

THE TROUBLE WITH EXPERTS

When we find ourselves faced with an unfamiliar subject, the natural tendency is to seek the opinion of an expert. The proliferation of consultants and "How to" books should give you a good idea of how much we rely on experts today. There is such a flood of information and technology that it is easy to feel overwhelmed. In many instances experts can be very helpful by saving you the need to acquire large bodies of information outside your main education or interest and/or preventing you from making costly errors.

But to what extent should you rely on the opinion of an expert, myself included, when it comes to nutritional supplements and ergogenic aids (natural performance enhancers)? I believe that you need to carefully examine the motives, background and character of an expert before you put your faith in their opinion. The truth is that almost all of the experts we find giving advice on supplements have selfish motives and biases that affect their opinions. In this respect, I am no different than anyone else except that I do not pretend to be impartial. I am certainly biased in favor of the products which I have tested and developed. However, I support my recommendations and products with an unconditional guarantee of satisfaction to remove the risk from you. In addition, my products have been in use by serious athletes like yourself for over nine years.

Unfortunately, the same cannot be said for the majority of experts in our field today. This is especially
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MLM PRODUCTS: HIGH VALUE OR JUST HIGH PRICED?

Multi Level Marketing in the United States is big business. If you include all the companies that market thousands of consumer products using this method, they have several billion dollars in annual sales. In recent years many of these Multi Level Marketing (MLM) companies which market nutritional supplements have discovered endurance sports as viable markets.

For decades MLM companies have sought to sell their products to the general population on a health and well being basis. However, with the FDA's crackdown on health claims and consumers becoming more educated in matters of health and supplements, this broad based approach has become less profitable. In addition, they have reached a saturation level and need fresh markets. So, many of these companies have turned to "niche" markets such as competitive endurance athletes. Using the same successful recipe, based on hype and the promise of easy riches, that they have used on consumers for decades, several of these companies have targeted endurance athletes.

Before going any further, I want to make it clear that this article is not supposed to be an unbiased view of MLM's. It is based on my experiences while inside the supplement industry and coming into contact with hundreds of athletes who have used or been involved with MLM products over the past decade. The totality of my experiences with MLM's has not produced a positive opinion of them, with but a few exceptions.

My intention is to share my perspectives and experiences with my readers. I have also relied on the input of several veterans of MLM companies, including one close friend who is currently a distributor for 4 MLM's and has been involved in at least 20 others over the past 15 years. He and many others have served as a wealth of information for this story.

Besides the large well known companies like Amway and Shacklee, there are dozens of others that employ the multi level or pyramid concept for marketing and distribution. Some MLM companies which are active in the endurance markets are Neo-Life, Body Wise and Interior Design Nutrition. There are also dozens of smaller ones, too.

The Products of an MLM

Most of the nutritional products that are sold by MLM organizations are not bogus or fraudulent. However, they do tend to push the envelope in terms of honesty and efficacy. Their shortcomings can be divided into three major areas: high cost, long ingredient lists which include only traces of key nutrients, and the use of unprecedented levels of hype to entice people to use them. Another drawback is the constant pressure to become a distributor, but I will discuss that later in the business aspects of MLMs.

The High Cost of MLM Supplements

One of the universal aspects of MLM nutritional supplements is their high cost. Most MLM supplement regimens will run at least \$80-\$120 per month and it is not uncommon for them to exceed \$200 per month.

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ENERGYSMART® METABOLIZATION RESEARCH STUDY

Many readers were surprised and enlightened by the article that appeared in the last issue of Endurance News concerning fructose and high fructose corn syrup. It provided a lot of answers to mysteries concerning their diet and physical performance that had plagued them for years. I thought that the following abstract would help you to better understand why Hammer Gel is so superior to any other energy gel or drink on the market.

ENERGYSMART® METABOLIZATION RESEARCH STUDY

ABSTRACT

PURPOSE

This metabolization research study was conducted to demonstrate the superiority of EnergySmart® when compared to sugars (sucrose and fructose) which are commonly used for quick energy in foods.

METHODOLOGY

Following 12 hours of fasting, normal non-diabetic children (between the ages of 10 and 13) were given a solution consisting of water and 60 grams of either EnergySmart®, or sucrose or fructose. Each solution was equivalent to consuming one and one-half 12 oz. serving of a leading soft drink. The testing took place on three consecutive Saturdays. The subjects were given one of the three solutions on each test day in random sequence. Blood plasma samples were drawn from each subject prior to consuming a solution, in order to establish the fasting baseline, and at 25, 60, 90 and 120 minutes after drinking the solution.

