

ENDURANCE

NEWS

BY HAMMER NUTRITION

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to Assist with Weight Loss

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and the Need to Supplement

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for Health and Performance

PLUS 2024 WINNERS !

Hammer Champions Roundup

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.”



Photo courtesy of Kevin Jacks.

Welcome to the 140th issue of *Endurance News*, our first issue of 2025, and the kickoff of our 38th year in business. As with the previous 37, I find myself looking forward to the new year with incredible optimism and enthusiasm, thanks to you! Without your continued support and encouragement, my job would not be nearly as enjoyable and rewarding. With extreme sincerity, I thank you for helping me live this dream. It's been an awesome adventure so far, and I'm looking forward to more good things in 2025.

Like the previous 139 issues, this one is full of great information you won't likely read elsewhere, as well as the awesome athlete/client/ambassador contributions. *Endurance News* is a community publication because we rely on you, our contributors, to supply the photos, stories, and amazing

accomplishments you see in every issue! Even the content articles we present are based on your feedback on the topics of interest that you generate. It's all good, so please keep the good stuff coming our way, we'll put it to good use!

Although you'll see continued changes (improvements) here at Hammer in 2025, you can also be absolutely certain that the important things will not change, like our commitment to quality, education, and 5-star customer service. Those will never go out of style.

New for 2025 – Drum roll please! We've been busy downstairs in the skunk works and have a plethora of new products, clothing, and accessories coming out this year, with several already flying off the shelves. We've got new cycling socks from The Sock Guy, a new color, and a new design on the back of the sock instead of the sides.

The new blue Specialized purist bottles go great with the new Glacier blue Voler and Bergamo cycling kits. We also have a cool new red Specialized 32 oz purist sports bottle with a fixie squirt top – perfect for field sports, tennis, and just about anything else you do besides cycling and running.

In addition to the clothing and gear mentioned above, nut gel flavors are finally available in jugs and, for the first time ever, pre-filled 5-serving gel flasks!

On the body care side, we've developed both a calendula salve and a hydrosol spray for those bumps, bruises, and cuts. These are in addition to our recently re-formulated Seat Saver, Pelle Eccellente, and Hammer Lips. You can read about these new products and see the latest designs on the following pages.

The high calorie/carb/sugar craziness is still with us, confusing athletes and leading them down a path to ruin. Does it work? Is anyone actually going faster by slugging down massive amounts of sugar? Doesn't matter, sell the sizzle, advocate silly “gut training,” and get athletes to buy copious amounts of sugar swill! Not Hammer! Never! As we have for decades, we'll continue to advocate and produce success story after success story with our “Less is Best” and Minimum Calories Per Hour philosophy and protocols! We've got endless articles and videos that explain exactly how and why our products + our protocols produce the best and most consistent athletic performance and general health.

Enjoy the rest of the issue and pass it on to a friend or family member.

Brian Frank

A handwritten signature of Brian Frank in black ink.

Brian Frank
Owner and Founder of
Hammer Nutrition

Real Endurance Fuel

COMING SOON! Introducing Hammer Nutrition's NEW Nut Gel Flasks & Jugs



5 Serving Flask

FLAVORS

- Peanut Butter
- Peanut Butter Chocolate
- Noccioia



26 Serving Jugs

FLAVORS

- Peanut Butter
- Peanut Butter Chocolate
- Noccioia

Your old favorite's in new convenient sizes!

- Rock-solid energy
- No sugar crash
- No GI stress



I've used Hamer Gel for almost 20 years. Always helps keep you going even during ultra running events. It never upsets my stomach and the individual packets are easy to stow away for use later in the run. Can't go wrong with Hammer products. Chris M.

26 Serving Jugs

Single Serving

FLAVORS

- Apple Cinnamon
- Banana
- Noccioia
- Chocolate
- Tropical*
- Espresso*

* Contains caffeine

- Montana Huckleberry
- Orange
- Vanilla
- Raspberry
- Peanut Butter
- Peanut Butter Chocolate

***FREE FLASK** with
26-Serving Jugs

NO
SIMPLE
SUGARS



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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 high resolution photos to photos@hammernutrition.com.



