

ENDURANCE

BY HAMMER NUTRITION

#130 June/July 2022

\$4.99 US / \$5.99 CAN

NEWS

35

1987-2022

YEARS OF ENDURANCE

HAMMER
NUTRITION®

IN THIS ISSUE

HAMMER NUTRITION TURNS 35!

Join us as we celebrate and give thanks

EVENTS

Read how Hammer is making a difference

OUR ATHLETES

Over the decades and into the future

PLUS

- HEART-HEALTHY COFFEE
- CALLING OUT THE FACTS ON FATS
- SUPPLEMENTING AT ALTITUDE





DEAN KARNAZES

“If you’re smiling at the beginning and the end of a 100 mile race, you did it right!”

Dean navigates the trails along the Patagonian mountain tops. Patagonia Run 2022

Photos courtesy of @Patagonia_run

@fotosdeaventura

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.



Brian Frank circa 2000, sets out to build Hammer HQ in Whitefish, MT.

Welcome to the 130th issue of Endurance News!

Summer is here, the racing is heating up and we are continuing to celebrate the 35th year of this adventure and the 30th year of this publication. Those numbers do not get less impressive the more I hear them and I am continually reminded that you've made it all possible. It's your collective support and encouragement that has fueled my passion all these years and continues to bring a smile to my face, and occasionally a tear to my eye. For allowing me this privilege, I thank you from the bottom of my heart!

The stories in the following pages by my longtime friends Bill Riley, Tony Schiller, Jeff Cuddeback, Mike Llerandi, and Jeff Ward (and any I missed) are amazing, but they are just

BEING FRANK

A WORD FROM BRIAN FRANK

Owner and Founder of Hammer Nutrition

HAMMER NUTRITION TURNS 35 !

no less notable to me than the stories from clients like you that we get so often. I'd love to hear your story too and I'm not just saying that to be nice. It's these stories from clients just like you that come in via phone, email, live chat, social media and even hand written, with pictures that lift my spirits and make me want to keep keeping on every day.

Your encouragement also massively helps me to counter the daily struggles of the new paradigm in which we live. Of course, I'm talking about labor shortages, supply chain complications, prices going up and up, freight and shipping increases, and endless delays on everything.

Besides stories of how our products, people and education have helped them, people often ask me how I've dealt with the stress and pressures of running this business for the past 35 years, especially since 2020. It's a good question and one I probably should have gotten ahead of a couple of decades ago.

But, the second-best time to plant a tree is today.

I had studied stoicism some in high school and college, but had not pursued it until a few years ago. A good friend recommended *The Obstacle is the Way* by Ryan Holiday. The cover says it's "The timeless art of turning trials into triumphs". I've had plenty of trials, and not the fun kind on motorcycles or bicycles, and this book really, I mean really resonates with me. Since reading it the first time in 2018, I've never even thought about asking the question "why is this happening to me" or wondering when I'll reach those dreams of calm, blue waters, which never seem to last for more than a moment. The obstacle is the way – I embrace it and run to it now. That's what life's about.

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Brian Frank



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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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Join Us! as Hammer Celebrates 35 Years in business

Read more on pages 6, 14, and 44

On the cover: Avalanche Lake in Glacier national Park. Photo: Jacob W. Frank, NPS



Recovery is of course important, but even more so after your toughest workouts. Read more on page 12.

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June / July 2022

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There is seemingly nothing Jeff Ward can't do! Jeff's been Hammering since 1988. Check out his impressive stack of winning credentials. Read more on page 38.



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Hammer is proud to sponsor and partner with so many event classics. Don't miss out - register today! Read more on page 56.

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1987-2022

YEARS OF ENDURANCE

HAMMER NUTRITION



Brian buys his first road bike in 1986



Brian starts his business out of his apartment in San Francisco



Second office location in 1991

E-CAPS™



Hammer HQ - 600 sqft garage in Whitefish, MT. Apr-Dec 2000



First GEL logo



Drone shot of Hammer HQ today

First E-CAPS logo



HQ Building A is underway. Sept-Oct 2001



Friends and Family join in for HQ ground breaking day



Brian helps install the new Hammer sign - 2001

1987



1988



1992



1995



- **1987** Hansen & Frank launches 1st CoQ10
- **1990** Company renamed E-Caps
- **1992** First issue of *Endurance News*
- **1995** Company moves to Whitefish, MT
- **2000** New Hammer HQ Building is built
- **2004** Hammer expanded warehouse built
- **2006** E-Caps name is retired
- **2007** Hammer adds client # 100,000
- **2009** Hammer SOS book passes 500K downloads
- **2015** National central distribution center opens
- **2016** *Endurance News* Issue #100
- **2018** Hammer CBD launches
- **2020** Hammer introduces a slew of new products
- **2022** Hammer's 35th Anniversary in business



Today Hammer boasts over 30 employees with representation in 25 countries. We thank you for all of your support & look forward to serving you every day!
- Keep Hammering!

“How did you get started in business?”

It's a story about a unique point in time in 1987, my unique background, and the variety of influences that led me to start this business and grow it steadily since then. Three decades of relentless hard work and dedication have taken me from those humble beginnings to what you see today.

In 1986, I decided to drop out of college, abandoning my plan to work in international trade, to become an entrepreneur.

In 1987, with the support and encouragement of my late father, Gerry S. Frank, DC, I launched **E-Caps**, a line of nutritional supplements specifically designed for the unique requirements of endurance athletes. Our first product was a single-ingredient, high-potency CoQ10 supplement. That was followed a few months later by **Race Caps** and **Enduro Caps** - now combined, updated, and enhanced as the product known as **Race Caps Supreme**.

1995 was another big year for me.

I began to introduce **Hammer Nutrition Endurance Fuels** to the existing line of endurance supplements and performance enhancers, then known as E-Caps. I also moved my family and the business to Whitefish, Montana. At that time, the business consisted of just me and one full-time employee. In 2020, the Hammer Nutrition team includes a staff of over 30 at our Whitefish Headquarters.

Read the full creation story online at hammernutrition.com



EAT HEALTHY AND SAVE BIG!



by BRIAN FRANK

Think that gas station burrito is the cheapest thing you can find for dinner? Think again!

The work day is done, maybe you get in a ride or a quick run, you're on your way home and pull in to top off on gas. Given the price of gas these days you dig between the seats for change or pray to the Debit Saints that your card works. You figure the best bet for a quick bite is to pop in and grab whatever is left on the shelf because after all, you're too tired now anyway to actually cook.

Wait! Don't blow it!

We get it - with prices going up on seemingly everything these days, our pockets are the first to feel the pinch. Add in longer work hours plus fitting in time

to train, yep that cellophane-wrapped smashed cold mystery meat sandwich for a buck or two somehow starts looking like a logical choice.

Have you wandered into the produce section at your local market lately?

Veggies. Are. Cheap.

Stock up and put that spare change toward your next adventure instead!

Eating healthy costs way less than you might suspect.

As for time and effort, think of it this way: as an endurance athlete, if you can run or pedal for hours at a time - we're pretty sure you can manage five minutes chopping a carrot.

We've done some of our own independent comparison shopping, to give you an idea how simple substitutions in the fridge, can keep you on track, eating as well as you should, while saving you some serious coin! (*local market prices will vary of course)

Additionally, compare costs on a calorie-to-calorie basis and see if going off the rails was worth it, both nutritionally and economically. (Heres' a hint: YIKES!)

Then there's taste.

Ok, not going to lie, my one Culinary Kryptonite weakness in the whole world is a giant jalapeno cheese corndog!

However, there's just no flavor comparison between soggy, overly salted, fast food french fries, verses crisp roasted rutabaga 'fries' with garlic parm, pepper, and sea salt, with a little Siracha for dipping. Yummo! Minimal prep for Maximum taste payoff.

Next time you think you're doing your bank account a favor by pinching a penny at the neighborhood tomaine taco truck, pinch *yourself* and load up on fresh, deliciously satisfying, easy and inexpensive healthy food to stay on course.

Bon Appetito! - Brian Frank 



HAMMER FAST FACT

HQ has spaces for 52 cars, 12 bikes, and hundreds of running shoes.

organic
ZOODLES

CALORIES 17

\$0.80 serving

dine out
PASTA

CALORIES 230

\$14.00 serving

parm
CRISPS

CALORIES 60

\$1.67 serving

potato
CHIPS

CALORIES 220

\$2.00 serving

roasted
EDAMAME

CALORIES 85

\$0.70 serving

pop
CORN

CALORIES 230

\$0.80 serving

root
FRIES

CALORIES 85

\$1.30 serving

french
FRIES

CALORIES 490

\$5.00 serving

turkey
BURGER

CALORIES 193

\$2.00 serving

dine-out
BURGER

CALORIES 677

\$12.00 serving



**SEE PG. 44 FOR EASY,
DELICIOUS RECIPE IDEAS**

HAMMER CBD

Now in Full-Spectrum



- Deepens quality of sleep
- Provides superior mood support
- Heightens overall tranquility

Oil Tinctures starting at **\$59.95**
Softgels starting at **\$12.95**



"I use Hammer CBD before bedtime to help me sleep. It works magically, for a peaceful, restful night!" - Thomas H.

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EVENTS

THE HAMMER WAY

“Everyone is a client and it’s our job to help them in any way we can. Hail to the race directors! They are the unsung heroes of our universe.” - Brian Frank

As 2022 heralds the return of in person, mass participation events, I thought this would be a good time to shed some light on this hugely important program, my guiding philosophy behind it, the immense resources required to pull it off, and why we do it! I’m sure you understand the general idea behind event sponsorship, but there’s a lot more to it when it’s done my way, the Hammer way!

I’ll start by saying all hail and total respect to the altruistic, kind hearted race directors who put on the B, C and D events that we all rely on to fill out calendars and prepare for our “A” races. They are the unsung heroes of our universe! It’s my pleasure to support them as they work tirelessly to create these awesome events. In 2022, we expect to sponsor over 900 events, mostly under 300 participants each. This does not include hundreds of similar events in two dozen foreign countries. It’s a huge

undertaking, but it’s for a worthy cause and ends up being one of our primary means of new client acquisition, along with referrals from clients like you. Win, Win, Win.

For most nutrition companies, it’s about maximizing ROI and minimizing investment, whatever that means, according to their marketing consultants. In practice, it means sponsoring as few events as possible, or none at all, writing a check to get logo placement, make the RD feel like they are pest and have to hound them to get product in time for the event, maybe, and call it a day. At least this is what we hear too regularly from frantic RD’s whose event is just around the corner when they ask us if we can help, and we always do if it’s at all possible. That’s how more than a few of our event relationships start and end up being long term.

It’s likely because when we set out to sponsor an event, our mission is to help the race

director pull off an awesome event that everyone enjoys participating, they will want to keep putting on year after year and more people will come and enjoy the experience!

I can tell you from being a race director myself, it’s no easy feat, nor is it a get rich quick scheme! These special people are motivated by something else and I love to honor that. Calculating their time for the remuneration they receive, most are working for \$.50 cents and hour or less, I would venture to guess.

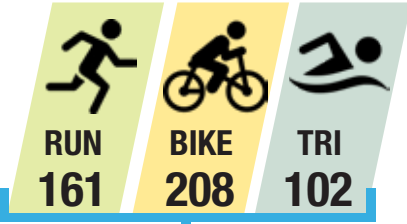
As I am prone to reminding anyone who will listen— In my world, everyone is a client, and it’s our job to help them in any way we can! They may look different, but my goal is always the same: Help first and freely, if benefits come to us at some point down the road, even better. Sounds all warm and fuzzy, and it is, but it’s also a really fun way to do business when you don’t have to answer to bankers or shareholders.

Continued on page 64



2021

TOTAL EVENTS



TOTAL PARTICIPANTS
181,890



RACE BAGS
181,890



HEED
96,000



CUPS
37,800

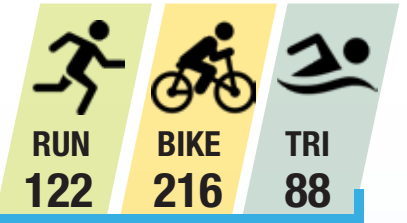


FIZZ
140,000



2022

EVENTS TO DATE



TOTAL PARTICIPANTS
136,000



RACE BAGS
219,000



HEED
96,000



CUPS
32,400



GELS
104,000



FIZZ
148,000

UPCOMING EVENTS

- THE TEVIS CUP**
7/16/22
TAHOE, CA
teviscup.org
- GRAND FONDO NTL. SERIES**
7/17/22
ASHEVILLE, NC
grandfondonationalseries.com
- TOUR DA YOOP**
7/29/22
MANISTIQUE, MI
tourdayoopeh.com
- LAST CHANCE GRAVELER**
9/11/22
Helena, MT
lastchancegraveler.com
- CASSADAGA MAN**
9/23/22
CASSADAGA, NY
coachmarkwilson.com/events
- OCR WORLD**
9/22/22
STRATON MTN RESORT, VT
ocrworldchampionships.com
- TOUGHMAN US TRIATHLON**
9/24/22
STONY POINT, NY
toughmantri.com

6 RECOVERY PRODUCTS FOR YOUR TOUGHEST WORKOUTS



Jeannie Phillips gets the job done at the Mt. Diablo ride. Photo: Brian Fessenden

Recovering thoroughly between ALL your workouts—even the easier ones—is undeniably important. But what about those ridiculously hard workouts? The ones where you tell yourself “Oh, am I going to be sore tomorrow. So sore, in fact, that I doubt I’ll be able to function.” After those kinds of training sessions, do you simply resign yourself to the possibility that even getting out of bed may be difficult? It doesn’t have to be that way! Apply these steps and I’m betting you’ll wake up the next day feeling a whole lot better than you ever thought you would!