FINDINGS

EnergySmart® and Sucrose

Twenty five minutes after the test subjects consumed either EnergySmart® or sucrose, their blood glucose level rose significantly above the fasting baseline by a comparable amount. Within 60 minutes after consuming the sucrose, their blood glucose level dropped below the fasting baseline. With EnergySmart®, their blood glucose declined more gently,

CONCLUSIONS

Unique Metabolization

Each one of these products was metabolized differently by the body.

Comparable Initial Energy

EnergySmart® provided an initial surge in energy (i.e. a rise in blood glucose) which was comparable to sucrose.

Longer-Lasting Energy

The energy boost (i.e. rise in blood glucose) derived from EnergySmart® lasted over 50% longer than with sucrose (i.e. 90 minutes compared to 60 minutes for sucrose). This longer-lasting energy traces the specially developed combination of simple and complex carbohydrates in EnergySmart®.

No Energy Deficit

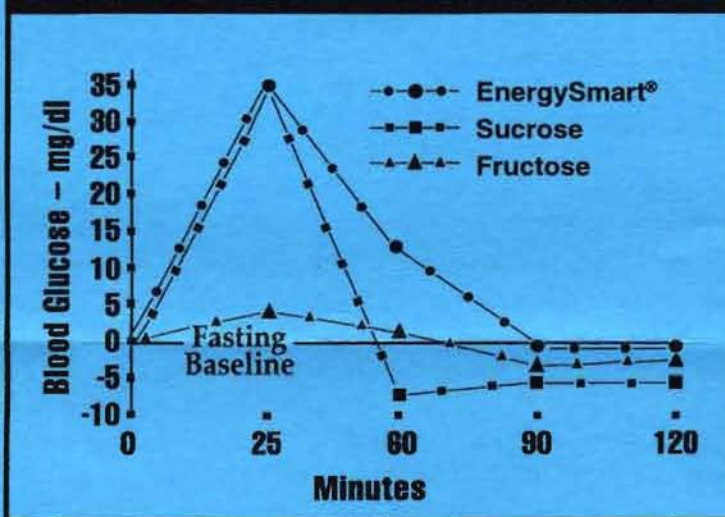
EnergySmart® never caused an energy deficit (i.e. blood glucose reading below the fasting baseline) during the study. However, sucrose caused an energy deficit within 60 minutes.

Problems With Fructose

Fructose did not provide measurable energy (i.e. a rise in the blood glucose). Separate information indicates only a small amount of fructose is converted directly into blood glucose. Most of the fructose is converted by the body into either fat or triglycerides, which increase serum cholesterol.

This abstract is copyrighted by FSA, Santa Cruz, CA 95060. Research was conducted by the Health Research and Studies Center, Los Altos, CA in 1992. It was subsequently published in the American Journal of Clinical Nutrition. ■

CHANGE IN GLUCOSE LEVEL FROM BASELINE



EnergySmart® is a key ingredient in Hammer Gel

registering at a significantly higher* level after 60 minutes, than when sucrose was consumed. At 90 and 120 minute after the test subjects ingested EnergySmart® and sucrose, their blood glucose levels were comparable and statistically equal to the fasting baseline.

Fructose

When the test subjects consumed fructose, there was no significant change in blood glucose from the fasting baseline throughout the duration of the test (i.e. at 25, 60, 90 and 120 minutes.)



HAMMER GEL UPDATE

In the last issue of Endurance News, we gave you the first official information about Hammer Gel, the first of many products offered by Hammer Nutrition, Ltd. Finally, after more than two years of research and development, Hammer Gel is in stock and available for shipment. As usual, you are the first to know about this product and have access to it.

If you missed the special introductory offer that we sent out, here's another chance. If you have not yet tried Hammer Gel, you can buy as much as you want for only \$.50 per pouch on your first purchase. Sorry, this introductory price is strictly limited to your first purchase. After that, you will still be able to purchase it for the low price of \$17.99 per box (\$.75 per pouch). You can order by calling 1-800-336-1977 or mailing a check or money order, including \$4.95 for shipping to: E-CAPS, P.O. BOX 4010, Whitefish, MT 59937.

