

ENDURANCE

NEWS

BY HAMMER NUTRITION

#127 November/December 2021

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IN THIS ISSUE

Enjoy Full-Spectrum CBD

Hammer CBD now has new options!

Recover and Stay Healthy

Solutions for off-season recovery and nutrition

Leah Goldstein

A historic Race Across America win

PLUS

- Support Community Farming
- Remembering Molly Hayes





UNFORGIVING WINDS & ENDLESS HILLS

The Iceland Extreme Triathlon takes place in Snæfellsjökull National Park, where winds can push you off the road and the volcanic hills can make your legs burn like you didn't know possible.

Hammer Ambassador Joseba Brit dared to take on the course, considered one of the hardest triathlons on the planet. Following Hammer's half IM nutrition plan, Joseba crossed the finish line in 1st place overall with a 14-minute lead, "6 hours and 41 minutes of pure grit."



Joseba used Fully Charged, Hammer Gel®, Perpetuem® powder and Solids, Endurolytes®, Race Caps Supreme, and Recoverite® at the end.

Photos: Mark L. Simmons

Endurance News depends on authentic photos from our readers and your photo submissions are always welcome! To be featured in the next issue of *Endurance News*, email your hi-res photos to photos@hammernutrition.com.



BEING FRANK

A WORD FROM BRIAN FRANK

Owner and Founder of Hammer Nutrition

This is the last issue of *Endurance News* for 2021! We'll begin celebrating our 35th anniversary with issue #128, but in the meantime we've put together another great issue for you to enjoy as you coast into the fall and winter seasons.

The return of competitive events opened the flood gates of amazing performances by Hammer-fueled athletes. From RAAM to the Indy 500, victories were plentiful this year. We've also introduced a plethora of ground-breaking new products, added full-spectrum CBD to our line and so much more.

Another biggie for this year was new research like our high dose CBD testing program to confirm it won't cause false positives. We also published data showing how athletes can reduce sweat rate and sodium concentration via dietary changes (eating less salt!). But the biggest bombshell of the year for me has been Dr. French's articles on NAFLD indicators in the blood work of otherwise healthy athletes. Sugar really is evil. I feel kind of bad for the sugar pushers at the brands who are supposed to be our competition. They have a really tough job trying to deflect and downplay the truth about sugar every day when they go to work.

We, on the other hand, look forward to coming to work every day, talking to happy clients, who have gotten off the sugar and salt merry-go-round and are

enjoying the massive benefits that come with it. Jump on the bandwagon if you have not done so already. At first, it's a bit scary and uncomfortable but your body will quickly respond to your dietary changes in more ways than you can imagine or I can elaborate upon here.

There are many resources out there to help you break the sugar cycle. One of them is the Whole 30 (whole30.com). This is a massive platform and growing worldwide movement. I don't have any association with them but believe 100% in their mission. I encourage you to check out this side or any of several others with the same focus—improving your health and quality of life through sugar abstinence.

I know it seems terribly early to be signing off with holiday wishes, but this is the last opportunity I have before the season is upon us. So, from our family to yours, Happy Thanksgiving, Merry Christmas, and a Happy New Year to you!

I will give you sneak peek at my three New Year's resolutions:

- 1) Drink more water
- 2) Eat less sugar
- 3) Eat less salt

That's it, just three things that don't cost any money, won't you join me?

Enjoy the read, pass it along to a friend or family member, and see you next year!

Brian Frank

Brian





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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, and individually. Your trust is our top priority.

Education: We educate and empower athletes with free, easily accessed 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 our complete mission statement online at hammernutrition.com/company/mission-statement



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In this issue, explore the best expert advice for optimal recovery

Read more on pages 14, 22, 28, and 32

ON THE COVER: On the lift, or anywhere on the go, **Hammer Whey Protein Bars** are a perfect end to a perfect workout. Grass-fed protein helps maintain muscle mass and prevent soreness later. Deliciously convenient! Photo: Drew Silvers.



Did you know Hammer can help you even when you're not racing? Learn what off-season supplements to take on **page 32**.

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Molly Hayes shows younger competitors how to master a quick transition at the Spring Meadow Triathlon. Photo courtesy of Molly Hayes. Learn more about "Montana Molly" on **page 64**.

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STELLAR CLIENT EXPERIENCE

Over 10,500 five-star reviews can't be wrong

"Quick and efficient. I also really like the suggestion added when looking for a product. Like when I'm looking at HEED and it suggests Endurolytes."

"The best products and the best service in the endurance supplements industry!"

"Hammer products rock! I have been with you folks for a while as an ambassador and used several new products this past year: Phytomax, Phytolean, CBD, Race Caps Supreme, all with great results. Keeping it real Hammer, I am stoked for my next trail marathon using all the fueling products from Hammer!"

"I've used Hammer over the years that I bought through outdoor stores. Within the last year I decided to go right to the source and buy direct from Hammer online and I'm very glad I did. Excellent customer service that goes along with excellent product!"

"I rely on Hammer products. The ease of shopping along with knowledgeable people to educate me on how to get the most out of Hammer products keeps me a loyal customer."

"Hammer Nutrition provides an easy to use site with excellent product descriptions, reviews, and quick cart updating selections."

"I always like shopping with Hammer. Quick and easy! Plus they're always available if I have any questions and their return/exchange policy is the best!"

"Excellent products and excellent customer service. I use Hammer products every day and have been for over 20 years."



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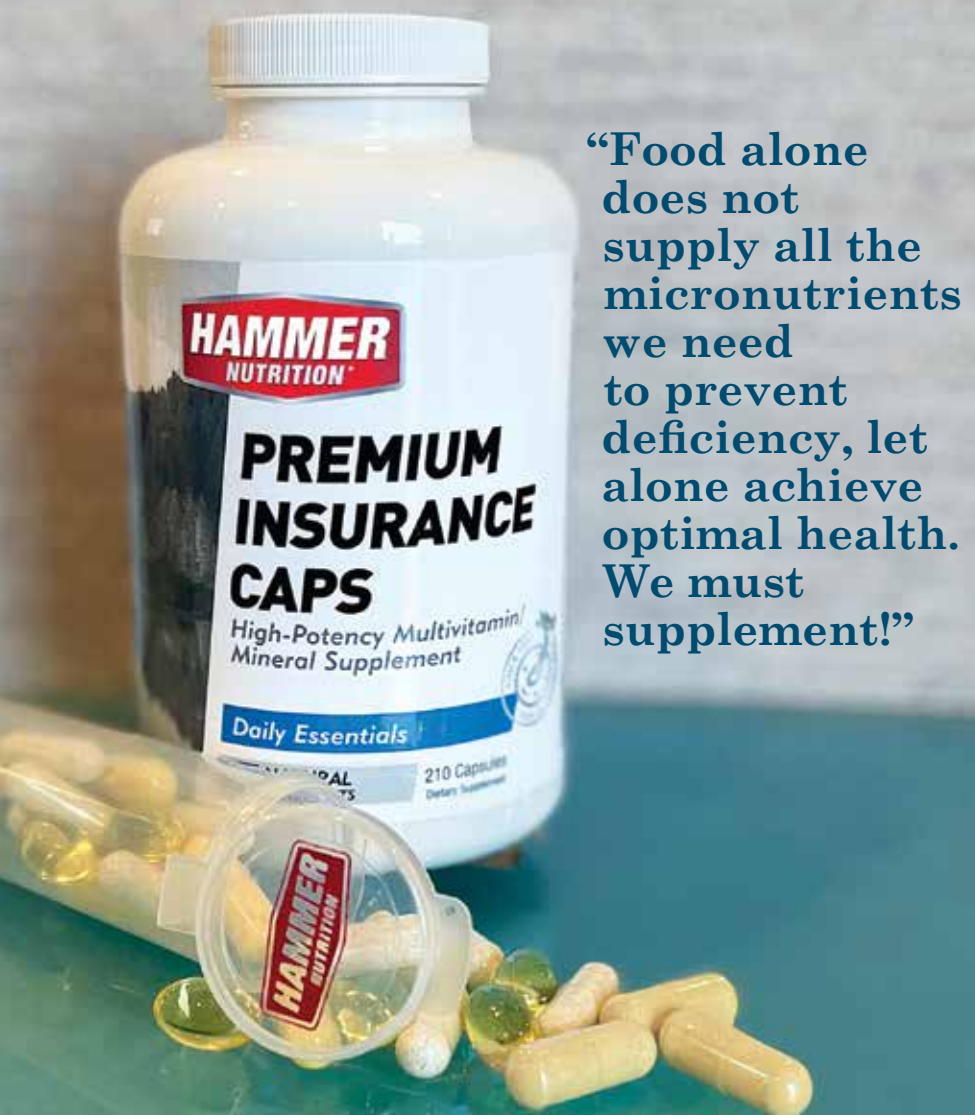
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ENJOY 60% FEWER SICK DAYS

Vitamin and mineral supplement users enjoy optimal health daily

First published in *Endurance News*, Issue #122, 2020

by STEVE BORN



“Food alone does not supply all the micronutrients we need to prevent deficiency, let alone achieve optimal health. We must supplement!”

A little over a year ago, the journal *Nutrients* published a remarkable study, and to this day it remains one of the most important studies in recent years. The results were nothing short of jaw-dropping:

- Compared to study participants taking a placebo, the participants who took a multivitamin/mineral supplement had a 60%+ reduction in the number of sick days!
- Those same participants also reported fewer and milder illness-related symptoms!

Profound? You bet. Look, we should always make maintaining a robust immune system a significant focus of our daily lives. During the past couple of years, health challenges have emphasized just how razor-sharp that focus needs to be. Add to that the seasonal changes just ahead—shorter days (less vitamin D), colder temperatures, and wetter conditions for most of the country—and taking care of your immune system simply cannot be ignored.

There are many things that we can do to help promote strong immunity—getting adequate sleep and reducing stress are just a couple—and the first step is always the consumption of a diet dominated by nutrient-dense whole foods. However, as important as eating healthy is, that alone will not suffice. To achieve your best performance in your exercise and events—and, even more importantly, enjoy optimal health, with fewer sick days—then daily supplementation is a necessity, not an option.

STUDY HIGHLIGHTS

In case you missed reading about this study the first time, here's a recap:

1. It involved healthy participants between 55 and 75 years of age.
2. For 12 weeks, one group received a daily multivitamin/mineral supplement, while the other received an inactive placebo.
3. Before and after this period, researchers measured the participants' blood vitamin/mineral status and various markers of immune function.
4. At the end of the study, the researchers noted that the participants who took the multivitamin/mineral supplement experienced an average of 2.29 sick days, while the placebo group averaged 6.43 days of illness.
5. It was also noted that the multivitamin/mineral supplement group experienced fewer illness symptoms than the placebo group and that those symptoms were noticeably milder.

In the published report, researchers made some notable comments:

"Since multiple nutrients support immune function, older adults may benefit from multivitamin and mineral (MVM) supplements."

"Generally regarded as safe and readily available over the counter, dietary supplements have been used with few significant side effects in clinical studies."

"Although conflicting and contradictory studies exist, there is evidence suggesting that dietary supplementation with a combination of immunity-related micronutrients supports immune function and reduces risk or severity of infection."

"Indeed, targeted supplementation with these vitamins and minerals may provide additional protection at doses higher than the U.S. recommended dietary allowance (RDA)."

THE SOLUTION: HEALTHY DIET + PREMIUM INSURANCE CAPS

We have never deviated from our position that consuming the healthiest possible diet is a top priority; our battle cry has always been "the quality of the calories you consume always matters."

Continued on page 58

The Gold Standard



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"I have tried other brands and Hammer CBD is noticeably higher in quality. It is very effective for aches and pains, and as a sleep aid. Definitely will recommend it again and again!"

- J. Kingsley



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Photo: Nathan Roderick

OLDER, WISER, AND STRONGER

by DEAN KARNAZES

If you were an investor who initially held an asset that declined 8% per decade after three decades then accelerated to a 15% drop, you probably wouldn't be very pleased with the investment. Yet, that is precisely what happens to our bodies when we hit 40. We steadily lose muscle mass at an alarming rate, one that would make any investor distraught.

The good news is it doesn't have to be this way. You can improve the performance of your primary asset (i.e., your body) by making some simple lifestyle adjustments. Scientific studies have shown these things work, and I've experienced the improvements firsthand. Here are some tricks and techniques

I've used to stave off and reverse age-related muscle loss.

The first is never sitting down. From the moment I get out of bed in the morning until the moment I get back under the covers at night, I try my best never to sit down. As I'm writing this article, I'm standing on my feet (with my laptop on a standing desk), constantly bouncing and rising on my toes. Not only are my legs and feet being conditioned, but motion also stirs emotion. So my writing is stimulated.

Throughout the day, I do sets of high-intensity interval training (HIIT), primarily with body weight. The routine I follow consists of push-ups, pull-ups, sit-ups, chair dips, and burpees. The entire circuit takes about 12 to 14 minutes

and elevates my heart rate to about 80 to 90 percent of max. I like this workout because the duration is relatively short and it doesn't require any specialized equipment. I typically do five or six sets at various times throughout the day. Studies have shown that the best way to build muscle is to perform compound exercises that recruit multiple muscle groups.

I also lift weights a few times a week. I typically lift the maximum weight I can sustain for 3 to 4 reps (sometimes referred to as "lifting to failure"). I've found that this combination of bodyweight exercises paired with heavy lifting has been most effective at maintaining muscle mass. I haven't seen any particular scientific studies to

validate this claim. But, it works for me, so I go with it.

