

# ENDURANCE

## NEWS

BY HAMMER NUTRITION

#132 Oct/Nov/Dec 2022

\$4.99 US / \$5.99 CAN



### IN THIS ISSUE

#### CHAMPIONS ROUND-UP

The Biggest Hammer Wins of the year

#### COMPRESSED EATING

A new view on Keto and Fasting

#### HOW WE SOCIAL

We do it different!

### PLUS

- DR. FRENCH REDEFINES LIPIDS
- OFF-SEASON NUTRITION
- A LOOK AHEAD AT 2023

# NATE LOMAN

Long-time Hammer athlete Nate Loman, sprints to a 4<sup>th</sup> place finish at the Ohio State Gravel Championships. Nate credits a combined use of **HEED®** and **Perpetuem®** mixed in a convenient Gel Flask for his success. Way to go Nate! Photo courtesy of Nate Loman.



*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](mailto:photos@hammernutrition.com).

# Now Better than Ever!



- Restores muscle glycogen
- Rebuilds muscle strength
- New Caffè Latte formula

Recoverite 2.0 available in  
Caffè Latte with more flavors  
coming in 2023.

Flavors  
■ Caffè Latte



*"Really liking the new **Caffè Latte Recoverite 2.0**  
Flavor is great and it mixes well too. Great job  
Hammer, Brian Frank and crew, ya nailed it!  
- M. Burkhardi.*



## SHOP NOW

[hammernutrition.com](http://hammernutrition.com)



## FREE BANDANA PLUS CAPSULE DISPENSER

Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.



expires  
12.31.22

800.336.1977

# BEING FRANK

## A WORD FROM BRIAN FRANK

*We at Endurance News believe that there are no shortcuts and success can only come from hard work."*

### Welcome to the 132<sup>nd</sup> issue of *Endurance News*!

This is the last issue for 2022, our 35th anniversary year, and I do believe we've put together another stellar edition for you. It's one way to say thank you to everyone who have made it possible for me to do what I love, for my entire adult life – help athletes fuel right and feel great! It's been an awesome journey and I'm looking forward to all the promise 2023 holds. Besides the season review and highlights of big wins, championships and more, there are some "meaty" articles from myself and Dr. French, to sink your teeth into. Of course, no issue would be complete without some housekeeping details. One bit of really good news is a 25% reduction in all of our CBD pricing.

#### **New kits for 2023/2024:**

**SEE and BE SEEN!** We've already designed the latest version of our popular Hammer cycling and triathlon kits. They feature new graphics with high visibility lime green on the unisex styles, fun tropical colors and floral patterns for women,

and reflective accents on both to make sure you stand out for added safety. As we have for decades, we'll be offering specific cuts from Voler Team apparel and the finest cycling kit offerings from Bergamo in Italy. We'll be revamping and updating all of our soft goods as we retire the 35th anniversary editions. You'll be able to easily find everything on our fast and efficient new web site!

#### **Race Results**

Hammer athletes have been filling podiums around the world for decades and 2022 was no different. Special kudos goes to Victor Sheldon for dominating his age group at MTB Nationals and going for a second at CX Nats in a couple of weeks. Possibly even more impressive was our super seniors dominating at World Masters Track championships in SoCal. Jack Kelso and the boys showed 'em how it's done! Amazing stuff! Congrats to them and all of the other athletes in this issue.

# ENDURANCE NEWS

The informed athlete's advantage since 1993

AN EXCLUSIVE PUBLICATION OF:



## STAFF

**Publisher and Editor-in-Chief**

Brian Frank

**Assistant Editor**

Steve Born

**Contributors**

Dean Karnazes, Dr. Bayne French MD DC,  
Laura Labelle, Camryn Lingle

**Designers**

Adrian Villanueva  
Matt Borlaug

## 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](http://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](http://hammernutrition.com/company/mission-statement)



Legal Disclaimer: The contents of *Endurance News* are not intended to provide medical advice to individuals. For medical advice, please consult a licensed health care specialist.

© 2022 Endurance Marketing Group. This information is copyright protected. Please feel free to distribute this information as long as the copyright notice, phone number, and/or URL are included. Content must remain unchanged and original authorship acknowledged.

4952 Whitefish Stage Road  
Whitefish, MT 59937

800.336.1977 • [hammernutrition.com](http://hammernutrition.com)

## EN CONTENTS

Endurance News: Issue 132  
October/November/December 2022

## EN FEATURES

- 6 **2022 Results Recap**  
The year in review
- 12 **How We Social**  
by BRIAN FRANK
- 26 **Lipids: A Different Perspective**  
by DR. BAYNE FRENCH MD DC
- 40 **Compressed Eating**  
By Brian Frank
- 44 **5 Tips to Avoid Holiday Weight Gain**
- 48 **Keep Hammering**  
Supplement your off season
- 64 **Team Eagle S.E.A.L.**  
Training camp

## EN REGULARS

- 4 **Publisher's Note**
- 18 **#howihammer**
- 20 **SOS: Recovery Done Right**
- 22 **Ask Hammer**
- 24 **Starting Lines**
- 32 **HQ Housekeeping**
- 46 **Laura's Kitchen**
- 50 **From Our Athletes**
- 54 **International**
- 60 **Events Updates**
- 66 **Finish Chute**

## Perpetuem 2.0

I'm not going to deny the switch over has not gone smoothly. Completely rebuilding three of our most popular products would have been challenging in the best of times.... Doing it in the past two years has been a huge hurdle, but with fantastic results.

## The return of Solids

Solids lovers rejoice! After 6 years of supply chain, manufacturer and co-packer struggles, I am extremely relieved to let you know that we expect to have all flavors of solids back in stock in time for the upcoming Family and Friends sale. They should remain in stock from then going forward!

**CBD:** Over the past 4 years, Hammer has become one of the largest sellers of CBD in the USA. I was able to leverage that to find an even better manufacturing partner that can deliver the Gold Standard product we require, at a much more competitive price – 25% lower than our already industry leading pricing!! My goal is to make this amazing product available, so you can tap into the added benefits that come with higher dosages.

Before I go, I want to thank all of my long time clients for standing with me these past 35 years. I couldn't (and wouldn't) have done it without your constant support and encouragement. I appreciate each one of you and hope to hear from you in 2023! Until then, enjoy the fall colors, the holidays, and life.

Brian Frank

Owner and Founder of  
Hammer Nutrition

# WALL OF CHAMPIONS



## Jack Kelso

### WINNING STATS

#### UCI Masters World Track Championships

- Gold - Team Sprint

#### CA Track State Championships

- Gold - 2k Pursuit

#### CA Track State Championships

- Silver - Team Sprint



## Larry Wolf

### WINNING STATS

#### UCI Masters World Track Championships

- 65+ 4KM Team Pursuit - Silver (with Jack Hines)
- 70-74 2KM Individual Pursuit. - 4th.

#### California State Road Time Trial Championship

- Gold - 70-74 AG

#### US Road Nationals

- 70-74 Crit - 6th • 70-74 Road Race - 11th
- 70-74 Time Trial - 9th



## Jack Hines

### WINNING STATS

#### UCI Masters World Track Championships

- 65+ 4KM Team Pursuit-Silver (with Larry Wolf)
- 70-74 Individual Pursuit- Silver • 70-74 Points Race- Silver
- 70-74 Scratch Race- 4th • 70-74 Time Trial- 4th

#### USA Cycling Masters Track National Championships

- 65+ Team Pursuit - Silver • 70-74 Individual Pursuit - Gold
- 70-74 Points Race - Gold • 70-74 Scratch Race - Gold
- 70-74 Time Trial - Gold



## Durward Higgins

### WINNING STATS

#### USA Cycling Masters National Championship

- 80+ Time Trial - Gold
- 80+ Road Race - Gold
- 80+ Criterium - Gold

#### USA Cycling Gran Fondo National Championship

- 75+ AG - Gold

#### Huntsman Senior World Games

- 80-84 Time trial - Gold
- 80-84 Hill Climb - Gold
- 80-84 Criterium - Gold
- 80-84 Road Race - Gold
- 80-84 Best all around rider for AG



Every year our Hammer athletes show up for a show down and 2022 was no exception. We love to spotlight members of our Hammer family and your many victorious achievements. Thank you for all of your support and we can't wait to see what you accomplish in 2023!

## **Victor "Slasher" Sheldon**

### **WINNING STATS**

**2022 USA Cycling Mountain Bike National Championship**

- Gold - XC Male 55-59 - back to back champ!
- 24 Hours in the Old Pueblo Gold - 4 Person Men Open



## **Thorn Bickel**

### **WINNING STATS**

**2022 USA Cycling Mountain Bike National Championship**

- Gold - Enduro Male 50-59  
Back to back champ!

## **Wendy Skean**

### **WINNING STATS**

**2022 USA Cycling Mountain Bike National Championship**

- Gold - XC Female 75-79 - now x3 time Champion

**Masters Road & Time Trial National Championship**

- Gold - F Time Trial 75-79 AG
- Gold - F Road Race 70-74 AG

**Paula Higgins Memorial Record Challenge Time Trial**

- 20K Time Trial Record in the Female 75-79 AG - 34:31:27



**34:31:27**

**Keeping up with  
the TIMES**

**JACK KELSO**

**LARRY WOLF**

**JACK HINES**

**DURWARD HIGGINS**

**VISTOR SHELDON**

**THORN BICKEL**

**WENDY SKEAN**

**NHAN NGUYEN**

**RAY SANCHEZ**

**NATHAN MOODY**

**AVERY LONG**

**MIKE ALESSI**

• • •

**and many more!**

# 2022 RESULTS RECAP



## Nhan Nguyen

2<sup>nd</sup> place Carolina Reaper Challenge 50K

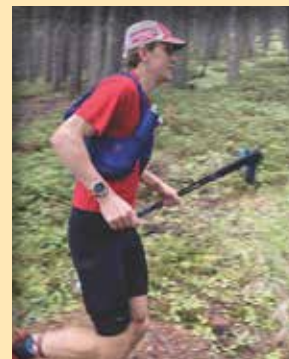
## Aidan Jarvis

### Elkhorn 50 WIN

"I prefilled 7 or 8 softflasks with a mixture of **Perpetuem**® and **HEED**®, so I'd have electrolytes + calories in the same drink. It came out to 370 calories per softflask. I used just HEED for the first 3 hours, then switched to the Perpetuem HEED mixture. I had 4 of the pre-made softflasks in my drop bag at the 20 mile point, but I accidentally forgot to grab them. Luckily, the aid stations were well stocked with **Hammer Gel**® and HEED so I was able to barely scrape by the rest of the race, although I'm sure I worked myself into a sizable caloric deficit by the end because I didn't have the Perpetuem. I also utilized the **Anti-Fatigue Caps**, taking one per hour, and they worked amazingly as my legs didn't start feeling super trashed till about mile 35."

## Ray Sanchez

1<sup>st</sup> place Beyond Limits Ultra, CA  
10<sup>th</sup> place Bigfoot 200, CA  
11<sup>th</sup> place Badwater 135, CA



## Nathan Moody

3rd, Ouray 50 miler, CO



# KEEP HAMMERING!



## ***Mason & Carter Klein***



### **Carter**

250 Pro National Hare and Hound Champion

**Mason:** FIM Rally 2 World Champion



## ***Canyon & Brighton Richards***



### **Canyon**

85cc (12-15 years)  
Arenacross National  
Champion and 85cc (12-  
13 years) GNCC National  
Champion

### **Brighton**

Women's 12+  
Arenacross National  
Champion

## ***Michael Alessi***



Loretta Lynn's Junior 25+ - **2<sup>nd</sup> place**  
Loretta Lynn's Western Regional Champion,  
25+ & Open Pro  
RCSX 25+ National Champion

## ***Avery Long***



450 B Loretta Lynn's National Champion  
450 B Limited Loretta Lynn's National  
Champion National Amateur of the Year

## ***Kade Johnson***



Mini Sr. 2 Loretta Lynn's National Champion

# 2022 RESULTS RECAP



## Leah Goldstein

**Overall Winner** of the HooDoo 500 Solo Division (men & women) with a time of 37 hours and 3 minutes

**Overall Winner** of the Women's Race Across the West (RAW) Solo Division with a time of 2 days, 23 hours and 57 minutes.