1 RECOVERITE

Consume a double serving (4 scoops) of **Recoverite®** or **Organic Vegan Recoverite** right away after the workout’s done. After a grueling training session, you may find that you’re just too tired to whip up a high-quality “sit down” meal, and that your stomach really isn’t ready for solid food anyway, at least not for a couple hours. You still have to “refill the tank,” especially after such a brute of a workout, and that’s where a double serving of Recoverite or Organic Vegan Recoverite is in order. Your body will receive, and soak up, a most-generous 66 grams of complex carbs, 20 grams of whey protein isolate, and 6 grams of glutamine. Recovery has now begun in superb fashion!

“Apply these steps today, and wake up better tomorrow!”

2 MAGNESIUM

Take 1-2 capsules of **Essential Mg** + 1 capsule of **Chromemate** with your Recoverite. An Essential Mg/Chromemate combination is an inexpensive, yet powerful way to enhance glycogen synthesis and storage capabilities. A wealth of research shows that supplementation with these all-important minerals helps improve insulin function and how efficiently and effectively the cells take in glucose. Both nutrients also protect against insulin resistance, defined as “the diminished ability of cells to respond to the action of insulin in transporting glucose from the bloodstream into muscle and other tissues.”

3 BORON

Take 1 capsule of **Boron** with your Recoverite or Organic Vegan Recoverite. Taking supplemental boron on a daily

basis is an excellent idea as this trace mineral plays numerous roles in many general health areas. Boron is also key for restoring exercise-depleted hormone levels to normal, so it’s a “must take” nutrient after a super arduous, hormone-depletion training session.

4 HAMMER CBD

Take/Use Hammer CBD. Research continues to reveal bountiful benefits provided from the wide range of cannabinoids and terpenes found in the hemp plant. Topically applied Hammer CBD Balm will be especially beneficial for those particularly achy muscles and joints. Hammer CBD softgels or tincture will also help alleviate aches and soreness, while promoting other aspects of optimal recovery. Perhaps CBD’s greatest benefit is for enhancing sleep quality and duration, both of which are

absolutely essential for maximizing recovery from exercise and for optimal overall health.

5 TISSUE REJUVENATOR

Our best products for alleviating both muscle and joint soreness to optimize your recovery are Tissue Rejuvenator and/or Vegan Tissue Rejuvenator (many athletes use a half-and-half combination of both). Take a total of 2-4 capsules with your Recoverite, and another 2 capsules with a later meal to supply your body with a wide range of nutrients that will take down the aches and soreness. Among their many benefits, the omega-3 fatty acids in EndurOmega are well-known for their positive effects for alleviating muscle and joint soreness. 2 capsules with your post-workout meal, plus another 2 capsules at another time during the day, is my recommendation.

6 HAMMER WHEY PROTEIN

Consume 1 scoop of Whey Protein prior to bedtime. You don't necessarily need to do this after every workout, but definitely make it a habit prior to hitting the sack after your toughest training sessions... you'll definitely feel so much better the next morning. Mix 1 scoop of Whey Protein in 6-8 ounces of water and drink, then brush your teeth and go to bed. Simple! The body now has an excellent dose of amino acids, which it will use during a time (sleep) when it does many of its reparation/recuperative processes, and the 6 grams of glutamine will elevate serum human growth hormone (hGH) levels, which has anabolic (muscle building) effects. Whey protein is also the best protein source for alleviating muscle soreness, so you'll receive that benefit as well.



Less pain, More gain!



- Targets muscle soreness
- Optimizes mobility
- Maximizes recovery

120 Capsules \$32.95

Also available in a
VEGAN formula



*"I've been using **Tissue Rejuvenator** for over a decade. Now my teenager uses it too after his sports practices and during game season. Tissue Rejuvenator is high quality and truly helps athletes recover to perform at their highest level."* - Andrew H.



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STEVE BORN



Your **ROCKIN'** Hammer Fueling Expert for 22 years
and still **ROLLIN'!**

When you call Hammer Nutrition for a personal fueling consultation with Steve Born, you're speaking to a real endurance pro, who "speaks your sport". Steve has spent nearly three decades in the sports nutrition industry, with independent research in nutritional fueling and supplementation.

Steve holds unmatched records in long-distance cycling, as well as a coveted spot in the Ultra Marathon Cycling Hall of Fame. He is also an avid Nordic skier, with numerous marathon ski

races under his belt and does the occasional half-marathon or 30K trail run. In short, he knows his stuff!

Aside from being a world-class athlete and fueling pro, you couldn't know a kinder regular dude, genuinely thoughtful when it comes to the well-being of every client. He's a flip-flop and ball cap wearin', joke crackin', computer cursin', Oregon Ducks rootin', all around great guy, superb colleague, and friend!

Read more about Steve and his Hammer story here:

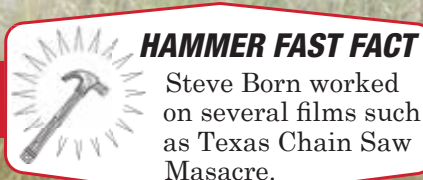
"April 25, 2022 marks my 22nd year at Hammer Nutrition... and what a spectacular ride it's been. It started long before my first day of employment, however, and that first experience is something I've never forgotten.

To make a very long story a bit shorter, after having my interest piqued by seeing a couple of Hammer Nutrition (then called E-CAPS) products at a friend's house, I decided to give the company a call."

continued on page 58

Been there, done this, and WON that!

- 1987 RAAM Open West - 35h 37m
- 1988 RAAM - 10d 20h 58m
- 1991 RAAM - 10d 06h 30m
- 1994 Furnace Creek 508 - 31h 09m, first place
- 1997 Idaho N-S Record - 640.8 miles in 39h 29m
- 1998 RAAM - 9d 17h 48m
- 1999 Texas W-E Record - 574 miles in 32h 20m
- 1999 Furnace Creek 508 - 30h 57m, second place
- 2002 Double Furnace Creek 508 - 82h 16m



Steve Born rides along-side the Hammer HQ Crew at the Hammer Highline event 2003.



Photo: HouseNine Photography

The Original Non-Acidic Sports Drink

- Offers sustained energy with no sugar crash
- Reduces muscle cramps
- Buffers lactic acid

- Lemon Lime
- Melon
- Orange
- Cherry Bomb
- Strawberry

80 Servings \$69.95
 32 Servings \$34.95
 Single Serving \$1.95



“HEED is my go-to hydration drink for training and races. It’s easy on the stomach and necessary for running and biking throughout the year. I double up with Endurolytes to help mitigate the effects of training/racing in the hot/humid summer months!” - Michelle T.

 **SHOP NOW**

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HAMMER ATHLETE **Marian Desimone**



I am what you might call an “Old Dog” when it comes to Triathlon. I stepped onto my first race course almost 35 years ago, in 1987 in Westchester NY. While Paula Newby-Fraser and Karen Smyers were known well by those in the sport, the general public (including me) knew very little about triathlon. As I headed out on the run course during that first race, someone handed me a chocolate bar. I asked, “what’s this for” and they explained “you’ll need this for energy.” Whoa! I found a sport where I have to eat chocolate?

Over the years I’ve witnessed the evolution of sports nutrition. Early on I experimented with a wide variety of products, but it wasn’t until my friend Amy Rappaport (20-time Ironman Finisher, 3 times at Kona) suggested trying Hammer. I was

finally able to dial in my optimal race nutrition, and will always be grateful to her for that.

For the initial 25 years of my triathlon career, I did short course (Sprint/Olympic distances), using mostly **Hammer Gel**®, **Heed**®, **Endurolytes**® and **Tissue Rejuvenator**. Then two things happened. First, I got older, and second, I transitioned to long course racing (70.3/Ironman distances), which was like learning a whole new version of Triathlon.

Ironman Florida is a perfect example of how I use a full variety of Hammer products. The morning of the race I got up around 4 a.m. for a light breakfast with **Anti-Fatigue Caps** and **Endurolytes**. The race began at 6:30 a.m. and as we stood on the beach watching a seriously angry looking ocean, I took a Gel to get me through the first 1.2 miles. Fortunately I was able to grab another Gel during the first transition for the second 1.2 miles.

After exiting the swim and jumping on the bike, I

immediately took a second round of **Anti-Fatigue** and **Endurolytes**. I continued to take these at regular intervals throughout the rest of the race since the temps that day were in the low 90’s with absolutely zero shade. My water bottles contained my very favorite **Café Latte Perpetuem**®, which I diligently drank through the 110 miles. During the run I craved more carbs, so I snacked on a **Hammer Raw Energy Bar**® at mile 56.

The success of that day can be summed up in Hammer’s philosophy of “Less is Best.” You can’t replace all the calories you are burning and if you try, your stomach WILL let you know.

So while this “Old Dog” continues to get older, I will look to my nutrition team at Hammer to keep me healthy and performing well both on and off the course

Thank You Hammer!

- Marian

Photos courtesy of Marian Desimone



HAMMER FAST FACT

Cola Fizz was introduced in the spring of 2018.

ESSENTIAL KNOWLEDGE



SEND US YOUR LETTERS!

Drop us a line, share a tip, or tell us about your latest adventure.

letters@hammernutrition.com

SHARE YOUR REVIEWS ON FACEBOOK!

We welcome your reviews. We check our Facebook page regularly and enjoy hearing how Hammer Nutrition has helped you.

KEEP HAMMERING!

facebook.com/hammernutrition

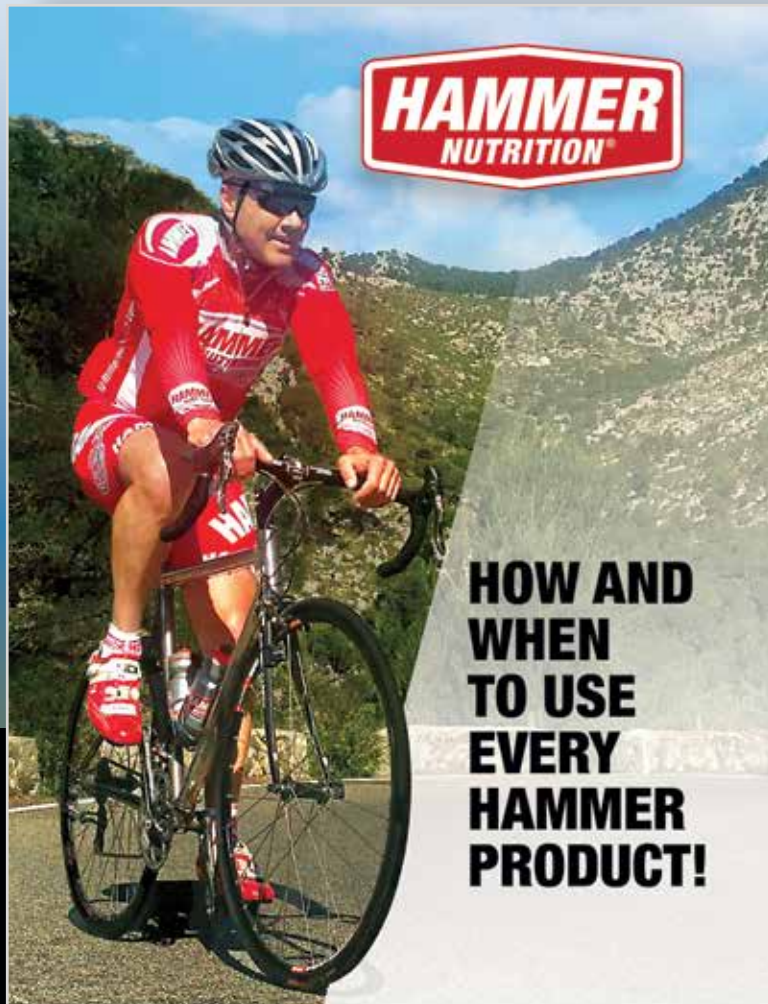
For more information about Hammer-recommended fueling protocols that can help you not only meet, but exceed your goals, go to hammernutrition.com

to download your **FREE** copy of our #1 comprehensive guides,

5 Secrets of Success, and *How to Hammer*.

Still have questions? Join us on live chat and get a complimentary personal fueling plan from one of our friendly experts. We're here to help.

KEEP HAMMERING!



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WHEN
TO USE
EVERY
HAMMER
PRODUCT!**

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hammernutrition.com/how-to-hammer

How To Hammer provides all the vital information you need to Hammer to the next level. The final word on usage, with advanced details and specific applications.



#howihammer



@mrsjacquelinemaney



Mrsjacquelinemaney Raced in the deep dirty south at the Scratch Ankle Gravel race and couldn't have asked for better weather, racer camaraderie and race course! My spirits were high and I felt strong throughout the race from proper fueling with Hammer Nutrition. ... **#howihammer**



@ryan_ingham_endurance



ryan-ingham_endurance Weekends in sight, what adventures are you going to be hammering!? **#howihammer**



@l_shobha



l_shobha Hammer Nutrition took me to the next level of performance when I started supplementing my daily nutrition with products like Race Caps Supreme, Mito Caps, Premium Insurance Caps and Tissue Rejuvenator. Hammer products never fail me! **#keephammering #howihammer**



@seanieboy14



seanieboy14 I honestly couldn't believe the clock when I crossed the line. I hit a massive PR! Hammer Nutrition helped me feel ready for the race, delivered consistent energy, and kept my stomach happy through all 70.3 miles. Thank you Hammer! **#howihammer #hammernutrition**

WHEREVER YOU GO, **SHOW US HOW YOU HAMMER!**

Use the hashtag **#howihammer** to share your photos!