Of course, diet also plays a critical role in not losing muscle as we mature. Adequate protein intake is essential, and the quality of the protein is also important. This is well-documented in numerous studies. Whey protein, is especially effective in preserving lean body mass in older adults, partly due to whey protein isolate's biological value (BV) rating, which is higher than any other protein source. Also whey protein isolate is the richest source of the nine essential amino acids (i.e., those which cannot be manufactured in the body and must come from outside sources). **Hammer Nutrition Whey Protein** is a convenient way to ensure I'm getting adequate, high-quality protein.

A couple of other nutrients play a role in improving muscle size and strength, ones you might not suspect. One is vitamin D. The efficacious role vitamin D plays in muscle maintenance, especially in aging people, has been well documented. And vitamin D works synergistically with vitamin K₂.

Continued on page 58



Hammer Nutrition athlete Dean Karnazes is an ultramarathoner and author of *A Runner's High*. He's raced and competed across the globe and is a recipient of the President's Council on Sports, Fitness & Nutrition Lifetime Achievement Award. Dean has been a passionate supporter of Hammer since 2008.

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FULL-SPECTRUM CBD IS HERE!

Hammer Nutrition's CBD Lineup Now Includes Formulas With Up To 0.3% THC

Since 2018, Hammer Nutrition has offered the highest-quality broad-spectrum CBD products available in a wide variety of formats. Whether it's one of our two strengths of softgels, the water-soluble Hydro tincture, one of the three potencies of oil-based tinctures, or our topical balm, Hammer Nutrition has you covered.

We're excited to announce the addition of full-spectrum formulas to our CBD offerings. Full-spectrum CBD softgels come in a 25 mg strength and are available in 30- and

90-count bottles. Full-spectrum oil-based CBD tinctures come in the standard 1 fluid ounce (30 mL) bottle in 750 mg and 1500 mg potencies.

BROAD-SPECTRUM. FULL-SPECTRUM. WHAT'S THE DIFFERENCE?

Within hemp extract, there are a over 100 cannabinoids as well as terpenes, flavonoids, and other compounds, all of which provide numerous benefits for many aspects of human health.

One of the cannabinoids found in the hemp plant is THC (delta-9 tetrahydrocannabinol).

Broad-spectrum formulas have all of the aforementioned cannabinoids, terpenes, and more present, with the exception of THC. Hammer Nutrition's broad-spectrum CBD formulas have 0.0% THC content. If you're a drug-tested athlete, subject to drug tests, or if you're one of the countless people who simply don't want any THC in their bodies, a broad-spectrum formula is what you want.

In a full-spectrum formula everything is present, including up to 0.3% THC. This formulation is often a more attractive option (especially for anyone not subject to drug testing) because of what is known as the "entourage effect." This describes the synergistic benefits experienced when all of the compounds in the hemp plant are consumed together. While a broad-spectrum formula offers tremendous benefits, a full-spectrum formula offers even better, more complete "entourage effect" benefits.



*Contains THC. Do Not use if you are subject to drug testing

Whatever CBD formula you're looking for, Hammer Nutrition's CBD is the purest to be found. Premium-quality and highly effective. We guarantee it!


PRICING

Hammer Nutrition continues to lead the industry with the best price per milligram. The good news is that we are able to offer our new full-spectrum products at the exact same price as our broad-spectrum products. Broad- and full-spectrum tinctures, as well as our nanoemulsified softgels are as low as 6.6 cents per mg. Our topical balm is still just 10 cents per mg.

Whatever CBD formula you're looking for, we have it. Even more importantly, you can have complete confidence that each and every one of Hammer Nutrition's CBD offerings is the purest to be found. Premium-quality and highly effective. We guarantee it!

DRUG TESTING

*We do not have data yet on whether consuming our full-spectrum CBD will cause a false positive on a 5-panel DOT standardized drug test. In October, we will begin our internal testing program to determine if it can trigger a positive result and how much/how long it will take. We'll be publishing these results on *ENW* as they become available.

If you *are* subject to drug testing, be sure to read about how you will never fail a drug test using our broad-spectrum Hammer CBD, using the QR link here. 

Read all about Hammer CBD and our extensive research in *Endurance News* and on *Endurance News Weekly*.



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- Deanna M.

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OFF-SEASON

Recovery and Rejuvenation

by MIKE FREEMAN

First published in *Endurance News*, Issue #77, 2011



If you had a successful season of competition and training, and I hope that you have, then you have realized that recovery is the key. All good training and racing hinge on it. Recovery during the season must be of a lighter workload to allow for repair and rebuilding, but end-of-season recovery can be even more important. You are recovering from the physical aspects of your training and competition, and the mental ones as well.

The physical is easy—you slow down, cross-train, and enjoy the world around you. The mental is a little tougher. Taking time off, relaxing, and enjoying other aspects of your sport are all necessary and beneficial. There were years that I didn't back off

at all at the end of the racing season. It didn't catch up with me right away, but I was in a pretty deep hole by March or April.

The younger you are, the more time off you can enjoy. Older athletes need to maintain a higher level of fitness during the off-season. It's too hard for us "old guys" to come back from extended periods rest! I have to maintain my fitness level at about 70% of my mid-season level during the off-season. This commitment is a fine line to walk, but it's a struggle to come back the following season if I don't.

I ride my mountain bike a bit more during the off-season, if only for some variety after a long season of road cycling, training, and racing. I still ride the road and am lucky that I can do this just about year-round. However, I have to be careful not to over-train, so I try to limit myself to one day per week of intense riding during the off-season. I still ride for base miles and endurance, and I tend to ignore mileage and substitute hours instead. I usually ride about 16 hours per week during the

season. During the off-season, it's closer to 10–12 hours. (Translated to miles, that's roughly 125–150/week.)

I usually get back in the gym on the first of November. My goals are to improve general strength, in order to minimize lower back injuries. Here is what my personal 10-week program looks like, designed for off-season strengthening.

WEEK 1–2

Goal: Transition, acclimatization, neuromuscular, facilitation
Frequency: 3 days/week
Intensity: Low
Duration: 1 hour max

WEEK 3–6

Goal: Base strength
Frequency: 3 days/week
Intensity: Moderate
Duration: 1–1¼ hours max

WEEK 7–10

Goal: Strength, Power
Frequency: 3 days/week
Intensity: Moderate/High
Duration: 1–1¼ hours max

Plan now for a well-earned "time-out" this year, and you might just enjoy your best year yet come spring! **EN**

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BRENT HAEFNER

Scores FIRST PLACE / AG at the Trail of Four Winds 25K

It was the first hot race of the season with temperatures projected in the 80s. A 25K was a shorter race than the ultras I've been running so I took a different approach. After a good night's sleep, I awoke with plenty of time to eat before the 10 a.m. race start.

Since I was training for the Kettle Moraine 100, I also wanted to get some miles in before and after the race. I was targeting the same time I ran in 2019, which was about 2:25, perfect for **HEED**® as my primary fuel source and

electrolytes. However, since I expected a half-hour warm-up and an hour of running after the race, I opted instead for **Sustained Energy** and **Endurolytes**®.

Factoring in the heat, I planned to supplement every 20 minutes with **Anti-Fatigue Caps** and **Endurance BCAA+** at the top of the hour and an Endurolytes capsule at each of the other two fuelings. I mixed up an hour bottle of Sustained Energy and started consuming that on the warm-up. Afterward, I stopped at the car to add two more

“Early patience and consuming Hammer Sustained Energy and Endurolytes® on schedule paid off as I started passing many runners who were feeling the effects of the heat.”

scoops of Sustained Energy to my bottle and downed a Hammer flask full of **Fully Charged** before heading to the starting line.

It was a wave start of 25 runners with 45 seconds between waves. Down along the beach we went with about eight people from my wave ahead of me. Through the campground, up a hill, then back down a set of switchbacks. A couple of faster guys from the wave behind caught up with us. After that, things spread out nicely.

I made sure I fueled and hydrated on schedule, which meant I had to walk during those brief times, but that's okay. I learned a few years back that I can't run and drink at the same time.

There was a long climb to the first aid station at 3.3 miles, where I made sure to top off my water bottle. It was going to be a long haul to the next one at 10.2 miles, so I prepped with an extra water in my waist belt. At 5.5 miles I opened up, just taking what the trail gave me. Early patience and consuming the Sustained Energy and Endurolytes on schedule paid off as I started passing many runners feeling the effects of the heat. Many asked me if I knew

how far the aid station was, and some commented they had run out of water. I gave my best estimate and encouragement, but kept on, feeling strong.

One of those runners had caught me from behind, so I figured he must have also spent himself. I managed to get out of the aid station quickly and distance him in the last 5.5 miles. I caught several other runners in those last few miles and was pushing hard for one more, but that fellow was able to stay ahead of me down the steep hill back to the beach.

At the finish, I downed the bottle of water they gave me, went back to the car, and mixed up another hour's worth of Sustained Energy, intending to take off again. However, with temperatures rising, I decided to call it quits and cool off in the lake with some **Recoverite**®.

After the times and places were recorded, I finished 1st in my 60–69 age group! Hammer Nutrition gets me on top again! I felt great with energy to spare all the way on the drive home.

Thank you Hammer!

BRENT HAEFNER



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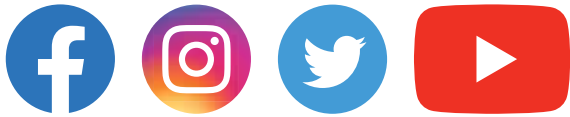
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quickndirtymtb



Quick N Dirty MTB Reggie Miller is ready for the Filthy50+, are you?



runwithbrendan



Brendan Passmore High up in GNP! Can anyone name the peaks? How many can you get? Top of the world in Glacier Park, MT.



district13mx



District 13 Budds Creek Pro National today! Two of our riders Cory and Kylie that greatly appreciated the samples from our sponsor Hammer Nutrition.



natygui_tri

Malveira Da Serra, Lisboa, Portugal



Natália Guilherme Pause 🇵🇹 to fill the bottle in style!



784mx.exercise.fitness



Josh Edwards Believe in yourself and all that you are. Know that there is something inside of you that is greater than any obstacle...Had a good 8 mile run into Cerro Gordo Mines in this 105° heat.



jacob_hayess



Jacob Hayes Open roads with Seth Rarick and Casey Huntley



pineyhillsclassicmtb



Piney Hills Classic Day one of all Juniors and Cat 3 Racers is a wrap! Thank y'all for supporting our 29th Piney Hills Classic Mountain Bike Festival.



ASK HAMMER NUTRITION

“I heard that if you’re taking **vitamin D**, you should also take **magnesium**. Is this true? If so, why?”

Over the past few years, vitamin D has gotten a ton of positive press, and for good reason—its beneficial effects for human health are incredibly numerous and wide-ranging. In fact, it would be hard to find an area in health where vitamin D doesn’t play an essential role. Therefore there’s been a justifiable surge in the number of people supplementing with vitamin D, including thousands of our clients who now take Hammer Nutrition’s potent vitamin D₃/vitamin K₂ supplement, **EnDuro D**.

However, research has shown that we cannot metabolize vitamin D without sufficient amounts of magnesium. Without magnesium, vitamin D remains inactive, preventing you from enjoying all of its tremendous benefits.

One of vitamin D’s most important and well-known benefits is its protective effects against bone loss and osteoporosis. A review in *The Journal of the American Osteopathic Association* emphasizes the importance of having sufficient magnesium to accompany vitamin D. According to the study’s co-author, Mohammed S. Razzaque, MBBS, Ph.D., “People are taking vitamin D supplements but don’t realize how it gets metabolized. Without magnesium, vitamin D is not really useful or safe.”

The safety issue has to do with vitamin D causing an increase in calcium levels. Without sufficient amounts of magnesium, not only does vitamin D remain stored and inactive in the body; calcium levels become elevated, increasing the risk of vascular calcification (progressively enlarging deposits of calcium mineral in the major arteries).

According to the American Heart Association, “vascular calcification is now accepted as a valuable predictor of coronary heart disease.”

Magnesium is essential for efficient calcium metabolization, reducing the calcium build-up that vitamin D causes. Dr. Guy Abraham, author of “Calcium Controversy” in the *Journal of Applied Nutrition* states, “Magnesium stimulates release of the hormone calcitonin, which drives calcium into the bones where it belongs and out of the soft tissues where it doesn’t.”

ESSENTIAL MG IS THE ANSWER

Essential Mg contains 100 mg of elemental magnesium per capsule from five highly bioavailable forms. For numerous areas in human health **Essential Mg** is the ideal way to ensure that you’re receiving optimal amounts of this all-important nutrient. EN

References available upon request



For dosage suggestions, see the article “Magnesium—The Spark of Life Mineral” on *ENW*.



“Aside from Premium Insurance Caps and EnDuro D, what other supplements can boost my immune system?”

The answer might surprise you...it's **Clear Day!** Here's why:

- Olive Leaf Extract contains two chemical compounds: oleuropein and elenolic acid—found within oleuropein. One nutritional scientist states that this dynamic duo is “the missing link that functions as an antiviral and antiretroviral agent by slowing down the organism's reproductive cycle.”
- Quercetin has antihistaminic and anti-soreness properties. It's also a potent antioxidant and a powerful protector of the lungs and cardiovascular system, with research revealing its extraordinary resistance-to-infection properties.
- Bromelain has similar anti-irritation/soreness properties to quercetin and significantly increases its absorption. Research suggests that helping alleviate bronchitis and sinusitis symptoms may be some of bromelain's most powerful effects.
- Resveratrol may possibly have the widest range of health benefits of any researched compound. According to research, “The effects of this biologically active compound on the immune system are associated with widespread health benefits for different autoimmune and chronic inflammatory diseases.”