**Winner** of the Women's 50-59 Category

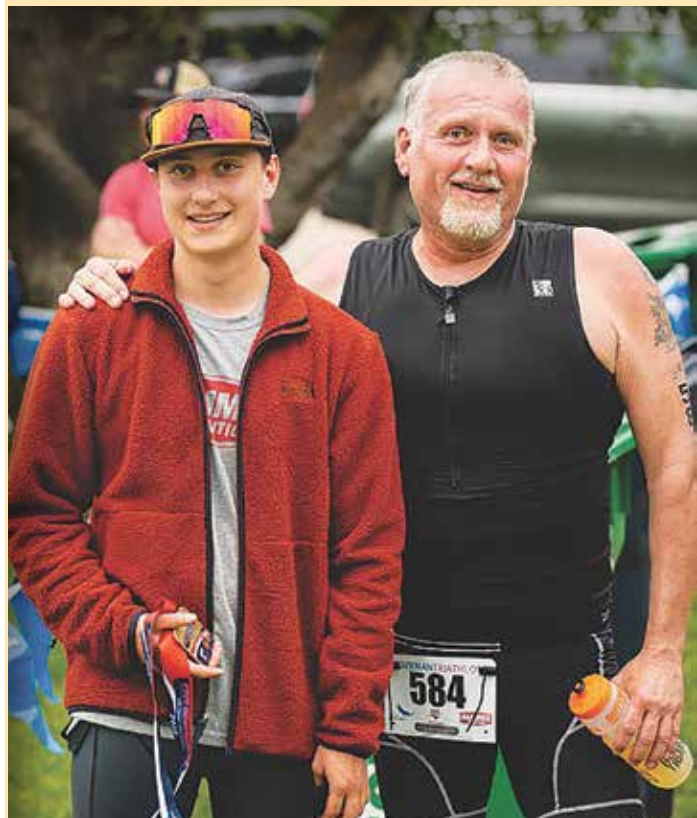
**Winner** of the Queen of the Desert award

**Winner** of the Queen of the Mountains award



## Liam and Arthur Mayo

### State Champs Triathlon, MT



#### LIAM

Montana State Triathlon Champion - High School AG - Gold

#### ARTHUR

Montana State Triathlon Champion - 55-59 AG - Gold

# Here Comes the Sun!



Hammer sponsored athlete, **Jenny Phillips**, was the fastest woman in the 60-64 category at the Mt. Diablo Challenge. Congrats Jenny!



**Christine Sublett** also landed on the top step at the Mt Diablo Challenge. She rode an excellent TT with a time of 1:08:54.9 in the individual Female 50-54 category. Great job Christine!



- Superior structural health combination
- Offers powerful defense system support
- Helps improve carbohydrate utilization

30 Capsules \$19.95



*"I knew I needed K as well as D, and I like that i can get them both at once with **Enduro D**. I have a lot of faith in the Hammer name and all of the products that I buy from Hammer!" - Chenango.*

 **SHOP NOW**  
[hammernutrition.com](http://hammernutrition.com)

**FREE**  
**BANDANA PLUS**  
**CAPSULE**  
**DISPENSER**



Use Promo Code  
**EN132CAP** to receive one bandana and  
 one capsule dispenser free with any purchase.

expires  
 12.31.22

**800.336.1977**  
[hammernutrition.com](http://hammernutrition.com) Oct/Nov/Dec 2022



# HOW WE SOCIAL

## SOCIAL MEDIA the HAMMER WAY

by BRIAN FRANK

**F**ourteen years ago, in July of 2008, when the Hammer Nutrition Facebook account was created, it was a new-fangled thing for businesses that was more of a novelty than a necessity. Before the pay wall went up, our clients and staff were having a great time interacting together in an organic community. Fast forward to today, and you'd be hard pressed to find a company with no social media presence, and most are throwing increasing amounts

of their marketing budget at it, trying maximize ROI. Not Hammer! We devote a lot of human resources to SM, but that's it.

Like event sponsorship, customer service and every other aspect of the business, at Hammer we do it differently. We are a 35 year old, innovation driven, customer facing, service oriented brand. We view social media as another way for clients to reach us and vice versa. Social Media is a

big part of Hammer, but we have zero ad spend/budget, don't care about ROI and aren't interested in trying to get everyone to like us, or buy something – unless you want to! This is the crux of our philosophy – We still view social media like we did in 2008, as a way to connect with our clients and offer a platform on which to share their stories of success, redemption, injury, recovery and so much more!

*Continued on page 14*



1<sup>ST</sup> FB POST

Amanda McIntosh 2008



Carson Miller-Rubicon Team 2008



Team Matlock Racing 2010



Mike Freeman & Kathy McCormick 2009



Brian Frank, Steve Purdue, Brandon Scheiber 2011



Noah Young 2010

# Multi-tasking Multi



Part of your healthy routine  
**EVERYDAY**

- Supports optimum health
- Boosts energy all day
- Supports body's defense system

120 Capsules    \$24.95 each  
210 Capsules    \$39.95 each

Improve your health, and your quality of life and performance will follow.



*"Love the **Premium Insurance Caps**. My wife and I both take them and when I don't, there is a noticeable difference in my energy level and ability to recover. - Aaron R.*



**SHOP NOW**

[hammernutrition.com](http://hammernutrition.com)



**FREE BANDANA PLUS  
CAPSULE DISPENSER**

Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.



expires  
12.31.22

**800.336.1977**



# HOW WE SOCIAL

## SOCIAL MEDIA the HAMMER WAY

*Continued from page 12*

### The early days

When Vince Arnone, our then 18 year old junior web/IT expert, created the Hammer Facebook page, there was no monetization and no algorithms to put walls up between clients and businesses. In fact, the original corporate pages were more like electronic bulletin boards and anyone could put up a post. The most amazing thing was happening, totally organically

– this new community was completely unmoderated, and perpetuated exclusively by clients. Long-time clients were answering questions for new and prospective clients, talking about usage experience and practices, sharing race stories and more! Within a few months, we reached 10K likes, which was some kind of huge milestone back then and everyone was having fun.

Then, as they always do, things started to change and

### Hammer Social Status

- **First Facebook post : 07.28.2008**
- **3K+ Instagram posts to date = 8 years worth of content**
- **A reach of 28K+ accounts**
- **Facebook & Instagram followers growing daily**

it became about money, a lot of money. First it was the “get rich with social media” craze, with the attendant ebooks, seminars and home study courses. All promising to show you the key to easy money. After that short lived phase, the social media companies decided to “monetize” their products and created algorithms to put a wall between companies and their clients, unless you paid them a fee.

*Continued on page 16*



**1<sup>ST</sup> INSTG POST**

End of cyclocross season 2012



Erin O'Donnell - Ironman 2010



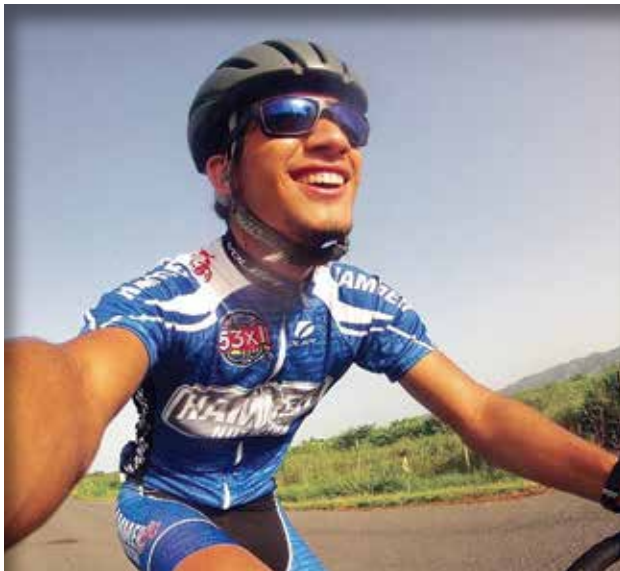
TieneDuro Team 2011



Eddie Burgess - Ironman 2017



Brian Frank at Tuscon Hammer Camp 2009



Hammer Puerto Rico 2017



Louise Forsley 2012



Jake Vedder 2017

# Supercharge your recovery!



- Helps maintain the defense system
- Helps reduce aches and soreness
- New and improved formula – in a soft gel form

30 Softgels \$29.95 each



*"I've been using AO Booster for a month as a replacement for other antioxidant supplements. I definitely notice the difference and prefer the option and ease of taking them as part of a daily routine along with exercise to stay healthy. Thanks!" - Geoff.*



## SHOP NOW

[hammernutrition.com](http://hammernutrition.com)

**FREE**  
BANDANA PLUS  
CAPSULE  
DISPENSER



expires  
12.31.22

Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.

**800.336.1977**



# HOW WE SOCIAL

## SOCIAL MEDIA the HAMMER WAY

*Continued from page 14*

Today, billions of dollars per year are paid to social media companies for advertising and the offerings are substantial. The first monetizing was just selling ads to companies and then placing them on the sides of your page/feed that were just based general demographics from your profile – like buying ads in magazines that cater to your market. Think back to those days, you never saw a Hammer ad on your feed and still don't today! I believe that you know how to find us and if you want to engage with us on these platforms, awesome! If not, totally fine and well – we still answer phones, emails and live chat!

Next came “retargeting” – a fancy word for presenting you, repeatedly, with ads for companies/brands that you had some interaction – visited their web site or a competitor, etc., until you relent and make a purchase. Then came “listening” – not even sure what it's called or how a company goes about buying it, but everyone knows what it is. All you have to do is talk about a product, service or anything else near your phone or smart device and within minutes, you are being presented ads from companies selling the exact thing you were talking about!

We've never done any of this and have no plans to start in the future – social media is social, not sales. My singular goal for our social media presence is to engage with all who want to and honor them and the amazing things they do, while using our products and protocols! Smiling, happy people fueling right and feeling great and sharing that with the world. If you want to be a part of the Hammer family and community via any social media platform, we are glad to have you on board and look forward to hearing from you often!

## “Social Media is SOCIAL - NOT Sales”



Hammer Vietnam 2018



Brock Walaska 2020



Vic Allen Kauai, HI 2018



Hammer and Sherco 2022



Felipe Mantos 2022



Victor Sheldon 2019

# No side effects, just relief!



- Reduces seasonal sensitivities
- Decreases systemic tenderness and irritations
- Reduces the need for unnatural remedies

90 Capsules **\$22.95 each**  
3+ **\$19.95 each**



*"I am amazed - after taking every OTC allergy medicine on the market, this is the only one that actually alleviates my chronic sinus pressure, sneezing, runny nose and watering eyes, and with no side effects. Highly recommend! - Kerri."*



## SHOP NOW

[hammernutrition.com](http://hammernutrition.com)

**FREE**  
BANDANA PLUS  
CAPSULE  
DISPENSER



Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.

expires  
12.31.22

**800.336.1977**



# #howihammer



@eliportell



**eliportell** After nearly a year of training we finally made it. It was a cold, soggy day but so stoked on checking this off the bucket list.  
#howihammer



@amandababicke17



**amandababicke17** Practicing my action shot skills with @logo.photo.nm. #howihammer



@james\_flynn\_55



**james\_flynn\_55** Fueling right with @hammernutrition HEED between motos! Electrolytes and complex carbohydrates helps me so I can keep hammering! #howihammer



@triathlon\_pics



**triathlon\_pics** Triathlete Zosia Rosin received Hammer Nutrition gels from us today. Zosia tried the banana flavor before starting her open water training. She tells us that the gel was very delicious. #howihammer

# WHEREVER YOU GO, SHOW US HOW YOU HAMMER!

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



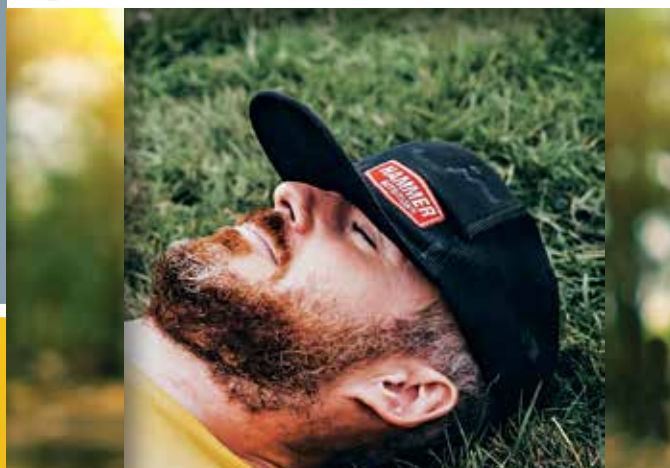
@racheljoyelkins



**racheljoyelkins** Always educating our boys on how important it is to properly fuel their bodies. So proud of all the effort these guys put in to get where they are. Excited for the season ahead with @hammernutrition #elkinsbrosracing. **#howihammer**



@rjenko11



**rjenko11** time for this Wild Horse to sleep. Big shout out to all runners, volunteers & support crews - the North Wales 200 wouldn't have been possible without your love. **#howihammer**



@rickytraylorrace



**rickytaylorrace** Double Reecoverite on the rocks after a long day at the track. **#howihammer**



@freddienoren



**freddienoren** Pre, mid and post moto go to's. Not just on race days but practice and in daily life! **#howihammer**

# SOS 5 > RECOVERY DONE RIGHT

For a better performance tomorrow, recover right today!

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

## HAMMER Quick Tips

### SECRET #5



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



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



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



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

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

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

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

### 1) REPLENISH

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

- Store more minutes of the

premium, ready-to-use fuel known as muscle glycogen

- Strengthen your immune system
- “Kickstart” the rebuilding of muscle tissue
- Diminish soreness

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

### 2) REHYDRATE

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



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

### 3) RESUPPLY

After a tough workout or event, your body is begging for vitamins, minerals, and antioxidants. **Premium Insurance Caps** will resupply the vitamins and minerals (some antioxidants, too), and Hammer Nutrition's arsenal of potent antioxidant supplements—including **Mito Caps**, **Super Antioxidant**, and **A0 Booster**—will supply wide-ranging protection against the damaging effects of free radicals.