@broomhildi



broomhildi Our first son was born 3 months ago, and it's been tough to find time for a date night. Grandma came to the rescue and we had our idea of the perfect first date! **#howihammer**



@joshhenrie_ultra



joshhenrie_ultra Hammer Nutrition is with me during every training session. Using a combination of Grape Endurolytes Fizz and Perpetuem keeps me balanced and hydrated. It will be a big year of racing with Hammer Nutrition fueling my adventures along the way! **#howihammer #since1987**



@suzyultra



suzyultra On Sunday when the sun finally came out and after 3 dives felt SO lucky to have had an amazing day of diving aboard the sundiver express with great crew and friends. Love my Raw Energy Hammer Bars to snack on too! **#howihammer**



@russellecockofficial



russellecockofficial It has been an absolute pleasure to be a Hammer Nutrition Sponsored Athlete for so many years! The Hammer team delivers quickly and their athlete support is second to none. I am stoked to be representing Hammer Nutrition in Barbados for 2022! **#howihammer**



ASK HAMMER NUTRITION

answers by BRIAN FRANK

CBD FOR SLEEP

QUESTION

I'm looking to add CBD tincture or capsules to my regimen for better sleep. Actually, for longer sleep as I regularly wake up too early and cannot get back to sleep. Which form and strength do you recommend to start with? And when should I take it?

ANSWER

While dosages can vary from person to person, 25 mg per night seems to be the most common dosage reported by our clients to provide substantial improvements in sleep quality and duration. For those of you who really don't like to take pills, the 750 mg or 1500 mg tincture is a good alternative. However, you may need to go higher—50 mg/day to get the same results.

Our 25 mg nano-emulsified softgels are my favorite and our best selling form of CBD. It gives you the most bang for your buck and the convenience of one or two softgels. I take one just before bed and one in the morning before heading to work. The only side effect I have noticed or heard reported from higher dosages is feeling like you could sleep longer after getting a solid 8-10 hours. My 80 year old mom went from around 4 hours per night to 7-8, according to her Fitbit tracker, after adding 25 mg of Hammer CBD to her nighttime regimen. EN



CBD FOR DISCOMFORT

QUESTION

I am mostly interested in CBD for my joints and to deal with discomfort after exercise, which form do you recommend?

ANSWER

For your situation, I would suggest that you use both oral and topical CBD. Pick your choice (25 mg softgels, or 750/1500 mg tinctures if you don't like pills) and take that daily. Then add the CBD Balm topically to joints and areas of concern for immediate relief. EN



HAMMER CBD



CBD FOR MOOD

QUESTION

I am interested in CBD mostly for stress and mood improvements, what do you recommend?

ANSWER

These concerns are usually addressed effectively with the previously suggested dosages, 25 mg softgels or 750/1500 mg tinctures taken daily to address all three of the major benefit areas—sleep, discomfort, and mood. However, I would also strongly encourage you to keep a bottle of 750 mg or 1500 mg tincture on your desk or somewhere within reach for easy access during the day, if and when the situation necessitates quick relief. **EN**



Learn more about Hammer CBD at hammernutrition.com



**Recover right,
with Recoverite!**

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

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



*"I use **Recoverite** after skiing, hiking and mountain biking. It helps keep lactic acid levels down and to lessen fatigue. Can't imagine my workouts and play without it!" - Julie H.*



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SOS 3

5 Secrets of Success for Endurance Fueling

PROPER HYDRATION

Hydration in Hot Weather: How to Adapt

In hot conditions, especially beyond a 1.5-hour effort, your body's core temperature can increase dramatically. Your internal cooling system responds appropriately, producing copious sweat; however, unlike your car's radiator, which recycles its coolant, your sweat evaporates, drips away, and is gone.

Unreplenished fluid loss causes endurance athletes several problems:

- **Your heart must work harder in order to pump a decreased, but thickened, blood volume.**
- **Fluid depletion inside and outside muscle cells may slow down the metabolic reactions necessary for efficient muscle fuel transport.**
- **Inadequate fluids result in higher cell temperatures, altering metabolic rates for less-than-optimal endurance performance.**

At the very least, excess body fluid loss means premature fatigue and decreased performance. If the loss goes unchecked during extended exercise, the potential for dehydration and its serious consequences increases. Once you get into the dehydration range, you're cooked—literally and figuratively—collecting a DNF and possibly an IV, too. Your basic strategy for staying cool in the summer months should begin with appropriate hydration during exercise.

Be aware of water weight loss during exercise

A good scale (preferably one that measures in less than one-pound increments, such as a balance scale) may well prove to be your most valuable fitness investment. Weigh yourself before and after each outing, carefully noting the time, exertion level, miles, and weather, as

HAMMER FAST FACT

1 case of HEED 80's can fit 789 single packages of Hammer Gel.

well as fluid, fuel, and electrolyte consumption. If you finish weighing the same or more than when you started, you have overhydrated. If you've dropped 3% or more, dehydration has occurred. Up to 2% weight loss is safe and reasonable.

For very long events, such as a century bike ride, the average rider will also lose a pound or more in energy stores (glycogen, fat, and muscle tissue) in addition to water, so calculate that into your weight difference.

Once you begin to log your fluid consumption and weight fluctuations, you'll have the data to accurately calculate your personal needs. Another low-tech hint that will make it easier to track your training data: make sure you know the capacity of your water bottles and hydration packs.

Rehydrate in the correct amounts

Just like calories and electrolytes, you can't replenish fluids at the same rate that you deplete them; your body simply won't absorb as fast as it loses. And since fluids and electrolytes (especially the latter) perform many roles to maintain exercise performance, that will also cause depletion.

Your body will accept and utilize a certain amount from outside sources, so maintaining fluid intake within a specific range will postpone fatigue and promote peak performance.

Research suggests that while electrolyte needs for individual athletes may vary dramatically, fluid loss remains fairly constant. Based on this research, along with the thousands of athletes we have monitored, we recommend the following:

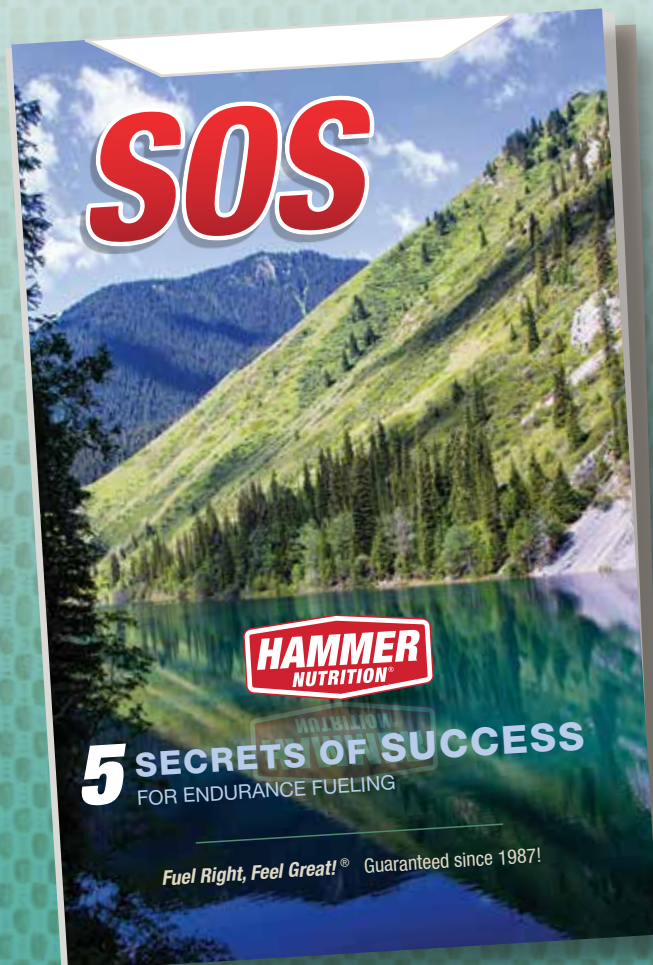
- **For most athletes under most conditions: 20–25 oz/hr (approx 590–740 ml/hr)**
- **For lighter weight athletes, or those exercising in cooler temperatures: 16–18 oz/hr (approx 473–532 ml/hr)**
- **For heavier athletes or athletes competing in hotter conditions: up to 28 oz/hr (approx 830 ml/hr.)**
- **To avoid dilutional hyponatremia (over-hydrating), fluid intake should not routinely exceed 28 oz/hr (830 ml/hr). The exceptions are: heavier athletes; ...**

Continued on page 58

Learn more with a FREE online download today of our #1 publication, *5 Secrets of Success*, at hammernutrition.com.

When it comes to endurance fueling...

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THE BOOK!**



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- **Concise Information**
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ESSENTIAL OMEGA FATS

PART 1: MAPPING OUT THE DEFINITIONS

by Dr. Bayne French



“In this article we’ll take a little walk through the woods of essential fats. It’ll be perilous. We may get lost, and there will be predators along the way. It’s a good thing you’re all in elite shape. But not to worry, we’ve shucked the dead weight of our guide “experts”. Instead, you’ve got me!”

Author and Functional Medicine guru Mark Hyman, MD said “Science is a veritable graveyard of closely held beliefs that once seemed obvious and completely in line with common sense. Certain ideas become so entrenched that they seem to be natural laws. That is, until they are proven false.” Oh but if the proven false part were only that easy.

Over and over are falsehoods exposed, in science, public health, medicine and many other domains, yet the status quo remains durable. Max Planck, the German physicist, father of the quantum theory and winner of the 1918 Nobel Peace Prize knew it: “A new scientific truth does not triumph by convincing its opponents and making them see the light, but rather because its opponents eventually die, and a new generation grows up that is familiar with it”. And regular consumption of the wrong essential fats may just expedite that dying part.

Fat is a macronutrient of confusion, bias, fallacy and paradox: Fats are found inside of atherosclerotic plaques in arteries, but that fat doesn’t come from our diet; most Americans are trying to reduce fat deposits in their bodies but

are now being told (by people like me) to eat more of it; the fats I will admittedly malign in this article are the ones designated as “Heart-Healthy” by our trusted American Heart Association (AHA). Yep, nutritional planetary spurges like soy oil and corn oil are good for your heart!

Here’s a snip from the AHA Heart-Healthy application PDF:

WELCOME

Congratulations on choosing to connect your company and brand with consumers’ interest in heart health. Together, we can help consumers make heart-smart food and beverage choices!

This packet serves as your step-by-step “how-to” guide and provides all the information you need to navigate the certification process and then begin to leverage the certification of your product(s) by using the Heart-Check mark on your product packaging and promotions.



“Begin to leverage the certification of your product(s)”? My soul is filled with the entrepreneurial spirit, but this is pushing it. I’m reassured though that they won’t certify soda or desserts...

Continued on page 26

THE DOCTOR IS IN DR. BAYNE FRENCH, MD DC

- Double Board Certified in Family Practice and Obesity Medicine
- Nutrition and Medical Weight Loss Specialist
- Hammer Nutrition Chief Medical Advisor
- Accomplished Spartan Athlete
- Proficient Outdoorsman and Mountain Survivalist
- Developer and founder of DeEvolution Lifestyle
- Developer and founder of LW Med



lifestyleandweightmed.com



Follow @deevolution.lifestyle

Dr. French is clearly not your average lab coat physician. Read more from Bayne on *Endurance News Weekly*.



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"EndurOmega is a lifetime staple for me. Hammer products are always of the highest quality. I wouldn't consider any other brand." - Robert V.



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ESSENTIAL OMEGA FATS

PART 1: MAPPING OUT THE DEFINITIONS

Continued

In this article we'll take a little walk through the woods of essential fats. It'll be perilous. We may get lost because there is no reliable map, or well-trodden path. It's a good thing you're all in elite shape because it will be exhausting. Oh, and there's predators along the way. Many in fact. But we're armed. Armed with a desire to learn, and autonomy to curate for ourselves. We've also shucked the dead weight of tour guide "experts". Instead, you've got me. Sure, I'm a cognitive colossus, and practically have a PhD in weaponry, but I'm not sure where we're going either, and to be honest I'm a little scared. Because even as I type this I don't have an outline. Let's go! A journey of a thousand miles starts with...ah heck I can't remember but I'll be near the front with the fanny pack.



Dr. French hosts Hammer staff for an afternoon of outdoor education in Whitefish, MT.

DEFINITIONS:

FAT

Fat in all its complexity and variability is made up of only a few components. The fat, or adipose, in our bodies and that yummy white matter on a (hopefully grass-fed) steak is composed of chains called fatty acids. They consist of a backbone of carbon atoms linked together with "bonds", and with hydrogen and oxygen atoms hanging on.

Fats are categorized by how long the carbon backbone is and how the carbon atoms are linked to each other. Single carbon to carbon connections are called "single bonds". Double carbon to carbon connections are called "double bonds".

- No double bonds in the chain

is a saturated fatty acid. It is "saturated" with hydrogen atoms.

- A single double bond in the chain is a monounsaturated fatty acid.
- Two or more double bonds in the chain is a polyunsaturated fatty acid.

Please reread the above definitions. If you are going to be responsible for your health, you **MUST** have a basic understanding of, well, the basics.