Two Clear Day capsules twice daily provides the immune system protection your body wants and needs, all year long. **EN**

References available upon request

EN CLEAR DAY

Read more about Clear Day on page 62

Dynamic Duo



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- Online Reviewer

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SOS 5 Secrets of Success for Endurance Fueling

5 RECOVERY DONE RIGHT

FOR A BETTER PERFORMANCE TOMORROW,
RECOVER RIGHT TODAY!

HAMMER Quick Tips

SECRET #5



Consume 30–60 grams of high-quality, complex carbohydrates immediately after exercise to restore glycogen.



Whey protein isolate (not concentrate) is virtually free of lactose and fat and the best protein for recovery.



Use a 3:1 carbohydrate-to-protein ratio (found in **Recoverite**®) to decrease muscle soreness.



A full-spectrum supplement like **Premium Insurance Caps** replenishes the vitamins and minerals lost during exercise.

Know and follow the 4 Rs for superior recovery, enhanced athletic performance, and better health.

by STEVE BORN

While there are several aspects involved in improving athletic performance and overall health, we are 100% convinced that proper recovery is at the top of the list. As athletes, we sometimes focus so intently on our training and equipment that we forget about recovering properly, and that's a big mistake.

If we neglect to take the proper steps for recovery, we will never get the full value out of the time and energy we spend in training. Remember, the gains we make in our training occur during recovery, but only in the presence of adequate rest and optimal nutritional support. If we don't attend to that, we not only miss out on the benefits of our workouts, we can also create more problems for ourselves such as getting sick or injured.

Recovery after exercise is always important. Always! Adopt and follow these four Rs consistently, and your body will reward you handsomely.

1) REPLENISH

As soon as possible after your workouts—ideally within the

first 30 minutes—replenish your body with complex carbohydrates and protein (whey protein isolate, if possible). Give your body this kind of support when it's most receptive to replenishment, and here is what it will do for you:

- Store more minutes of the premium, ready-to-use fuel known as muscle glycogen
- Strengthen your immune system
- “Kickstart” the rebuilding of muscle tissue
- Diminish soreness

Recoverite® provides your body with the perfect ratio of carbohydrates to protein, along with: generous amounts of multi-beneficial L-glutamine (a whopping 3 grams per serving!); the potent antioxidant L-carnosine; the “key to insulin utilization” nutrient, chromium; and a full-spectrum electrolyte profile. The result is rapid and enhanced recovery that allows you to obtain the maximum value from workouts and preps your body for your next workout or event.

2) REHYDRATE

Although water has no real nutrient value, it's essential for performance, recovery, and health. Nearly two-thirds of our body is comprised of water, so we must drink enough of it, not just during workouts, but throughout the day. In addition to what you consume during exercise, aim for ½ fluid ounce of liquid per pound of body weight per day, mainly from clean, pure water. After a hard training session, you could be a bit dehydrated, so use non-training time to get your hydration back on track. Keep in mind that the water you use to prepare your **Recoverite** counts



toward your daily hydration goal, so if you choose to mix it with only a small amount of water (say 4–8 ounces), be sure to follow up with additional water.

3) RESUPPLY

After a tough workout or event, your body is begging for vitamins, minerals, and antioxidants. **Premium Insurance Caps** will resupply the vitamins and minerals (some antioxidants, too), and Hammer Nutrition’s arsenal of potent antioxidant supplements—including **Mito Caps**, **Super Antioxidant**, and **AO Booster**—will supply wide-ranging protection against the damaging effects of free radicals.

4) REPAIR

When you regularly push your body hard in your workouts, it can take a toll on your muscles and joints. Without adequate rest and nutritional support, you may find yourself in that inhospitable place known as “over-training syndrome,” coupled with an increased potential for getting injured.

The protein in Recoverite will help with muscle tissue repair. To further reduce aches and soreness—as well as provide your body with many more benefits—we recommend the unparalleled combination of **Hammer CBD**, **Tissue Rejuvenator**, and **EndurOmega**.

Remember, how well you recover today will greatly determine your performance tomorrow. Know, adopt, and consistently apply the 4 Rs. It’s the right way to reap all the rewards of proper recovery. **EN**

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Non Alcoholic Fatty Liver Disease

by Dr. BAYNE FRENCH MD DC

Unabridged article first published on ENW, August 11, 2021

“Regardless of your athletic proclivities, now is the time to understand optimal human eating and employ it in an enjoyably sustainable way.”

In the words of my one true idol, John Denver, “let us begin.” Begin to get under the fatty hood of a fatty liver. Begin to understand why this condition is an epidemic, increasing in prevalence, and associated with inflammation, scarring, cirrhosis, and liver cancer. And begin to understand why many “healthy” readers of this article are yourselves afflicted. Yeah, those “borderline” liver tests your medical provider glossed over are not good. Sorry.

I’ve found what’s actually going very fascinating at a cellular level and how diet not only contributes to liver fat accumulation but is the PRIMARY driver. And what dietary factors are to blame? Fatty liver and its cauldron of morbidity and mortality are inextricably linked with the consumption of sugar.

NAFLD

Nonalcoholic Fatty Liver Disease

This is the umbrella term for excessive adipose (fat)

in the liver and includes a few variants of differing severity. Many authorities today consider this the liver manifestation of the **Metabolic Syndrome**.

Simple Carbohydrate Refresher

Sugar can broadly refer to simple carbohydrates, meaning monosaccharides (single carb molecules) or disaccharides (two linked carb molecules). Sugar also can refer to a specific disaccharide called sucrose that is 50:50 glucose and fructose. Glucose is a monosaccharide, makes up 50% of table sugar sucrose, and is the sugar in our blood, metabolized by every cell in the human body. Fructose is a monosaccharide and makes up the other half of table sugar, metabolized only by the liver.

High-Fructose Corn Syrup (HFCS) is not a naturally occurring sugar. Like sucrose, HFCS combines fructose and glucose (predominantly fructose) ranging from 55/45 to 65/35.

Biochemical Geek-Out

Both fructose and glucose are metabolized in a similar multi-step manner. The significant differences reside in the first two steps. And in those steps lies the reasons for liver fat. A May 2018 *Journal of Hepatology* article describes this well:

Increased lipogenesis

This is the chemical process of fat formation. Both fructose and uric acid generated from fructose metabolism (see on next page) cause changes in enzymes resulting in the fat formation gas pedal being stomped on. Interestingly very little ingested fructose is actually incorporated into fat directly. It instead stimulates fat formation.

Impaired beta-oxidation

This is the blocking of fat burning. The same processes that turn on fat formation directly inhibit fat burning. Makes sense, right? The metabolic dial cannot point to

fat formation and fat burning at the same time. The sustainably effective management of obesity (and type 2 diabetes, NAFLD, and other metabolic diseases) hinges on the ability to slowly change where that dial points.

Uric acid formation

Fructose is the only carbohydrate that generates the formation of uric acid during metabolism. The unfortunate souls among you who have experienced the searing pain of gout know what this chemical is capable of. Aside from unbearable joint pain, uric acid directly contributes to fat formation in the liver. A 2015 meta-analysis showed that for every 1% increase in uric acid, the incidence of NAFLD increases by 3%. The gout medicine allopurinol has been shown to reduce NAFLD, liver cell death, liver inflammation, scarring, and blood fat levels (triglyceride).

Immune system activation

Fructose damages the intestinal lining. Consequential bacterial endotoxin entering our bloodstream really pisses off our immune system, contributing to liver inflammation and cirrhosis.

Reduction in resting metabolic rate

Cox et al., in 2012, published a study in the *European Journal of Clinical Nutrition* showing how fructose consumption reduced fat burning and slowed the resting metabolic rate. This combination is very favorable if developing obesity is on your life list.

“Relative caloric restriction, intermittent fasting, low carb/high fat/mindful eating is the most powerful thing you can do to stack the deck in your favor of avoiding disease and enjoying functional longevity.”

Treatment

Medications can help NAFLD. These include pioglitazone, metformin, and a class of drugs called GLP-1 agonists. These in no way are a substitute for marked dietary change, with resultant weight loss. Losing 7-10% of total body weight (Example: 200 lb. person loses 15 lbs. 15 divided by 200 x 100 equals 7.5%) pretty much always results in significant laboratory improvements.

So what does “marked dietary change” mean?

1) Dramatic reduction of sugar. Eradicating it, divorcing yourself from it, reserving it for exceptional occasions like Thanksgiving or Brian Frank’s birthday. Australian film-maker Damon Gameau ate a high-sugar diet for 60 days, chronicling the experience in “That Sugar Film,” and developed evidence of a fatty liver in only 18 days.

2) The next step is limiting all sources of carbs. The healthiest, leanest patients I see, with pristine livers, have learned how to demote starch from a staple to garnish status.

Continued on next page





Non Alcoholic Fatty Liver Disease

Continued from previous page

“Obesity, diabetes, hypertension, and cancer might seem like vastly different entities but commonly have the same distorted metabolic drivers—excessive sugar consumption.”

Athlete Example

Let’s look at some high-level rugby athletes. I know next to nothing about rugby, having grown up playing it a total of zero minutes. I’ve been beaten up by a few rugby players in college, however. It’s okay though, one of them is consequently missing half an ear. Nirengi et al., in 2018, published an observational study in *Frontiers in Endocrinology* looking at the differing rates of NAFLD in 69 elite rugby forwards and backs. They trained 6 days a week, for 3 hours. 29 control subjects were also recruited who did not play rugby and did not engage in any regular exercise. They all drank low levels of alcohol.

So who had fatty livers?

18.9% of forwards and 8.6% of backs had NAFLD. And the Average Joe control subject? 0.0% had sick livers. **WHAT?** One in five high-level rugby forwards had liver disease, even though they performed the most exercise? Indeed. They also had much higher blood fat (triglycerides), worse cholesterol profile, worse liver,

and higher overall fat mass. Exercise is generally identified as a helpful strategy for metabolic disease, including NAFLD. Why then did the rugby players have fatty livers?

Let’s look a little deeper, perhaps at, oh I don’t know, **food** maybe? The forwards ate almost 5,000 calories per day, including 735 grams of carbs. The backs ate nearly 4,000 calories per day and 520 grams of carb. Massive amounts of food and enormous carb loads daily.

Summary

The fructose in sugar and high-fructose corn syrup has a significant role in forming all NAFLD variants. The primary inciting mechanisms stimulated by fructose and its partner in crime uric acid involve the direct stimulation of fat formation (lipogenesis) and the inhibition of fat burning.

Relative caloric restriction, intermittent fasting, low carb/high fat/mindful eating is the most powerful thing you can do to stack the deck in your favor of avoiding disease and enjoying functional longevity.

Athletes...reserve the bulk of your carbs for more extensive training and competition, and do NOT fuel with simple sugar. Excessive liver fat is just one of the many faces of metabolic disease. Obesity, diabetes, hypertension, and cancer might seem like vastly different entities but commonly have the same distorted metabolic drivers—excessive sugar consumption.

Regardless of your athletic proclivities, now is the time to understand optimal human eating and employ it in an enjoyably sustainable way. Don’t expect your doctor, nutritionist, spouse, or government to provide you with sound advice. Most of them are dinosaurs. Curate for yourselves. **EN**

References available upon request

“Fatty liver and its cauldron of morbidity and mortality are inextricably linked with the consumption of sugar.”

DON'T DROP THE BALL ON YOUR HEALTH!

Read more about Fatty Liver Disease, it's causes, and remedies in our full-length article on *Endurance News Weekly*, from August 11, 2021.



Also, read more from Dr. French on a variety of topics on *Endurance News Weekly*, at hammernutrition.com



Dr. Bayne French MD DC is Hammer Nutrition's medical advisor. Along with an MD from the University of Washington, Dr. French brings over 20 years of health experience, with a focus on wellness, to the Hammer team. Dr. French currently works at Glacier Medical Associates and is double board certified in Family Medicine and Obesity Medicine. Bayne picked up obstacle course racing in 2013. He won the Masters division of the Bigfork, MT Spartan Beast (2016) and the Monterey, CA Spartan Super (2016). He competed in the Spartan World Championship Ultra Beast in 2016 and earned a 2nd place finish in his division.

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- Alex C.

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SOLUTIONS

for INSUFFICIENT RECOVERY

First published in *Endurance News*, Issue #60, 2008

by BRIAN FRANK

One of our clients posted the following question on the “Endurance List” (our online forum back in the day). Many of you responded (thank you!), but I felt compelled to offer my thoughts and advice as well.

Q: “Recently, after even a couple of days of complete rest from even short runs (6–7 miles), I find that the next time I try to go running or biking, my legs feel like lead. I have to start teaching step and spinning classes on top of my training and am very concerned that I won’t be getting the most out of my workouts and achieving my goals for getting back in decent shape for the fall. Any advice for resolving this current dilemma?”

Some athletes may suggest that some time off (no training) might be in order. While I do agree that this may be helpful, I felt this query needed more

investigation. Not all solutions to our problems can be found in a bottle, Hammer or otherwise. However, I had a suspicion that there might be dietary factors contributing to the dead legs.

I would like to touch on protein, then look at iron, B12, and folic acid, and talk briefly about free radicals and antioxidant supplementation.

PROTEIN

It sounds like protein deficiency may have been an issue in the past. This deficiency could be just the aftermath of low protein intake for several weeks or months.