### 4) REPAIR

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

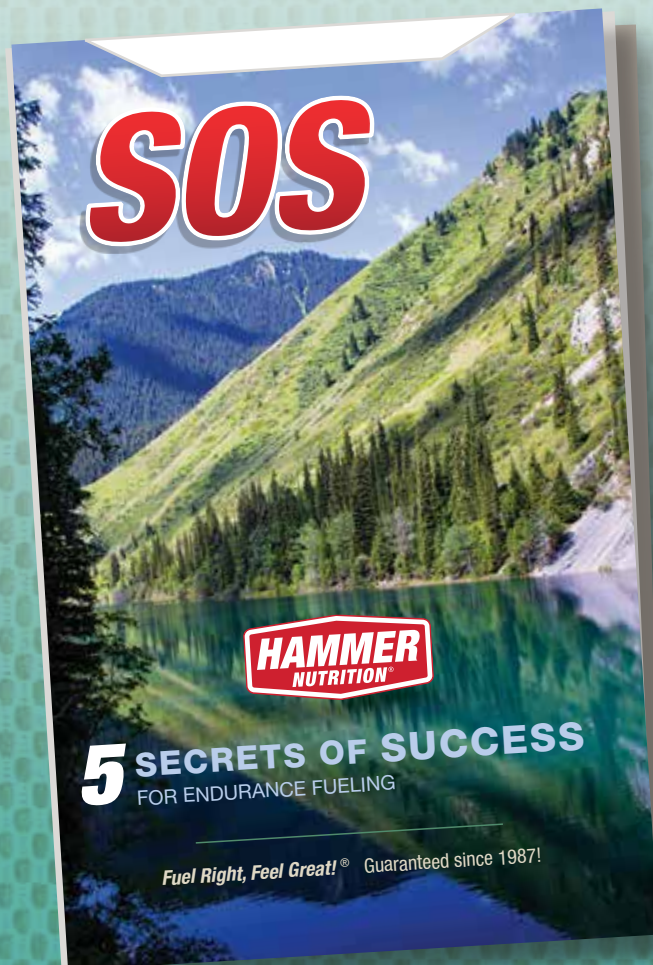
The protein in Recoverite will help with muscle tissue repair. To further reduce aches and soreness—as well as provide your body with many more benefits—we recommend the unparalleled combination of **Hammer CBD**, **Tissue Rejuvenator**, and **EndurOmega**.

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

Learn more with a FREE online download today of our #1 publication, *5 Secrets of Success*, at [hammernutrition.com](http://hammernutrition.com).

When it comes to endurance fueling...

**WE WROTE THE BOOK!**



Get the answers you need to succeed with Hammer Nutrition's easy-to-read FREE fueling guide that will help you **Fuel Right, Feel Great!**®

- Powerful Recommendations
- Concise Information
- Time-Tested Advice



**DOWNLOAD YOUR FREE COPY TODAY!**

[hammernutrition.com/media/downloads/sos.pdf](http://hammernutrition.com/media/downloads/sos.pdf)



YOU ASK

WE ANSWER

## FUELING WITH DIABETES

### QUESTION

Can you offer any advice on fueling for a Type 1 Diabetic? I just turned 46, ride 50 miles every Saturday and manage my diabetes with an OmniPod and Dexcom Continuous Glucose Monitor (CGM). I do my best to maintain tight blood sugar control on (and off the bike), however, I am struggling to choose the best fuels to sustain my caloric needs while preventing cramps and lactic acid build-up for rides longer than 50 miles.

### ANSWER

A lot of diabetics--both Type 1 and Type 2--have successfully used Hammer Nutrition products to fuel their workouts and races. In fact, a few years ago, Team Type 1--an 8-person team comprised of all Type 1 diabetics-- competed in the Race Across America (RAAM) in the 8-person division. They used nothing but Hammer Nutrition fuels the entire time and set a new course record that year. They did the exact same thing the next year, breaking the 8-person team record even more.

Using **Perpetuem**®, **HEED**®, and **Hammer Gel**® as your caloric fuels, one of the **Endurolytes**® products to cover your electrolytic mineral needs (to help prevent cramping), and water to take care of hydration requirements. **Recoverite**® after you're done to kick-start the all-important recovery process.

This is a super easy plan to put together and follow, it doesn't require that you carry a lot of stuff on bike or body, it will save you time during the ride, and, best of all, it is highly effective. The feedback I have received from athletes has

been overwhelmingly positive, and I think you will be pleased with the results as well.

Two other products that would be beneficial are **AntiFatigue Caps** to stave off excess ammonia - a primary culprit of premature fatigue, and **Fully Charged** for a natural energy boost that won't blow your sugar levels. EN

Dear Steve,

I just wanted to thank you again for the fueling protocol you sent and to let you know that I followed it almost to a "T" (just need a flask to carry more gel) and it worked!

I rode 57 miles this past Saturday in mild temps with zero fatigue or cramps, plus, my average speed increased by almost 2 mph.

I have been recommending your products to all my clients thanks to your protocol and sound nutritional advice.

- Scott Moserlynskey



To learn more, including a simple 8-hour fueling plan, follow the link here:



# Less pain, More gain!



- Targets muscle soreness and irritation
- Optimizes joint mobility and flexibility
- Maximizes and improves recovery

#### Tissue Rejuvenator

120 Capsules \$32.95 each

3+ \$29.95 each

#### Vegan Tissue Rejuvenator

120 Capsules \$34.95 each

3+ \$32.50 each



*I've been taking Tissue Rejuvenator daily for 2.5 years and it has greatly improved my quality of life. I'm 55 years old, an avid hiker and 2.5 mile daily walker, pain FREE! I haven't opened a bottle of ibuprofen since I've started it. - Lisa R.*



## SHOP NOW

[hammernutrition.com](http://hammernutrition.com)

**FREE**  
BANDANA PLUS  
CAPSULE  
DISPENSER



Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.

expires  
12.31.22

**800.336.1977**



# Aimee Middleton

**H**ello Hammer friends, you may remember me from a chat we had back in July as I was preparing for Norseman!

I just wanted to let you know that the race went really well and **the nutrition strategy you gave me was great!**

I finished the race in 14 and a half hours and made it to the top of the mountain to take a black T-Shirt...with zero stomach issues by the way.

I worked on a calorie intake of around 180cals an hour on the bike (70 cals less than in training previously) and took the **Endurolytes® Extreme** tablets, roughly one an hour. I had a 2 hour bottle and then a 5 hour

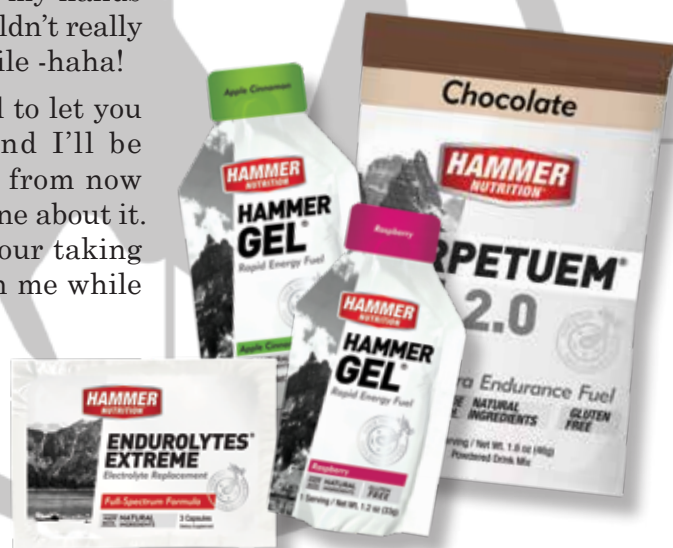
bottle. It worked a treat!

I switched to **Hammer Gel®** for the run section and found I was much more able to tolerate them after having only **Perpetuem®** for the bike section. The only slight issue I had was that for a couple of hours on the bike, my hands were frozen and I couldn't really eat or drink for a while -haha!

Anyway, just wanted to let you know I survived and I'll be using **Perpetuem** fuel from now on and telling everyone about it. I really appreciate your taking the time to chat with me while I was preparing.

Sincerely,  
**Aimee Middleton**

“Eventually, we started the final few steps towards the finish line and it was like I had new legs. This huge balloon of happiness started to grow in my chest as I crossed the carpet and realised I had done it, I was a Norseman, I had earned the Black T-Shirt with a finish time of 14:31:03!”





#### SEND US YOUR LETTERS!

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

[letters@hammernutrition.com](mailto: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](https://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](https://hammernutrition.com)

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

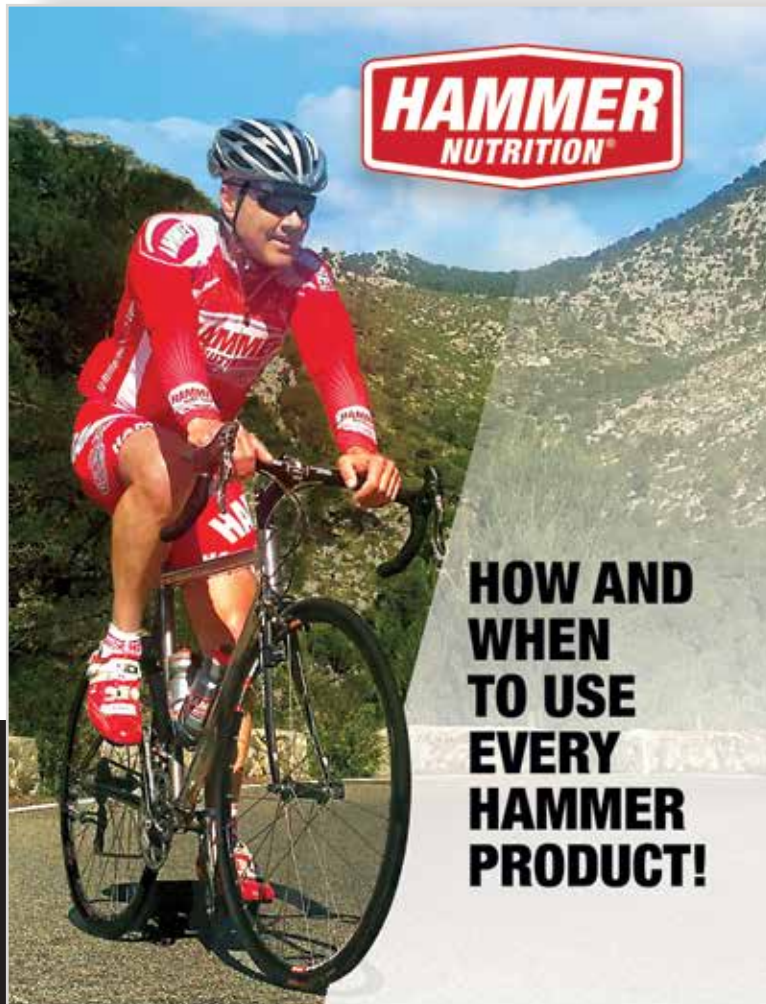
*5 Secrets of Success*, and *How to Hammer*.

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!**



# ESSENTIAL KNOWLEDGE



**HOW AND WHEN TO USE EVERY HAMMER PRODUCT!**

**HOW TO HAMMER**  
Fuel Right, Feel Great!® • Guaranteed Since 1987

## GET YOUR FREE COPY TODAY!

[hammernutrition.com/how-to-hammer](https://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.

# LIPIDS: A DIFFERENT PERSPECTIVE

## Manifest a bias towards action.

by Dr. Bayne French

### Introduction:

The more I learn and read, and with every passing clinical year of seeing thousands of patients, I realize how little I know. This is why I align less with the expert and more with the student. Experts pontificate on what they know and why you should know it. Savvy students may teach but are constantly questioning, observing and learning themselves.

Bernard Roth, Ph.D. (he lets me call him Bernie), is a Stanford professor and a mechanical engineer of some notoriety. He's had a long and decorated career at Stanford University, pioneering various geometric kinematics and basically kicking ass mechanically. I admire the man because he evolved his work to empower individuals so that if we choose to, we can be mindful and control our intentions to create habits that improve our lives. This is from his book *The Achievement Habit*, which I totally dig. Parallels will be made with his work, and your work, in reducing the risk of cardiovascular disease (CVD)

and coming to understand lipids in a more meaningful way. All passages from his book will be italicized.

I am driven to learn more about health and wellness because I believe a better version of society, our country, and the world starts with the individual. The little guy. With wellness at its core. This introduction to authentic wellness will not come from above. It will come from you, your friend, coworker, spouse, or acquaintance. Or maybe from an article you've read that gets you thinking of a different way of looking at health. Once you understand that you choose what meaning and importance to place on something, you can also understand that it is you, not external circumstances, which determines the quality of your life.

This is why I relish the opportunity to sit with an individual, attempt to field their thoughtful questions and observe transformation take place. This is the bottom of the "V". It may spread wider and wider as that individual shares their

experience, as others witness their transformation. That is not hierarchical. Educate yourselves. Many times I've heard "it's too complicated". The problem with reasons is that they're just excuses prettied up. Perceived obstacles are simply excuses; in almost every case, when you really dig down, it is you who are sabotaging yourself.

There are very many impediments to this utopian health delivery model. The regulations, mandates, and workload are so bad within medicine that it's laughable. And it gets worse every year.

This morning on my day off, I spent 57 minutes on the phone with Premiera Blue Cross Blue Shield trying to get a patient of mine a consultation with a sleep specialist. It's the third long call I've made. He has Obesity and Hypertension, is fatigued and snores, and has long witnessed periods where he stops breathing at night. He has sleep apnea, probably severe. I've been trying to get him a sleep consult since January. It's now May. And I got nowhere. We have a broken, sick

system on so many levels. So when your physician seems distracted, doesn't make terrific eye contact, or seems rushed, give him/her/they/them a break.