For those of you who did not get the mailer we sent out in February, here is the press release that has been sent to the main sports publications that you read:

Whitefish, Montana, — February 23, 1996 — Hammer Nutrition, Ltd., an innovator in athletic fuel sources, today introduced Hammer Gel, a rapid energy carbohydrate gel which provides 60-70 minutes of energy for training and competition. Hammer Gel represents a further refinement of the carbohydrate gel concept because it provides longer lasting energy, is free of refined

sugars, and is more reasonably priced.

Each 33 gram pouch provides 100 calories and carries a manufacturer's suggested price of just \$.75 per pouch in boxes of 24 (\$17.99). This is at least 25% less than any other gel on the market. Currently available in chocolate and vanilla flavors, athletes love the way it tastes because the flavors are mild without any aftertaste. In addition, Hammer Gel has a 100% satisfaction guarantee. Athletes can order it immediately by calling 1-800-336-1977. Dealer inquiries are also welcome. Readers can receive free samples by calling or writing Hammer Nutrition, Ltd.

"We think athletes will be willing to put up with our slightly clumsy packaging because of the other major benefits. Longer lasting energy, great taste and the absence of refined sugars like fructose are really what makes Hammer Gel stand out - Plus, You can't beat the price!" said product developer, Brian Frank.

The key to Hammer Gel's effectiveness is a combination of maltodextrins and EnergySmart®, a patented natural sweetener made from fruit juice and natural grain dextrins. This enables each Hammer Gel pouch to provide 60 minutes or more of carbohydrate energy. Based on the most up to date scientific information, Hammer Gel has been tested, evaluated, and proven in real world training and racing conditions over the past two years.

EnergySmart® has been proven to provide longer lasting energy than

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E-CAPS GOES ON-LINE



E-CAPS has finally joined the web surfing, e-mailing modern age with our own web site and e-mail address. The web site address is <http://www.e-caps.com/supplements/> and you can e-mail us directly at ecaps@digisys.net. The web site looks pretty sharp, but it is still under construction and all of the links have not been finished yet. In the future there will also be a Hammer Nutrition, Ltd. web site, but for now, you can e-mail us with your questions and comments regarding Hammer Gel at hammer@digisys.net.

When it is completed, the web site will contain everything you can imagine related to E-CAPS, including, but not limited to: New product information, product descriptions, instructions, every issue of Endurance News, order forms, testimonials from famous and not so famous customers, the E-CAPS story, a questions and comments icon, and of course the obligatory letter from the president. We will also have information on Hammer Gel until the Hammer web site is up and running.

We encourage all of you web junkies to check out the web site and give us your input on ways to improve it. Also, in case you are interested, my web page creator and all around wizard is Randy Hancock of Dial Evolution in Salt Lake City. He can do just about anything you can imagine with a PC and his rates are very reasonable. You can contact him at (801)272-0580 or link up to his own web site: <http://www.axxis.com/~locale/>

ARE YOU SUFFERING FROM PROTEIN DEFICIENCY? Part I

(Reprinted from issue #1 of *Endurance News*, July 1993)

With all of the emphasis on carbohydrates over the years concerning recommended diets for endurance athletes, the answer is probably, YES! Obviously, it is very important to eat plenty of carbs, but not at the expense of adequate protein intake. Protein deficiencies are too common amongst endurance athletes and have a devastating effect on performance and health. Some of the symptoms to look for are slow muscular recovery from workouts and lower than normal strength. However, fatigue, lethargy, anemia, and other more severe conditions can develop as a result of ongoing protein deficiencies.

In this first part of a two part series, I will examine some myths about protein and what levels you should try to maintain in your diet. As you read this article remember that protein is required for all aspects of repair and building muscle tissue.

Myth #1 - "Only bodybuilders need hi-protein diets." The truth is that the protein requirements of endurance athletes and bodybuilders are very similar. It is only the way in which the body uses the protein that is different. Bodybuilders need protein to actually build more muscle tissue. Endurance athletes on the other hand need protein to repair existing muscle tissue that is undergoing constant breakdown from day to day training.

Myth #2 - "Eating a high protein diet will cause unwanted weight gain and muscle growth." The truth is that the type of training you engage in will determine whether you "bulk" up or not. High volumes of endurance

training do not tend to produce muscle bulk, regardless of protein intake, whereas relatively low volumes of strength training will. Either way, protein is going to be required to service the muscle tissue.