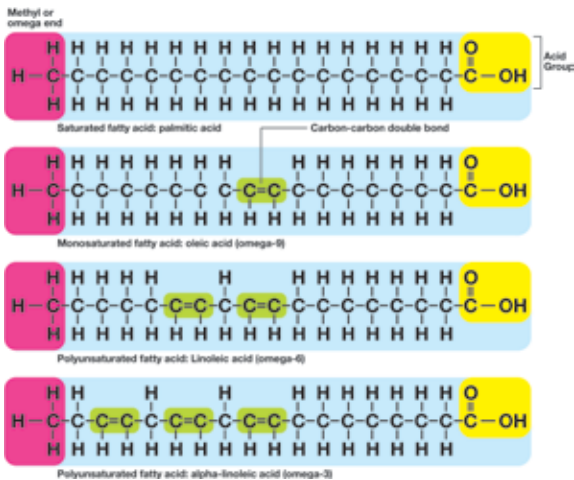
There are many, many subtypes of each of these types of fats. It's important to know that most foods that contain fat have a combination of many different fatty acids, of each type. For example, butter. Depending on the type of butter, it contains over 60% saturated fat, nearly 30% monounsaturated fat, and about 5% polyunsaturated fat. There's also protein and vitamins in butter. Coconut oil, meat fats, and vegetable oils are all blends of fatty acids, nuts and seeds too, and each usually gets categorized by what type of fat predominates.

Let's build a fire and talk for a spell. Circle up! Young'uns in the middle! So far it sounds pretty simple right? Well, the Agricultural Revolution, animal husbandry (probably not a Woke term huh? Don't care), and the Industrial Revolution resulted in dramatic changes

to our food, and our fat. Altered crop genetics (hybridization and modification), confined and unnatural animal feeding, soil nutrient depletion, chemical use (antibiotics, hormones, herbicides, and pesticides), and refinement of vegetable and seed oils are some examples of food “advancements”. The quantity, integrity, and ratios of fats now differ dramatically from our natural foods.

Below are examples of fats.

- 1) **The top fatty acid is saturated.** Note there are no double bonds in the main carbon chain.
- 2) **The second example is a mono-unsaturated fatty acid.** See the solitary double bond in green?
- 3) **The third is the ubiquitous poly-unsaturated fatty acid, omega-6.** See the last double bond (from right to left) between the 6th and 7th carbons?
- 4) **The last is the omega-3 poly-unsaturated fatty acid.**



The “Acid group” on the right in yellow is more accurately a carboxy group. It chemically makes fatty acids a bit acidic. The measure of whether something is an acid or a base is called pH. If pH below 7, it’s an acid. If pH above 7, it’s a base. Fatty acids, depending on chain length and other variations are weak acids with a pH of 4-6. They are insoluble in water though (remember that fat and water don’t mix) so probably contribute very little to the overall pH of the human body.

Continued on page 62

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- Maximizes fat utilization
- Protects lean muscle mass

6 Tablet Tube **\$4.50**
90 Tablets **\$39.95**



“I love **Perpetuem Solids!** Just the right amount of fuel to keep going with out bogging my stomach down, especially on long rides. I use the powder for long runs too. **Perpetuem** is hands down the best fuel ever!” - Nicollette H.

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GO GREEK or GO HOME

by Dean Karnazes

The best olives on earth come from the best place on earth. Greece! You can probably tell I'm a bit biased (okay, a lot biased). But trust me on this, when it comes to superior olive oils, Greece is the word.

Why so? There are a couple ways I could answer that question. The first is to explain that many elements must combine to create a truly superb olive fruit, which in turn creates a uniquely distinctive olive oil. The quality and composition of the soil matters, the amount and intensity of sunlight makes a difference, patterns of rainfall and fluctuations in humidity contribute enormously to the finished product, and even the nearby microbiome can play an important role!

Of course, to me the best of the best olive oil comes from the remote villages in the hills of Greece. There, the old traditions are still used to produce an heirloom, artisanal oil that is impossible to reproduce. We're talking about small quantities of a rarified olive oil that is loaded with polyphenols, dark in color, viscous and full-bodied,

and tastes like a romance novel in your mouth. As you can probably imagine, they don't stock this stuff on Amazon.

So what's a Greek to do? Thankfully there are outlets where you can find high-quality Greek olive oils without having to scale the mountains of Greece (not that I'm discouraging that). When choosing an olive oil from Greece, the first place to start is by making sure it's labeled, "Made in Greece" or "Product of Greece." This must be clearly marked on the principal display panel (FDA speak for somewhere on the main part of the label that is viewable when looking at the product on a shelf, or on a screen I guess nowadays).

Once you've confirmed the product is made in Greece, the next important thing to ensure is that it's extra virgin olive oil (EVOO). This matters because EVOO is cold-pressed (heating olive oil can reduce its quality) and there are no additional ingredients, just pure olive juice (i.e., no solvents or additives are used in the extraction process).

*Continue reading this article in its entirety on **Endurance News Weekly***



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 1 serving of
 Huckleberry Gel
 contains approx. 5.5
 Huckleberries.



- Quality you can see and feel
- Domestically sourced and locally finished
- Natural and organic materials



“Super soft and comfy with poppin’ colors and designs! I love the quality fabrics that run true to size and Last. Great variety of gear for all seasons.” -Larry T..

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Bill Riley

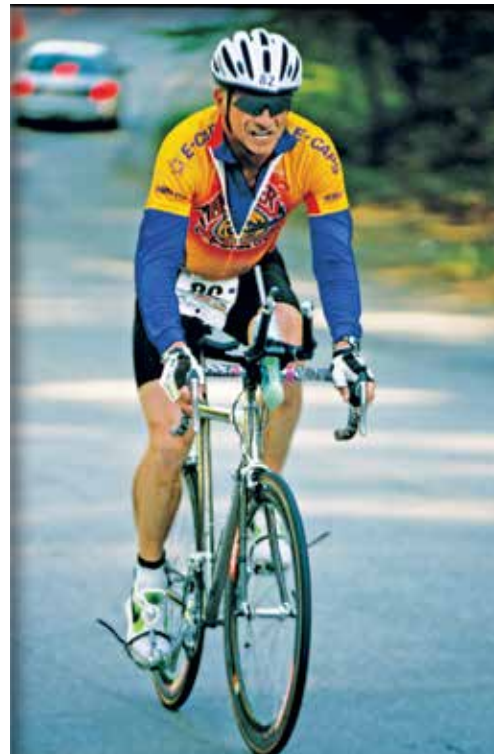
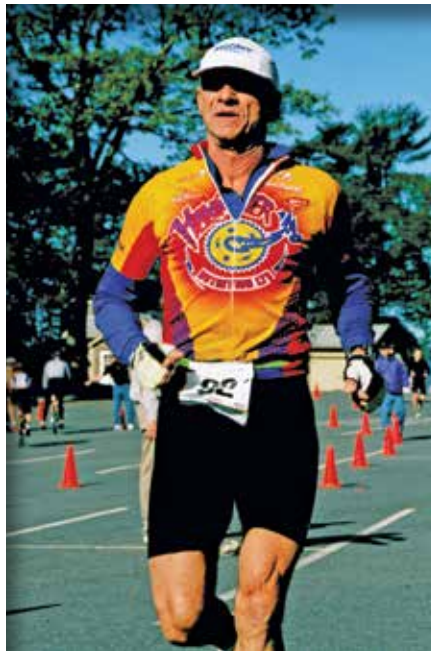
HAMMERING SINCE
1987



I was 40 years old when I entered my first road race in 1976. In my hometown of Hyannis, Massachusetts dressed in baggy shorts and desert boots I finished dead last at the Barnstable 5 miler. Very embarrassing, I would take care of that!

I did improve quickly and in 1987, while visiting family in San Francisco and upon a friend's recommendation, I went to the Hammer Nutrition office on Geary Avenue. I was seeking sponsorship for their premier product, **E-CAPS**, a supplement featuring CoQ10 which was highly touted for its performance-enhancing benefits for athletes.

Well, I didn't get sponsorship for a few years but I was so captivated by Brian's outright recommendation of **E-CAPS** for my goals and training that I left his office with a box full of



Bill sprints to the finish sporting our most colorful retro Hammer kit. Photos courtesy of Bill Riley

this new supplement. Marketed to generate energy in one's cells and as a powerful antioxidant, it has worked flawlessly that way for 35 years.

Since using **Race Caps Supreme** for over three decades, I've amassed a variety of honors within the endurance community.

Today at 86 years old, I continue to supplement with Race Caps Supreme to compliment my training and active lifestyle. When reflecting on the successes I've experienced in my athletic career, I attribute the biggest wins to my fortified Race Caps Supreme tradition.

- 6 Time USAT National Champion**
- 2 Time National Duathlon Champion**
- 1 Time World Duathlon Champion**
- 14 Time USAT All American**
- 4 Time Age Group Winner Ironman World Championships**
- 12 Time Runner of the Year Award USATF - 2021 Most Recent**
- 21 Boston Marathons**



HAMMER FAST FACT
Peach was one of the original flavors of Fizz.





Mike Llerandi

HAMMERING SINCE
1988



History was on my side, as my journey of becoming an endurance triathlete aligned well with the initial boom of the sport back in the 1980s. After some early successes at shorter races, I qualified for Ironman Canada in 1988 in an early season race (yes, there was a way to get an entry through other races), and had just over three months to up my volume and get ready. I hit my next race in late June/early July, and noticed a flyer in the race packet from **CAPS Enerzymes** that looked very intriguing: **Race CAPS** (now **Race Caps Supreme**) had an optimal blend of CoQ-10 and other nutrients -- from what I read I was convinced that this would be a cornerstone of my preparation for Ironman Canada, and if all went well, I'd keep it up in the future. I opted to buy a "starter pack" to try it out, nailed that first Ironman (15th overall with the 3rd fastest run), and the rest has been my 34-year journey with Hammer, with tons of fun along the way!

My interest and connection with the Hammer brand goes far beyond the products -- In short,

I don't just use Hammer products just to be a better athlete - I've leveraged my relationship with Brian Frank, worked with his team (leaning heavily on Steve Born's experience and expertise as well), and built a network of amazing people and other Hammer athletes that surrounded the sport in its early days. Brian and his team keep innovating, developing new products, driving new trends -- in short, they are exactly the type of partner / sponsor / mentor that has made my career incredibly successful.

Hammer Nutrition isn't just my sponsor; Brian and his team have been my partner in a journey to develop what I could be as an Ironman triathlete. Over 30 years, I've done 25 Ironman races, had 11 trips to Kona (including two podium finishes), and have maintained amazing health and fitness along the way.

The magic of the Hammer brand is as much the sales channel as any of the products: Initially we all bought Hammer products



Repeatedly ahead of the pack, there's no looking back for Mike! Photo: Ken Shelton Photography

directly from Brian and his team, then eventually through a distribution channel - but we've always known that there is a dedicated staff that was only a phone call away, which felt like one big family, whether they were on Geary Street, in Pleasanton, or where they rightly are today in Whitefish, Montana.

"I don't just use Hammer to be a better athlete - I have worked with the Hammer team to build a network of amazing people."

HOUSEKEEPING

from **HAMMER HQ** Important updates from **BRIAN FRANK**



Hammer Nutrition is an innovation company, so change is constant. However, the changes we've been dealing with lately are a bit different and unfortunately are likely to impact you. So here is what to expect for the remainder of 2022 and beyond. I apologize in advance for any inconvenience you may experience.

Hammer Gel

Big changes here. After 27 years, our manufacturer pivoted and will no longer be making any nut gels. That means our beloved Nocciola (pronounced “no cho la”), peanut butter chocolate and peanut butter flavors will soon be out of stock indefinitely until I find a new manufacturer that will make “allergen” gels. At the



same time, the remaining 8 flavors that they will continue to produce have had a significant price increase of around 40%. Unfortunately, I'll be raising the price of singles to \$1.50 and jugs will go to \$22.95 very soon. As much as I hate to encourage it, you may want to stock up on nut flavors of gel soon.



We were released from the Wisconsin distribution center that has handled 95% of our B2B inventory and shipments since 2010 and all of our central and eastern states direct to consumer shipments since 2016. This means that for the time being all direct to consumer

shipments are going out of our Montana warehouse – so, if you live in states that were formerly served by our WI DC, your shipments will take an extra 1-3 days to reach you. I'm working to remedy this, but it will likely be early 2023 before we have another DC up and running.



New web site, again!

Next on the hit list of not so fun things to look forward to is switching over to a new web site in June, right about the time you are reading this. Of course I had high hopes when we launched the current web site in November of 2019 – The



unified database would save us, according to their salespeople - ERP and web site, coexisting in harmony. However, all of those constant data calls back and forth, turned the web site into a slow, clunky beast. All of you that have suffered through 20 second waits for log in and check out pages to load know what I'm talking about! So, we are scrapping it and moving to a new platform that stands alone and works like it's supposed to; quickly and consistently! The user interface will be almost identical, but every page will load faster and smoother, especially check out. The only hoop for you to jump through will be password reset, sorry again.

Call when you need to!

My last bit of house keeping is to remind you that we're just a phone call away, during normal business hours. So, if you have any questions, web site issues or anything else, just call. We're not trying to sell you anything and it'll probably save you a lot of time and energy that you could probably use elsewhere.



Meal replacement never tasted so good!



- Satisfies hunger
- Reduces cravings
- Supports weight loss

15 Servings **\$44.95**
Single Serving **\$3.49**



"I add Hammer Phood to my smoothie after my long runs when I don't have time to eat for a couple hours. This gives me the calories I need and aids in my recovery." - Kevin B.



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When it's time to Make the call.

TIME OUT: We know you don't have time for all the back and forth. Give us a call - we're here to help!

At Hammer Nutrition we offer several ways to get in contact with us for your convenience including Live Chat and Email.

Many of our clients prefer quick texts or service replies they can read and answer later. And let's be honest, many folks simply despise talking on the phone. We get it.

However, some issues aren't so easily resolved. Text can become complicated to convey information, situation details and circumstances.

When your questions are more than a simple redirect, reset, or require "further review", now's the time to pick up that phone and give us a shout. Our experts are standing by to get you a quick and efficient "ruling on the field", to keep you happy and back in the game fast.

Our first priority, beyond your every athletic success, is your ultimate client satisfaction.

Call today to speak with one of our friendly and helpful service representatives for a winning experience every time!