So why am I telling you all this? I spent 57 minutes of my life on the phone with bureaucratic pencil pushers...I've vented. And I want you all to not need any of this. To free yourselves from this sick, expensive, abysmal state of suffering called American Health Care, it is possible to minimize your need for medical services. To minimize your need for medication. To limit your interface with this sick industry. It will take some work, and it's oh so worth it. The place to start is lowering your risk of CARDIOVASCULAR DISEASE (CVD). When you're low risk for this, you're also low risk for various metabolic maladies, including dozens of cancers.

Most of us will die of CVD. It can be a good death when quick and late in a full life. Or it can slowly drag us down like an anchor, starting at a much earlier age, which is more common. You cannot fully control which scenario will befall you, but you can dramatically reduce risk, which is the essence of preventative medicine really. Risk mitigation.

It's very important to realize that CVD is a collection of metabolic problems that occur and compound over time. So is cancer. So is diabetes and most other NCDs (non-communicable diseases). However, an argument could be made that many infections opportunistically affect those with distorted immune function, another metabolic problem.

*Continued on page 28*

## 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

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

# Sleep Well to Live Well



- Helps you fall asleep faster
- Supports deeper sleep
- Supports the defense system

60 Capsules **\$19.95** each  
3+ **\$17.95** each



*"GREAT SLEEP AIDE! Perfect combination of supplements all rolled into one. I get higher percentages of rem and deep sleep when I use this product. I also fall asleep faster." - Mark.*



## SHOP NOW

[hammernutrition.com](http://hammernutrition.com)

**FREE  
BANDANA PLUS  
CAPSULE  
DISPENSER**



Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.

expires  
12.31.22

**800.336.1977**

# LIPIDS A Different Perspective

*Continued from page 27*

All these diseases have drivers. To identify and minimize the drivers is the focus of my professional life and the articles I write. Much of my approach is rooted in biochemical laws and anthropological biology. A sort of scientific vigilantism has developed. For some people, nothing can be considered valid without the imprimatur of science. My main concern is that when we insist on claims of scientific veracity, we downgrade or even rule out important sources of personal wisdom that exist independent of formal experimental verification. This “personal wisdom” develops from trying things over time and observing outcomes. This is the critical role of empiricism and is a big part of the work that I do.

Let’s talk some more about fat. Stop the eye-rolling! Yes, it’s true I’ve written about it before, but this article will include new concepts. Like our foray into the Essential Fats wilderness of the last articles, this one may also be frightening. We give meaning to everything. Once you understand that you choose what meaning and importance to place on something, you can also know that it is you, not external circumstances, who determines the quality of your life. So the meaning I want to be attached to this article is hope. Thank you, Bernie.

## Lipid definition:

Lipids are a diverse group of organic molecules. All forms of fat (saturated, monounsaturated,

polyunsaturated) are lipids. The delicious white stuff on a steak and the not so delicious stuff in our midsection are lipids. Triglycerides, more specifically. Cholesterol is a lipid. Technically, cholesterol is not a fat, and fats are not cholesterol. But they’re all lipids. For purposes of this article, I will be using “fats” and “lipids” interchangeably.

## What is cholesterol?

Chol is a specific lipid molecule made up of 27 carbons linked together. There are not different types...no “good” or “bad”. What you’ve been told and what I’ve

been taught in medical school is a dramatic dumbing-down. Chol serves several vitally essential roles in the body.

Most of the 40 grams (almost half a cup) of cholesterol we possess in our bodies are within the membranes around each of our cells. About 1-2 grams of new cholesterol is needed each day. The majority (over 80%) of our cholesterol is made by our liver. The individual amounts of chol each of us produces are determined by our genetic code and numerous hormonal inputs. Our diets also contribute to cholesterol formation, but not

## Abbreviations and Definitions:

- **Tg** – triglyceride
- **Chol** – cholesterol
- **CVD** - cardiovascular disease. A group of diseases like strokes and heart attacks
- **CAD** - coronary artery disease (heart disease)
- **LDL** - low density lipoprotein. A particle that carries lipids around the body. Termed “bad chol”
- **LDL-P** - the measured number of LDL particles
- **HDL** - high-density lipoprotein, a particle of different properties. Termed “good chol”
- **Metabolism** - is a diverse term that can be applied to the entire sum of ALL chemical reactions in the body. A narrower definition is the conversion of food energy into energy to run our bodies (catabolism); and the conversion of food into building blocks for other compounds like fats and proteins (anabolism).



in the way we've all been brow-beaten to think. Dietary cholesterol has very little contribution to our blood cholesterol because most dietary cholesterol is NOT ABSORBED from the intestine. To enter the bloodstream from the intestine (absorption), chol must be acted on enzymatically to "de-esterify" it, and there's a lot of competition for those enzymes that do this work. After decades of vehement desk pounding advising us to avoid egg yolks, our US Dietary Guidelines in 2015 quietly removed any limitation on dietary cholesterol. It states, "Cholesterol is not a nutrient of concern for overconsumption." Canadian dietary guidelines did so years earlier. Just eat eggs from free-roaming, omnivoric chickens!

It's important to realize that chol does not float around in our bloodstream. It, like triglyceride, is contained within "lipoproteins" (also referred to as PARTICLES) which are made by the intestine and the liver. Think of them like boats, the blood as the river, the lipids/fats as payload, or the number of passengers.

To continue reading this article in its entirety, follow the link below. [hammernutrition.com](http://hammernutrition.com)



## HAMMER CBD Full Spectrum



- Up to 0.3% THC
- Deepens quality sleep
- Promotes heightened tranquility

Softgels starting at **\$69.95**  
Tinctures starting at **\$59.95**



*"I use this product before bedtime to help me sleep. It works magically. Gives me a peaceful, restful night." - Thomas.*



# SHOP NOW

[hammernutrition.com](http://hammernutrition.com)

**FREE**  
BANDANA PLUS  
CAPSULE  
DISPENSER



Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.

expires  
12.31.22

**800.336.1977**

# PERPETUEM®

After 20 years of fuel superiority,  
we've taken it up a notch!

by STEVE BORN

## “Here today, gone tomorrow”? Not Perpetuem.

Not even close. In its 20-year history, Perpetuem has proven time and time again to be THE true state-of-the-art, all-in-one calorie source needed for anything lasting several hours to several days.

Twenty years ago, prior to it officially being named Perpetuem, we already knew this prototype fuel was something special... our workouts—even some pretty extreme ones—had never been better. Never. Still, though we had been testing Perpetuem all summer long with incredible success, we weren't quite ready to offer this extraordinary fuel to the public... not quite yet. One last test had to be performed, an oh, what a brutal test it was.

## Into and through the furnace... and back

Aided by my veteran support crew and armed with this new prototype fuel, I mounted my bike and began a never-before-attempted back-to-back crossing of the brutal Furnace Creek 508 route, which totaled 1,016 miles and 70,000 feet of climbing.

I used Perpetuem as my primary fuel for 55+ hours of the 75.5 hours I rode the bike.

Thanks in large part to this amazing fuel, I completed history's first and only Double Furnace Creek 508 in October 2002. Although I, of course, experienced fatigue during the record attempt (which is to be expected when you're on the

bike that long), I never had any energy issues from my fuel. None. With Perpetuem as my main fuel, augmented by Sustained Energy and Hammer Gel (no HEED back then), my energy levels stayed rock solid.

Since that successful record attempt (which still stands), thousands of athletes competing in endurance contests of every kind imaginable (perhaps even a few unimaginable ones!) have relied on Perpetuem to thoroughly and successfully fuel their bodies. No hype. Just results.

## 20 years later, it's time for 2.0!

Now, we could have left the time-proven Perpetuem formula alone, and no one would have noticed or cared. But that's just how we roll; if there's ever an opportunity to improve upon any of our products, we're on board and we are on it. In the case of Perpetuem, the change was going from an excellent corn-derived maltodextrin (complex carb) to an even better one in tapioca (cassava root).

## The advantages of tapioca over corn

Tapioca requires far less processing than corn.

Unlike corn, there is no GMO content in tapioca to begin with, so even though all the corn-derived maltodextrin we used in our products tested at Oppb for GMOs, going with tapioca saves us that hassle.

Tapioca maltodextrin has naturally lower amounts of sodium and higher amounts of naturally occurring potassium.

Tapioca maltodextrin has more-alkaline pH than corn-derived maltodextrin, which is a highly desirable during-exercise feature/benefit.

Tapioca maltodextrin has a lower Dextrose Equivalent (DE), which means lower mono- and disaccharide (short-chain sugar) content, and a much higher percentage of polysaccharide (complex carb) content--in essence, a more “complex” complex carbohydrate--for even longer-lasting energy and endurance.

Tapioca maltodextrin has same Glycemic Index (GI) as other forms of maltodextrin, so you get the fast-acting energy that you're looking for.

And with that change to tapioca, an outstanding fuel became even better.

## Summary

Fuels that tout themselves as all-day fuels, but contain not much, if anything, more than simple sugars (glucose, sucrose, fructose, etc.) and a lot of salt are simply not going to be up to the task. When you're going long, you need a substantially more-complete fuel to get the job done, a high-quality, meal-in-a-bottle fuel. You need complex carbohydrates - not simple sugars - as the primary component in your endurance fuel, and you also want a sufficient amount of protein, a bit of healthy fat, and other beneficial endurance-enhancing nutrients. EN



# NEW PERPETUEM 2.0



- New tapioca formula
- Steady energy, hour after hour
- Spares muscle, burns fat

32 Servings    \$39.95 each  
Single Serving    \$3.25 each  
6+    \$2.95 each

#### Flavors

■ Caffé Latte    ■ Chocolate  
■ Orange    ■ Strawberry



*"I have used **Perpetuem** as my endurance training and racing fuel all of 2022 with great success. The scoop size allows you to tailor a bottle to your needs and the fuel is fast acting once you take a sip. I definitely recommend." - Sam H.*



## SHOP NOW

[hammernutrition.com](http://hammernutrition.com)



## FREE BANDANA PLUS CAPSULE DISPENSER

Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.



expires  
12.31.22

800.336.1977

# HOUSEKEEPING

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



**H**ere's where we are at the end of 2022 and looking forward to 2023:

**PRICES** – they are rising. I have been holding off increasing retail pricing for as long as I could over the past two years, but have reached the limit I can absorb. I can assure you that I am raising prices as little as possible and only where absolutely necessary. **The silver lining here is CBD pricing, which will be reduced significantly.**

**HAMMER GEL®** – nut flavors – since our manufacturer of over 25 years decided they didn't want to make these any longer, we are still trying to find a new manufacturer for these flavors and hope to have them back in stock by spring or summer 2023.

**GEL FLASK CAPS** – I am painfully aware of the smaller opening on the new cap and how it

makes it harder to get the gel out. I am trying to find a new manufacturer to design and build a new, high-flow cap to fit our existing or a new flask. As a flask user myself, this is an extremely high priority for me.

**PERPETUEM® 2.0** – is here, finally! Getting to the finish line here was not easy with delay after delay. I know many of you were frustrated by the out-of-stock situation this year. Once you get a chance to put some miles on this new fuel, I know you are going to agree that it's a massive improvement.

**PERPETUEM SOLIDS** Return – The original co-packer that I worked with to develop Perpetuem Solids back in 2009/2010 is back and ready to fire up their huge press to begin kicking out the giant solids tablets by the ton! Fingers crossed, we'll have all four flavors in stock before the end of the year.

**RECOVERITE®** and **HEED® 2.0** – they are coming as well and are already being well received. Caffé Latte is the first flavor of Recoverite 2.0 and it's been flying off the shelves since it's debut in July. The other flavors are changing over and all should be in stock by early 2023.



# *Enjoy all of the many benefits*



## *Now Priced at 25% Less!*



✓ **THE BEST QUALITY**

✓ **THE BEST PRICES**

✓ **GUARANTEED**



Learn more about **Hammer CBD** with an abundance of articles, product facts, and details on *Endurance News Weekly*, and on our website at **[hammernutrition.com](http://hammernutrition.com)** **The Gold Standard**

# Calling **SOS** a letter from David Pyle



"I can't thank Hammer Nutrition enough! I felt so much better and had more confidence. **SOS** is so easy to follow on race day to be sure I have exactly what I need."

I can't thank Hammer Nutrition enough!

I have to admit, I am an old dog and am a bit hard headed. I am officially the **SOS** poster child!

For over 50 years I have competed on 2 wheels. I previously competed on a National and International level in AMA/NATC and FIM Observed "Moto Trials" in the top level or what is currently referred to as the "Pro" class. Recently I have been riding the AMA/NATC Moto Trials series in the Senior 50+ class. I have also competed in longer distance Mountain Bike races (4 to 24 hours) both on Teams and Solo.

During all those years I took information regarding nutrition and hydration from all sorts of avenues which included: max hydration, carbohydrate overloading and ridiculous amounts of salt to combat my epic struggles with cramping - all with sketchy results.

Recently my doctor advised that I am borderline diabetic and need to make some big diet changes if I want to avoid prescription medications. Immediately, I examined the labels on my drink mix, gels and bars - astounded at the amount of sugar! After a quick investigation I found that Hammer **HEED**®, Hammer **Bars**® and Hammer **Gels**® would be a great options with no added sugar. I purchased enough to try during training, practice, and some upcoming events.