By now you are probably wondering just how much protein is enough for your needs. Well, I believe a good rule to follow is 1/2 gram of protein per pound of body weight per day. This means that if you weigh 150 pounds, it is going to take about 75 grams of protein each day to keep up with your body's needs and avoid "protein cannibalization," when your body burns muscle tissue to meet its needs. During base training or strength training when you do want to add some lean muscle mass, you will need to increase protein intake to about 3/4 gram per pound of body weight.

This means that you will want to forget the 65-70% carbohydrate diet that is still being pushed by "experts" as an ideal diet for endurance athletes. A more realistic ratio that will meet your body's needs is closer to 50% carbohydrates, 35% protein and 15% fat.

Adjusting your diet to include more protein will pay big dividends in your performance and especially recovery. It will also help keep you from getting hungry every two hours. Try it for 60 days and judge the results for yourself.

Look for part II of this article, covering specific recommendations for dietary protein and protein supplements, in the next issue of *Endurance News*. ■

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true of the many experts who have written books and magazine articles that tout certain products while criticizing others. The deception lies in their denial of their own motives and biases while posturing themselves as having purely altruistic intentions. Whether it be selling books, self promotion or promoting products which they profit directly or indirectly from, they all have an agenda that doesn't necessarily serve your best interests. This conflict of interest seriously detracts from their credibility and makes their recommendations and criticisms suspect at best.

When you let experts dictate which products you use or don't use and give up your right to individually test and evaluate a product for yourself, you are making a big mistake.

As much as we would like to save ourselves the trouble, there is no avoiding the trial and error process to find out what works best for you as an individual athlete. The uniqueness of each person requires you to engage in an unscientific, albeit subjective, evaluation of each product to see if it agrees with your body.

Now, I am not saying that you should ignore all the advice of experts and just blindly try every product you see. But you should take their advice with a big grain of salt and endeavor to understand how or why they arrived at that conclusion in addition to the recommendation itself. Then, once you have heard what the experts have to say, you must trust yourself enough to figure out what works best for you through the trial and error process.

The necessity of individual experimentation might be more obvious to you with some illustrative examples. One such example is energy drinks and bars. One athlete's brand of choice might upset your stomach or make you sick and vice versa. You can read ingredient labels and articles on energy drinks all day long, but you will never know for sure if a given product really works for you until you use it in actual training and then race conditions. This is also true of diets and training regimens too. Hopefully, you realize that following the diet or training program of a professional athlete will not necessarily work for

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you. In fact, it may backfire and significantly reduce your performance.

Blindly following the advice of experts can lead you astray or keep you from discovering products which may be of significant benefit to you. Here's a case in point: In 1994, I had a customer who had ordered several times over the course of a season, spending over \$400 on E-CAPS products. While placing orders he had remarked how well his season was going and how much the products had helped his recovery from hard workouts, among other things. Then he began talking about the products with an expert at a university who believed that E-CAPS, as well as most nutritional supplements, were a waste of money. This customer proceeded to call me and ask for a refund on all of the products he had purchased over the course of the season. What shocked me even more was that he still felt that the products had been beneficial to him, but based solely on the comments of this expert, he thought that all of the benefits were due to a "placebo effect" and that he had been ripped off.

Michael Colgan is a perfect example of an expert to beware of. Recently, athletes in the endurance community seem to have discovered this icon of the bodybuilding world. Some athletes have decided that his recent book, *Optimum Sports Nutrition*, is inerrant. While he has a lot of good information to offer in general terms of diet and health, when it comes down to specific supplements, he is as far from being unbiased as anyone could ever be. He postures himself as scientist who is only interested in the facts. But which facts he chooses to acknowledge and/or ignore are the key to understanding his modus operandi.

First, you must realize that he comes from the bodybuilding world where all of the professional athletes use steroids while endorsing legal supplements and "truth in advertising" fell by the wayside twenty five years ago. If you have any doubts about this, browse through a copy of Joe Weider's *Muscle & Fitness* or TwinLab's *Muscular Development*. Which brings me to the second point about Colgan: He is beholden to

TwinLab in every sense of the word. He derives substantial income directly or indirectly from that company. Is it any surprise that he has only good things to say about TwinLab products?