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CONNECTED**



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The one that started it all!



Brian Frank - Owner and founder of Hammer Nutrition

Race Caps still reign Supreme!

- Prolongs endurance
- Helps increase energy
- Supports cognitive and vascular health

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SINCE 1987

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"FIVE STARS! I never want to be without Race Caps Supreme for hard efforts. Gives me the boost needed to perform my best" - Diane Z.

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Tony Schiller

HAMMERING SINCE
1988



I first met Brian Frank at a California race back in 1988. It was my first year as a pro and I was struck by the confidence and smarts of the young entrepreneur who was certain his new supplement would make me faster. He spoke about antioxidants, the importance of Co-Q10 on performance and recovery, and a lot of other stuff that went right over my head.

Then he gave me a white bottle with a simple white and black label that read **E-CAPS** along with his phone number to give him a call with a report as I used up the product. Well, I indeed felt better and made that call. Brian sent more **E-CAPS** and I became a true believer, going on to enjoy the best racing of my life.

So what's changed after all these years? I'm still an **E-CAPS** user. And though I sometimes feel every bit of those 35 years older, I've been able to stay



Tony Schiller's sprints to a double-WIN with two gold medals at the 2019 USA Triathlon Age Group Championship in Cleveland, Ohio. Photo: FinisherPix

super competitive in my age group the whole time. And **E-CAPS** (now **Race Caps Supreme**) has been a big part of that; How do I know for sure? By testing my results both on and off the product while in season. The result has been clear—I feel stronger, recover better, and race closer to the top of my potential when on Race Caps. So I'm a lifer!

In the off season, I enjoy doing winter sports like downhill skiing, hiking, snowshoeing and just being aimless, without taking my nutritional program as seriously as most of the year.

For me, as spring temps warm, I always get the bug to start into purposeful training and healthier living again. There's a psychology to the ritual of

taking a couple capsules 20-30 minutes before each workout. It's like a trigger to the brain that I'm expecting the juices to flow again. Of course, it doesn't happen overnight, but usually, within 3-4 weeks, maybe a bit longer, the first signs of life start kicking in. That's one of my favorite days of the year... the moment you realize that you've turned a corner and are feeling like an athlete again. That's when my season goes into full focus.

To be sure, **Race Caps Supreme** is just one piece to the puzzle, but for me, it's a simple component to give my season momentum. **I challenge anyone serious about having a great season to make Race Caps Supreme part of your ritual too.**



Jeff Cuddeback

HAMMERING SINCE

1990



It is a great pleasure to congratulate Hammer Nutrition for 35 years of excellence and leadership in the field of Nutritional Science. I too am celebrating an anniversary as 2022 is my 40th year of triathlon racing. A friend introduced me to Hammer Nutrition back in 1990. My training performance significantly improved, and I have been using Hammer products ever since.

Brian Frank and Steve Born helped design a personalized Ironman nutritional plan including **Sustained Energy**, **Hammer Gel**® and **Endurolytes**®, which I followed consistently. In 1992 I was Overall Amateur Champion at the USAT National Championships. The following year I won my division at the Hawaiian Ironman World Championships and set an age group record that stood for 12 years—able to race hard the entire time with an abundance of energy and no fear of bonking. Since my 1993 Hawaiian Ironman performance, I have been completely hooked on Hammer Nutrition! There is no question that **Sustained Energy**, **Hammer Gel**, and **Race Caps Supreme** were key for the entire race. As a triathlon coach

I encourage all my athletes to practice their nutritional plans so there are no surprises on race day. **Hammer Nutrition makes it easy!**

Fast forward 30 years and I am still a fan of Hammer Nutrition. As Hammer products have evolved and expanded, so has my approach to training, racing, and fueling for athletic performance. My absolute favorite product is **Perpetuem**® in Caffe Latte flavor. There is simply nothing better for long rides and Ironman racing. I also use **Recoverite**®, **Heed**®, **Hammer Whey Protein**, **Endurolytes Extreme**, and so many more. Recoverite supplies L-Glutamine that enhances my recovery from hard training. One of my “secret weapons” is a half scoop of Recoverite before bedtime (also Hammer Whey Protein) to help rebuild HGH while sleeping.

After 40 years of competition, I can honestly say I still feel good and am healthy. I don't race as much as I used to but am still competing at a very elite age group level. Hammer has been indispensable to my duration, passion, and success in the sport! I owe Brian Frank and Hammer Nutrition a debt of gratitude.



Jeff breaks the tape for the Ironman Win!
Photo courtesy of Jeff Cuddeback

Happy 35th Anniversary Hammer Nutrition! I appreciate all you do for endurance athletes.

JEFF CUDDEBACK

- **40 years in the sport**
- **5-time World Champion**
- **350+ Races**
- **3 Ironman World Titles**
- **Multiple Championship victories**
- **Triathlon Coach**

35

1987-2022
YEARS OF ENDURANCE

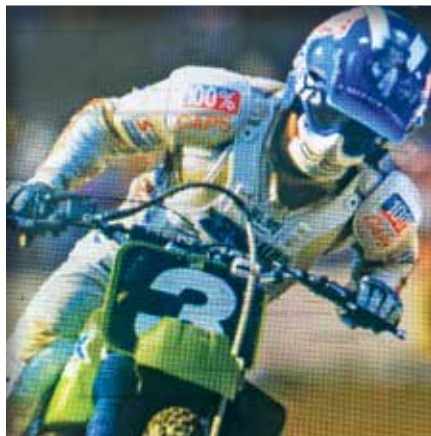
HAMMER
NUTRITION

Jeff Ward

HAMMERING SINCE
1988

We asked Jeff why he has chosen Hammer for so long...

“Brian will know the exact year I started using Hammer (1988). It was called **E-CAPS** back then—you can see the stickers on my shoulders. I remember Brian wanting me to try his products. As an established Indy Car driver that already had a working nutrition program, it’s hard to start something new. Now I needed extra support for my new-found biathlon and cycling endeavors, especially for longer endurance. Soon after using Hammer, I felt a jump in performance and also recovery, which translated over into my motocross performance. I was getting more out of my body, plus feeling better rested and recovered for race weekends. I have been on this ride with Brian and Hammer for over 30 years. I’m not going to lie I’ve tried other products because an athlete is always trying to find an advantage, but I have never found a better product than Hammer and know I never will!”



Jeff Ward flying high atop his moto carrer in the late '90's, sports the CAPS shoulder patches.



Jeff, Victor Sheldon, and Brandon Mills stop for a selfie. Photos courtesy of Jeff Ward.



MOTOCROSS

- First rider in history to win every major AMA national motocross title
- Seven-time AMA National Champion
- Seven-time Motocross de Nations winner
- 1999 Motorcycle Hall of Fame inductee
- 2006 Motorsports Hall of Fame inductee

INDY CAR MOTOR SPORTS

- 1999 2nd Place at Indy 500
- 2002 1st Place Win at Texas Motor Speedway

HAMMER FAST FACT
We currently carry 616 Product SKUS (items) and growing!

Real Endurance Fuel



NO
ADDED
SUGARS

- Rock-solid energy
- No sugar crash
- Easy to digest, no GI distress



"Hammer Gel works great. I love the quick fuel! They are easy on my stomach and, the flavor options are excellent. These are a must in my distance running and riding training and racing." - Joshua H.

Single Serving **\$1.40**
26 Serving Jug **\$19.95**

**FREE Flask with every jug purchase

- Apple Cinnamon
- Banana
- Chocolate
- Espresso
- Huckleberry
- Orange
- Raspberry
- Tropical
- Vanilla



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35

1987-2022

YEARS OF ENDURANCE

HAMMER NUTRITION®



HAMMER FAST FACT

There are 34 Hammer product flavor colors.



Thank You!
To all of our Hammer
Family, Friends, and
Athletes for all of your
support over the years!

Watch our celebration
video here:





COFFEE

Drinking Coffee is a Heart-Healthy Habit

by STEVE BORN

First published in Endurance News Issue #108

Studies regarding the beneficial effects of coffee drinking continue to grow, with new preliminary research from the American Heart Association (AHA) showing that drinking coffee may be associated with a decreased risk of heart failure and stroke.

Researchers, led by Laura M. Stevens, B.S., used **machine learning*** to analyze data from the long-running, 15,000+ participant Framingham Heart Study, which includes information about what people eat and their cardiovascular health. They found that, compared to people who didn't drink coffee, each 8-ounce cup of coffee a person drank every day resulted in a 7% lower risk of stroke, an 8% reduced risk of heart failure, and a 5% decreased risk of coronary heart disease. Additionally, this reduction repeated again with

every new cup of coffee, all the way up to six daily.

Data from two other long-term studies, the Cardiovascular Heart Study and the Atherosclerosis Risk in Communities Study—both of which supported an association between coffee drinking and decreased risk of heart failure and stroke compared to non-coffee drinkers—validated the researchers' findings.

Lead researcher Laura M. Stevens, a doctoral student at the University of Colorado School of Medicine, states “an association between drinking coffee and a decreased risk of heart failure and stroke was consistently noted in all three studies. The work showed that each additional cup per day had an associated decrease of each outcome.”

Of the many things we can do to protect our heart and support

optimal cardiovascular health, drinking coffee may be one of the best strategies to employ, thanks to this latest research. Our 53x11 organic coffees are loaded with antioxidant power, as well as literally thousands of phytochemicals, which may explain their beneficial effect on cardiovascular health. 53x11 coffee is not only the delicious way to satisfy your taste buds, it's good for your heart!

***Machine learning** works by finding associations within data, much in the same way that online shopping sites predict products people may like based on their shopping history. “The artificial intelligence-driven analysis identified many known risk factors for heart disease, including age, blood pressure, heart rate, cholesterol and weight,” Stevens said. EN



A little slow to roll this morning?

ONE HOT CUP OF POTENTIAL COMING UP!

Sunrise at Hammer HQ, Whitefish, MT



All 53x11 blends are available in 12 oz. Ground or Whole Bean bags \$13.95 / bag.

- Fair trade
- 100% organic
- Shipped *fresh* within days of roasting



Visit hammernutrition.com/products/coffee for more information on all of our varieties, and sign up to have your coffee delivered automatically each month.



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Photo: HouseNine Photography

ZOODLES (zucchini noodles) or SPAGHETTI SQUASH

Brian Frank's Favorite grain pasta substitute!

INGREDIENTS

2 or 3 large zucchini
or
1 spaghetti squash (butternut), about 3 lbs.
Tomatoes, garlic, and basil
(or pasta sauce of your choice, traditional or pesto)
Shredded parmesan cheese
Salt and pepper to taste.

PREPARATION

Pan fry, or oven roasted (preferred)

PAN FRY

Before putting spirals right into a pan, you will need to remove some of the water. Toss the noodles in some salt and allow to sit/drain in a strainer for about 30 minutes, then pat dry.

Cook for about 3-4 minutes over medium-high heat. (or longer depending on how much you are preparing at once).

OVEN ROAST

Preheat oven to 350 degrees. Pat dry noodles and toss with a bit of sea salt. Spread noodles out over a large sheet pan, not too crowded.

Roast for 15 minutes, or longer to your desired tenderness.

About the sauce

Have your sauce preheated separately and ready when the noodles are done to add immediately. Avoid cooking the noodles in the sauce or allowing them to stand for any long period as they will render too soft, and thin your sauce.

Deliciously Healthy Recipes

EASY HEALTHY SNACKS

Roasted Edamame

Preheat oven to 375 degrees. Toss fresh edamame in some olive oil, salt, and pepper. Spread onto a large sheet pan. Let cook in oven for about 20 minutes. Watch them carefully, and remove when just becoming browned.

Easy Cheese Crisps

Preheat oven to 425 degrees. Place small piles of shredded cheese of your choice onto a parchment-lined baking sheet. Place in oven and watch them closely until the edges become brown and cheese is bubbly. Remove quickly before burning and allow to cool. Can be transferred to a wire rack for cooling once set enough to lift with a spatula.