During training, our protein intake recommendations are 1.4–1.7 grams of protein per kilogram of body weight, depending on your exercise volume and intensity. If you’re a 120 lb athlete, you’ll want to consume approximately 76–93 grams of protein daily; again, the amount will be dependent on the volume and intensity of training. On your days off, I

suggest you aim for at least $\frac{1}{2}$ of your body weight in grams of protein (60 grams if you weigh 120 pounds). Your protein should come from high quality food sources, supplemented with **Hammer Whey Protein** and **Recoverite®** to help you reach your daily total.

IRON DEFICIENCY / B12 and FOLIC ACID SUPPLEMENTATION

You might also check for anemia, which is common among athletes. If you’ve had blood work done in the past six months, look at your hemoglobin number to see if it’s low. With or without the number, though, the solution is simple: seek iron-rich foods (NOT iron-fortified)—spinach, beet greens, and other plant sources rich in organic iron.

Even if you are getting protein and iron, if you are not getting enough vitamin B12 and folic acid, your recovery will lag—along with your body’s ability to absorb iron effectively. Vitamin B12 can alleviate the tiredness associated with fatigue.



Additionally, B12 is required for the formation of red blood cells.

Folic acid is vital for many reasons, and is a required substance for the synthesis of heme, the iron-carrying component of the hemoglobin in red blood cells.

For these and many other reasons, we make a B12/folic acid product—**Xobaline** (pronounced Zo-buh-lean). Many years ago, Xobaline was a standalone sublingual B12 product and consequently dubbed “the cure for dead legs” because that’s what it did. The updated B12/folic acid formula is even better than the original. If you go to the “Product Detail” page for Xobaline on the Hammer Nutrition site, you’ll find even more information about its benefits.

FREE RADICALS

Free radical overload can also contribute to sluggish recovery. If you do not currently take a variety of antioxidants—especially the “key players” (beta carotene, vitamins C & E, and the minerals selenium and zinc)—that would be a good idea. All of these antioxidants can be found in one product—**Premium Insurance Caps**.

To really get the upper hand on free radical activity in your body, I’d encourage you to consider adding even more antioxidants to your intake. **Super Antioxidant** contains a unique combination of antioxidants that doesn’t duplicate the ones in Premium Insurance Caps or other Hammer Nutrition supplements. We designed this product to help protect your immune system, enhance circulation, and accelerate recovery, which sounds like just the ticket for you.

Read more about “dead legs”, and more in-depth product information at hammernutrition.com

Got other concerns? Call or go online today to chat with a friendly, knowledgeable expert who can recommend just the right combination of products. **EN**

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News Weekly



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RECOVER FASTER.”**

*“I take **Essential Mg** before going to bed to prevent heavy legs syndrome, recover from long runs, and sleep better. It works like a charm!” - Venessa P.*

- **Relieves muscle cramps**
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- **Deepens sleep**



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TALKING SUGAR SMACK

Sugar in disguise: What they aren't telling you! DON'T BE FOOLED BY ALL THE SWEET TALK

by BRIAN FRANK

As we reported back in *EN* Issue #118, January of 2020 represented a watershed moment in the battle for sugar awareness and moderation. Although the legislation that changed the beloved nutrition facts panel (NFP) to include the amount of sugar added to a serving was passed in 2016 and set for implementation on January 1, 2018, the sugar industry was able to push it back two years. They also successfully delayed implementation for companies with less than \$10M in annual revenues, until January 1, 2021.

It's not only the soft drink industry that is unhappy about providing this information, given that more and more people are waking up to the fact that a high-sugar diet is central to all of the diseases we see today. The sports nutrition industry now has a growing PR problem, which has led to some very creative marketing/messaging.

The updated NFP is now required to show three numbers for carbohydrates; total carbs, total sugar, and the amount of added sugars. For the first time,

we can easily see how much of the sugar in a serving is from naturally occurring sources and how much is coming from added sugar.

For example, the NFP for Hammer Gel® usually lists 21–23 grams of carbohydrates, 1–2 grams of sugar, and 0 grams of added sugar! Conversely, new NFP carbohydrate numbers for a soda pop would be 38–40 grams of carbs, 38–40 grams of sugar, and 38–40 grams of ADDED sugar. The line showing added sugar gives you a unique and convenient way to calculate your total daily sugar intake and see how much of that is from added sugar sources such as glucose, sucrose, fructose, high fructose syrup, etc.

Armed with this new data, you can see how much sugar you are genuinely eating daily. The World Health Organization's recommended 25 grams per day of sugar comes out to about 20 pounds per year! Keep in mind that the average American consumes 150 pounds per year, and athletes consuming sugar-based fuels during exercise and training can easily double that figure.

I know, it's scary.

Then There's The Creative Messaging

Even though many sports fuels are made primarily from sugar, these companies never use that word anymore. They say it's honey or maple syrup or "clean carbs" (whatever that is?) or dried cane juice or a half dozen other confusing words. It reminds me of an adage my dad taught me when I was young. He said, "If you see a creature that looks like a duck, walks like a duck, and quacks like a duck, it's a duck, and don't let anyone try to convince you otherwise." I'm looking at a duck, and it's all sugar.



Less pain, More gain!



“LOVE THIS PRODUCT!”

“Tissue Rejuvenator is my favorite staple for speedy recovery. It helps keep my legs running and recover in record time!” - Wendy J.

- Targets muscle soreness
- Optimizes mobility
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Nutrition Facts

26 Servings Per Container
Serving size 1.7 Tbsp (33g)

Amount per serving

Calories 90

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 30mg 1%

Total Carbohydrate 21g 8%

Dietary Fiber 0g 0%


Total Sugars 2g

Includes 0g **Added Sugars** 0%

Protein 0g

Look for the “Added Sugars” Line

“ You’ve got to read labels and become an expert in finding products with the least amount of total sugars and especially added sugars. ”

The bottom line is you’ve got to become an expert in finding products with the least amount of total sugars—especially added sugars. Sugar kills; and before it kills, it makes life a lot less enjoyable. Do your best to reduce how much sugar you consume every day, and enjoy the fantastic, life-changing benefits that a low-sugar diet guarantees. One of the easiest ways to reduce your daily sugar intake is to avoid sugar-based sports nutrition products! 

Read more about added sugars, the sugar industry’s play on consumers, and plenty of modern healthy alternatives on *Endurance News Weekly*.



KEEP HAMMERING!

Supplement Your Off-Season

by BRIAN FRANK

First published in Endurance News, Issue #8, 1994

As the racing season winds down, many of you are probably a little burned out and ready for some downtime. The big question that always comes up is; “Should I keep using my Hammer during the off-season?” I realize that it would be in the best interest of Hammer to have every customer using the products year-round. But after 34 years of serving endurance athletes, we are well prepared for the seasonality of some of our clients’ purchasing habits. So I will answer the question based on what’s best for you the athlete, not what’s best for Hammer Nutrition.

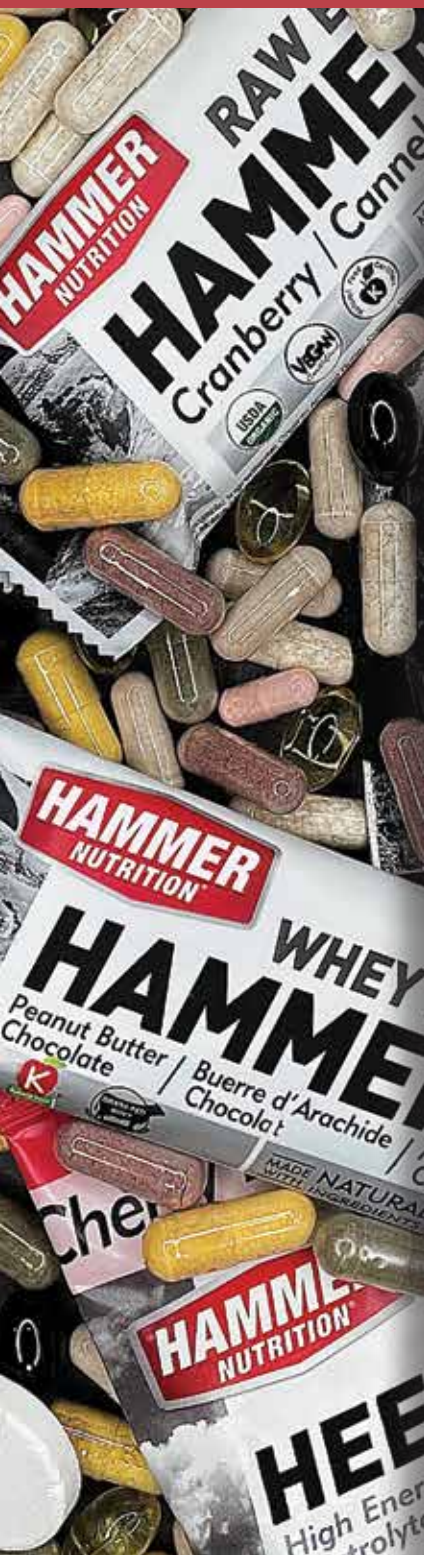
It is a common assumption that there is no point in using their Hammer products once they finish their competitive season. This misconception is most likely our own doing since Hammer’s literature emphasizes achieving peak performance, setting PRs, and other benefits associated with the competitive season. Hammer now offers a wealth of a wealth of unique products that offer significant benefits that offer significant benefits event during the off-season. A growing number of our customers are not even competitive athletes; they take Hammer products purely for health and therapeutic reasons.

While it is theoretically possible to go from maximum stress between

April and September to zero pressure from October to March, usually, the off-season means just a little less stress or simply different types of stress. Whether it is fall road racing, strength training, cross country, or alpine skiing, most of you remain very active over the winter months. On top of that, there are the holidays, cold and flu season, and so many other time demands.

According to your feedback, the benefits you enjoy the most from our products are more energy, less fatigue, and a general sense of well-being. These benefits translate into improved quality and consistency in your day-to-day training and recovery when it comes to racing. But these same benefits are equally important to all of the other stresses your body endures. And several Hammer products have robust health and therapeutic applications of their own.

Whether or not you actually “need” to continue your Hammer regimen is an individual assessment. Many athletes continue using products like **Race Caps Supreme**, **Race Day Boost**, and **Xobaline**. They simply take less of them, maybe half dosages three or four days a week and full dosages on exercise or busy days. Others will switch to different products altogether.



“According to client feedback, the off-season benefits you enjoy most are more energy, less fatigue, and a general sense of well being.”

Here is a brief list of products and suggested off-season uses:

HAMMER NUTRITION RACE CAPS SUPREME

Revitalize and rejuvenate every cell in your body with this “miracle” nutrient. This product offers too many health benefits to list.

HAMMER NUTRITION PREMIUM INSURANCE CAPS

The most economical high potency vitamin-mineral supplement, plus a complete amino acid profile. Also the freshest formula you will find, never more than six weeks out of production.

HAMMER NUTRITION CHROMEMATE


Improve insulin function, metabolism of fats, carbohydrates, and protein. Increase lean muscle mass and strength.

HAMMER NUTRITION BORON

Naturally increases hormone production, and calcium absorption. Banish brittle bones and get stronger too.

HAMMER NUTRITION XOBALINE

(Cobamamide, Coenzyme B12) Some of the benefits associated with B12 include improved concentration, memory, and balance, relieving irritability, and better utilization of fats, carbohydrates, and protein. It also accelerates protein biosynthesis, tissue regeneration, muscle growth, and red blood cell production.

For more information or a personalized fueling and supplementation plan, feel free to give us a call or hop on our Live Chat to speak with a friendly, knowledgeable advisor today! 

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“TAKE THE EDGE OFF”

“REM Caps really helps take the edge off when I’m super tired from training or an event. Just one capsule helps me sleep.”
- Jennifer T.

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- Promotes deeper, restorative sleep
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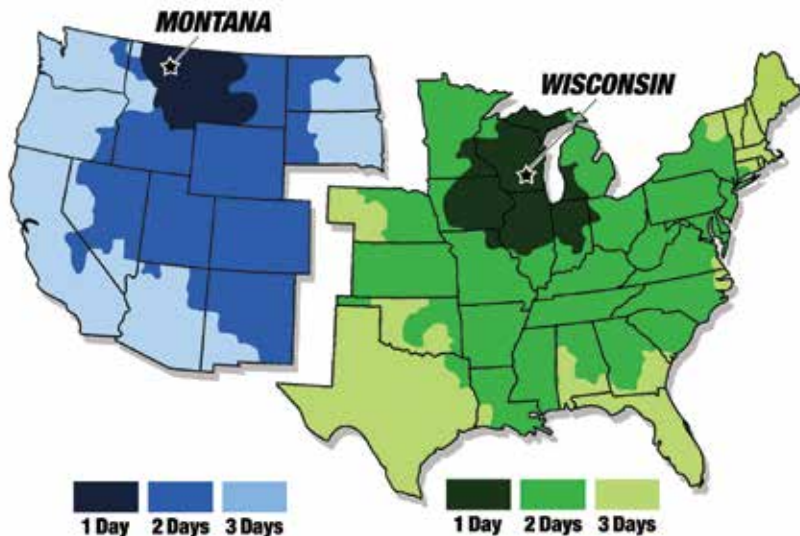


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Shopping Local	NONE!	

Subtotal	_____
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Tax	Applied at checkout
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[†] Free shipping only applies on shipments to a street address (no PO boxes) within the 48 contiguous states of the U.S.