Here are a couple of examples of some of Colgan's questionable opinions: In his book, published in 1993, he lists creatine as one of the phony ergogenics to avoid. Now that it is one of the most widely accepted ergogenic aids in the world, I believe that he has changed his mind. In his book he also touts chromium picolinate while completely writing off chromium polynicotinate. His position in favor of chromium picolinate was extremely suspect, considering existing evidence in favor of chromium polynicotinate, before the publication of the recent study from Dartmouth. You may recall from the last issue of *Endurance News* that this independent study found that not only was chromium picolinate carcinogenic in high dosages, but it is 300% less bioactive in the body than chromium polynicotinate. Picolinate's inferiority to polynicotinate chromium was well established prior to the writing of his book. However, TwinLab and most other companies that advertise in *Muscular Development* sell chromium picolinate. These are just two of the many examples that could be cited.

As I said earlier, I think that much of what Colgan has to say is valid and can be very helpful to any athlete. But you cannot forget that he has his own motives for writing what he writes. Promoting his books, his institute and his line of supplements as well as Twin Lab products creates a serious conflict of interest which requires you to cross reference his opinions with those of other experts and your own practical experience. Is he worth reading: Yes. Should you take everything he says as the gospel truth: No. The same can also be said about the numerous other experts in the endurance community as well.

Owen Anderson is another expert to beware of. For years his newsletter, *Running Research News*, avoided the issue of supplements, except to take a swipe or low blow now and again, preferring to focus on issues like the training techniques of African runners and

"safe" topics like carbo loading and how to make your own energy bars and drinks. In 1989 he did an article which was highly critical of coenzyme Q10 and subsequently went out of his way to bash E-CAPS in a 1993 issue of his newsletter. As usual, he selectively reported certain data while ignoring other data in order to paint the most negative picture possible. Of course, he totally discounts the anecdotal evidence reported by athletes as being meaningless. This was no surprise, since this negative attitude toward supplements has been standard operating procedure for experts like him for decades.

What is surprising about Mr. Anderson is that this has all changed in the past year or so. Now, he seems to have become fascinated with ergogenic aids and writes highly opinionated articles in favor of certain supplements in just about every issue. One subscriber that I spoke with has reported receiving solicitations in the mail for supplements recently written up in Owen's newsletter. I don't know if he is actually selling his mailing list to these companies, but it would provide a plausible explanation for why he has suddenly included positive articles about certain supplements in his newsletter. Whatever his reasons, if you are a subscriber or read his newsletter, don't be fooled by his supposed scientific impartiality. He is just as biased as anyone and is first and foremost trying to make a living selling his newsletter.

Conclusion

The opinions and writings of experts should be looked upon with the same skepticism and caution as an advertisement or brochure trying to sell you something. Furthermore, you cannot avoid the trial and error process when selecting nutritional supplements. You may not be an expert on nutritional supplements, diet or training, but you know your own body better than any expert in the world. Listen to the feedback that your body is giving you and you will be a lot better off. That implicit knowledge is where you must put your trust and faith, not in some expert. Furthermore, if your personal experiences with a certain product are at odds with the opinions of an expert, always side with yourself. ■

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Contrary to what they say about being able to avoid the expense of big marketing campaigns and passing on the savings to consumers, these products are always more expensive than if they were purchased from a normal retail store. Another explanation for the high prices are "special formulas" and "special processes" that supposedly make their products better than anything else available on the market. The real reasons for the high costs are all of the "commissions" and the profit margin of the parent company. When you consider that the price of every product includes a graduated commission to each member of the organization or down line, usually at least 6 layers, and margins as high as 1,000% for the parent company, you can see the need for such high prices.

A Case In Point

By now, most of you must be familiar with the three 40% carbohydrate, 30% protein and 30% fat energy bars and Barry Sear's diet which is used to promote them. Leaving out the PR Bar because it is just high priced, lets look at the difference in cost between the Balance Bar and Bio-Zone Bar. The Balance Bar is sold through normal wholesale/retail channels. It wholesales for \$14.75 per box of 14 bars, with a suggested retail of \$24.99. The Bio-Zone Bars, which are sold MLM through "distributors" wholesale for \$28 and retail for \$35.00! The only differences between these two bars are the wrapper and the price. Remember, this is not an isolated case, this is the norm for MLM products. So, unless you are a distributor for an MLM or you like to pay extra for the products you buy, MLM products are not a bargain.