Hammer Ambassador Nick Bianchini at the Cherokee 130K July 2024

ENDURANCE NEWS

The informed athlete's advantage since 1993

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MISSION

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

OUR GUIDING PRINCIPLES

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

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

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

OUR CORE VALUES

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

Product Integrity: Our consumables are researched, tested, and USA-made to the strictest standards.

Read our complete mission statement online at hammernutrition.com/company/mission-statement



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ON THE COVER: Hammer International Athlete Piotr Babis climbing through the mountains in Australia.

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CBD

by STEVE BORN

Ensuring Superior Sleep Quality



I am oftentimes reminded of the words of highly respected coach Nate Llerandi, who labeled the lack of quality sleep “the ultimate performance killer.” Coach Llerandi states, “Sleep deprivation can put you in one of the holes you’ll ever experience. It goes hand in hand with overtraining, erratic training, and poor performances.” Dr. Bill Misner elaborates: “Deep sleep patterns may mean the difference between big anabolic gains and none at all! Both bodily repair and anabolic growth occur only during quality rest and when deep sleep patterns become routine. While lack of sleep can have dire consequences, adequate sleep provides only positive, healthful benefits.” One of the ways we can ensure consistent quality sleep is with the use of CBD.

The shorter days and reduced hours of sunlight that we’re experiencing at this time of the year can negatively impact our sleep quality, which can affect our mood and increase daytime fatigue, leaving us more susceptible to issues such as seasonal depression disorder (SAD), as well as getting sick. David A. Kristo, MD, medical director of the Walter Reed Army Medical Center’s Sleep Disorders

Center in Washington, D.C., states: “Sunlight signals to your brain that it is time for your body to be awake and alert. During the dark months of winter, your body’s timing is thrown off, resulting in more sleepy and sluggish feelings during the day.” [1]

Additionally—and this is true not just during the winter months, but all year long—there’s plenty going on in our world and in THE world that can keep stress levels high. And that stress can definitely put the kibosh on our ability to fall asleep quickly and stay asleep for any significant length of time.

We have discussed the importance of getting consistent, high-quality sleep several times; however, it’s worth going over a few key bits of research to emphasize just how important it is.

- According to research, “adults should sleep seven or more hours per night on a regular basis to promote optimal health.” [2]
- Unfortunately, the data shows that more than one-third of adults in the United States are not hitting the mark. [3]
- Lack of consistently



sufficient, high-quality sleep can have dire consequences, “including weight gain and obesity, diabetes, hypertension, heart disease and stroke, depression, and increased risk of death.” [2]

• Part-time to chronic insomnia negatively impacts our immune system, increasing our risk of getting sick. One study on sleep and immune system function concludes: “Prolonged sleep curtailment and the accompanying stress response invoke a persistent unspecific production of pro-inflammatory cytokines, best described as chronic low-grade inflammation, and also produce immunodeficiency, which both have detrimental effects on health.” [4]

If we are to perform our best athletically and, more importantly, maintain strong immunity and help protect ourselves from numerous health consequences, we must consistently get sufficient amounts of high-quality sleep. Unfortunately, this is often difficult to do, which is where Hammer CBD comes in.

Hammer CBD – Superb Support for Superior Sleep Quality

Though CBD is sometimes thought of more as a powerfully effective way to alleviate aches and soreness—and it definitely does that—all of the naturally occurring cannabinoids found in Hammer CBD products are superb allies in helping to alleviate sleep issues. These cannabinoids act on receptors found in the cells that are part of the body's endocannabinoid system, a system that...

Scan the QR code to continue reading this article on our website at: hammernutrition.com



Hammer athlete Nathan Moody at UTMB course.
Photo courtesy of Tony Hill.