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5

TIPS to avoid holiday weight gain

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

1. WATER WORKS

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

2. REIN IN APPETITE

Get a jump on cravings now with **Phytolean** and **ChitoLean**. They both suppress appetite and Phytolean helps to increase fat metabolism, without the use of harmful stimulants. Phytolean also contains a plant-based precursor of serotonin, which may enhance sleep quality and reduce sugar cravings. Take 1–2 capsules an hour before lunch and dinner. Use in cycles of three weeks on and one week off.

3. GO FOR COLOR

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

4. EASY ON THE WHITE STUFF

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

5. GET YOUR Zs

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

Now “weight” just a minute

Everything you need to tip the scales back in your favor!



“FEELING STRONG!”

“Thanks to Hammer, I feel great and enjoy even better recovery. I’ve lost 3 lbs. in 2 weeks and don’t feel hungry while eating less. More importantly, I’m now able to hang with the top riders in the fast pace-line.” - Bill N.

- Satisfy hunger
- Reduce cravings
- Prevent afternoon drag
- Keep metabolism steady
- Balance blood sugar levels

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Phytolean

Chromemate

Hammer CBD



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ENDURANCE

NEWS REMEMBERS EN #65

2009

September 2009 : Issue 065



Support Organic Farming

Author : Brian Frank

Some of you may have seen those green bumper stickers that say "Who's Your Farmer?" - they are all over up here in Montana. That's probably because Community Supported Agriculture (CSA) is pretty popular in the Flathead Valley. The bumper sticker is intended to get the reader to give some real thought to where the food they put on the table comes from. Did that broccoli travel 1,500 miles in a truck before you bought it at the supermarket? Did it come from a massive industrial farm that uses pesticides? Is there a local alternative like a farmers market or local producers in your area who sell direct? These are just a few of the questions that come to my mind when we shop for food for our family and issues that I believe are of vital importance to all of us for our health and yes, achieving peak athletic performance.

A few years ago, because of my interest and concern about losing access to locally grown food supplies, I registered the domain www.whosyourfarmer.com. My

intention was to create clearing house to connect with all of the CSA's (Community Supported Agriculture farms), raw dairy producers, free/grass fed meat producers in the country who were able to list their farms or whatever for free on the site. Being somewhat busy with other duties, the site went unattended. In May, I was contacted by Raymond who had the idea and the time to make it happen. I shared the url and logo for the launch of the website. List when it goes live in the table are already up and running. peruse if you are

Not more than a year ago I donated the url www.whosyourfarmer.com. I was contacted by Raymond on behalf of the Maine Organic Farmers and Gardeners Association.

Support CSA Community-Supported Agriculture

by BRIAN FRANK from *Endurance News #65*, September 2009

Some of you may have seen those green bumper stickers that say "Who's Your Farmer?"—they are all over up here in Montana. That's because Community Supported Agriculture (CSA) is pretty popular in the Flathead Valley. The bumper sticker is intended to get the reader to give some real thought to where the food they put on the table comes from. Did that broccoli travel 1,500 miles in a truck before you bought it at the supermarket? Did it come from a massive industrial farm that uses pesticides? Is there a local alternative like a farmers' market or local producers in your area who sell direct?

These are just a few of the questions that come to my mind when we shop for food for our family, and are of vital importance to all of us for our health and achieving peak athletic performance.

I'd like to encourage all of you to go to their web site and order a bumper sticker, maybe a t-shirt, and consider subscribing to their magazine or even making a donation.

www.mofga.org

To learn more, contribute, or find CSA farms and events near you, visit these and other CSA associated sites:

LocalHarvest.com

sharedlegacyfarms.com

growingasmallfarms.ces.ncsu.edu/csaguide



Read the original story in *Endurance News* at hammernutrition.com

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“GET THE GREEN GOING!”

*“Get the green going. **Phytomax** is a definite add for me especially if I don’t keep on top of my veggie intake.” - Kit H.*

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- Strengthens the body’s natural defense system
- Contains essential phytonutrients, enzymes, and minerals



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**Who's your
Farmer?**
↓↓ Support your local farmers ↓↓



by MILES FRANK

As this issue goes to print, I'm just heading back to Montana from Mike Ripley's first edition *Ring of Fire 100K* mountain bike event in Bend, OR. The opportunity to ride a brand new race in one of the longest-running and most prolific race series we've ever sponsored doesn't come along often, so I called up all my connections in central Oregon and hoped for the best.

After riding in Bend, I'll join another fantastic grassroots event, our local Whitefish Legacy Partners 50K, with a full-on course and post-race support brought to you by Hammer Nutrition. Those times I can get away from it all and spend time in nature taking deep breaths always put me on the right track

to keep moving forward.

From skinning up to the top of Big Mountain in -18 degrees and blowing wind to the green valleys of northern Utah this summer, I've felt the momentum of the seasons speed up and take us through what feels like at times breathless periods of hustle and bustle. Regardless of the location, I can only ever think of one cure to it all—oxygen, and lots of it. Literally. The best way to get away from it all is to get outside and focus on my breathing. Big breaths in, and strong exhalations—especially during periods of high training load, stress, create an environment the body really likes. Sensitive brain tissue, muscles, and internal organs all thrive when they receive extra

Miles rounds a corner during the Ring of Fire 100K. Photo: Molly Bermea / Mudslinger Events

oxygen. Many studies show that it's good for your heart and for those ever so important connections between your brain and the muscles we ask so much of. When I'm not sure what I need, I know I can focus on bettering my breathing.

It's true that simple people like simple ideas, but I've also found that the plans that sound the most simple tend to actually work out more often than not. Simple plans are also more adaptable, and what could be more simple than breathing? The more intense your life, the better it is to find time to breathe!

Continued on page 40

Recover Right with Recoverite®!



“ANOTHER GREAT POST-WORKOUT PRODUCT FROM HAMMER!”

*“I use **Recoverite** after I put in a heavy workout. It tastes great, mixes well in water and prevents soreness.” - Kevin H.*

- Restores muscle glycogen
- Reduces fatigue soreness
- Rebuilds muscle strength



- Chocolate
- Vanilla
- Strawberry
- Orange-Vanilla

Single Serving **\$3.50**
32 Servings **\$59.95**



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SHOW YOUR LIVER SOME LOVE! DRINK COFFEE!

by STEVE BORN

The liver is the largest, hardest-working organ in your body and is responsible for performing hundreds of functions that keep you healthy. Its most prominent role is to filter and help remove harmful toxins, chemicals, and bacteria in the blood, as well as everyday environmental toxins. Here are just a few of the many other functions the liver is involved with as well:

- Carbohydrate, protein, and fat metabolism
- Production of bile, which helps break down fats
- Assimilation and storage of fat-soluble vitamins such as A, D, E, and K
- Maintenance of electrolyte and water balance
- Creation of “Glucose Tolerance Factor” (GTF) from chromium. (GTF is vitally important for insulin to function correctly in regulating optimum blood sugar levels.)
- Manufacturing carnitine, the nutrient that shuttles fatty acids into the mitochondria, and is converted to ATP.

Given all of the beneficial work that the liver does, it just makes sense to protect this all-important bodily organ. One of the best things we can do? Drink coffee!

A roundtable report from *The Institute for Scientific Information on Coffee*—“Looking after the liver: coffee, caffeine and lifestyle factors”—provides some exciting information about the connection between coffee consumption and liver health, as well as the mechanisms involved in helping reduce the risk of liver disease.

“Research shows the liver may be the chief beneficiary of coffee’s powerful benefits.”

Findings highlighted in the report include the results of studies, including:


- Meta-analyses show up to a 40% decreased risk of liver cancer for coffee drinkers compared to those who do not drink coffee.

- Research from both Italy and the United States reveals a consistent association with coffee consumption and a reduced risk of cirrhosis, a complication of liver disease that involves loss of liver cells and irreversible scarring of the liver. Coffee drinkers may enjoy a lower cirrhosis risk of anywhere from 25%–75%.
- Research suggests a link between coffee consumption and risk of chronic liver disease, with an average risk reduction of 25–30% in low coffee consumers, and up to 65% in high coffee consumers.

Professor Graeme Alexander, a senior advisor to the British Liver Trust, states that “it is important that we understand how coffee, one of the most popular drinks in the world, and diet affects the disease. Research suggests that coffee may reduce the risk of liver diseases.”

Judi Rhys, Chief Executive of the British Liver Trust adds, “Liver disease is a silent killer as often there are no symptoms until it’s too late. Coffee is something that is easily accessible to everyone, and regularly drinking it—filtered, instant, or espresso—may make a difference in preventing and, in some cases, slowing down the progression of liver disease; it is an easy lifestyle choice to make.”

SUMMARY

Coffee is full of antioxidant power, as well as thousands of phytochemicals. It may take science quite a long time to find out all its benefits, but ongoing research shows that the liver might be the chief beneficiary of coffee’s powerful benefits. 53x11 Coffee anyone? 

References available upon request



Fair trade • 100% organic • Micro-batch roasted



Hammer life to the fullest—beginning with your morning cup of joe. If you've never tasted 53x11 Coffee, you'll be a fan after your first cup, guaranteed.

Each Fair Trade Certified, 100% organic 53x11 Coffee blend is micro-roasted daily to our exact specifications and delivered fresh to your door.

Join the **Coffee of the Month Club** for discounts! Visit hammernutrition.com/products/coffee

Chris Lutz stops for espresso during the Hammer-sponsored Heartland of Florida Cycling Camp. Photo: MomenTaker Photography

53x11 COFFEE..... \$13.95

All 53x11 Coffee Blends are available in 12 oz. Ground and Whole Bean bags.

THE BIG RING..... Sumatra

THE CHAIN BREAKER..... Espresso

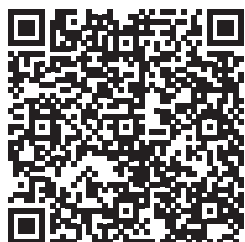
THE EARLY BREAK.... Medium Roast

THE DOWN SHIFT..... Decaf



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Vegan Cookies

INGREDIENTS

2 cups almond meal
 1/4 cup coconut oil, softened
 3 Tbsp honey
 1/4 tsp salt
 1/2 tsp baking soda
 2 tsp vanilla extract

OPTIONAL:

Dried berries and nuts of your choice

PREPARATION

Preheat oven to 350°F. Combine all ingredients except for the berries and nuts. Roll the dough into balls (about the size of meatballs), then place them on a greased cookie sheet. Top with berries and nuts and Bake 12–15 minutes. Cool cookies on a rack.

Pumpkin Soup

INGREDIENTS

1 Tbsp olive oil, ghee, or coconut oil
 2 large white onions, diced
 3 large garlic cloves, minced
 16 oz. pumpkin purée
 1/2 tsp cumin
 1/2 tsp cinnamon
 1/2 tsp turmeric
 32 oz. chicken stock or water
 Sea Salt and pepper to taste

PREPARATION

In a soup pot, heat the oil. Add the onions and garlic and sauté until lightly brown. Add pumpkin and spices, cover with stock or water, and blend. Bring to a boil and then reduce to a simmer; cook for 20 minutes. Remove from heat and let stand for 20 minutes. Carefully purée with a hand blender or food processor.