The Ingredients

It is no accident that the ingredi-

ent panels of these products typically contain an arms length list of items. These long, complex ingredient lists serve a number of important functions. First, it makes any type of cost or content comparison difficult, if not impossible. The inability to make comparisons with other products helps to defuse concern about high prices. It also helps enables them to make a wider variety of claims. However, often times some or all of the key ingredients are measured in *micrograms* (*mcg's*) not *milligrams* (*mg's*). In case you are not intimate with the metric system, a microgram is 1/1000 of a milligram. For example, 1,000 *mcg's* sounds like a lot, but it's actually only 1 milligram! This allows them to legally say that their product contains much sought after and expensive ingredients without

the manufacturing expense

pense normally associated with them. Thus, each ingredient, even in trace quantities, can be used as a selling point and its benefits can be linked to their product. So, you might think that an MLM product contains a special ingredient, but the potency is too low to provide any real benefits.

Selling The Sizzle

The third drawback to these products is really the key to the first two

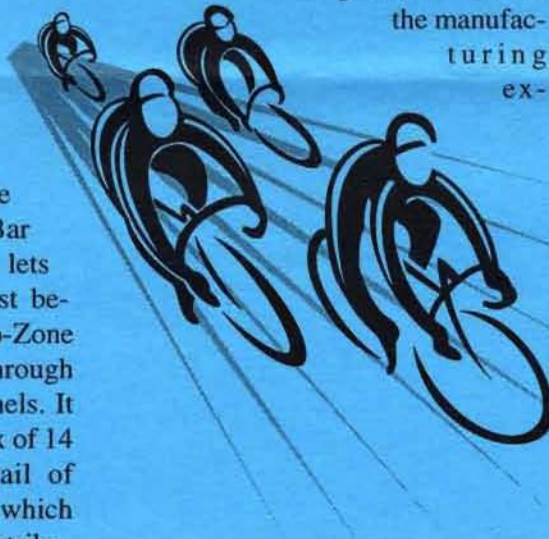
that I have discussed. By hyping the product's "special" ingredients and full spectrum of benefits, they are able to get athletes to accept the high prices and entice them to join the organization. MLMs have perfected the old advertising cliché which says "sell the sizzle, not the steak." Reading the sales and product literature of almost any MLM nutritional supplement will give you the distinct impression that their product is so superior to any other products on the market that you would be foolish to use anything else. It is not uncommon to see fabricated technical terms used liberally to make their products or production process sound unique and superior to any other.

Considerations of Joining an MLM

If you have been approached by a distributor and are considering signing up, there are some things that you should consider very carefully. Because the term "Multi Level Marketing" has been somewhat stigmatized, and for good reason, many companies have decided to avoid the term all together. Instead they have coined and are using less alarming new terms like "Network Marketing" to reduce consumer's resistance to the concept. Another way of combating the negative perception is outright deception. Some distributors will actually invite friends and acquaintances to their homes under false pretenses. They will say that they are having a "get together" or invite them to a "meeting" of unspecified purpose, and then when they get to their home, they find out that it is a pitch to join an MLM company. Unfortunately, this type of recruitment is becoming increasingly more common.

No matter what terminology they use, when you start hearing phrases

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like "building a network," "establishing a downline" and the allure of huge income potential, you can bet that they are talking about an MLM. Despite the promise of great wealth, the vast majority of people who join MLMs do not even make enough in commissions to pay for their own products, let alone get rich.

The MLM concept is based on a pyramid. When you become a distributor you become another link in the chain and your recruiter gets a commission on everything you sell and every person you recruit. In turn, you seek to recruit other distributors to place under you. Using a pyramid system, it is fairly easy to illustrate exponential income potential. It is this allure of big bucks that gets most people involved with an MLM, not the products. Many companies will tell you that you can easily be making \$5,000 to \$10,000 per month if you join their organization. In most instances, the product is simply the bait used to get the attention of the prospect. But the promise of riches is what gets them so excited about the products and company that they feel compelled to "tell the world."

As I mentioned earlier, most people who join MLMs do not get rich. To make good money in an MLM you must have a natural talent for meeting people and gaining their trust or be a professional salesperson. But the easiest way to make a lot of money in a pyramid concept is to get in right when it starts. There are many MLM millionaires out there and almost everyone of them was in the right place at the right time - namely, the beginning of an MLM startup.