Sleep Trio Kit

The Total Trio for sublime deep sleep



- Relax muscles and nerves
- Fall asleep faster
- Improve sleep quality
- Wake up refreshed



“Been a loyal Hammer client for years. I encouraged my husband to give the **Sleep Trio Kit** a try, and now neither of us can ever go without. Sweet Dreams!” - Helen V.



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In Memory of Don Moden

A True Hammer Athlete and Adventurer

It is with heavy hearts that we say goodbye to Don Moden, a beloved member of the Hammer family. Don was a true athlete, adventurer, and embodiment of **what it means to KEEP HAMMERING!**

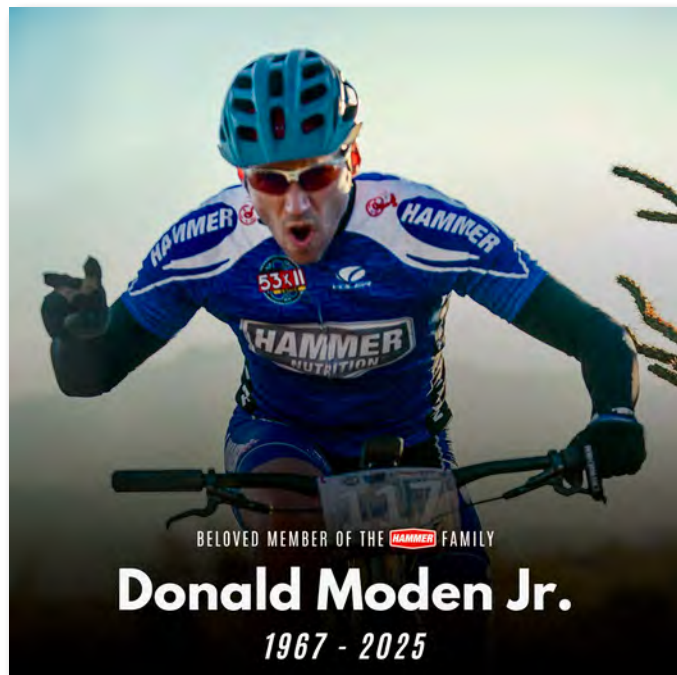
His journey with Hammer Nutrition began in the spring of 1989, before gels were a common tool in an athlete's kit, and for more than three decades, he was a steadfast advocate for the power of proper fuel, consistent training, and a life well lived.

Don's athletic pursuits were nothing short of extraordinary. From his early days of biathlon and triathlon, to his countless miles raced in Ironman events, Eco-Challenge, and ultramarathons, he approached every challenge with the same unwavering commitment that defined his approach to life. But Don was more than just a competitor—he was an explorer, a man who sought out new challenges in every aspect of life. Whether he was pushing his limits in endurance cycling, embarking on self-supported bikepacking

adventures, or venturing into the mountains of Colorado to climb, ski, or hunt, Don always found ways to test his physical and mental strength.

Though Don has passed, his legacy lives on in every trail he blazed, every finish line he crossed, and every mountain he climbed. His love for adventure, his dedication to his craft, and his belief in the importance of fueling one's body with care and precision will continue to inspire the Hammer community and beyond.

Rest in peace, Don. You will forever be a part of the Hammer family, and your spirit will continue to inspire us to live fully, push our limits, and never stop chasing the next great adventure.



With deepest respect and gratitude,
- The Hammer Nutrition Family



SOS Video Series

Watch Now For Success Today!

For over 38 years, we have been THE fueling experts! Our “Less is Best” fueling protocols have helped countless athletes successfully fuel for every endurance endeavor imaginable - without cramps or GI distress! You name it, we’ve done it, or helped other athletes do it. By following the fueling practices revealed in this book, you’ll be able to **Fuel Right and Feel Great** for anything you do.

Informed by rigorous science and proven in use, our methods and products are the surest path to optimal performance and health.

Possibly the most important informational tool you can own! This handy guide distills the knowledge we’ve gained through nearly three decades of rigorous research and field

testing. Put these principles to work, and you will succeed—we guarantee it!