Root "Fries"

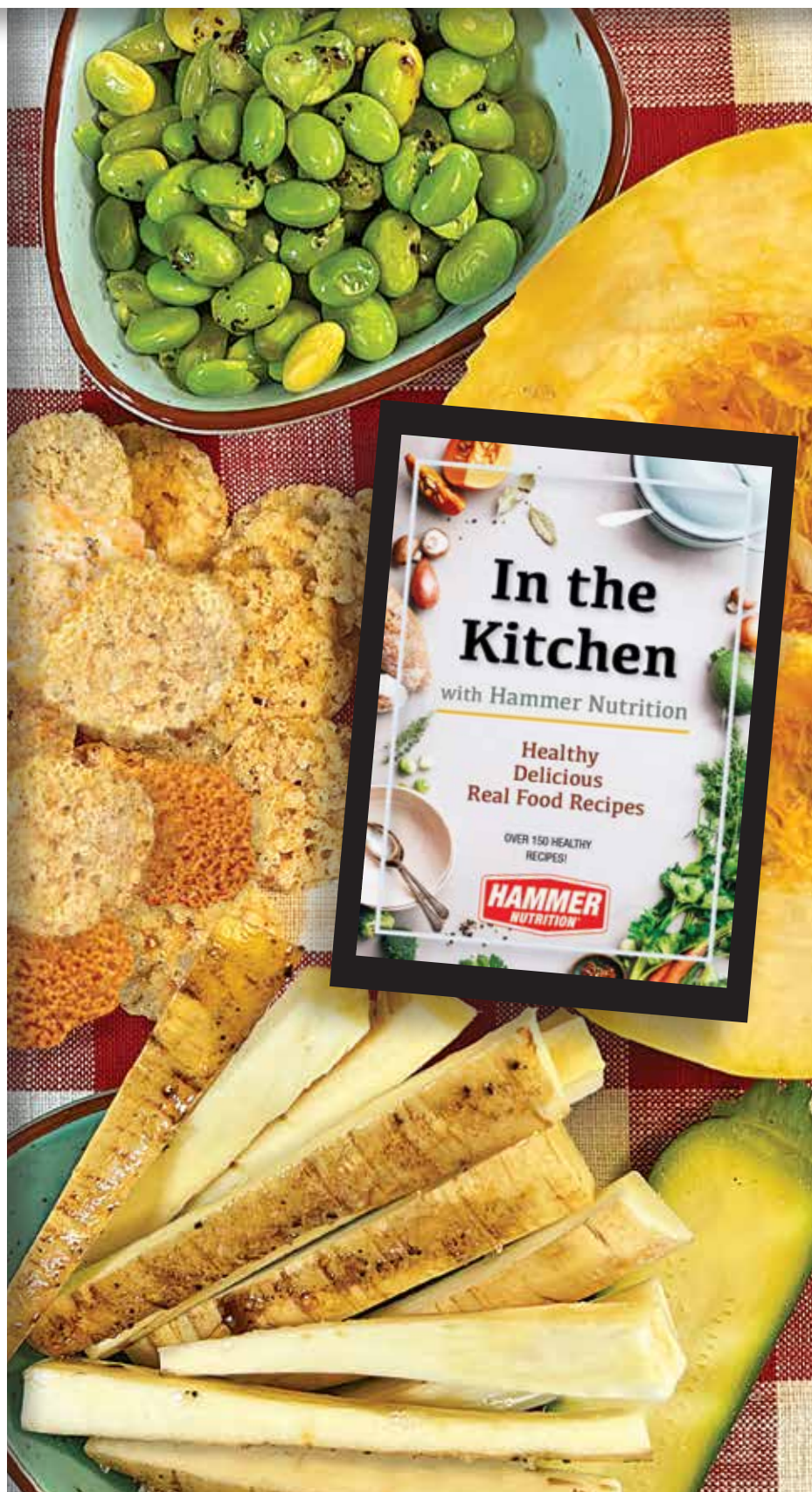
Root veg of your choice such as rutabaga, parsnips, jicama

Cut vegetables into "fries" and toss with some olive oil, salt, and pepper. Spread onto a large sheet pan. Let cook in oven for about 20 minutes, turning at least once throughout. Watch them carefully, and remove when just becoming browned.

Looking for more healthy recipes?



Download your **FREE** copy of *In the Kitchen* today!



Probiotics and Digestive Enzymes

The Perfect Combination for Gut Health

by STEVE BORN

Hammer Nutrition sells two probiotic products—**Digest Caps** and **Life-Biotics Super 15**—and we also sell a full-spectrum digestive enzyme, **EnduroZyme**. While both play a role in the health of the gut, they do so by different mechanisms.

DIGEST CAPS AND LIFE-BIOTICS SUPER 15

Trillions of various kinds of microorganisms, such as bacteria and fungi, inhabit the human body. Most of these microorganisms—microbes, for short—live in the large intestine and they are referred to as the gut microbiome, and often times “microbiota” (the two terms are frequently used interchangeably). As Hippocrates, the “father of modern medicine” (460-377 BC)

states, “all disease begins in the gut.” Simply put, if your gut is unhealthy, your entire body will be negatively affected, and that includes digestive health, metabolism, immune system function, as well as protection against allergies, a vast array of auto-immune diseases, and chronic inflammatory conditions.

A primary aspect of intestinal and immune system health is the battle between “good” and “bad” bacteria for colonization of the digestive system. One nutritional scientist writes, “Poor diet, stress, antibiotics, overuse of anti-inflammatory medications (NSAIDs), and aging can tend to increase the ‘bad’ (pathogenic) bacteria. Probiotics are ‘good’ bacteria that are healthful for normal intestinal function that prevents harmful bacteria from causing stomach problems or worse, disease.”

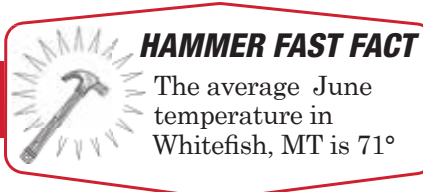
That’s where Digest Caps and Life-Biotics Super 15 come in. Daily use of either product supplies the body with high populations of beneficial bacteria to keep the gut microbiome healthy and

prevent the growth of unhealthy intestinal flora, the latter being responsible for the above-listed maladies.

ENDUROZYME

Proper digestion of the food we eat most definitely affects microbiome health. In fact, the headline of one study clearly states, “Undigested Food and Gut Microbiota May Cooperate in the Pathogenesis of Neuroinflammatory Diseases.” A portion of this study’s conclusion: “The route to disease involves the participation of both the microbiota and undigested food fragments.”

Many nutritional experts agree that healthy digestion is key to overall health, because it allows us to access all of the nutrients in the food we eat, while positively influencing nearly every aspect of human health. That’s why while the quality of the food you eat is undeniably important, making sure you’re efficiently digesting your food and absorbing the nutrients it contains is equally important. That’s where enzymes come in; they’re powerful catalysts that help maintain efficient digestion



“Many of the health complaints that plague adults can be traced to a key underlying factor: poor digestive health.”

and maximize nutrient absorption.

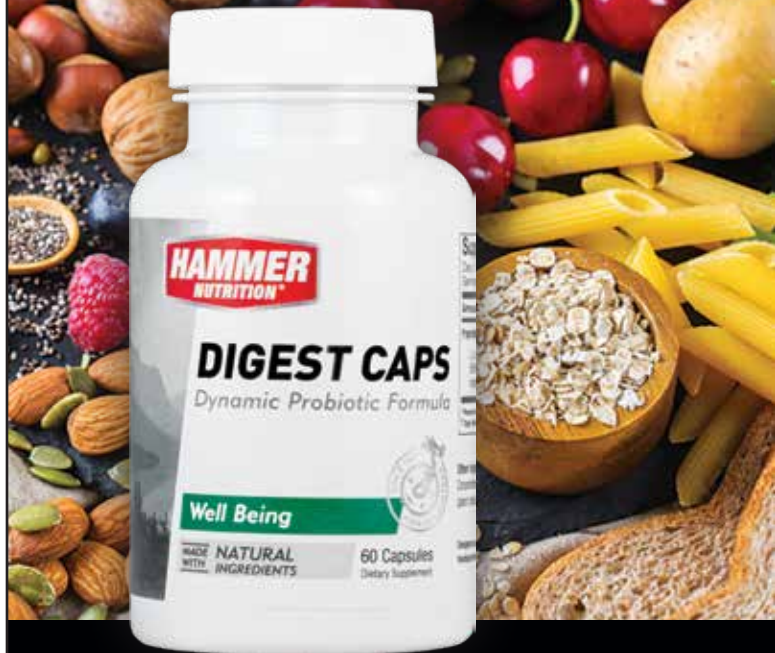
Unfortunately, the typical American diet contains a high volume of enzyme-devoid processed foods. Cooking also destroys the enzymes that naturally occur in food. Add to that the natural age-related decrease in bodily enzyme production, and it's no wonder that so many people are dealing with numerous health issues, particularly GI health.

Well-known digestive health expert, Dr. Lane Lenard, states, “Many of the health complaints that plague aging adults—from impaired immunity to digestive distress and nutritional deficiencies—can be traced to a key underlying factor: poor digestive health. One common cause of impaired digestive health is an age-related decline in the digestive enzymes needed to extract essential nutrients from the foods we eat. Without these crucial enzymes, food passes through the gastrointestinal tract without yielding its beneficial constituents. The result is poor nutritional status, which can contribute to numerous disease processes.”

To help resolve this problem, a digestive enzyme supplement—one that contains multiple enzymes to break down and digest a variety of foods and food substances—is a vital necessity. Hammer Nutrition's EnduroZyme is that supplement, supplying not only an impressive 14 different types of non-animal enzymes, but effective amounts of each of these enzymes. In addition, EnduroZyme's Whole Leaf Blend—peppermint leaf, aloe vera leaf, and artichoke leaf—provides numerous benefits for many aspects of gastrointestinal health. Lastly, EnduroZyme contains Bioperine™, a standardized black pepper extract that enhances the absorption of whole food and dietary supplements.

Continued on page 64

Probiotics for Pro-performance!



- Aids GI function and comfort
- Increases nutrient absorption
- Helps reduced ammonia levels and fatigue

Stay in balance - naturally.

60 Capsules **\$16.95**



“I have found Digest Caps to be very beneficial. My stomach is much happier and they are a great value.” - Karin P.



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FROM OUR ATHLETES

Mike Freeman
Jack Kelso
Jim Fox



Team captain Mike leads his teammates towards the winding Sage Canyon at the edge of Lake Hennessey.

Photo: Nellie Freeman

Race craft aficionado Mike Freeman is charging ahead into his 80th year, riding firmly and consistently with his team of track racers, time trialists, road racers, and hill climbers. The team demonstrates time and time again that Mike can really teach old dogs new tricks whether they're racing up Mt. Diablo or adding another World Championship jersey to the pile.



HAMMER FAST FACT



Hammer HQ is 30 miles from Glacier National Park.

Team prep and mobile support can make or break a ride. The World Champion Crew relies on their custom Hammer van stocked with Hammer fuel and gear.
Photo: Miles Frank

Davis Phinney Masters Team



The 2022 team riders assemble before a coastal training ride in sunny Southern California.
Photo courtesy of Davis Phinney Masters Team

The collection of racers that make up the Davis Phinney Foundation have set off with a dominant team, with riders consistently taking podiums at wins at the CBR Criterium Series, Valley of the Sun, and the Tour of Murrieta. Next up is more on and offroad racing in the form of criteriums, road races, fondos, and even a few riders that are planning on being on course at Belgian Waffle Ride San Diego.



Sean McCullough

Ironman 70.3 - Galveston, TX
3rd Place 25-29 Age Group
8th Place Overall

“I’m ecstatic on hitting a massive PR and punching my ticket to the World Championships in October – thank you Hammer!” Sean raced through the Gulf city of Galveston, Texas, chasing and fighting for places at the head of the race. Fueling his top finish was **Fully Charged**, Tropical **Hammer Gel**® for some extra caffeine boost, Lemon-Lime **HEED**®, and **Endurolytes**®.

Sean shows off his well-earned Ironman hardware.
Photo courtesy of Sean McCullough



Ludovic Hilde

Santa Barbara, CA Road Race
1st Place Overall

Ludovic, the tall Frenchman riding for Cannondale/Birdworx presented by Hammer Nutrition, rode to a dominant top step finish in the masters 45+ road race. With tactical support from his teammates Jim Pappé and John Hatchitt, and more help from Vanilla Hammer Gel and Melon HEED, “Ludo” was proud to bring home the win!

Ludovic got all of his energy out on Saturday in order to fully enjoy his Easter Sunday
Photo: Scott Dworkin



FROM OUR ATHLETES



Caught from above hydration for the journey ahead / Ben heads out towards the Salton Sea with his bike, GPS, and ubiquitous Hammer Fuel / Premixing Perpetuem at the start in Idyllwild, CA. Photo: Seth Dubois

Ben Handrich

StageCoach 400 Mile offroad Solo tour

A solo test and sleepless adventure to prep for racing the Tour Divide this summer



For a 350+ mile race, there are a lot of logistics to consider. I made custom cues for myself after downloading the GPX of the route that included my estimated resupplies and water stops; I printed a 'cue card' and taped it to my top tube that included essential water

resupplies as well, since there are hours-long sections where no water is available and I needed to carry 4.5 liters at a time; clothing and sleep gear are meticulously scrutinized and second-guessed. As far as Fueling goes, I started with 2 liters of Strawberry-Vanilla

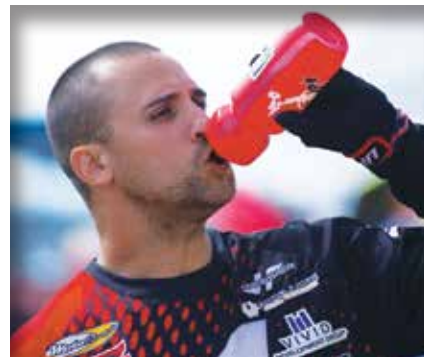
Perpetuem®, a little over a liter of grape fizz, and some Hammer Energy Bars® - Apple Cinnamon, cranberry, and almond raisin. Even the 25+ mile Anza-Borrego desert section is a favorite part of the route. Not because it's fun but because it was memorable!"

Mike Alessi

RCSX, Daytona Raceway, FL
RCSX Junior 25+ Champion

It comes as no surprise that Mike Alessi is back to the winning ways at one of the largest Pro/AM MX races of the year! Between competing in select MX and AX races across the US he has been

showing up and showing out at every race. Since coming back to Hammer, Mike has been fueling right and feeling great at each and every round he attends! With much more racing left this year we look forward to the more wins, podiums, memories made, and ultimately reaching the goal of returning back to professional Supercross!



Mr. Holeshot wins again! Photo courtesy of Mike Alessi

Canyon Richards



For this brother and sister duo,
Winning runs in the family!

**2021 Ironman GNCC
1st Place Overall**

Canyon and Brighton Richards round out their GNCC racing season with a BANG!

Brighton Richards



The Richards family is one of a kind, their love for motorcycles, competing, and anything 2 wheels is what drives the tremendous success that Canyon and Brighton both have experienced thus far in their career. With them both predominately competing

in motocross their whole life they have now sought out a new challenge to conquer in 2022, racing and competing in the GNCC series. In October of 2021 Canyon and Brighton both were able to compete and secure the top step of the podium at the Ironman

GNCC. With little experience competing in off-road racing it is that much more impressive to show the amount of talent that these young kids have. We look forward to seeing what the future has in store for these young superstars and fueling them along the way!