For the average person, the realities of joining an MLM are much different. After being built up in sales meetings and almost intoxicated with the income potential, you

start trying to make sales. Even though I have been emphasizing the profit motive, some join MLMs just so they can sell enough to pay for their own supply. Whatever the motive, the end result is usually the same. First you start with your circle of friends and family. Your inner circle of prospects usually evaporates pretty quickly and then comes the hard part. You have to go out and make contact with people you meet any and everywhere - in the market, at the gas station, in the gym and anyplace else that you frequent. You must have that special people quality that enables you to strike up a conversation with anyone. Then you must have the savvy to lead that conversation into a sales pitch without your prospect feeling like they are being propositioned. This is a most difficult skill to learn for all but the natural born salesman. For many, this approach backfires and they end up being shunned by friends and family as well as acquaintances because "they are just trying to sell those *!#!* products!" For this reason, you have to be very good at taking rejection, because 4 out of every 5 people you approach will not be interested. This is where most people stop and where the few who do well in an MLM are able to excel.

The MLM phenomena is similar to the "no money down real estate" infomercials that were so popular a few years ago. After watching a 30 minute infomercial, you are ready to become a real estate tycoon. And it is possible to make a lot of money buying properties from distressed sellers with no money down. However, almost everyone who bought those courses never actually put them to any use. The promoters got rich and the people who bought the courses were out a few hundred dollars. Nevertheless, just as these "no

money down" experts like Tom Vu got rich selling their tapes and books, so are the principals in most MLM's. They make all of their money on the front end. In other words, the whole point is to get someone to join the organization and pay the initial cost of becoming a distributor. This usually is \$100 or more. That is where all the money is made, on the initial transaction. Then, it doesn't matter if you ever sell any products or sign anyone else up. They have made their money and move on.

Conclusion

As the title of this article begs the question, MLM products: High value or just high priced? My conclusion is obviously that they are simply high priced and often times not what they claim to be. I guess what really bothers me most about these companies is that they employ a type of used car salesmanship that is not outright fraud, but definitely involves a good degree of deception. For you, the consumer, this deception only makes the difficult and confusing subject of choosing the right nutritional supplement even more difficult. The best advice I can give anyone who is considering buying an MLM supplement is to do these three things. First, attempt to make a price comparison with products in the same category. For example, if the MLM product is a comprehensive vitamin/mineral supplement, compare it to a comprehensive retail formula. Even if a couple of ingredients are different, one should not be twice as expensive as the other. Second, talk with people who have tried it, but are not distributors and do not have a financial incentive for getting you to use the product. Third, don't think you are going to get rich quick in your spare time by joining an MLM, it just doesn't happen. ■

(HAMMER GEL continued from page 3)

fructose or sucrose and will not allow blood sugar levels to drop below the fasting baseline, preventing the dreaded Bonk. This is critical because many athletes have difficulty tolerating refined sugars such as fructose. Using Hammer Gel allows an athlete to avoid the ill effects of refined sugars while still enjoying the benefits of a high energy fuel source. It also requires far less water to wash down and is much less likely to cause upset stomach or any other side effects associated with refined sugars.

Incorporated in 1995, Hammer Nutrition, Ltd. of Whitefish, Montana is committed to developing premium quality carbohydrate and protein supplements for endurance athletes without highly refined sugars and unnecessary chemical additives which hinder athletic performance. Hammer Gel is the first such product offered by Hammer Nutrition, Ltd. ■

Endurance News Mission Statement

The objective of Endurance News is to provide you, the serious endurance athlete, with a valuable resource that you will find to be informative, educational, thought provoking and helpful in your ongoing pursuit of optimum performance and health.

Endurance News features insightful articles on diet, nutrition, training and other topics of interest to endurance athletes - Written by myself as well as professional and elite amateur athletes, and other experts in the area of nutrition and exercise. In addition, EN will include articles highlighting new and existing E-CAPS products and how to get the maximum benefits from them.

In reading this and future issues, please remember that the views expressed in this publication will always be biased in favor of a healthy diet, hard training that emphasizes quality over quantity, and prudent supplementation to improve health and performance. But above all, we at Endurance News believe there are no short cuts, and success can only come from hard work.

Brian Frank
Editor

Legal disclaimer: The contents of Endurance News are not intended to provide medical advice to individuals. For medical advice, please consult a licensed physician. ■

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