- *Powerful recommendations for fueling and recovery*
- *Practical, time-tested advice*
- *Clear, concise, information for peak performance*

Combine this guide with the Product Usage Manual which contains when and how to use every Hammer product for a winning combination, guaranteed!

If you have fueling questions feel free to call to speak with

one of our friendly, knowledgeable client advisors.

We’re here to help!

Brian Frank

Brian Frank, Owner



SOS

1. PRE-EXERCISE FUELING
2. CALORIES COUNT
3. PROPER HYDRATION
4. ELECTROLYTE REPLENISHMENT
5. RECOVERY DONE RIGHT

**WATCH
NOW** →



RACE DIRECTOR TESTIMONIALS

Rueben Kline with Gran Fondo Nationals Series

What sport do/did you compete in? And why are you passionate about it? I was most competitive on the mountain bike and earned a pro license through USAC, but I love being on the bike... any bike. These days I spend more time on the road. I was compelled to start Gran Fondo Nationals Series as a way to offer a more dynamic race experience that used real roads instead of going around in circles, and that would welcome more people into road racing.

How long have you been Hammering? Hammer Nutrition has been a key supporter of the Series and has sponsored every Gran Fondo I've put on. That means since 2012 Hammer Nutrition has helped me put on 82 Gran Fondos.

Your go-to Hammer products: FIZZ, HEED, and Recoverite.

Why do you continue to partner with Hammer to fuel your events? I've been putting on endurance sports events for more than 25 years. In 2012 when I started the Gran Fondo National Series, my first partnership inquiry went out to Hammer Nutrition. This wasn't just me looking around for sponsorship and support, this was a strategy to create successful events.

Favorite memory as a Race Director? This has to be Asheville in 2021. When I started this endeavor the first event I put on I named the Gran Fondo National Championship. In 2021 when I put on the first USA Cycling Gran Fondo National Championships it wasn't a feeling like I proved it,



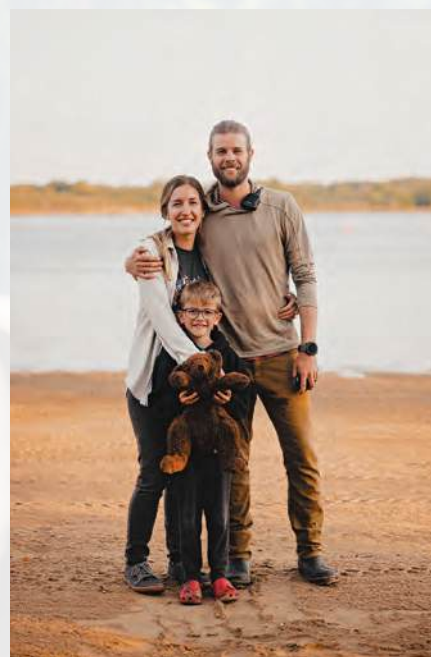
it was a feeling of an undeniable life accomplishment; I had done it, my dedication to BELIEVE IN THE BIKE and create a new time section racing format came to full fruition. I personally dedicated myself to this goal and established a new National Championship race format that not only welcomes people into the sport but makes road racing amazing!

Craig Braun with Mammoth Endurance

My family and I organize the longest triathlons in the U.S.A. from 2x the distance of an Ironman up to 10x the distance of an Ironman. I've been using Hammer products since I ran cross-country in college and have tried others throughout the years, but always have come back to Hammer. Getting to know the CEO, Brian, and the heart he has for athletes / the passion for his products has been something that gives me confidence when I recommend Hammer products to all those who race with us. We're going on 8 years now with Hammer and will continue to encourage everyone we know who's trying to find a clean and effective product line to give Hammer a try. **EnduroOmega** and **EnduroD** are part of my morning routine every day. I use the **Vegan**

Recoverite, **Perpetuem**, **Endurolytes**, and **Race Caps Supreme** when I'm in my training race blocks. The amount of information available to us through the Hammer website is better than anyone else, and their team is always willing to listen to your needs and recommend not only a product but also a system of products that will cover all your needs and keep you hammering.