Deliciously Healthy Recipes

Roasted Vegetables

INGREDIENTS

Vegetables of your choice

Eggplant

Zucchini

Squash

Carrots

Brussels Sprouts

Parsnip

Purple Cabbage

Olive Oil

Minced garlic

Salt and pepper to taste

PREPARATION

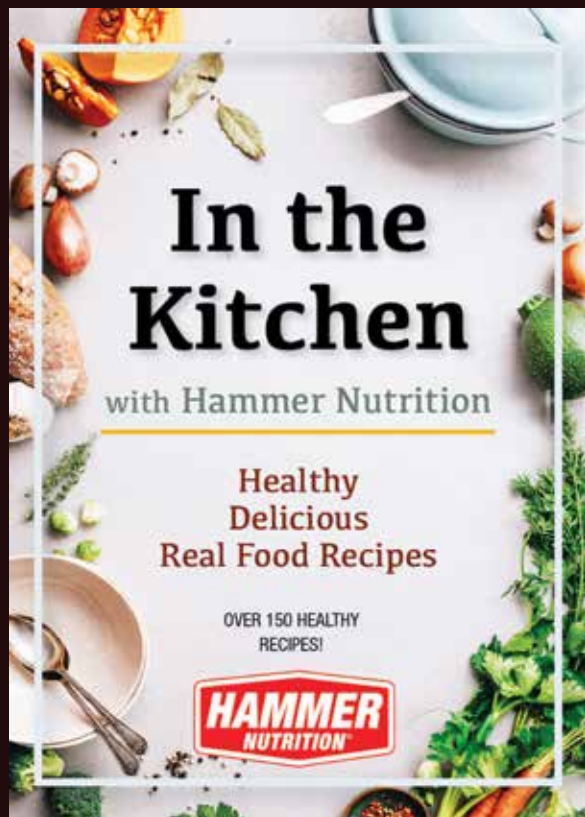
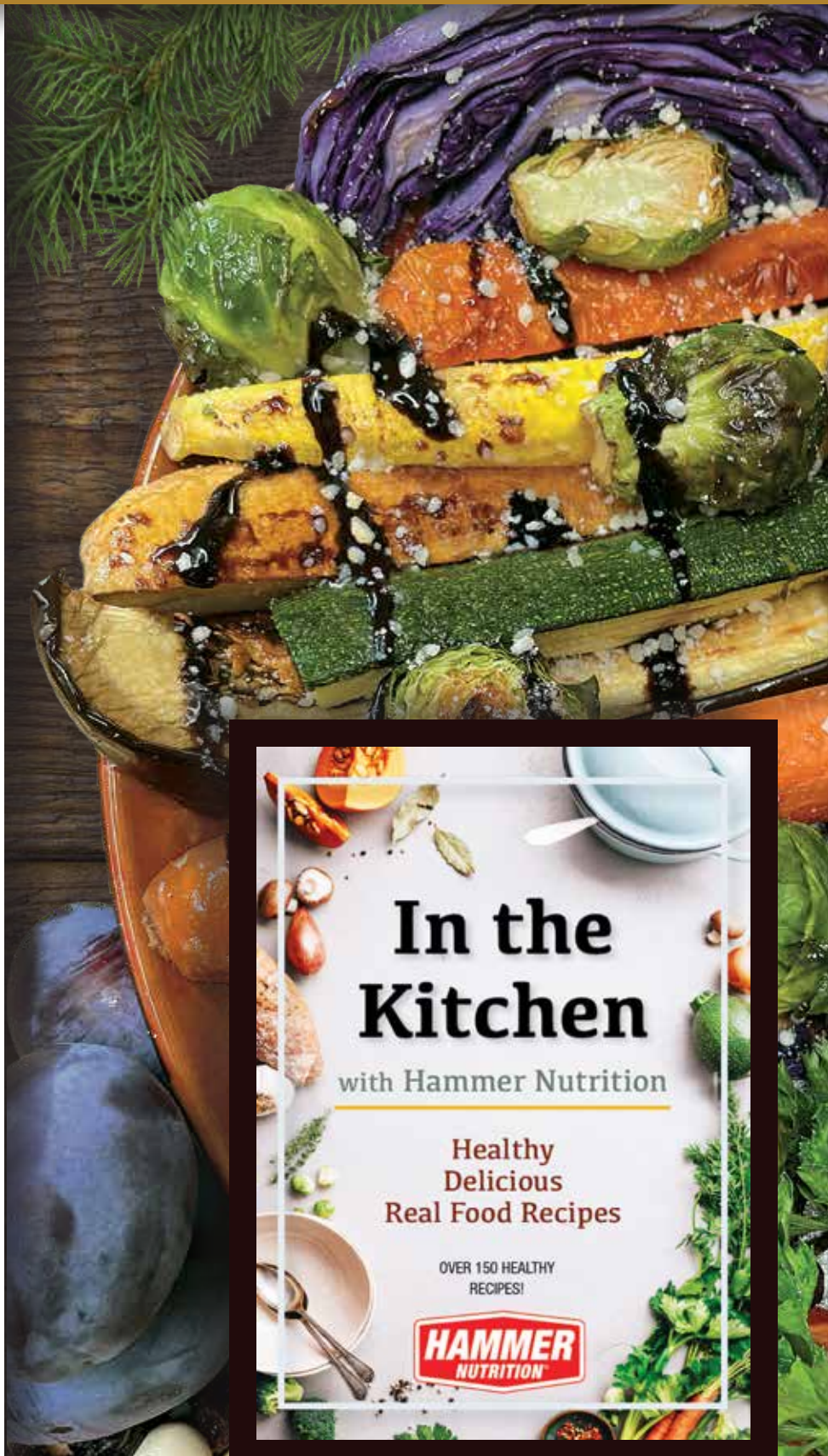
Cut root vegetables into slices, and halve the smaller vegetables such as Brussels sprouts. Arrange on a greased baking sheet in a single layer. Drizzle olive oil over the tops and season to your liking. Roast at 350° for 30–45 minutes or until soft and beginning to brown.

OPTIONAL:

Drizzle with balsamic glaze and top with Parmesan cheese.

Looking for more healthy recipes?

Download your **FREE** copy today!



THANK YOU HAMMER!

Personalized Fueling Results in a Personal Best For COURTNEY MEYET **IRONMAN Triathlete and Ultracyclist**



Hello Hammer!

I will gladly share my Hammer success story from IRONMAN Coeur d'Alene on June 27th and the National 24-Hour Challenge August 8–9, 2021.

I have only been active in training for long-course triathlon for a few years and I always struggled with nutrition. In my previous experiences with other brands, I would get bloated, sloshy, and sick. Many people told me I needed salt, to avoid water, and to stick to carb drinks and gels, but after long rides, I still became bloated and my mouth was dry. I figured maybe I wasn't using the right mix of products, the proper amounts, or my timing was wrong. For years I struggled to find the magic combination.

Dieter Dauberman introduced me to Hammer and suggested it was maltodextrin I needed, not salt and sugary goop. I ordered an Endurance Kit from Hammer and immediately liked the products. However, my IRONMAN in Coeur d'Alene was only a few weeks away!

Luckily, Hammer Headquarters was on my way to the race venue. I stopped in to pick up everything I might need. Conventional advice says you should never try something new on race day, but this race would be brutal. With temperatures into the 100s, I

knew my old nutrition would not give me a fighting chance.

When I walked into the Hammer office, Brian Frank, Hammer founder, greeted me. He graciously took time to go over every detail, teaching me how to properly fuel for the race both prior and during.

THANK YOU BRIAN!

IRONMAN Coeur d'Alene

Two days prior:

Liquid Endurance (2 oz) taken slowly over an entire day for two days in a row in my large daily drinking water bottle.

Race morning:

Oatmeal, banana, and a bottle of water with 1 **Endurolytes[®] Extreme**.

Race start:

1 packet of **Fully Charged**, and 1 **Hammer Gel[®]**.

First swim loop of race (after 1.2 miles swimming):

1 caffeinated Gel (Tropical or Espresso).

Bike (112 miles):

About 24 oz of water/hr and sipping **Perpetuem[®]** mixed with Fully Charged and Endurolytes Extreme powder. <1 serving per hour for the first 4 hours, then moving to less than half a serving for the remaining hours



Run (26.2 miles):

Endurolytes Extreme 1 capsule/hr, Perpetuem Solids 2/hr, water, a cup of ice at every aid station (1 mile apart), and grapes on course.

Due to the extreme heat, (asphalt temp was 138°!), athletes were dropping out by the dozens, and I gladly shared some Endurolytes with other athletes who were struggling. But I knew if I was faithful in my fueling and kept my core cool, I had a chance. In hindsight, there's no way I would have finished without Hammer products.

NATIONAL 24-HR CHALLENGE

Dieter talked me into signing up for the National 24-Hour Challenge, only 5 weeks later. This race consists of two loops: a day loop that is 50 miles (3 times around); and a 7.6 mile night loop. I hadn't ever trained for a ride like this and was skeptical I would not have recovered fully by then. However, to my surprise I did it easily in ~12 hours (day loops) and then the night loop which brought my mileage up to 306+ in 18 hours and 23 minutes!

I used Perpetuem from the beginning, mixed with Fully Charged, filling to the top with water and sipping every 15 minutes. Then I refilled with straight water every 25 miles, and took one Endurolytes Extreme every hour. This regimen was so easy to use on course throughout the race. I had plenty of energy to go further, but my sore bum in the saddle protested, "we're done."

I placed 2nd in my age group, winning a silver medal and was 6th overall female!

My nutrition was spot-on and I felt AMAZING!

Since then, I used this same method at a recent half-IRONMAN event, Michigan 70.3, where I improved my PB by over 30 minutes!

NO MORE bloating, wobbling, or sickness. **I feel so great now!**

Thank you so much for all the personalized help and for developing such superior products!

Best regards,

COURTNEY MEYET

SUZY DEGAZON

A truly inspiring athlete

A quote from Brian Frank, first published in Endurance News, Issue #43, 2004:

"I admit it. Suzy is one of my all-time favorite athletes to work with. And no, it's not because, via her world travels, she keeps me well stocked in some of the world's finest coffee and chocolate. It's because she's one of the most remarkable athletes, one whose story is so inspiring. Yet, in spite of her substantial success over the years, Suzy is about the humblest and most accessible person you could meet. Her naturally effervescent and joyful spirit overflows yet underneath she is, as the cliché goes, 'tough as nails.'"



Is there anything this Super Woman can't do?

Suzy has recently achieved PADI Master Instructor status. As an elite scuba diving educator, she has been doing a *lot* of diving and instruction, and she finds great satisfaction in both teaching and making even more new friends worldwide. Suzy is also a Masters swim coach, and continues her multi-sport training.

You can always spot Suzy sporting all her favorite Hammer gear and touting her favorite Hammer products. Even her 14 year old pup "Hammer", is a loyal brand ambassador.

Keep Hammering, Suzy!



Francisco Rebolledo, head of Hammer Nutrition Mexico, has worked closely with our very own Brian Frank to identify and address the needs of his clients around Mexico City, where they're headquartered.

Hard training Mexican athletes looking for an edge increasingly reach for Hammer products to fuel their training, and **Hammer Gel**, **Perpetuem**, **Endurolytes Fizz**, and

Recoverite are top favorites. Supplements like **Phytolean**, **REM Caps**, and **Vegan Tissue Rejuvenator** have been added to the Mexican product lineup in the past eighteen months.

Online sales have been key to expanding the reach of Hammer Nutrition Mexico. They offer direct client support via their 1-800 number, and also provide samples at independent bike shops and outdoor stores.

Francisco has even been able to dedicate a full-time employee as a sales representative for the retailers throughout the 31 states and the Federal District of Mexico City.

We look forward to hearing about more progress from Francisco and his team in Mexico, helping more athletes achieve their goals by fueling right and feeling great—with Hammer!

(top left) Ginjer, Francisco, and Brian during the International Distributors Summit in Whitefish, MT. Photos: Hammer Nutrition Mexico



Hammer Nutrition Mexico was on course at Ultra-Trail® de México. As the official sponsor, they supplied runners with all the fuels and supplements they needed.



South Africa



Costa Rica

Ride 2 Nowhere & Run 2 Nowhere took place in early September in McGregor, Western Cape, SA. The event is held over two days and the ride consists of two distances per day, while the run has three distance options each day. This is just one of the many awesome events that Hammer South Africa sponsors!

(above) Kerry, Neil, and Heather from Hammer Nutrition South Africa set up on course fueling at aid stations and expo'd at the event.

Hammer Costa Rica continues to grow and spread their appreciation for proper endurance fueling. They support grassroots events, racers, and now deliver directly to clients all over the country.

(above) Diana Solano, a Hammer Costa Rica sponsored athlete fueled with Hammer Gel at the Pan American Games in the Dominican Republic.



For the third year in a row, Hammer Nutrition was the sole nutrition sponsor of the Swiss Alps 100, a qualifying race for Western States 100 and the Ultra-Trail du Mont-Blanc (UTMB).

(left) Remo Thöny of Hammer Switzerland, Austria, Lichtenstein, and Germany operates the aid station in the mountain town of Niederwald, Switzerland, during the 2021 Swiss Alps 100 mi (160 km). At mile 41 (67 km) the ultra-runners stopped for Hammer Gel, HEED, and Endurolytes, keeping their legs fresh for the 32,317 ft (9,850 m) climb and a finish in under 48 hours!



FROM OUR ATHLETES

RICKY TAYLOR & FILIPE ALBUQUERQUE

#10 WAYNE TAYLOR RACING ACURA ARX-05 DPi

1st Place

IMSA SportsCar Championship at Laguna Seca

Filipe and Ricky brought their A-game to Laguna Seca, thanks in part to their Hammer fueling strategy. The twists and elevation gain of the famous track in Monterey requires full concentration—which is why Ricky and Filipe rely on the **Hammer Bomb (Fully Charged, Endurolytes® Extreme Powder, Hammer Gel®, and 4 oz water)** at pit stops. The high pace and accuracy demanded in the pits is another area of focus for the team, so the mechanics and crew fuel with **Endurolytes Fizz, Endurolytes capsules, and HEED®** fuel the mechanics and crew to keep wheel changes on time and efficient. The victory, their third of the

season, was the team's most dominant of the 2021 campaign to date. Their closest championship rivals, the No. 31 and No. 55 Mazda Motorsports DPi, finished P3 and P5 respectively. The Laguna Seca win is the 45th for their team, and with two rounds remaining, the whole team is rising to the challenge. Filipe explains Ricky's fantastic finish: "He won the race by 20 seconds. Pretty simple. The No. 10 Konica Minolta Acura ARX-05 was perfect, perfect execution, the perfect weekend for us. We had the pace, we dominated, and we took the win."



The team will conclude the 2021 season in November at Michelin Raceway Road Atlanta for the prestigious Motul Petit Le Mans. Good luck to the whole Wayne Taylor Racing Organization as they fight for the 2021 IMSA WeatherTech SportsCar Championship!

Photos: Brian Cleary



Barnes & Dallman-Weiss Finish 12th in Women's 470 at Tokyo Olympics, Narrowly Miss Medal Race

Team USA U.S. Coast Guard LT Nikole 'Nikki' Barnes and Lara Dallman-Weiss, placed consistently among the top 10 throughout much of the five-day

event, including finishing second in race 8 behind two-time gold medalist Hannah Mills and Eilidh McIntyre from Great Britain. At the end of 10 races, the two first-time Olympians narrowly missed qualifying for the final medal race. Barnes (skipper) and Dallman-Weiss (crew) were coached by Robby Bisi.

While Barnes and Dallman-Weiss were disappointed not to make the medal race, they were pleased with their progress since teaming up three years ago.

"In the 2019 World Championship we finished 30th. Then in 2021 in Vilamoura [Portugal] we finished 7th at the Worlds. The numbers [from Tokyo] don't show the full story of our team and all the hard work that has gone into it," said Barnes, in a U.S. Sailing Team press release. "Of course, we wanted to make the medal race and to be in medal contention. But I guess this is the universe's way of saying 'not this time, nice job but keep pushing.' So it's heartbreaking, but we also learned a ton and we left it all out on the water."