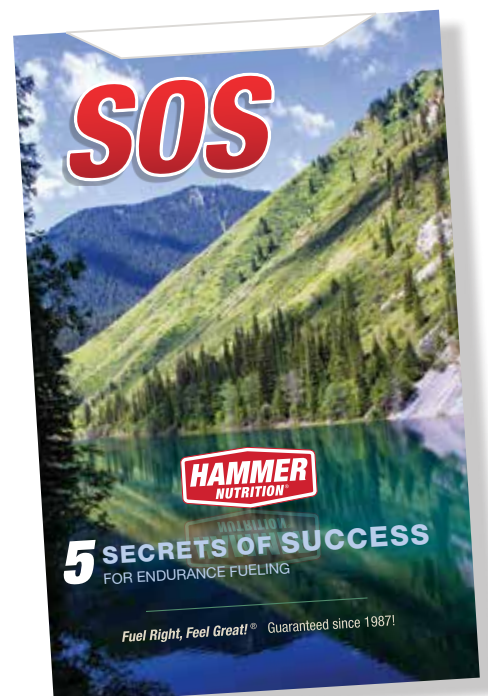
Suddenly it is like the lights went on! I felt so much better and had more confidence that I would not cramp or fade. Next step was the biggest game changer, the Hammer **5 Secrets of Success**. I recently read and followed the **SOS** at the Ute Cup Trials (2 days 8 hrs per day) at high altitude in the Colorado Rockies.

This guide is so easy to follow on race day, to make sure I have exactly what I needed in my gear bag and Camelbak.

Thanks so much for your guidance and absolutely amazing products! Looking forward to seeing you on the trail! **Hammer On!**

Best Regards,

David Pyle



Read more, Learn More, Anytime.

# ***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!

**D**iscover 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 ground-breaking nutritional research from around the world, further professional insight regarding the many uses of our various products, and success stories from our athletes.

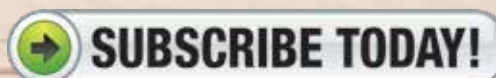
### **Stay ahead of the game!**

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.



## Stay Healthy. Stay Informed.



## **ENDURANCE NEWS WEEKLY**



Become a Hammer email subscriber today to begin receiving all the latest information, fueling knowledge, and cutting edge endurance research from our experts. Read more from our extensive online education library at: [hammernutrition.com](http://hammernutrition.com)





# COFFEE

## Make it Part of Your Immune-Boosting Arsenal!

by STEVE BORN

**W**ith the transition from summer to fall, then to winter—and the cooler-to-colder weather that comes with it—drinking coffee even more regularly just seems to be a natural way to enjoy this time of year. And since we're getting into the time of year when getting sick also seems to happen with greater frequency, research has shown that drinking coffee can give your immune system a boost.

**Coffee's benefits for supporting the immune system is primarily because of two impressive features:**

1) Increasing the amounts and activity of a group of beneficial gut bacteria known as *Bifidobacterium* spp. These were the findings of a study on humans who drank three cups of coffee daily for three weeks.

These bacteria perform several specific functions for many aspects of human health—such as the production of certain B vitamins—so an increase in their population and metabolic activity is an obvious benefit. More importantly, an overall increase in the healthy bacteria in the gut stimulates immune system function.

With more than 70% of the body's immune cells residing in the gut, taking every possible step to optimize the health of the gastrointestinal tract is crucial. Drinking coffee appears to be a wise strategy to employ to help support optimal GI health.

2) Being one of the major sources of antioxidants in the diet. The list of antioxidants in coffee is impressive—chlorogenic, ferulic, caffeic, n-coumaric acids, polyphenols, and many more. The body of research on antioxidants and their role in reducing damaging free radicals is far too numerous to list, but Dr. Adrienne Bendich summarizes it eloquently:

"The harmful activities of free radicals are associated with damage to membranes, enzymes, and DNA. The ability of antioxidants to destroy free radicals protects the structural integrity of cells and tissues."

### BOTTOM LINE

At Hammer Nutrition, we have always advocated the consumption of a nutrient-dense, antioxidant-rich diet, augmented with additional

antioxidant supplements such as **Super Antioxidant**, **AO Booster**, and more. Drinking coffee is also an outstanding way to supply your body with numerous antioxidants to help support strong immune system function.

***"Research shows that drinking coffee can give your immune system a boost."***

### SUMMARY

Coffee is not only one of the most popular beverages in the world, research continues to show that it's also one of the healthiest. The benefits coffee provides your immune system is yet another excellent reason to drink it!

Our **53x11 Coffee** is Fair Trade Certified, 100% organic, and flat-out delicious. If you've never had a cup, you owe it to yourself to give it a try! Available in three awesome blends (Early Break, Chain Breaker, and decaf Down Shift) and a 100% Sumatra (Big Ring), 53x11 Coffee delivers plentiful health benefits and awesome flavor. It's purely good coffee! 



*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 . . . . . \$14.95 / bag.

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

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



[hammernutrition.com](http://hammernutrition.com)



**FREE BANDANA PLUS  
CAPSULE DISPENSER**

Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.



expires  
12.31.22

**800.336.1977**

# TRAVEL TIPS FOR THE WAYWARD ATHLETE

by DEAN KARNAZES

**S**eats matter. Now that I've made this rather obscure proclamation let me explain. Racing and travel seemed to have roared back completely in 2022, and if there's one important lesson I've learned over this past year, it's that choosing the right seat when flying makes all the difference. But, of course, there were other airborne insights I gleaned along the way, like the magic of Hammer Nutrition **Nasol** nasal spray to lubricate my sinuses in the dry airplane cabin, but I'll get to those later. So let's start with the seat.

We'll assume you're like me and aren't sitting in the front of the plane. If you are, please take your seat quickly so the rest of us sardines can squeeze into the back of the can in an

orderly fashion. And if you are packing into the rear of the plane, how do you go about finding a good seat back here in the hinterlands? The airlines play many seat games, and learning to master the craft of selecting the right one will serve you well in arriving to your race fresh and returning from your race more fully recovered. Pro-tip, Hammer Nutrition **Broad-Spectrum CBD Softgels** work miracles to relax the mind and body during long flights.

To begin the airline seat selection game—and many of you already know this—most airlines charge an extra fee to select a seat in advance. It seems like a crock, right? However, in most instances, it's worth shelling out some additional greenery to secure your in-flight lodging. If you

don't choose your seat in advance, odds are you will end up in a supine destination less desirable than you ever thought legally possible.

So how do you know which seat to select? There are sites and apps that can help, such as SeatGuru, SeatLink and SeatMaestro. These are preferable to the airline seat maps because they provide more detailed information about each seat versus the generalized information airlines give you. Sure, it takes a bit of extra work to navigate between the two, but it's worth the effort. Otherwise, you could end up wedged between two aspiring sumo grandmasters.

Then there's the age-old question: window or aisle? (a middle seat is a bad option, for reasons previously stated). I



World-renowned endurance athlete and hammer contributor, Dean Karnazes traverses the ridges of Patagonia at Patagonia Run 2022. Photo courtesy of @Patagonia\_run @fotosdeadventura

prefer the aisle for flights fewer than three hours. It's easier to get in and out, and moving about the cabin to stretch your legs is more convenient. You might not get in your 10,000 steps, but at least you can assume an upright position for a brief, spectacular few seconds. For longer flights when I intend to sleep, the window seat is preferable. It's quieter and more secluded (though secluded is something of an oxymoron when referencing the interior of an airplane). To help with the mechanics of sleep, noise-canceling earbuds are best, silicon putty earplugs are the next best, and the standard airline-issued foam earplugs are the bare bones minimum. A similar hierarchy exists for choosing the best eye mask. Most seasoned travelers opt for something upgraded beyond the typical airline-issued affairs.

What about compression? I'm a big fan of compression socks. I've tried compression tights, but they seem too binding and restrictive. Hydration? The more you drink, the more you need to get up to use the restroom, but the tradeoff's worth it. I always carry with me a 32 oz. Hammer Nutrition PBA-free **Nalgene bottle** and fill it up at airport watering holes. Best to be over hydrated than under hydrated when flying.

A few other practices I keep for staying healthy: since reading a story by Hammer Nutrition founder Brian Frank about Thieves Oil, I've been dabbing some on my neck (it has a lively fragrance, too). A product by Young Living is my preferred blend. I also use Hammer Nutrition **Nasol** nasal spray to lubricate my sinuses in the dry airplane cabin and help protect against airborne cooties. And while I take **Premium Insurance Caps** almost daily, I'm extra diligent before and after flying.

Now that the holiday travel season is upon us, I hope these suggestions help you secure the perfect location to plant your gluteus for a few luxurious hours of claustrophobic bliss. My last bit of advice, stock up on your supply of **Hammer Bars®**. If you think the airline seats are bad, just wait till you try the food. EN

*Dean Karnazes is a Hammer Nutrition global ambassador and NY Times bestselling author. His latest book is A Runner's High.*

## CBD benefits, topically applied



- **0.0% THC**
- **Made from organically grown hemp**
- **Helps alleviate aches and muscle tightness**

500mg  
30mg

**\$24.98 each**  
**\$2.48 each**



*"Hammer CBD Balm, best balm on the planet for the RA pain in my hands. Massage a tiny bit in and 3 minutes later, the pain is gone!" - Marlene K.*



## SHOP NOW

[hammernutrition.com](http://hammernutrition.com)

**FREE**  
**BANDANA PLUS**  
**CAPSULE**  
**DISPENSER**



Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.

expires  
12.31.22

**800.336.1977**

# Low Carb and Compressed Eating

Also known as Keto or Intermittent Fasting

by BRIAN FRANK

The latest diet craze has been wildly popular and has been used to sell billions of dollars worth of products and has been around for several years now and goes by the label of “Keto” or “ketogenic diet”. Likewise, Intermittent Fasting (IF for short) has also gotten a lot of coverage as of late and is often tied to the Keto diet. Yet, despite my disdain for labels, especially when used for marketing hype, in practice, they are both extremely effective, separately or combined, ways to eat when one wants to get off the sugar/carb merry-go-round and change from a carb burner to a fat burner while exercising and in life. When we drop the labels, dogma, and slavish adherence, these become a sustainable and enjoyable way of eating and living, with extensive health and performance benefits!

The most important takeaway is that strict adherence to these concepts is neither necessary or sustainable for most people, nor does it lead to peak performance on race day. For this reason, I am trying to move away from these labels to a more flexible way to approach the gargantuan subject of food – both type and timing. By changing your macronutrient ratios (more protein and fat, less sugar/

carbs) and compressing the number of hours in the day that you eat by as much as makes sense for you and your schedule/routine, you too can lean out, while improving fat metabolism for energy needs. Win-win!

We’ve been discussing these topics over the past couple of years in EN and, most recently, on a regular and more in-depth basis, in this pub and our online version, *Endurance News Weekly*. If these two topics and their related topics are of interest to you, and I certainly hope they are, be sure to tune in every Thursday when that email lands in your inbox with a fresh new article on these and related topics.

These articles have been generating a lot of comments from you and have pointed out the elephant in the room, so to speak: How does an athlete who wants to train 10-15+ hours per week incorporate this eating style and timing into their daily routine? Given the wide variations in athletes’ training routines, work schedules, family life, and fitness goals, I’m going to discuss general considerations and then show three hypothetical scenarios to get from the general to specifics of this journey. Please also be aware that this and our other

“ By changing your macro nutrient ratios and compressing the number of hours in the day that you eat, you too can lean out, while improving fat metabolism for energy needs. WIN-WIN! ”

topical articles will be continued online due to space limitations in this publication.

### Dietary habits – macronutrient composition

Over the past couple of decades, there have been so many different “diets” for people to follow that I’ve lost count. In my recollection, these include the “40-30-30” diet started the trend, followed by Adkins and Paleo, and most recently, the Keto diet. These later three represent the first time where carbs (an over-generalized term that is confusing and does not serve us well – see my previous article on “good carbs and bad carbs”) were limited or removed from the daily diet. The thing all of these diets have in common is the plethora of pricey packaged and processed foods that adherents need to buy to “follow” the diet. In this regard, the “keto” diet may be the biggest offender here – Keto cereal, keto snack bars, keto beverages, chips, and breads? And, of course, the uber pricey “ketone” products added on top of all the others.

*Continued on page 42*



# Meal replacement never tasted so good!



- Hunger satisfying
- Reduces cravings
- Supports weight loss

Flavors

- Chocolate
- Vanilla

15 Servings \$44.95 each  
3+ \$41.81 each  
Single Serving \$3.49 each



“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.



## SHOP NOW

[hammernutrition.com](http://hammernutrition.com)

**FREE**  
BANDANA PLUS  
CAPSULE  
DISPENSER



expires  
12.31.22

Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.

**800.336.1977**

# Low Carb and Compressed Eating

Continued from page 40

***“It does not help that sugar is 10 times more addictive than heroin, and a single exposure can create a lifelong struggle, or that artificial sweeteners inhibit satiety.”***

The second common feature is that they are hard to follow, and most people usually slide back into their old eating habits. However, the challenges and expenses of following these diets and the associated products' financial costs become unsustainable. Possibly a more significant factor is the constant temptations we all face with the non-stop marketing of grain and sugar products everywhere we go. The Standard American Diet (SAD for short) followed a lot or a little lead to ruin, but this addictive merry-go-round so so hard to get off!