Mason Klein

**March 4th-10th, 2022, Abu Dhabi
Rally 2 class victory in Abu Dhabi**



Mason continues to make leaps in bounds in the rally world and the sky is truly the limit for this kid. His hard work and unwavering dedication to his craft is what makes him one of the top rookies in the sport right now! Mason swears by Hammer product and has mentioned he will never travel without his Hammer essentials.

Mason walks the walk all smiles in Abu Dhabi!
Photos courtesy of Rally Zone





Jeff Lao



Jeff Lao powers through the bitter cold with plenty of Hammer fuel in tow. Photos courtesy of Jeff Lao.

Jeff Lao of Malaysia, competed in the Montane Lapland Artic Ultra back in March.

This is a 10 day race across Sweden's arctic tundra covering 500km on foot. Jeff had to pull his supplies in a 30kg sled behind him across his journey.

Back in 2019, Jeff's toughest challenge was the Decaman in Switzerland, where he completed 10 Ironman events in 10 days.

"I believe **Recoverite**®, **Anti-Fatigue Caps**, and **Fully Charged** played a big role and I am glad to be fueled by Hammer Nutrition!"

Paul Moir

My story started when I bought a bottle of **Hammer Gel**® in Hong Kong in 2004. I was living in Malaysia at the time and couldn't buy Hammer anywhere... so I called Hammer in the USA and that's how we started Hammer Nutrition in SE Asia. We sold it into Malaysia, Singapore, Thailand and Indonesia.

In SE Asia, the Hammer products sold by simple word-of-mouth and real results from people trying the Hammer products. We sponsored a number of riders and winning races certainly helped, but the single biggest factor that sold Hammer to new users was what they felt, experienced and benefited from taking the Hammer products.

My wife and family moved back home to Australia in 2012 and I have used the Hammer fuels and supplements in both my recreational riding and racing days ever since.

I love talking about and introducing people to Hammer products. When you know the product is a really great one... it is not an act of selling but one of helping people to perform better and enjoy their favourite sports so much more.



Paul Moir representing Hammer at the Pulu Ubin MTNB Race 2009, and slashing the trails at the Nerang Offroad Race in 2012. Photos courtesy of Paul Moir.

Morizur Gaetan (France)

First Place Winner of the Dalat Trail Marathon.

70 Kilometers

8:10:07





Vietnam

Dalat Trail Marathon



The Hammer Vietnam team is stocked to fuel their athletes and are at your service!

Dalat Ultra Trail is the first and major international trail running race in Asia. Trail Master is organized in the Central & South of Vietnam.

With a 4 am start, athletes conquered the roads located through and around Da Lat Plateau City, passing through famous landscapes such as Valley of Love, Langbiang Peak and Lam Vien Plateau. Morizur Gaetan of France was decorated the overall first place winner.



**“Coach me, and I will learn.
Challenge me, and I will grow.
Believe in me, and I will win!”**

Eliska Anna Milfait

One day I won a race in Prague, the capital of the Czech Republic, in Europe, in honor of one of the world’s greatest athletes, my countryman Emil Zátopek. I met a great guy representing the American firm Hammer Nutrition in the Czech Republic and Slovakia at the event. He let me try the brand’s products, gave me good advice, and didn’t force anything on anyone. We got talking. He believed in me. He believed in my dreams.

I tried Hammer Nutrition supplements, and since then, I have not been without them in any training or any race. I am extremely satisfied. I love them for their lightness, taste, emphasis on health, and overall sports and life philosophy. And I am the evidence that it works. After all, I take part in more than 50 races every year and win the majority of them :-). Hammer Nutrition is accompanying me on my way to the Olympics, and I’ll take it with me to the games one day!



Eliska Anna Milfait shows that she is a future Hammer super star in the making! Photos courtesy of the Milfait family.



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.

Stay Healthy. Stay Informed.



Traditional “Blogs” are yesterday’s news.

Discover a wealth of free information and education, specially authored and curated with your peak endurance performance in mind.

Every week we bring you news you can use, including groundbreaking nutritional research from around the world, further professional insight regarding the many uses of our various products, and success stories from our athletes.

Stay ahead of the game!

When you subscribe to ENW, you will also enjoy advanced access to each issue of *Endurance News*.

Hop online today to take advantage of this invaluable resource.

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Keep Hammering!

ENW: READ MORE...



“REFERENCES AVAILABLE UPON REQUEST”

You'll find this following many of our

EN KNOWLEDGE RESEARCH

articles here in *Endurance News*.

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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Keep Allergies at bay with **CLEAR DAY**

According to new research it is believed that 2022 and future years may see longer and more-intense allergy seasons, partly because pollen emissions each year are estimated to increase by up to 200%. If you have spring-time allergies, you already know how unpleasant they are; however, this new research really spells bad news. If there was ever a year to get started on Clear Day and stay on it longer than before, this is the year and now is the time.

Only a few years ago, statistics from the Food and Drug Administration (FDA) estimated that over 36 million people in the United States suffered from seasonal allergies. Today, that number is believed to have increased significantly. Allergy expert, Dr. M. Razi, states “There are 50 million people with seasonal and nasal allergies.” Put another way, one out of six of the population has an allergic condition, and it’s believed that four out of ten endurance athletes suffer from seasonal allergenic reactions as a result of inhaling airborne substances. These allergies are not only unpleasant to deal with, they hamper athletic performance as well. Researchers Komarow and Postolache state, “As a result of the increase in ventilation

during exercise, athletes in particular experience significant symptoms of allergy triggered by exposure to aeroallergens. The allergic response causes nasal and conjunctival congestion, tearing, breathing difficulties, pruritus [itching], fatigue, and mood changes, which affect athletic performance.”

Fight back with Clear Day!

Clear Day contains four all-natural anti-allergy all-star compounds – Olive Leaf Extract, Quercetin, Bromelain, and Resveratrol – that combat allergies on a number of fronts: antihistamine, anti-inflammatory, antioxidant, antibacterial, and antiviral. This potent combination helps you avoid airborne allergic symptoms while also alleviating airborne allergic reaction discomforts you’re already experiencing.

Using Clear Day:

- Helps limit allergy occurrences
- Relieves allergy symptoms
- Makes exercise more comfortable,

Not convinced yet? Check out these five-star online reviews!



I’ve used another product for years from a health food store.



HAMMER FAST FACT

The original Hammer logo color was purple.

With all the great products from Hammer Nutrition I thought I'd try Clear Day. It was the perfect choice. I believe that if you suffer with allergies and don't want the side effects of prescription you have hit the jackpot. Thank You Hammer!



This product is amazing for helping with allergies. I've stopped buying the major brand allergy meds and use this instead.




I have been using Clear Day for several years now during allergy season. I have recommended it to many of my friends as a substitute for OTC products. It doesn't make me drowsy or hyper like the OTC products I have used in the past. It works great!

Summary

The Clear Day formula gives your body the ammunition it needs to tackle even the toughest airborne allergies safely and effectively, and without the side effects associated with over-the-counter allergy medications. Introduced eight years ago, Clear Day has proven to work incredibly well for those who use, and continue to use, this powerfully beneficial product. We guarantee that it'll work just as well for you.

Hammer Nasol

Whether it's due to colds, allergies, or numerous other reasons, nasal congestion affects us all at some point. A stuffy nose not only makes exercising significantly more difficult, it can disrupt your entire day and negatively impact the quality of your sleep. No more! Use Nasol - it'll clear up your sinuses quickly so you can enjoy breathing more freely.

Nasol is the perfect complement to Clear Day, helping to alleviate other unpleasant symptoms caused by allergies. As soon as you feel the first hint of allergy-related problems coming on, take a dose of Clear Day and give each nostril a spray of Nasol. 

Rapid relief is on the way!

**No side effects,
Just relief!**



- Reduces seasonal sensitivity symptoms
- Reduces the need for unnatural remedies

60 Capsules \$22.95



*"I have been using **Clear Day** for several years during allergy season, and recommend it to all my friends. It doesn't make me drowsy or hyper like other products, and it works great!"*
- Brian H.



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CONTINUED ARTICLES

STEVE BORN

Still Hammering!

Continued from page 14

To make a very long story a bit Brian Frank, the owner of E-CAPS, not only answered the phone, he spent a long time talking with me. The remarkable thing about that is because the conversation was almost all about me and my athletic goals; there was no hard sell by Brian to buy anything at all. We did eventually talk about nutritional supplementation, and it became apparent that it was something we were both keenly interested in.

I was profoundly impacted by that phone call—it was so refreshing to not be pushed into buying a ton of products, but instead have the owner of the company genuinely interested in me and my sport—and it made a lasting impression on me. For the next several years, Brian and I talked on the phone and via internet, the latter when it first came to being (I'm showing my age!) Every conversation was one where I went away from thinking, "This guy actually gives a damn about my athletic goals. This is so cool!"

About 10 years later, when I was between jobs, I took a chance and called Brian, asking if he'd be at all interested in hiring me. He was so enthusiastic about that possibility, that he flew me up to Monterey, CA, where the annual Sea Otter Classic cycling event took place. I helped him work the booth at the expo during that weekend, and he pretty much hired me on the spot. The cool thing about this whole encounter was that instead of it being about a potential employer and employee finally getting to meet, it was much more about "finally

seeing my long-lost brother." Very, very cool.

Ever since then, I have strived to have my work mimic the same premise that Brian has for the 35 years his company's been in business. He wrote the book on customer service, and it very much went hand-in-hand with my own personal philosophies on customer service. I've often said that it's not about the product, it's about the person. It's about meeting people's needs, not about trying to sell them a bunch of products. "People," I always felt, "may want to buy things, but NO ONE wants to be sold anything." That's why my goal since Day One has always been to "arm" athletes with a substantial amount of useful information instead of doing the hard-sell on them. Sharing information puts the power into the athlete's hands, so that they can make their own purchase decisions based on that information, not on someone trying to sell them something. That's been my M.O. from the beginning and it's never going to change. People before products.

During my career in ultramarathon cycling, I've learned an awful lot about how to fuel properly, and many of those times that learning experience came the hard way, and some of those "hard ways" nearly costing my life. I don't want athletes to ever have to go through the painful, costly, sometimes life-threatening mistakes I've made, and that's what I've been striving to do ever since I started working at Hammer Nutrition 22 years ago. To me, helping athletes get the most out of the time, energy, and money they invest in their sport is much more honorable—MUCH MORE—than trying to

sell them a bunch of products.

For the past 22 years I have said that "I derive just as much pleasure helping other people reach their goals as I do my own. It's the best part of the job." As I start my 23rd year with Hammer Nutrition, that desire to help others has never faded; if anything, it gets stronger by the year. Happy 35th Anniversary, Hammer Nutrition, and thanks for allowing me to be a part of it!

EN



SOS #3 : HYDRATION

Continued from page 23

... **exercising at extreme levels (prolonged periods at a high percentage of VO2 max); and athletes competing in severe environmental conditions. (Note that increased fluid intake necessitates an increase in electrolyte replacement as well.)**

A typical water bottle contains 20–25 oz of fluid (approx 590–740 ml), so consuming one bottle per hour is an excellent approach.

Adapting to the heat

While there are limits to how much heat the body can withstand during exercise, there are ways to improve your adaptation to heat stress.

1) Train to get fit in the heat by distance training at an aerobic pace for 14–21 consecutive days. Heat acclimatization and fitness reduce fluid and electrolyte losses by up to 50%.

2) Train your body to appropriately refuel, rehydrate, and process electrolytes.

3) Train at a reduced pace to compensate for overheating (lower gears, easy cadence, slower pace).

4) Slightly increase electrolyte intake; the more fluid lost, the more electrolyte stores are depleted.

5) Increase fluid volume cautiously; resist drinking above 30 oz per hour.

6) Keep head, trunk, and quads wet to increase evaporative heat loss.

Pre-race days

Far too many athletes try to get a jump on race day needs by over-doing it with fluid, calorie, and salt intake. We are not camels and cannot store water. In the days leading up to an event, the only thing that excess fluid intake will do is overly dilute and flush out your body's electrolytic mineral content. Neither of these will help your race day performance; actually, they greatly increase the potential for ruining it.

A better approach is to maintain constant daily hydration (half of your body weight in fluid ounces) up to and through race day, regardless of temperatures.

A three-day load with **Liquid Endurance** will safely and effectively maximize your intercellular water levels, so they can be called upon as needed during your training session or race.

Beat the race-day heat

In addition to proper hydration, adaptation, and appropriate electrolyte consumption, the following can help effectively relieve heat stress if the temperatures soar on race day.

- If you're running, take a one-minute walk, douse yourself with water, and take a good drink. If you're cycling, coast or easy spin for a minute. The break from heavy exertion allows some internal heat to dissipate. Highly competitive athletes might scoff at walking or coasting, but when it comes to core temperature, nature gives you two choices: cool down or DNF.
- Wear the lightest, most evaporation-friendly clothing you can afford. (Cotton isn't on the list!) Many fibers today provide superior wicking and evaporation that allow your sweat to do the work nature intended. Light-colored clothing is preferable.
- Use cold fluids as much as possible as your body absorbs them more rapidly than warm fluids. Use frozen and insulated water bottles and hydration packs.

Know the symptoms of both over-hydration and dehydration. Stop immediately if you feel lightheaded or queasy, or get dry chills. No race or training is worth compromising your health. **EN**

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Supplementation Tips for Exercise at ALTITUDE

by STEVE BORN

We receive questions such as this fairly frequently: “I’ll be doing some racing at high altitude, for which I am not acclimated. What are some tips you can give me, along with any Hammer Nutrition supplements that may help?”