Nikki Barnes and Lara Dallman-Weiss both work and train hard throughout the year, especially to prep for the Tokyo Olympics.

The products they relied on for 12+ hour shifts and intense windy days on the water included **Endurolytes Extreme, Hammer Gel, HEED Cherry Bomb flavor, and Endurolytes Powder**. After the pair return to land, they mix up **Recoverite®** and take **Tissue Rejuvenator** before resting and recovering.

"Miles—your notes helped a lot! I appreciate the details when I started my heavy on land workouts again and I've been feeling great. Thanks for your advice and help!" - Nikki

RACE RECIPE

EDDIE KRAFT

Fast Fitty Gravel Road Race



Eddie finished 2nd in class at the Fast Fitty race, a 30+ mile gravel race in Michigan. In addition to a proper breakfast, he used Hammer products before, during, and after the race to put his body on the fast-track to recovery.

"I kept a Hammer Gel Flask in my back pocket to use throughout the race and this combination worked perfectly! The biggest key for me has been to fuel at set intervals throughout a race, no matter how good I may feel. If I don't, by the time I start to fade, it's already too late." - Eddie

Photo: Julie Evans

FUELING RECIPE

PRE-EVENT

Race Caps Supreme & Endurance BCAA+

DURING

Bottle #1: **2 scoops HEED Cherry Bomb**

1 scoop Fully Charged

Bottle #2: **2 Endurolytes Fizz tablets**

1 scoop Fully Charged

Plus a **Flask of Hammer Gel**

RECOVERY

Recoverite & Tissue Rejuvenator

RESULTS

2nd in Class

Leah Goldstein makes history by becoming the first woman cyclist to win Race Across America

Leah hammers up a hill on the first day of RAAM 2021. Photo: Vic Armijo



At 52 years old, on her 3rd Race Across America (RAAM) ride, Leah Goldstein became the first woman to win RAAM overall—and she fueled with Hammer the entire time.

Not only is she the first woman ever to achieve the feat, but she is also the first North American to win since 2003 and the first-ever Canadian to win overall since the race's inception in 1982. Her winning ride of RAAM—the 3,000 mile (4,800 km) endurance race—was **11 days, 3 hours, and 3 minutes** at an average speed of 11.8 mph.

This was not Goldstein's first time at RAAM. In 2011, she won the women's solo category using **Perpetuem[®]**, **Hammer Gel[®]**, and plenty of **Endurolytes[®]**—and broke the previous record by 12 hours. In 2019, she came in 2nd in the women's division and 5th overall in RAAM.

Speaking to the immense physical, mental, and organizational challenges of the race, Leah explained to the *New York Times* in 2011, "More people summit Everest than complete RAAM."

A lifelong athlete, Leah rose to be the World Kickboxing Champion in her late teens before getting the endurance bug. As a professional road racer, Leah specialized in climbing and time trials—disciplines that come in handy for cycling across the United States in less than two weeks.

People often bombard ultra-endurance athletes with questions about what they eat and drink for 100 miles or 300 miles. RAAM dwarfs those distances with 3,000 miles of cycling, including 175,000 ft of

climbing, across 12 states.

So what did it take to fuel Leah Goldstein, riding nearly 22 hours per day for 11 days straight?

- 400+ servings of Endurolytes Fizz
- 400+ capsules of Endurolytes Extreme
- 3 bottles of Vegan Tissue Rejuvenator
- 2 bottles of Liquid Endurance
- 108 Hammer Bars
- 288+ servings of Perpetuem
- 800 servings of HEED
- 96 servings of Recoverite

For years, Leah has worked closely with Hammer's fueling expert Steve Born to help create these personalized fueling plans.

"The intensity of the weather was a significant factor for this year's race," explains Leah. "Because of the heat, we only did liquids for the first few days. I couldn't stomach any solid foods. I used a lot of **HEED[®]** and Perpetuem mixes throughout the entire race. And then after a few days, we started having a few more solid foods, but very little; my diet was probably about 70% liquid to 30% solid. But you don't feel like eating, you only want to drink in the heat. Maybe later in the day as it cooled a bit, I'd have a bit of an appetite, but the temperature never really dropped below 80°F."

Leah also raves about the crew that kept her safe, fed, and watered while out on the public roads of the USA. "Every ultra-racer knows that without an awesome crew, you're not going anywhere. It's not a 'me' thing,



Leah prepping multi-hour bottles of Perpetuem.

it's a 'we' thing. And those guys never get enough kudos for what they do."

Lisa Dorian, crew member and PR for Leah talks about Hammer's crucial role:

"Hammer was a critical part of Leah's overall nutrition and hydration. With this year's race being the hottest on record, Leah drank more HEED than in past events and also relied heavily on Endurolytes Extreme throughout the entire event. Staying hydrated was the name of the game for this RAAM and Hammer certainly delivered.

We truly appreciate that you were part of Team Leah and contributed to her historical win as the first woman ever to cross the RAAM line ahead of everyone else!"



ENDURANCE NEWS

WEEKLY

Since 1993, *Endurance News* has been a leading source of vital information for endurance athletes. Every issue is rich with insightful articles to help you be healthier, fitter, and faster. Between issues, we offer great new articles online every week to keep your knowledge growing!

Meet the Authors

Brian Frank



Brian's uncompromising commitment to providing superlative customer service, unlimited free educational resources, and the highest quality, all-natural products specifically engineered for endurance athletes has allowed him to achieve his goal: helping serious endurance athletes reach their highest level of performance and health, safely and naturally.

Steve Born



Steve is an accomplished, record-holding ultra-cyclist who has over 30 years of independent research in nutritional fueling and supplementation. His experience gives him unmatched familiarity with the myriad of product choices available to athletes—and the knowledge of what actually works.

Dean Karnazes



Also known as the Ultramarathon Man, Dean Karnazes is a supremely accomplished runner, author, and speaker. His passion for helping athletes achieve their personal best in sport and life aligns with Hammer's fueling- and education-based philosophy. Dean's legendary accomplishments have been Hammer-fueled since 2008.

Dr. Bayne French MD DC



Dr. Bayne French M.D. D.C. is Hammer Nutrition's medical advisor. Along with an MD from the University of Washington, Dr. French brings over 20 years of health experience, with a focus on wellness, to the Hammer team. Dr. French currently works at Glacier Medical Associates and is double board certified in Family Medicine and Obesity Medicine.

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EN KNOWLEDGE RESEARCH

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We invite you to follow the science further for more in-depth analysis of the many topics and studies we highlight each week on *Endurance News Weekly*.

You can browse our entire ENW library of articles on the Hammer website where you will find full resources provided.

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ENDURANCE NEWS WEEKLY



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At Hammer Nutrition we've been sponsoring hundreds of events annually for over thirty years. We are experts in event support and fully understand that quality events require quality fuels.

21+ YEARS OF EVENT SPONSORSHIP AND GOING STRONG! by STEVE BORN

I started my employment with Hammer Nutrition 21.5 years ago, and aside from working with athletes to help them with their fueling and supplementation, one of my other duties was to assist Brian with sponsoring of events. Event support was (and still is) of keen interest to Brian, and not simply because he believed it to be an effective way to market the products, but also because he loved endurance sports and genuinely wanted to help the event directors and their participants have the best possible experience.

Back then, we sponsored about 50 events annually. As the years went by our event sponsorship program grew by leaps and bounds. Part of the reason was that athletes were enjoying better race results using the Hammer products that were made available at the events, but also because race directors had lots of happy participants and more finishers. The word spread between race directors: Hammer Nutrition is THE nutrition sponsor you want at your event.

We eventually got to the point of sponsoring over 2,000 events annually, but decided to pare that number down a bit so that we could more effectively provide the five-star service that race directors and their participants deserve.

After a dismal 2020, a year when event sponsorships were almost nil, we were beyond excited when the sponsorship requests for 2021 started pouring in. Live events were back and we couldn't wait to be a part of them! This year we will have sponsored close to 1,000 events, and in a wide range of endurance sports: road cycling, gravel grinders, mountain biking, OCR, endurance equestrian, long-distance swimming, paddle sports, moto sports, ultrarunning, triathlon and more. We love supporting this great range of endurance contests, and we're arguably the only company that supports such a great variety of them. This is why we can confidently say,

"At Hammer Nutrition, we support your sport!"

Some of these have been multiple event series produced by great organizations such as



These events are fully sponsored by Hammer: no bad sugars at the aid stations, no junk fuel, only the best ingredients to help you fuel right and feel great throughout the entire event!



Photos by Patricia Vo and Molly Bermea / Mudslinger Events

Mudslinger Events, the Colnago Gran Fondo National Series, the National Ultra Endurance (NUE) Series, Integrity Multisports, Epic Rides, Peninsula Adventure Sports, Calico Racing, CoachMarkWilson.com, Race Day Events, Chainbuster Racing, the Belgian Waffle Ride series, and many more. And some of these events are produced by a race director whose sole focus is to put on one event only and make it a great one...many of these are undeniably super-well-known highly-respected iconic events that have been taking place for years and years.

Some of the events we sponsor have huge participant numbers, such as the USAT Long Course National Championship (3,000), Horribly Hilly Hundreds (1,800), Spudman Triathlon (2,200), OCR World Championships (3,000), and Jingle Cross (3,500). Many other events we supported had less than 100 participants. Either way, large or small, if it was “endurance” chances are Hammer Nutrition sponsored it.

Needless to say, after all these years we still love supporting endurance events, and we’re definitely looking forward to a great 2022. **EN**

□ **Tour the Trace TT**

11.19.21
Nashville, Tennessee
tourthetrace.com

□ **The Dragon Slayer MTB Race**

11.21.21
Georgetown, Texas
bikereg.com/dragonslayer

□ **Ultraman Triathlon World Championship**

11.26.21
Kailua-Kona, Hawaii
ultramanworlds.com

□ **Extreme CX Port Angeles**

11.27.21
Port Angeles, Washington
peninsulaadventuresports.com

□ **Oxbow Ultra**

11.27.21
St. Paul, Virginia
ultrasignup.com/register.aspx?did=81251

□ **Wildwood Trail Marathons**

12.5.21
Wildwood, Missouri
wildwoodtrailmarathon.weebly.com

□ **Dawn to Dusk 12 hr Enduro**

12.11.21
Fort McDowell, Arizona
ziarides.com/event/dawn-to-dusk-az

□ **Teton Ridge Classic Nordic Races**

1.8.22
Alta, Wyoming
tetonridgeclassic.com

□ **Grand Master Ultras**

2.11.22
Littlefield, Arizona
grandmasterultras.com

CONTINUED ARTICLES



ENJOY FEWER SICK DAYS

by STEVE BORN

Continued from page 8

- Avoid packaged, processed foods and junk foods at all times.
- Consume low-sodium, minimal-to-no simple sugars (glucose, sucrose, fructose, etc.), and no artificial sweeteners, colors, flavors, or preservatives.

Still, as vitally important as consuming the healthiest diet is, research shows that food alone does not supply all the micronutrients we need to prevent deficiency, let alone achieve optimal health. We must supplement.

Regardless of age, activity level, or dietary habits, every person will benefit significantly from the daily use of **Premium Insurance Caps**. Our potent multivitamin and mineral supplement contains Optimum Daily Intake amounts (not the bare-bones-minimum Recommended Daily Allowance or Daily Value amounts) of highly absorbable vitamins, minerals, and essential auxiliary nutrients. Hammer Nutrition specifically formulates Premium Insurance Caps to fill in the gaps left by the modern diet. A few daily doses of two or more capsules are a surefire way to

ensure that you have what you need to thrive this fall, winter, and all year long! EN

References available upon request



OLDER, WISER, & STRONGER

by DEAN KARNAZES

Continued from page 10

Hammer Nutrition's new Enduro D softgels are my go-to because they supply both vitamin D₃ (the sun-derived and most effective) and vitamin K₂ in an ideal ratio. As an avid outdoor athlete, I never would have suspected low vitamin D levels.

But using a testing service called InsideTracker, I discovered that I'm vitamin D deficient. Exposure to sunlight isn't enough as we get older. EnDuro D has been a godsend for many of my friends and me.

Lastly, omega-3 fatty acids are mostly known for supporting cardiovascular health and enhancing muscle size and growth. And there's nothing fishy about that! Here again, quality matters. Since there are many ways to extract fish oil, the purity of the product makes a big difference. Hammer Nutrition's EnduroOmega is a highly refined purified and concentrated fish oil with a proprietary antioxidant blend of vitamin E, rosemary, and vitamin C, which act as powerful natural preservatives

to maintain potency. Never compromise with a lesser-quality product when it comes to omega-3s (or any supplement, for that matter).

In closing, there's plenty of truth to the saying, "use it or lose it." As we age, adjusting our level of exercise is vital to prevent muscle loss. Hopefully, the suggestions I've provided can become a lifestyle modification that makes exercise, supplementation, and diet part of your daily routine. Health is wealth, so do all you can to protect your most important asset, you. EN



TIME TO BREATHE

by MILES FRANK

Continued from page 40

Another recent day that made me breathe a LOT was the nearly ten thousand feet of climbing that made up another grassroots race sponsored by Hammer. Summer started with Cameron Sanders (AKA the Renaissance Cyclist) and his deviously laid out trek through Oregon's slice of the Great Basin, an extraordinary event called Skull Gravel, featuring 30, 60, and 120-mile races. The graciousness of the hosts in Hearney County and the tenaciousness of the participants made me incredibly grateful that they asked us to sponsor

their event this year. Big days out in nature are key to staying in the zone. It's both inspiring and refreshing to (once again) see and work with a tight-knit community of endurance nuts that eat, sleep, and breathe endurance, as well as all the characters and competitors that happen to show up along the way. **EN**



Miles Frank in recovery mode at Skull Gravel 120. Photo: @renaissance.cyclist

EN FROM OUR ATHLETES



LISA WAWRZYNOWSKI

1st AG - Beast
Spartan US National Series West Virginia

Lisa fuels her OCR competitions with **HEED**, **Fully Charged**, and **Endurolytes Fizz**, and recovers with **Vegan Tissue Rejuvenator** and **Chocolate Hammer PHOOD**.