It does not help that sugar is 10 times more addictive than heroin, and a single exposure can create a lifelong struggle, or that artificial sweeteners inhibit satiety. Throw in a healthy daily dose of high-gluten grain products in the form of bread, crackers, and pasta, and you may be looking at the “food pyramid”. This is another “tome” of a topic that I’ll pick up later. But suffice it to say that we believe and have quite a bit of supporting data that eating the SAD leads to many of the “eating disorders” that 5-40% of athletes, and similar stats for the general population, are said to experience.

Further complicating eating habits, and this discussion, is the “hunger” hormone ghrelin which is triggered by, you guessed it, sugar and starchy sugar-like carbs. Constant daily consumption of these foods leads to long-term elevated ghrelin levels and the raging appetite that goes with it. Conversely, limiting the type of carbs we consume and the times of day they are consumed can tame this hormone and outsize appetite. It will take 3-6 weeks, but as ghrelin levels normalize, the appetite and cravings for bread, pasta, crackers, and cookies, subside. **EN**

Learn to stave off hunger and bad habits the Hammer way in ***Endurance News Weekly!***

To continue reading this article in it's entirety, follow the link below

**[hammernutrition.com](http://hammernutrition.com)**



## STOP THE SUGAR CYCLE!

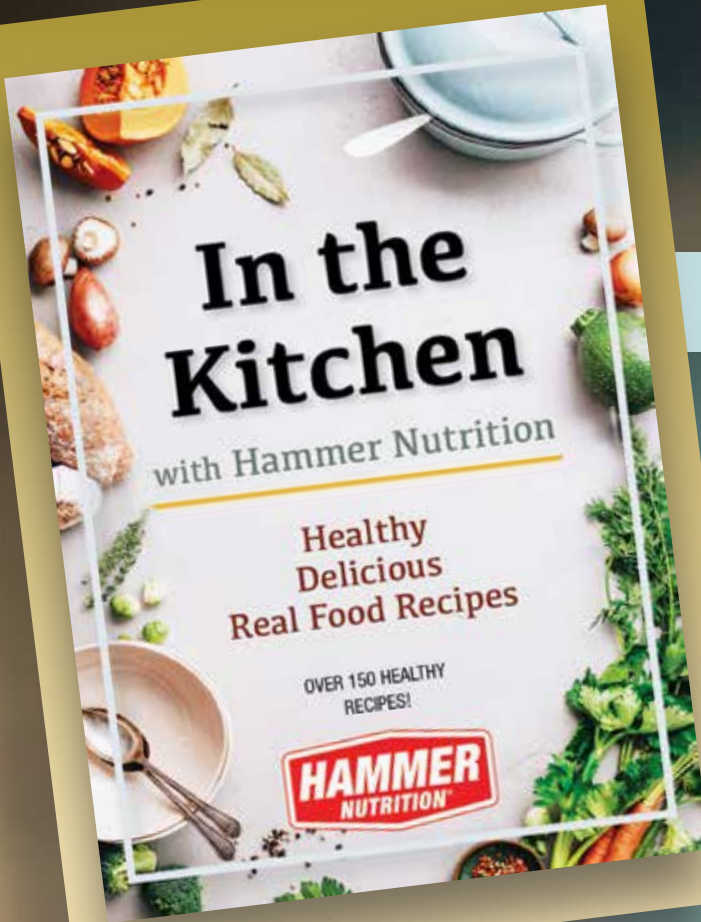
*You have the will, we have the way.*

With Hammer In the Kitchen, healthy eating never has to be boring!

Download your **FREE** copy Today!



*"This cook book gave me the creativity I was lacking and all of the recipes were easy to follow. A convenient downloadable PDF is easily accessible. (And the protein waffles are GREAT!)" - Travis*



Leave a review and post your creations!

**#chefhowihammer**



# 5 TIPS to avoid Holiday Weight Gain



**GRAB YOUR BUDS  
AND GET OUTSIDE!**

**T**rick or treating, holiday parties, sugar-sweetened cocktails...add reduced exercise and stress to the mix and you've got a recipe for weight gain. From Halloween through the early New Year, even the most disciplined athlete can struggle to hold the line against extra pounds. Use these tips to devise your defense. Cheers to your health!

## 1. WATER WORKS

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

## 2. REIN IN APPETITE

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

## 3. GO FOR COLOR

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

## 4. EASY ON THE WHITE STUFF

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

## 5. GET YOUR Zs

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

# Now “weight” just a minute



**Hammer PHOOD • ChitoLean • Phytolean • Chromemate • Hammer CBD**

- Satisfy hunger
- Reduce cravings
- Prevent afternoon drag

CBD Softgels starting at:	<b>\$69.95 each</b>
CBD Tinctures starting at:	<b>\$59.95 each</b>
ChitoLean 90 Capsules	<b>\$29.95 each</b>
Chromemate 100 Capsules	<b>\$14.95 each</b>
PHOOD Single Servings	<b>\$3.49 each</b>
Phytolean 120 Capsules	<b>\$34.95 each</b>

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

**“FEELING STRONG!”**



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



**hammernutrition.com**



**FREE BANDANA PLUS  
CAPSULE DISPENSER**

Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.



expires  
12.31.22

**800.336.1977**

# FROM THE KITCHEN OF **LAURA LABELLE**



# Deliciously Healthy Recipes

## POTATO LEEK SOUP

Makes 2-4 servings

### INGREDIENTS

3 Yukon gold potatoes  
1 leek  
3 beets  
2 carrots  
1 onion  
4 cloves garlic  
1 tsp grated ginger  
8 cups vegetable or chicken stock  
Salt and pepper  
Oil or butter for sauté

### PREPARATION

Chop white part of leeks and discard the rest. In a large pot, sauté leeks and onion in canola oil until transparent. Add potatoes, water, bouillon, and salt if desired. Cook until potatoes are tender. Blend 3/4 of the soup in a food processor or blender and return to pot. Add dill and pepper. Stir well and serve.

## EASY NUT COOKIES

Makes 6 servings

### INGREDIENTS

1/2 cup nut butter  
(peanut, almond, or cashew)  
1/2 cup coconut sugar  
1 egg  
1 tsp vanilla extract

### OPTIONAL INGREDIENTS

1 Tbsp shredded coconut, coconut nibs,  
or raisins

### PREPARATION

Pre-heat oven to 350°F. In a small mixing bowl, thoroughly blend the ingredients. Spoon six large blobs onto a greased cookie sheet. Bake for approximately 10 minutes. Allow cookies to cool and enjoy.

## BRUSSELS SPROUTS

Makes 6 servings

### INGREDIENTS

1 lb. Brussels sprouts,  
washed and sliced in half  
3 Tbsp Olive oil  
1 Tbsp Liquid aminos  
(such as Bragg's)

### OPTIONAL ADDITIONS

3 - 4 Tbsp balsamic vinegar  
1 Tbsp honey or agave syrup  
1 tsp olive oil  
1/3 cup slivered almonds  
4 garlic cloves, sliced  
Paprika, chili powder, or  
cayenne pepper

### PREPARATION

Heat oven to 425°F. Place sliced Brussels sprouts in a 1-gallon zip lock bag. Add olive oil and liquid aminos, seal bag, and shake carefully until coated. Empty sprouts onto a foil-lined baking sheet; roast 40-45 minutes.

Optional: In a large bowl, combine balsamic vinegar and honey or agave and set aside. In a small sauté pan, heat 1 teaspoon of oil over medium heat; sauté slivered almonds and garlic, along with paprika. Add everything to the bowl and toss. Serve hot ASAP!



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



# KEEP HAMMERING!

## Supplement Your Off-Season

by BRIAN FRANK



**Hammer Capsule Dispensers are the perfect thing to keep all your supplements organized and handy on the go!**

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

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

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

**According to your feedback, the benefits you enjoy the most from our products are more energy, less fatigue, and a general sense of well-being.**

These benefits translate into improved quality and consistency in your day-to-day training and recovery when it comes to racing. But these same benefits are equally important to all of the other stresses your body endures. And several Hammer products have robust health and therapeutic applications of their own.

Whether or not you actually “need” to continue your Hammer regimen is an individual assessment. Many athletes continue using products like **Race Caps Supreme**, **Race Day Boost**, and **Xobaline**.



They simply take less of them, maybe half dosages three or four days a week and full dosages on exercise or busy days. Others will switch to different products altogether.

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

#### **HAMMER RACE CAPS SUPREME**

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

#### **HAMMER PREMIUM INSURANCE CAPS**

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

#### **HAMMER CHROMEMATE**

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

#### **HAMMER BORON**

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

#### **HAMMER XOBALINE**

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

## ***Get your greens to the MAX!***



- One serving equals 5 pounds of whole-food greens
- Boosts energy
- Strengthens the defense system

90 Capsules **\$22.95 each**  
3+ **\$19.95 each**



*“I eat dark green salads as much as I can but when I take **Phytomax** daily, I’m confident I’m getting what I need. Wonderful product!” - LINCOLN M.*



**hammernutrition.com**

**FREE  
BANDANA PLUS  
CAPSULE  
DISPENSER**



Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.

expires  
12.31.22

**800.336.1977**

# FROM OUR ATHLETES

## Scott Gaiser

an interview by FLAVIE DOKKEN



Scott came to visit us at Hammer headquarters in August this year (pictured with Flavie Dokken). He is no stranger to ultra distances and has dialed in his fueling & nutrition plan. We are happy to have Scott as part of our Hammer family!

Scott is a newly retired high school principal who is now fully dedicated to training for the hardest mountain ultra in the world. Scott is no stranger to ultra distances, having been turning in sub 10:30 Ironman times over a decade ago.

Scott recently completed one of the most challenging 100's in the country, turning in a respective 40:34:30, good for 23rd out of 135 finishers with a near 60% DNF rate. He also posted the fastest time ever for the 60+ age group! The course

climbs 28,453 feet which is the equivalent of running from sea level to the summit of Mount Everest.

Scott practiced and dialed in his Hammer fueling/nutrition plan during his training ahead of Fat Dog and everything came together perfectly on race day. He has never experienced a big deep. He remarkably, negative split the second half of the course with a seven minute per mile pace for the last 10k! He consumed 250 calories/hr consisting of **Perpetuem**® and gels,

### WINNING STATS

- Fat Dog 120 mile Finisher, 08/05/22 British Columbia
- Moonlight on Mt. Ascension Trail run, 3rd place 06/17/22
- \* Scott will be racing The Rut 50K next in Big Sky, MT on 09/22. It's quite the feat only 1 month after completing Fat Dog!



carried 2 front bottles each filled with 3 servings of Perpetuem that he sipped on every 10 minutes, and supplemented with **Endurolytes**®, **Race Caps Supreme**, **Anti Fatigue Caps** every 3 hours! Making sure that he kept on fueling frequently was key to maintaining his energy levels throughout the grueling race. He transitioned quickly through aid stations only sitting down twice to change shoes and socks and as soon as he felt the onset of bonking he supplemented on 3 occasions with **Energy Surge**!

EN

# John Benham



John Benham exemplifies exactly what we look for in sponsored athletes, but he is more than an athlete to us, he is truly a part of the Hammer Family. Outside of being a fantastic Ultra-Runner, he also is a 8th Grade Art Teacher, Hockey and Cross Country coach, and a musician! (can't forget a rock on dad!)

John has completed remarkable things this year in 2022 and we

## WINNING STATS

- 2022 Barkley Fall Classic Finisher 09/17/22
- 92 Weekends in a row running a half marathon distance
- BTTT Block Party 50 mile race taking donations & pledges, AND raising over \$4,000 for Mental Health Counseling 05/21/22
- Big Turtle 50K 04/23/22

are happy to be able fuel right alongside him! Here is what John had to say after completing his 86th half marathon weekend in a row... "I couldn't have done this without Hammer Nutrition, I always do **Endurolytes® FIZZ** but here in Florida I used some **Orange HEED®** and it's killer, got me done! Thanks Hammer!"

Keep on Hammering John and we look forward to the many miles and years ahead! **EN**



The Runner, The Drummer, The Teacher.  
Photo credit: Jennifer Thorsen.



Photo credit: Jennifer Thorsen.



Photo credit: Misty Herron.

# FROM OUR ATHLETES

## James Povolny

Reported by CAMRYN LINGLE



James Povolny won the NICA Minnesota State Championship in 2021

### WINNING STATS

- **2021 NICA Minnesota State Champion**
- **2020 Loretta Lynn's AMA National Competitor**

In this issue of Endurance News we would like to highlight this individual and an organization as whole that we have been a long time supporter of. James Povolny and FCA Endurance/Motocross crew have been on the Hammer train stretching all the way back to May of 2006 when we first announced the partnership in the 50th issue of Endurance News. After many years of camps, racing, and training, the Hammer Nutrition results are still showing and here is what James had to say about Hammer and his NICA Minnesota State Cycling Championship season!