HERE ARE OUR ANSWERS:

1) Temper your expectations.

One reason that endurance performance decreases at altitude is because of lower oxygen content in the blood, which corresponds with a drop in VO₂ max. It takes several weeks to acclimate to high-altitude conditions—four to six weeks is the most common recommendation—so if you’re unable to spend that long in high-altitude conditions, you’ll most likely not set a PR, perhaps not even coming close to it. As such, your goal is to pace yourself wisely—running by effort and not speed—so that you finish the race.

2) Make sure you’re adequately hydrated and minimize-to-avoid alcoholic beverages. Thinner air

causes breathing to be shallower and more frequent, which in turn creates greater fluid loss through the respiratory system. In addition, with the very dry and low humidity conditions at altitude, your sweat dries faster. That impairs fluid absorption through breathing and may also make you feel that sweat losses are diminished, even though they’re not. Make sure that you’re drinking what that equals 0.5 to 0.6 of your body weight daily.

Example:

180-pound athlete x 0.5 = 90 ounces of water

180-pound athlete x 0.6 = 108 ounces of water

3) Use supplements that will aid exercise performance at altitude.

The five I’ve included are listed/ranked in the order that I (Steve Born) believe will be most beneficial...

- **Race Caps Supreme** - Not only is this a great product for enhancing exercise performance—providing key

substrates (catalysts) to help produce energy more efficiently from the air you breathe in and the calories you consume—it’s outstanding for cardiovascular health. One of the ingredients in Race Caps Supreme, idebenone, will be especially beneficial for high altitude exercise. It is similar in nature to Coenzyme Q10 (CoQ10, another nutrient in Race Caps Supreme), in that it is vital for energy production. What makes idebenone unique is that, unlike CoQ10, it can still perform its energy-production functions/processes even in low-oxygen conditions.

- **Fully Charged** contains a number of nutrients/compounds that address and enhance several areas in exercise performance, accomplishing this without stimulants or excessive amount of caffeine, neither of which are beneficial, especially at high altitude. There are certain components in Fully Charged—beet root juice and a remarkable patented compound called Spectra™—that increase nitric oxide levels in the blood, which increases blood flow and oxygen

“I’ll be doing some racing at high altitude, for which I am not acclimated. What are some tips you can give me, along with any Hammer Nutrition supplements that may help?”

to the vital organs and working muscles.

- **Super Antioxidant**, while best known as a great antioxidant-rich supplement for recovery, contains ginkgo biloba and vinpocetine, both well-known as being beneficial for high-altitude exercise, primarily for their increased blood circulation and in helping improve brain function at low oxygen levels, the latter by purportedly boosting oxygen saturation.

- **Xobaline** contains vitamin B12 and folate, both of which play a number of roles play in the body, including being important catalysts for supporting increased aerobic capacity, energy production, and improved recovery, via their involvement in the production of red blood cells as well as RNA production and re-synthesis.

- **Essential Mg** – A decrease in cerebral blood flow, as measured by blood flow velocity in the middle cerebral artery (MCAv), is associated with hypoxia, a state in which oxygen is not available in sufficient amounts at the tissue level to maintain adequate homeostasis. Research has shown that supplementation with magnesium, while not able to prevent acute mountain sickness (AMS), significantly increased MCVa, suggesting that magnesium helps improve blood flow.

4) Support your kidneys. One of the many reasons why athletes should strive to maintain optimal kidney function is because the kidneys are responsible for the production of erythropoietin (EPO), which initiates the production of red blood cells from bone marrow. Red blood cells are responsible for carrying oxygen throughout the body. Dysfunctional, damaged, or diseased kidneys cannot make sufficient amounts of EPO, which means fewer oxygen-carrying blood cells. The end result, at the very least, is poorer-than-hoped for athletic performance.

Continued on page 64

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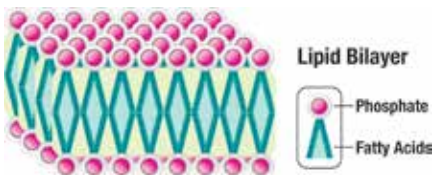
CONTINUED ARTICLES

ESSENTIAL OMEGA FATS

by DR. BAYNE FRENCH

Continued from page 27

Below is a real-world example of how these fatty acids are incorporated into the body. In addition to burning them for fuel and numerous other vital functions, they are incorporated into the wall surrounding all cells (cell membrane).



This is the surface of every cell in our body, upwards of 40 trillion of them. The pink “head” is a phosphate-containing molecule. The green/blue “tails” are fatty acids. Notice that there are TWO layers. The types of fatty acids incorporated into these membranes have dramatic consequences for our health.

Saturated fat

Saturated fat is comprised of fatty acid chains with only single bonds linking the carbon atoms together. There are short chained, medium chained (MCT), and long chain types. Some with odd numbers of carbon and others with even. There are few things subject to more butchered thinking than saturated fat. We’ve eaten saturated fat forever, as much and as often as we could.

So what’s the problem with saturated fat? In the 1950’s Dr. Ancel Keys performed flawed and biased research concluding that saturated fat caused heart

disease. The details of these unfortunate events are well covered in *The Big Fat Surprise* by Nina Teicholz. Decades of nutritional policy inexplicably followed, leaving a mark such that “fat is bad” became etched in our psyches. And propagated yet today.

Saturated fat in the diet can raise cholesterol. For many nutritional-dinosaur “experts”, elevated cholesterol levels are what drives heart disease. The story is so much more complicated however, with designation of “good” and “bad” cholesterol as ridiculous as a nursery rhyme. I am very comfortable with the fact that saturated fat does not cause heart disease. This is supported by numerous studies. (DiNicolantonio. *Open Heart*. 2014; Siri-Tarino et al. *Annu Rev Nutr*. 2015; Estruch et al. *Annu Rev Nutr* 2015; Ascherio et al. *BMJ*. 1996; Chowdhury et al. *Ann Intern Med*. 2014).

Some of the benefits of saturated fat include providing structure and function to our cell membranes; acting as a precursor to hormone production; bolstering immune function; supplying several essential vitamins; and offering an excellent source of energy (if you’re in rare air and adept at burning fat).

50% of the cell lipid bilayer above is saturated fat, and over 50% of the fat in breast milk is saturated. A brief study of female chest anatomy should make it pretty clear that we are designed to consume it.

Saturated fat being vital in infancy but detrimental in adulthood just doesn’t pass my DIMADS (Does It Make Any Dang Sense) Test.

Monounsaturated fats

This type of fat is comprised of fatty acids with only one double bond.

Monounsaturated fats are widely agreed upon to be most favorable for your health, and is the primary driver behind many physicians recommending the Mediterranean diet. Known benefits as outlined from numerous sources include weight loss (especially from the mid-section), improved sensitivity to insulin, reduced diabetes risk, reductions in arthritis pain, less LDL cholesterol (“bad” cholesterol) oxidation and reduced risk of blood clots and strokes.

Common sources include olives and olive oil, avocados and avocado oil, numerous nuts, dairy and animal fats. The American Heart Association lists only one the above, olive oil. Instead, it lists oil sources from canola, peanut, safflower and sesame.

*Continue reading this article in its entirety on **Endurance News Weekly***



A WORD FROM BRIAN FRANK

Continued from page 4

Sorry for that momentary lapse, I'll get back on program. As I mentioned in my last column, I planned to compete a lot this year after a year of injury. So, I went out to Tennessee for the first two rounds of Trials Nationals and managed to hurt myself pretty good midway through the first day. I still finished 5th out of 17 or 18, but the rib injury I incurred prevented me from competing on Sunday and most likely until the final rounds in June.

The silver lining of this rib injury cloud is my newfound love of **Tissue Rejuvenator**. Anyone who has fractured and or separated ribs knows they're a bugger, heal slowly and make it very unpleasant to breathe deeply and laughing, sneezing or coughing is a 12 on a pain scale of 10. I'm already a pro at speed healing, but having weeks or relatively steady pain levels allowed me to test the product in new ways – I found that taking the 4 per day that I usually take, gave about a 60% reduction in discomfort. 8 per day and the discomfort was down 90%. Skip a day on purpose and the pain level is back max levels. I'm done with those experiments, sticking to 4 caps morning and night, along with 150mg of CBD and topical application of Arnica and CBD for 8 weeks, then dropping down to 4 caps per day after that.

Speaking of products in this issue, it's a bit late for the season, but Clear Day is a product that you should know about if you ever experience seasonal irritation to pollen, dust or anything else. Recently, before my injury, my season irritations kicked in big time. So much so that within a minute of stepping into the back yard, I'd be sneezing, eyes itching / watering, and nose running. Take 2-3 Clear Day and the symptoms evaporate in 7-8 minutes and don't return for 4-6 hours or more. Not kidding. This year and previously, I have replicated this timing dozens of times.

Ok, I'm going to stop here and let you enjoy the rest of the pub. Enjoy the read and pass it along to anyone you know that we could help.

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CONTINUED ARTICLES

PROBIOTICS & DIGESTION

by STEVE BORN

Continued from page 47

It should be clear that tipping the scales in favor of the “good guys” (healthy bacteria) in the gut, along with efficient and complete digestion of the food you eat, are essential for maintaining good health. With **Digest Caps** or **Life-Biotics Super 15** and **EnduroZyme** you have the ammunition needed to take care of both in ideal fashion.

WHEN TO TAKE

While there is some debate as to whether to take a probiotic supplement with or without food, the general consensus suggests that probiotics are best taken on an empty stomach. This ensures that nothing interferes with the colonization of the gut with the healthy bacteria. A good practice to follow is to have a bottle of **Digest Caps** or **Life-Biotics Super 15** next to your bed and to take a dose first thing in the morning.

EnduroZyme should be taken prior to or during each meal. In addition, taking **EnduroZyme** during exercise helps prevent possible GI distress that may happen. Lastly, strenuous exercise reduces digestive capacities, so taking **EnduroZyme** with **Recoverite** and any post-exercise snacks or meals is a wise strategy to follow. EN

References available upon request

SUPPS AT HIGH ALTITUDE

by STEVE BORN

Continued from page 61

One primary step everyone can do to protect their kidneys is to severely limit the use of non-steroidal anti-inflammatory drugs (NSAIDs); their overuse is the No. 1 preventable cause of kidney disease.

Hammer Nutrition “kidney health” supplementations include:

- **Tissue Rejuvenator** – The nutrient combination in our superior-quality joint health product has potent anti-inflammatory properties, and is a much safer alternative to NSAIDs.
- **Mito Caps** – The r-alpha lipoic acid component in **Mito Caps** is a powerful antioxidant, and protect cells—including those in the kidneys—from damage. protecting your organs’ cells from oxidative damage, including those cells in your kidneys. R-alpha lipoic acid also increases two endogenous (inside the body) antioxidants—superoxide dismutase (SOD) and catalase (CAT)—in kidney tissue. This trio of antioxidant power reduces inflammation and oxidative stress in the kidneys.
- **LSA Caps** – Though “LSA” stands for “Liver Specific Advantage,” one of its main nutrients—n-acetyl l-cysteine (NAC), also provides powerful support for the kidneys. NAC is an antioxidant in and of itself, but more importantly, it’s a precursor to glutathione, commonly referred to as “the

body’s master antioxidant.” Both protect kidney cells from oxidative damage. NAC also supports kidney health by binding with heavy metals and numerous toxins, thus protecting the kidney for their damaging effects. EN

EVENTS: THE HAMMER WAY

by BRIAN FRANK

Continued from page 10

If you’ve been to an event lately, chances are we were right there with you.



So, whether you just placed your first order, are an ambassador, Autoship, sponsored athlete, three decade+ Hammerhead, you deserve our help, as much or as little as you want/need. Race Directors are partners in marketing and promoting my brand, but first and foremost, we view them as very special clients who happen to need a lot of help.

When you really consider all of the planning, organization, logistics and manpower it takes to put on even a small endurance sporting event, it makes you not want to do it. Which is just another reason we have to support those willing to make this work!

So, if we can make their life a little easier and cross a couple things off of their endless “to do” list before event date, we do. That means event bags and goodies to go in them, product on course, prizes for awards and post event give aways and more. In addition, we help each RD set up a series of non product-specific fueling success emails, based on my 5 Secrets of Success, so that their participants will have the best change of success at their event. Win, Win, Win!

In order to make this whole process go smoothly, hundreds of times each year, we employ two dedicated events staff, who are assisted by Steve, me, Miles and several others. This process entails countless emails back and forth with the RD (roughly 9,000 emails in and out at last count), determining product needed, planning and scheduling educational emails/social media campaigns, organizing the delivery of said product in a specific time window, confirming delivery of product and collateral and so much more. And we do this for every event we sponsor!

We also try to have someone on site at the bigger events and usually do fueling clinics prior to the events where Steve or I will be attending. You should come to one if you can.

Take a good look at the events stats accompanying this article to get the rest of the story. We support you and your sport like no other nutrition brand on the market, of that one thing I am sure. **EN**

“Hammer Nutrition brings value to my company. The all natural Hammer Nutrition products are high quality and effective. Our customers love Hammer Nutrition!”

- Luis Escobar (RD for All We Do Is Run)

“Hammer Nutrition continues to be a valued partner of Mudslingers events for our cycling community, especially our racing friends who need the “good stuff” to perform at peak levels on race day or to recover well”

- Mike Ripley (RD for Mudslingers Events)

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Looking forward to the future!

Eliska Anna Milfait

“Hammer Nutrition is accompanying me on my way to the Olympics, and I’ll take it with me to the games one day!”

Photo courtesy of the Milfait family.

Read more about Eliska on pg. 53

The Gold Standard



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25 mg 90 ct	\$0.08 per mg		
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