"It was a tight race for us all, but I'm really happy to pull off first place AG in a Beast!" - Lisa

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Four Pillars for Health and Wellness

First published in *Endurance News*, Issue #122, 2020

PEAK PERFORMANCE AND SUPREME HEALTH START HERE!

We've been helping people achieve peak performance and maximum health for over 34 years. While countless diets have come and gone, our recommendations for staying healthy and consuming a good diet have remained constant.

The basis of everything we do is diet because what you eat affects everything in your life. Eating a healthy diet with plenty of locally-grown, organic whole goods, very little sugar, low salt, and a robust supplement regimen will help you achieve optimum diet and nutrition. Here are our four ways to stay healthy.

1



AVOID SUGAR

Brian Frank often appropriately calls out sugar as the heinous, evil substance that it truly is. "Sugar," he adds, "is the devil!" For as long as there has been a Hammer Nutrition, our position has always been to limit—and we mean e-x-t-r-e-m-e-l-y limit—the amount of sugar you consume. The adverse health issues associated with sugar are far too many to list here, but some of the most serious are heart disease, type 2 diabetes, and several cancers.

2



SUPPLEMENT

If you want to look, feel, and perform your best, the first step is always a diet dominated by nutrient-dense whole foods. However, diet alone will no longer suffice. The main reason to eat whole foods is for their health-benefiting phytonutrients—but to obtain ideal amounts of vitamins and minerals, you must supplement. If you want to achieve your best performances in exercise sessions and events—and, even more importantly, enjoy optimal health—then daily supplementation is a necessity, not an option.

One of our *ENW* articles, "The Balanced Diet Myth and the Case for Supplementation," includes the following statement from Dr. Bruce Ames: "Inadequate dietary intakes of vitamins and minerals are widespread, most likely due to excessive consumption of energy-rich, micronutrient-poor, refined food. Inadequate intakes may result in chronic metabolic disruption, including mitochondrial decay."

So, consume an optimal diet as consistently as possible and augment that with sufficient amounts of vitamins, minerals, antioxidants, and auxiliary/complementary nutrients. This is the best way to more completely cover all your nutritional bases, allowing you to achieve higher-quality workouts, better results in your events, and, most importantly, superior health.

Sound advice with proven results for over 34 years

3



LIMIT SODIUM

Excess sodium—via processed foods, salting your food, etc.—may not be the devil, but it's darn close. Sodium is, of course, vital for health. However, far too many of us (9 out of 10 Americans, according to the American Heart Association) are consuming too much. The Daily Value for sodium for adults is 2,300 mg, with the AHA recommending an even lower, 1,500 mg/day amount. Unfortunately, the average intake is 3,400 mg daily, an amount that's more than double the AHA's recommendation.

Younger people are also consuming too much.

- The average intake for 6–10 years old is 2,900 mg per day
- The average intake for 14–18 years old is 3,700 mg per day

Clearly, we are all consuming too much sodium, and it not only negatively affects our athletic performance but also has serious health consequences. “Sodium—The Real Villain” (pages 40-41 in *Endurance News* #121), provides the sobering facts. One eye-opening finding from the research in that should make you take action:

The researchers found that nearly 58,000 cardiovascular deaths each year in the United States are due to more than 2 grams daily sodium consumption.

Too much sodium is a killer, and reducing your risk of life-threatening health consequences can only happen by lowering the amount of sodium in your diet.

4



EAT LOCALLY GROWN ORGANIC WHOLE FOODS

No one can fulfill nutritional needs from diet alone, but:

1. Consistent consumption of the best diet possible must be the top priority, ahead of supplementation.
2. Choosing and consuming locally grown, organic foods as much as possible is vital.

The primary reason to eat a variety of fresh fruits and vegetables is NOT for their vitamin and mineral content, but for the nearly countless health-benefiting phytochemicals that only they can provide. One example is a naturally-occurring flavonoid found in various fruits (mainly strawberries) called fisetin. Research has shown that fisetin has strong antioxidant properties (which helps neutralize the negative effects of free radicals) and appears to have numerous other health-boosting properties. Your best opportunity to give your body adequate amounts of fisetin is to eat whole strawberries and other fisetin-containing foods. Ditto for every other fruit and vegetable; you can only obtain the many health-benefiting nutrients they contain by eating them.

And locally grown, organic foods are picked at their peak ripeness, and have a shorter time from harvest to your consumption of them. That means higher amounts of that food's beneficial content for your body. Conventionally grown food, often harvested early to allow for shipment and distribution to stores is almost always lower in nutrients. Additionally, most (if not all) local growers adopt organic growing practices, which produces clean pure, clean food free of pesticides, herbicides, or other chemicals. EN

CLEAR DAY

Insight for healthy living

by STEVE BORN



Protect yourself against colds and flu with **CLEAR DAY** No, that's not a typo!

Hammer Nutrition's Clear Day product—though primarily known for helping to protect you from allergy occurrences and alleviating allergy symptoms—contains four nutrients that many nutritional experts consider to be immune system “superstars.”

1. Olive Leaf Extract is one of the most potent antioxidants known, with an astounding oxygen radical absorbance capacity (ORAC) value of 7,608. Its main component is a chemical compound called oleuropein (pronounced oh-lee-OR-oh-peen), with another chemical compound—elenolic acid—found within oleuropein. This dynamic combination has been shown to have a number of beneficial properties for the immune system. Regarding olive leaf extract's powerful effects, Dr. Lisa Weinrib states, “It's the missing link that functions as an antiviral and antiretroviral agent by slowing down the organism's reproductive cycle. A slowdown...allows the patient's immune system to go on the attack.”

“...the Clear Day formula may very well be the most powerful immune system-boosting protection you can find.”


2. Quercetin (pronounced KWAIR-ceh-tin) is a compound that occurs in a variety of fruits and vegetables. In addition to its antihistaminic properties, quercetin is well known for its beneficial effects against aches and soreness, which is why it's in Tissue Rejuvenator and Vegan Tissue Rejuvenator. It's a potent antioxidant and powerful protector of the lungs and cardiovascular system, and research reveals it has extraordinary properties for resisting infection.

BREATHE EASY

3. Bromelain (pronounced BRO-muh-lane), derived from pineapples, is the perfect complement to quercetin, as it has similar anti-irritation/soreness properties and significantly increases the absorption of quercetin. Research suggests that helping alleviate bronchitis and sinusitis symptoms may be some of bromelain's most powerful effects.

4. Resveratrol (pronounced rez-VAIR-ruh-trahl), found in red grape skins, berries, and the Japanese Knotweed plant, is one of the most studied compounds to date and may have the widest range of health benefits of any researched compound.

Its antioxidant and immune system-boosting properties are without peer. According to research, "The effects of this biologically active compound on the immune system are associated with widespread health benefits for different autoimmune and chronic inflammatory diseases."

“**Two Clear Day capsules twice daily provide the immune system protection your body wants and needs!**” 

When allergy season is here, you'll find no better ally than Clear Day. But why limit its use to just that specific time of year? The multi-beneficial nutrient quartet that makes up the Clear Day formula may very well be the most powerful immune system-boosting protection you can find. Two Clear Day capsules twice daily provide the immune system protection your body wants and needs! EN

References available upon request

No side effects, just relief!



“NOT JUST SEASONAL”

*“Knowing that Hammer really does the “science,” I had a good feeling **Clear Day** would be helpful...Sneezing attacks and congestion in the middle of the night...gone! Great product, and great relief.”*

- Gregory H

- **Reduces seasonal sensitivity symptoms**
- **All natural ingredients**



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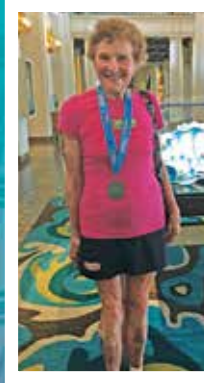
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GOOD GOLLY



MISS MOLLY

“MONTANA MOLLY” HAYES
1932 - 2021



Hammer Nutrition and the competitive sports universe celebrate the life and inspiration of our dear friend and most loyal supporter, Molly Hayes. Molly was the definition of an endurance athlete, with a charitable giving spirit, and award-winning attitude. We at Hammer are humbled to have always seen her sporting her favorite Hammer gear and promoting our shared values with fellow athletes. We always looked forward to receiving her calls and many kind notes, letters, and photos over the years. More often than not, she would call just for a friendly chat and to place orders for others, rather than herself. We are honored to have known you Molly, and will be forever inspired by your determination, your selfless deeds, and winning smile!



KEEP HAMMERING MOLLY!



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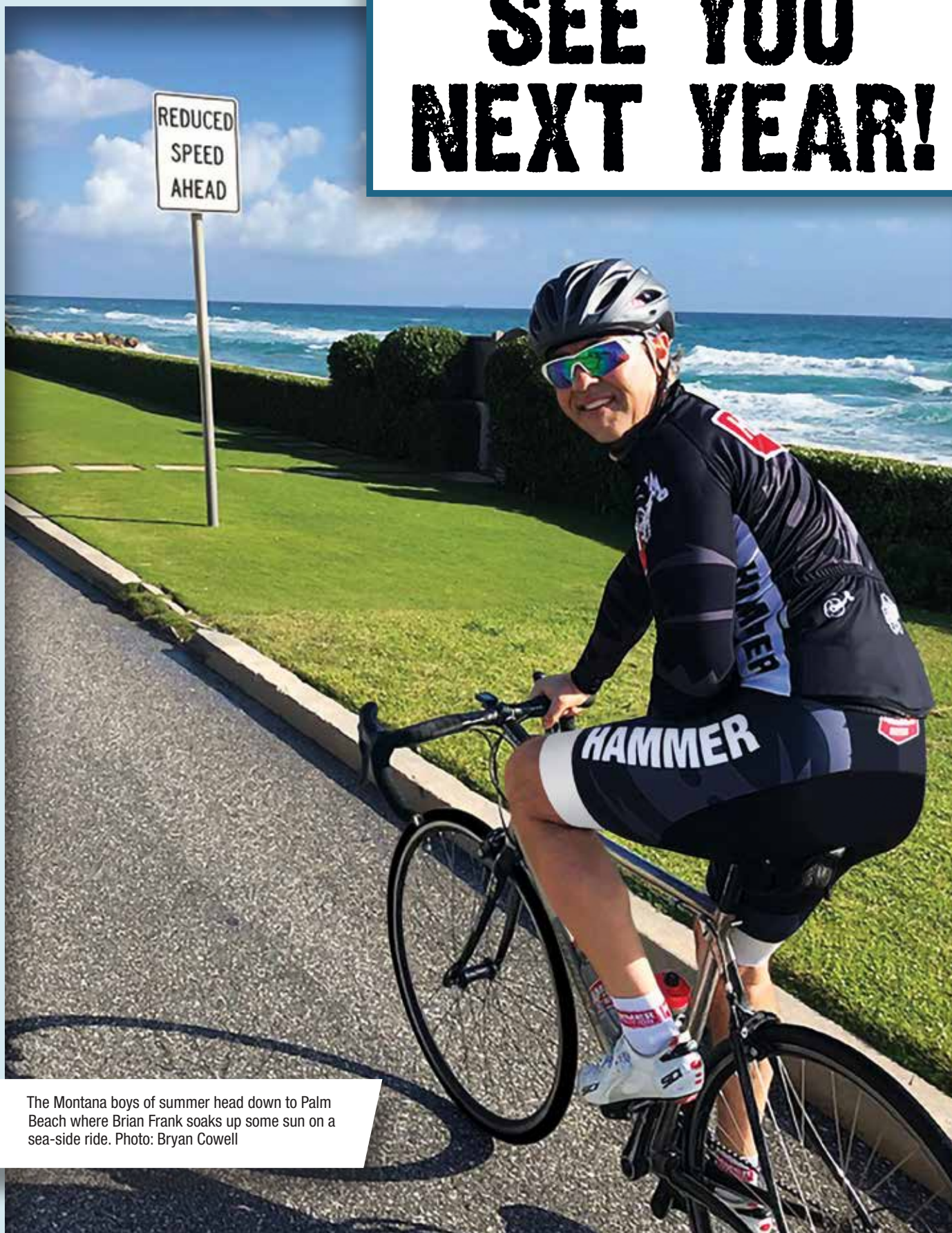
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LIVE CHAT at hammernutrition.com to speak with one of our friendly, knowledgeable experts for all the support you need.



**You have the will.
We have the way.**

SEE YOU NEXT YEAR!



The Montana boys of summer head down to Palm Beach where Brian Frank soaks up some sun on a sea-side ride. Photo: Bryan Cowell

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Friends don't let friends overpay for CBD!

Start referring your family and friends today. Our generous Referral Reward program is ideal for introducing all of your friends and family to the amazing benefits of CBD and getting some nice Hammer Bucks in your account. They get 15% off their first order, and you get a 25% credit to your account.

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