"I've been using Hammer Nutrition for the majority of my life because of my dad and FCA motocross camps. My dad's always been strict about what I put in my body when I'm training because it was really important for him when he raced pro motocross. As I got older it became a habit for me to mix a bottle of **HEED®**, eat a **Hammer Bar®**, or down a **Hammer Gel®** before every ride. Even if it was just a hot day my dad would have me pop an **Endurolytes® FIZZ** into a water bottle and I've always known that it was good for me but I never knew just how important it was until I tried riding and working out without it. After seeing how much it affected me I got obsessed and started to try other products like **Recoverite®** and **Fully Charged**.

This past year, proper nutrition has been more important to me than it ever has as it played a major role in putting together the final puzzle pieces I needed to get the state championship. Every day after school I would eat a Hammer Bar and mix a

bottle of HEED to take with me on my rides. If it was a longer ride I would take a Hammer Gel half way through and within an hour after every ride I would mix a Recoverite and eat dinner. On race days I would eat a small breakfast 3 hours before my race and drink a bottle of HEED on the way there. During warmups I would drink another bottle of HEED and take a Hammer Gel and when I noticed the biggest difference in my race performance was when I started taking a **Perpetuem®** before I headed up to staging. Half way through my races I would take a Hammer Gel with some water and lastly, my dad would have a Recoverite mixed for me to drink right after each race. I've experimented a lot with Hammer Nutrition over the past 6 years of racing mountain bikes and I finally found the routine that works for me. There's no doubt I'll be using Hammer for the next 4 years of my collegiate cycling career at Liberty University".

After personally being able to attend an FCA Motocross camp back in June of 2021 it was such a blessing to be surrounded by such an amazing group of individuals with such good intentions for the world! We are very proud in being able to support the FCA ministry and the Povolny's in all their endeavors! KEEP HAMMERING! EN



# David Nichols

Mt. Kilimanjaro Climb,  
June 29th, 2022

On my trip to climb Mt. Kilimanjaro in Tanzania, Africa. I want to thank Hammer nutrition for helping me achieve my goal of summiting Mount Kilimanjaro on June 29th, 2022.

Here is my fueling and recovery plan that I use as my guide. I used **Perpetuem**® because of the length of the hike. I also used **Endurolytes**® capsules, one every hour, along with **Anti-Fatigue Caps**. Also using **Hammer Gels**® and **Hammer Bars**® for that extra boost.

Hammer Nutrition afforded me the ability to sustain stamina and endurance for the entire hike to the top. I use **Recoverite**®, to finish This was an extreme hike; but being hydrated along the way with my Hammer products gave me



David Nichols has his fuel/recovery plan dialed in.

## KEEP HAMMERING!



David Nichols brought Hammer Nutrition with him to the summit of Mt Kilimanjaro.

the ability to stay strong until I reached the top which is 19,341 feet. At seventy-three years old, Hammer products helped me reach my goal.

I have an intensive workout program that I use. I hike 2-3 days a week 4,000 to 7,000 feet of vertical per day. One day of running 6-10 miles; and one day of biking about 50 miles. I

do race walking 2 days a week. I practice Tae Kwon Do 6 days a week. I also weight lift train and do squats and lunges. I have one day of rest, which everyone should take.

I will soon be off to my new adventure to South America. Thanks Hammer Nutrition!

*David Nichols*  
Green Valley, Arizona





# James Hayden: The Message from the Mountains

reported by  
RYAN FATHEREE



If you've ever pondered how to run a 100-mile run and questioned whether it was possible for someone like yourself, meet James Hayden, one of our Hammer Nutrition Ambassadors from the UK, who took on this journey a mere month before the daunting Silvretta 3000 alpine race in Austria.

"I wanted this so bad...

I was telling myself; that I would not be able to do it; forget about it! I'm grateful I was humble enough to listen to smart, sound advice about most of my runs;

I've learned things the hard way. I've bonked lots, thrown up blood... I ran on impulse and good feeling and stretched it out as far as I could, unaided and unfueled and with no top in some instances. My blood and guts got me to 66 miles; that previously was my best, and I was happy to some degree, but 100 still seemed overtly difficult...

The beauty of the Hammer products and their advice on fueling was it allowed me to trust part of the run was taken care of; I had a strong feeling of reliability and faith that the plan, as long I stuck to it that, all I'd have to deal with was the pain and my head, !!"

My first purchase was **Anti-Fatigue Caps**, and **Endurolytes**®, **Hammer Gel**®; it was only when you guys gifted me quite



James Hayden prepares for the daunting Silvretta 3000 alpine race in Austria.

beautifully free samples of **Perpetuem**® and **Recoverite**®, **Fully Charged** and **HEED**®, that I looked loosely further into them, with trepidation if you like only because I'm willful and my runs weren't necessarily smart... With Hammer Nutrition, I was able to fuel the right way for the 100-mile run and the Silvretta 3000.

If I'm honest, it was my first ever trail race with people, so if you like my first introduction to camaraderie and ego, if you will. I kept saying all the way up that mountain, run your own race James, run your race, you've trained your way, no one else's. On the last downward descent, I got a better position from 27th to finish overall 21 and ranked 6th for my age group.



A view of Bormio Stelvio Pass, Austria. Home of the Silvretta 3000 one hundred mile run.



After the race, I contemplated my adventure and came up with “The Message from The Mountain!”. It’s not the first mountain that’s spoken to me; I remember the first one well.

The message it sang was humility and being humble on the ascent. I love dollops of humility and having to exercise ego deflation, I couldn’t muster it on the day, but there’s a saying I love. “Gods never early, but he’s always on time” So he got to me a few days later on that one.

What keeps my mind occupied? It’s a mixture of things...

The central recurring theme, though, is the battle I have with myself, the negative rhetoric of all things torment; that keeps me going, I guess.

Each one (run) seems like a journey through my current situations in life that arrive; I then use this to let the run medicate me.

It’s like the platform of intensity meeting a platform of intensity... It works exceptionally well, and the notion of eating like I’ve earned a feast keeps me occupied for a time.

Also, pride, I do like the pride part. It allows me to remember my father. The 100miler had a lot of God, prayer, and connection towards the end. It was glorious... And to be fair, the moment when you’ve finished. What keeps me occupied is the imagination of what if, imagining it after the event; it’s beautiful internal anonymity. Did I just do that?! I like to be super quiet after.

It’s genuinely remarkable that I run for all the above, the mindset.

### Fueling Plan for Silvretta 3000:

My fueling was on point, I knew that at altitude, I become very gassy as if you like after taking on water, so I staggered the Perpetuem.

- 1st hr. and 3rd hr. I took on Perpetuem, and as always, it perked me up, and I went further into the race.

- I was on the hr., every hr. like we planned took Extreme Endurolytes, BCAA’s, and Anti-Fatigue Caps. Once the part was done, I went for my Hammer Gels and caffeine ones; the Fully Charged got me going again.

- In the last hr., I took two Hammer Gels staggered and Fully Charged, which got me

a better placement in the final four positions.

With Hammer Nutrition, I’ve learned to run smarter and how to fuel the right way! EN

### Silvretta 3000

- 40.1 km
- 1,814 m elevation gain
- Max altitude of 9,773 ft.
- 4:53:56 James Finish time

*“After the race, I contemplated my adventure and came up with “The Message from The Mountain!”. It’s not the first mountain that’s spoken to me; I remember the first one well.”*



Hammer Gel’s complex carbohydrates and all-natural ingredients are easily digestible, and provide quick-acting yet long-lasting energy. A great part of a smart fueling plan.

# 2022 MOTO SPORTS

## Jackson & Steven Jones Winning Stats

- 20th Place, 41st Annual Loretta Lynn - Micro 2 (4-6) Limited
- 1-1 for 1st overall, Loretta Lynn Midwest Regional Champion - Micro 2 (4-6) Limited
- 1-1 for 1st overall , Loretta Lynn Area Qualifier Champ - Micro 2 (4-6) Limited
- Ohio Buckeye MX Series, six 1st Places, three 2nd Places, Currently leading the series by 38 points with three races to go. 50 Jr Class

After more than a decade hiatus, Steven Jones and his six-year-old son Jackson began racing motocross. Now in his 30s, he researched nutrition options to escalate his riding abilities, and that's when he discovered Hammer. Jackson, admiring his father's dedication and skill, first hopped on a dirt bike at four years old!

Since he started training with Loretta Lynn's National



Photos courtesy of Steven Jones.

Championship goal in mind, he set his sights on making it to the big stage. Knowing Jackson would compete with the top riders, he began using Hammer products. With the help of **Hammer Bars®** and **Hammer Gels®**, he won his area qualifier. Training in the summer months required the addition of **HEED®** and **Endurolytes®Fizz** in preparation for hot days at the ranch. Jackson went on to become the Mideast

Area Champion and ended up qualifying for the big dance and then going on to place a respective 20th at Loretta Lynn's Amateur National Championship. Like father, like son, they both depend on Hammer Nutrition to help them win their races! Fav products: Cola Endurolytes®Fizz, Oatmeal Apple and Chocolate Chip Hammer Bars®, HEED®, Hammer Gel®.



# HAMMER ATHLETE HIGHLIGHTS



Photos courtesy of Mike Sigety.

A family like none other, the Sigety's have been chasing the moto dream since the beginning. Ryder has been racing since age three, and he travels over 30,000 miles across the US each year to go racing! Now at 14 years old, Ryder Sigety is the youngest Yamaha AM Pro Off-Road Racing team member. Ryder is a two-time GNCC National Champion alongside his father Mike, who is a well-decorated 8 Time National Enduro Champion, 2 Time USA Team ISDE Racer, and competed in the world's toughest motorcycle race, the Erzberg Enduro in

Austria. At some National Enduros, Ryder races in the adult class, and he beats 90% of the adults on a mini bike!

Not only is Ryder a GNCC Champ but has also won over 20 regional and local championships, but there is more to them than racing. Ryder trains in the gym and on the bike every day, as seen on his Strava, and Ryder is also a straight A all honors classes student plus, he is the only National Champion youth racer who isn't home-schooled. Because off-road racing is a major endurance event, Mike was first

## Mike and Ryder Sigety Winning Stats

### Mike

- 8 Time National Enduro Champion
- 2 Time USA Team ISDE Racer (Silver medalist)
- Erzberg Enduro Racer
- 3 Time D7 & WYNDA Enduro Overall Series Champion

### Ryder

- x2 GNCC National Champion
- x20 Regional and Local off-road racing championships
- Member of the Yamaha AM Pro-Off Road Racing Team

introduced to Hammer **Endurolytes**® 15 years ago and had so much success with his cramp mitigation that he became obsessed with all Hammer solutions for increased performance & recovery! Mike attributes his and Ryder's success to the benefits attained by the Hammer product line.! Ryder is currently chasing GNCC championship number 3, which will be wrapped up by the time this issue is published. Go get em Ryder!

Fav products: **Recoverite**®, **Hammer Gel**®, **Endurolytes**.



# 2022 AUTO SPORTS

## Winning Stats 2022 Wayne Taylor Racing

- 2nd Place Overall, DPi Class, IMSA WeatherTech SportsCar Championship
- 2nd Place, ROLEX 24 Hours at Daytona, Race 1
- 1st Place, WeathTech Raceway Laguna Seca, Race 4
- 1st Place, Lexus Grand Prix at Mid-Ohio, Race 5
- 1st Place, Sahlen's Six Hours of the Glen, Race 7
- 1st Place, Road America, Race 10

In endurance sports car racing, there is no telling how a series will shake out from the beginning, but it was a fight all the way to the end between Wayne Taylor Racing and its sister Acura car Meyer Shank Racing. With just a 19-point lead heading into the final race, it was a winner-take-all scenario between the two Acura's for the prestigious Championship title and a fitting sendoff for the DPi era in IMSA.

But before the finale ever commenced, there were many remarkable accomplishments to reflect on throughout the season! The IMSA WeatherTech SportsCar Championship holds ten races for the DPi class



The winning team! Wayne Taylor (Owner), Ricky Taylor (Driver), Filipe Albuquerque (Driver). Below: Ricky Taylor give special credit to Brian Frank and their shared success. Photos: Brian Cleary

spanning eight months of racing all over the United States! Ricky Taylor and Filipe Albuquerque piloted the car for most of the series, but many other crew members and drivers played a huge part in the Wayne Taylor Racing team's success this season! The team won four out of ten races and placed 2nd at one of the world's most prestigious endurance sports car events! (Season Opener, ROLEX 24 Hours at Daytona)

With the big finale looming at Road Atlanta, there were high hopes to repeat the magic that once happened back in 2020, becoming champion once again. The No. 10 Konica Minolta Acura ARX-05 came up just

short of the title, finishing second in the points standings after a dramatic chase in the final minutes that culminated in mechanical damage, which forced them to retire in the waning moments of the race.

Although they came up just short, we could not be more proud of the efforts of the entire team, and we are happy to be able to support such a motivated group of individuals with such a desire to win! But, as we look forward to 2023, we are happy with the progression of all crew members, plus driver fueling/nutrition, as our products have played a crucial role in the teams' success throughout the year. Here's to 2023!



# HAMMER ATHLETE HIGHLIGHTS

## Winning Stats 2022 Alfa Romeo, TMR, KMW, Racing Team

- 2nd Place Overall, TCR Class, IMSA MICHELIN PILOT CHALLENGE Championship
- 1st Place, Rolex 24 at Daytona, 1st Race
- 1st Place, WeathTech Raceway Laguna Seca, Race 3
- 2nd Place, Sahlen's Six Hours of the Glen, Race 5
- 1st Place, Road America, Race 8

Before the big boys like Wayne Taylor Racing and many teams alike take the track on Sundays, there is another series that some may not observe. Race weekends look a little different for the Alfa Romeo, TMR, and KMW, Racing Team as Roy Block and Tim Lewis pilot the car on Saturdays, the day before the more significant and longer races commence. The IMSA Michelin Pilot Challenge is more of a sprint compared to the races that take place Sunday, but there is still no question as there is such a need for drivers and crew members to fuel with Hammer.

