts behind his long-standing devotion to Hammer Nutrition. "There is so much about Hammer that I like. I truly believe in their products and their approach to nutrition and training. Second, I have always had the feeling of a more family run business. I believe that Hammer wants endurance

athletes to perform to the best of their abilities."

Congratulations to Ryan on an Undefeated Season in the MBAA XC Series! 

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*"After being sidelined with an ankle injury for more than 3 months, I decided to try **Tissue Rejuvenator**. I just picked up another bottle and am excited to see where I am at in another month. Fantastic product!"*

Ricardo Cuevas runs the epic and beautiful Bryce 100 in Bryce Canyon National Park. He sported his personally designed Hammer jersey and finished strong, relying on his go-to Hammer fueling plan from start to finish. Photo: Vivian La Barreda

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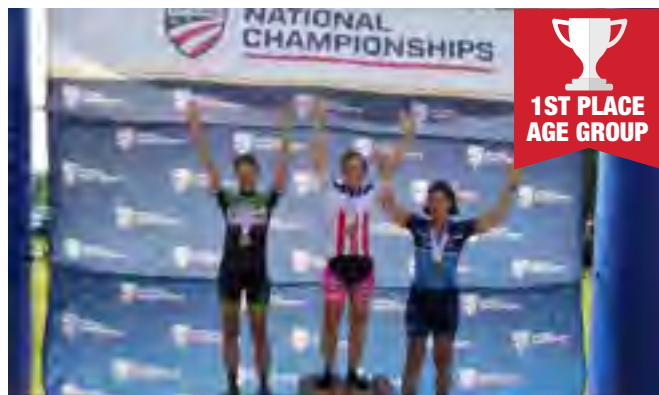
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From Our Athletes

Our “From Our Athletes” section features submissions from athletes at every level, ranging from elite pros who have been competing for decades to beginners completing 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 on their accomplishments!



Beverly Enslow

USAC Marathon Mountain Bike National Championship

“I rode a strategic smart race to win USAC 60-64 Marathon mountain bike championships. My husband, Alan was critical in my win. We had an awesome pit stop between laps to switch me from following the leader, to pulling out of pit perhaps 3 minutes ahead of her. He fed me Hammer supplements, BCAA+, Anti-Fatigue Caps, electrolytes, and my mix of Perpetuem and HEED. I stretched that to a 7+ minute win. 48 miles in under 5:08” Photo: Alan Enslow

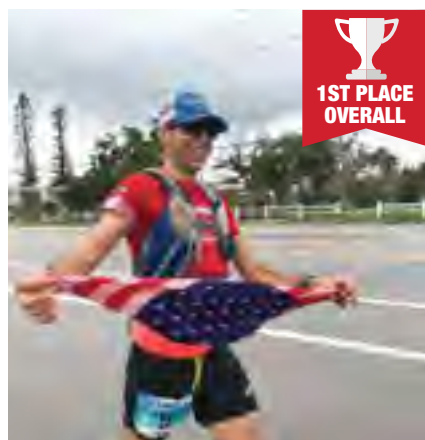


Stephen Armes

Peasantman Sprint Triathlon

The first triathlon of the season brought some nerves, which were quickly cast aside as Stephen began the sprint. Before the race, Stephen fueled with HEED, Endurolytes, and Gel. Afterwards, he recovered with HEED and Recoverite after the race, and felt great the next day!

Photo: David A. Martin/DM Photography



Zandy Mangold

Keys 100

Fueling consisted of 25 Gels and a Fizz tab with HEED serving every hour for a finishing time of 16:05:41

Photo: George Chmiel



Thurlow Rogers

2018 Redlands Bicycle Classic

Thurlow Rogers took the top spot for the 45+ category at the Redlands Bicycle Classic – one of the hardest and most competitive road races in the US. This huge win is extra special as Thurlow also took the top spot at this race as a pro back in 1985! Thurlow has been crushing the competition for over 30 years and inspires us all to keep Hammering!

Photo: Scott Dworking



Lam Tuc Ngan

Techcombank Ironman 70.3 Vietnam

Athlete, and employee of Hammer Nutrition Vietnam, Lam Tuc Ngan powered through the Techcombank Ironman 70.3 to finish as 1st place AG female!

Photo: Ha Le



Victor Sheldon

2018 Sagan Fondo –Truckee Dirt Edition

"I was using HEED and Perpetuem together in a tall bottle and the other bottle was water, I used 6 Endurolytes and one full Flask of Gel [during] and [took] 2 Anti-Fatigue Caps, at the start. I'm not going to lie I was hurting, but felt amazing with my fueling program for the three hours and fifty three minutes. I won my class and was 3rd across the line, with some heavy hitters from NorCal! I did 3 Endurance BCAA+ and one scoop Vanilla and one scoop of Strawberry Recoverite, I daydream about this drink on hard days like this!"

Photo: Craig Huffman



Jason LaFave and Bob Miller

Bay City St. Patrick's Day 8K

"This was the first race of the day, the 8K. When Bob and I went to the start line we realized we had a chance to go 1st and 2nd. We agreed to run together and exert as little as we needed to as we had a 5K that would start about 90 minutes after finishing this race. We cruised along together for 4.75 miles before Bob made his sprint to the finish to beat me by about 10 seconds."

Photo: Jill Allardyce



Bruce Balch

Intermountain Cup Series, Cactus Hugger MTB Race

"1st Place in round 2 of the Intermountain Cup Series. It was a very good field of athletes in the 50+ Expert category. Gel, Fully Charged, Endurance BCAA+ and Anti-Fatigue Caps set me up for a good day. Electrolytes and HEED helped me keep the pressure on the entire race."

Photo: David Burns



Chris Schmitt

Nacho Stand Classic

After an unfortunate back injury, Tissue Rejuvenator played a vital role in Chris's recovery and eventual return to cycling. Fueled by Fully Charged and Hammer Gel, Chris was rewarded with the number 1 spot in his age group by a margin of nearly 20 minutes.

Photo: Wingfoot Photography

Ten year-old Zach Martinez's Olympic dreams are fueled by HEED, Hammer Gel, Premium Insurance Caps, Fully Charged and Recoverite. Here, Zach hones his racing skills at the Quick 'n Dirty mountain bike series, in San Diego, California. Inspired by the local racing scene and his active and supportive bike-riding parents, he dreams of moving into the pro ranks as an adult. Keep this little ripper on your radar—with community support, proper fueling, and dedication behind his passion, there's no telling how high he'll climb!

Photo: Joey Cobbs



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