After a very successful 2021 season finishing 2nd overall competing in the TCR class, Tim Lewis and Roy Block were looking to continue their momentum heading into 2022 with high hopes of winning the title. It took the team no time to find their feet as they secured their first victory of the season at

the opening race in Daytona and then again in the 3rd race of the season at Laguna Seca Raceway. Fast forward three more races, and they were able to rebound with a hard-fought second at Watkins Glen, and then in the 8th race of the year, they were able to secure yet another win at Road America.

With consistent finishes all year leading up to the finale, at Road Atlanta, it was another tight battle as Tim and Roy were only 100 points behind the points leading Hyundai. With a challenging starting position on the grid, the team was forced to work through traffic and makeup ground if they wanted to keep the championship hopes alive. Unfortunately, things took a turn for the worse early on in the race as another car attempted to make a pass on the Alfa, in which there was little to no room. They ended up making contact, spinning them out, and damaging the car, forcing them to retire from the race. Although the championship was no longer



on the table, the team did end up finishing a very respectable 2nd overall in the points and walking away with a couple of wins!

The 2022 IMSA Season has been nothing short of a thriller, and we look forward to many more wins and opportunities in 2023. Great job, Tim, Roy, Louis, and all members involved, enjoy the “off-season” and see you at the ROAR!



The Pilot Challenge. Photos by Sideline Sports Photography, LLC

# Event Highlights

## STEVE BORN

2022 has been a great year attending Hammer-sponsored events! Two of the most memorable for me happened on back-to-back weekends, and while the travel was a bit challenging, it was easily trumped by being there to help the athletes.



The first event was the **40th edition of LoToJa**, the epic 200-mile cycling ride/race from Logan, Utah, to Jackson, Wyoming. Camryn and I started our journey on August 8, and made it to Logan in excellent time. The next day's expo was great, but the best part was driving the course on Saturday, the 9th, and doing neutral support for the riders. Out of the blue, both Camryn and I decided that the summit of Geneva Pass would be a great place to break out the coolers of ice-cold **HEED**®, as well as having **Endurolytes**® and single serving packets of **Hammer Gel**® for those who needed it. The finish line area was really hectic, but we were still able to make sure that the riders got ample amounts of **Recoverite**® to kick-start the all-important recovery process after such an arduous event. I can't wait for next year!



The next week, I traveled to Maple Valley, WA for the 2nd iteration of **Ironman 70.3 Washington**. I've attended a few of these 70.3's, and I have to say that this is one of the most scenic of all the venues.

Plus, unlike last year when it was cold and rainy, this year we had great weather; the cool, yet sunny conditions made for a great day of racing for all these athletes. As is the case with every event I attend, I really

enjoy talking with the athletes and providing them with some last-minute advice—some Hammer Nutrition product samples as well—so they could have an enjoyable race experience.



1.) Steve provides fueling advice with HEED and Recoverite to athletes in need. 2.) Riders were more than happy to see the Hammer van parked at the top of the toughest climb. 3.) Recoverite helps riders start the recovery process immediately at the finish.

# SWIM THE FISH Whitefish, MT



Back in August, Hammer was proud to sponsor the annual **SWIM THE FISH** open swim at beautiful Whitefish lake here in Montana.

It was a gorgeous day for a swim with an early morning shotgun start. Contestants set out in waves, competing in 5K, 1 miles, and half mile heats. The race

boasted an excellent turn out with swimmers traveling from as far away as Texas, Illinois, and Alberta Canada.

Taking home the 1<sup>st</sup> Place Overall title was Thomas Winkler of Helena, MT. Fred Fotsch of Dallas, TX earned the top spot for the 60+ AG.

1.) Brian Frank and Art Krueger of The Wave Whitefish, show off undoubtedly the most useful award to date - a Swim The Fish custom paddle board. 2.) Swimmers take the plunge after a quick warm up. 3.) Some swimmers donned full wet suits, others did not, but no doubt the chilly water of Whitefish Lake was an early morning eye-opener for all.

# TRI THE FISH Whitefish, MT



Hammer once again sponsored the annual **TRI THE FISH** triathlon, which has become a national destination event here in Montana.

Many of our Hometown Hammer Heroes came out to participate and show 'em how we do it at Hammer - the top

3 overall winners hailing from right here in Whitefish.

Ryan Seguine, Jeff Brown, and Scarlett Kaplan took top honors. Congratulations to all of our Hammer athletes and we look forward to seeing everyone out on the course next year!



1.) Swimmers hit Whitefish Lake with a brisk morning start. 2.) Hammer's own Ryan Fatheree makes sure plenty of Recoverite is waiting at the finish. 3.) The Hammer event crew educate athletes and share some free samples. 4.) Hammer athletes came out in numbers to represent. 5.) Hammer father and son duo, Mathew and Josh Weller are both awarded with an impressive finish.

# HAMMER EVENTS

## NEW EXCITING PARTNERSHIPS

We are most excited to extend partnerships in the ultra running segment with some stellar new and well established event organizations!

### Down To Run

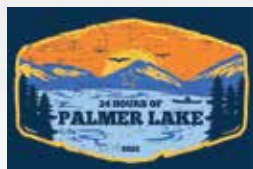


Down To Run was born in the trails in 2012 by passionate trail enthusiasts, Ludi and Andre Chavez. Their #1 mission is to grow the trail running community by providing first-class challenging trail races and trail camps. Check out their events:

- 11/19/2022 10 Mile Night Run, FL, Jonathan Dickinson State Park: The adrenaline-pumping race gets everyone hooked on trail running. Disconnect, as you only focus on what your headlamps allow you to see. Expect to get dirty while having the greatest time of your life as you conquer the DTR 10 MILE NIGHT TRAIL RUN.

- 4/22/2023 Dunes 50K, FL, Jonathan Dickinson State Park: This course goes through 16 unique natural communities in 11,000 acres of state park.

### 24 Hours of Palmer Lake



10/7/2023 - Palmer Lake, CO.

24 Hours of Palmer Lake is back and we are thrilled to help support the new RD team! This race features 24 hours of a gorgeous 0.82 mile loop course surrounded by mountains on top of the Palmer Divide at an Elevation of 7,240 Feet. This is a low fanfare community-driven event, simply geared towards those who love to push their mental and physical limits while being surrounded by like-minded crazies.. Compete to win, set a new personal distance PR, test a nutrition plan, your choice.



### Run Bum Tours

Run Bum tours offer unique and epic events including the famous Georgia Death Race! All races take place in

unforgettable locations that give you the experience of a lifetime! With over a decade of experience, they are the largest trail and ultrarunning event provider in the Southeastern US. Check out these upcoming races:

- Sky to Summit Races, 11.5.22, GA, Sky Valley
- Cloudland Canyon Races, 12/3/22, GA, Rising Fawn
- Georgia Death Race, 3/25/23, GA, Blairsville



### Cascade Crest 100

- 7/22/23 - Easton, WA. Qualifier for Hardrock Endurance Run 100 and Western States 100!

Cascade Crest has a well deserved reputation as one of the best 100 mile parties out there. Highlights include 23,000'+ of climbing, about 32 miles on the PCT, running through the 2.3 mile Snoqualmie Tunnel, lots of tall trees and tough trails!

# UPCOMING EVENTS



Runners Hammer down the course at the Dunes 100 Ultra Trail 50 miler. Photos courtesy of Down to Run.



- ☐ **12 HRS OF OLD EL PASO**  
11/5/22  
El Paso, TX  
[12hoursofoldelpaso.com](http://12hoursofoldelpaso.com)
- ☐ **ULTRAMAN WORLD CHAMPS**  
11/25/22  
Big Island, HI  
[ultramanworlds.com](http://ultramanworlds.com)
- ☐ **DIRTY 30**  
12/3/22  
Lakeside, CA  
[quickndirtymtb.com](http://quickndirtymtb.com)
- ☐ **ARCTIC FROG 50K/50M**  
12/17/22  
Maryville, WI  
[froghopsports.com](http://froghopsports.com)
- ☐ **20TH ANNUAL TOUR DE FELASCO**  
1/7/23  
Alachua, FL  
[tourdefelasco.com](http://tourdefelasco.com)
- ☐ **DAVID'S TRAIL ENDURANCE RUN**  
1/21/23  
Mountain Home, AR  
[davidstrailendurancerun.com](http://davidstrailendurancerun.com)
- ☐ **24 HRS IN THE OLD PUEBLO**  
2/17/23  
Tucson, AZ  
[epicrides.com/](http://epicrides.com/)

# Team Eagle S.E.A.L.

## Team Eagle One Training Camp

*Testimonials from BUD candidates:*



"The **Hammer Gel**® was a welcome surprise to our refueling process. Normally, our teammates will go through several protein bars and sports drink bottles to keep our calories up but just an ounce of the gel and I was back in the game. It gave our hard-charging training session a great boost of energy." - *Taharka*



"Hammer nutrition keeps me leading from the front, start to finish. Hammer Nutrition!" - *Eden*



"I've had a lot of goos and liquid gels that made me nauseous. The Hammer Gel didn't. It helped keep my legs from hitting the wall. It made a difference." - *Isabelle*



Hammer Nutrition made a big difference in my performance and helped me approach each event with greater focus and strength. I especially felt the difference throughout day 3 of our training evolution. Hammer Gel helped me dig deep and push past what I thought was possible. The immediate boost of energy was a game-changer. - *Stephanie*



BUDS is as intense as it comes! Candidates train hard in all environmental conditions imaginable on land, in water, and air.



# Your muscles' Best Bet!



- Maintains & repairs lean body mass
- Strengthens immune system
- Accelerates recovery

Whey Protein 24 Servings	<b>\$49.95 each</b>
Whey Protein Single Serving	<b>\$2.95 each</b>
Hammer Bar Vegan Protein	<b>\$2.95 each</b>
Hammer Bar Whey Protein	<b>\$2.50 each</b>

#### Flavors (Protein)

- Chocolate
- Strawberry
- Unflavored
- Vanilla

#### Flavors (Bars)

- Almond Cacao
- Chocolate Peanut
- Peanut Butter Chocolate



*Awesome! Highly recommend. Works great for cycling and running. - Dwayne G.*



## SHOP NOW

[hammernutrition.com](http://hammernutrition.com)



## FREE BANDANA PLUS CAPSULE DISPENSER

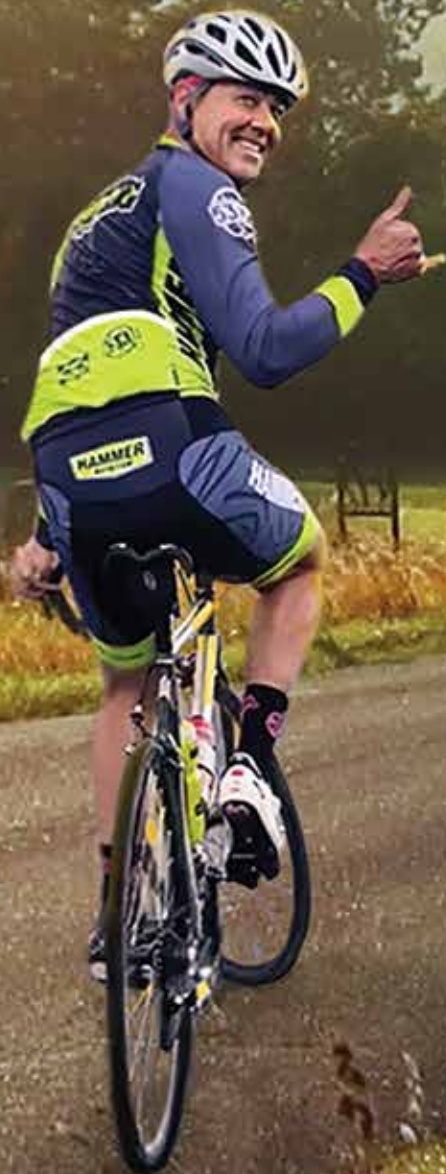
Use Promo Code  
**EN132CAP** to receive one bandana and  
one capsule dispenser free with any purchase.



expires  
12.31.22

**800.336.1977**

***“The road goes on forever, and the party never ends!”*** - Robert Earl Keen





The season and year are winding down - but then again, for our winter sport athletes, you're just about to get ramped up.

Keep sending us your stories of success and adventure. We love hearing from you!

Have a safe and joyous holiday season.

**SEE YOU NEXT YEAR!**

**KEEP HAMMERING!**

**- Brian Frank**



## Endurance News

4952 Whitefish Stage Road  
Whitefish, MT 59937

PRSRT STD  
U.S. POSTAGE  
PAID  
HAMMER NUTRITION  
DIRECT

***Get Your ESSENTIALS, every day!***

**DAILY ESSENTIALS KIT + \$114.95**

\* One Month Supply shown

**Premium Insurance Caps 120ct.**

**EndurOmega**

**Race Caps Supreme**

**Mito Caps**