I've been organizing races for over 12 years now, from kids' color runs to the longest triathlon in the U.S.A.—a grueling 1,406-mile DECA ANVIL. I do this so people can relentlessly pursue self-realization. What are you capable of? Our motto at Mammoth is FINISH WHAT YOU START. Hammer products make it a little less painful to do that.



Victor Sheldon - aka The Slasher

QUICK N DIRTY MOUNTAIN BIKE RACING (San Diego county and Las Vegas)

What sport do/did you compete in? And why are you passionate about it? I started my Athletic career as a jet ski racer, my career started in 1987 my last racing season was 2004. I won eight national and world championships and traveled all around the world. I was passionate in JetSki racing because I love the lifestyle and the challenge it gave me, with that said, I have taken what I've learned from jet ski racing and applied it to a local grassroots racing organization called Quick n Dirty MTB. Since I was in the cycling industry, I decided to take up cycling myself. With that said, I won seven national championships in cyclocross, mountain biking, and Gravel. At age 58, I'm still out, challenging myself and staying young.

How long have you been Hammering? I met Brian Frank in 2012. He sent me some products to try, and I've been using Hammer Nutrition ever since—and only

Hammer Nutrition. I swear by the product, and it has helped me win every championship.

How long has your event partnered with Hammer? 11 years, and I haven't used any other brand. Because of it, the greater SoCal cycling community has grown as well.

What are your go-to Hammer products? My favorite is one scoop of **Heed** and two scoops of **Perpetuem** together (in a tall bottle), and I crave **Recoverite** after every ride.

Why do you continue to partner with Hammer to fuel your events? That's a simple question because it's the BEST! Not only are the products the best, but the way Hammer runs their business. They support local racing and local shops, which is unheard of nowadays.

Favorite memory as a Race Director? Too many to list, but I do remember taking Brian Frank on a Moto ride before one of our races at the SageBrush Safari and seeing his smile while ripping some loamy corners!



The Balanced Diet Myth

and the Need to Supplement

By: Hammer Nutrition Staff

If you want to look, feel, and perform your best, the first step is always a diet dominated by nutrient-dense whole foods. For 38 years and counting, we have always advocated that. However, even if you eat a “good, balanced diet,” you’re still falling well short of your nutrient needs. You cannot obtain all the nutrients your body requires solely from your diet. Here’s why diet alone won’t cut it and why you need to supplement:

- There has never been a single clinical study that documents what comprises a balanced diet nor one that has demonstrated one’s ability to meet basic nutrient requirements through whole foods alone.
- Studies show that food alone does not supply all the micronutrients

we need to prevent deficiency, let alone achieve optimal health. Nutritional scientist, Bruce Ames, bluntly states, “Inadequate dietary intakes of vitamins and minerals are widespread, most likely due to excessive consumption of energy-rich, micronutrient-poor, refined food. Inadequate intakes may result in chronic metabolic disruption, including mitochondrial decay.” [1] Another study concluded: “Nearly the entire U.S. population consumes a diet that is not on par with recommendations. These findings add another piece to the rather disturbing picture that is emerging of a nation’s diet in crisis.” [2]

[1] Another study concluded: “Nearly the entire U.S. population consumes a diet that is not on par with recommendations. These findings add another piece to the rather disturbing picture that is emerging of a nation’s diet in crisis.” [2]

- The Daily Value (DV) standard was set a few decades ago, and it’s basically a “one size fits all”

approach to nutrient needs, as it was/is based on the intake needed for a healthy 5’9” 25-year-old healthy male weighing approximately 145 pounds. [3] Like the Recommended Daily Allowance (RDA) or the Reference Daily Intake (RDI), the DV is essentially the minimum amount needed to avoid a deficiency disease; it has nothing to do with optimal health.

- Very few of us have routine access to fresh, locally grown foods. Much of our diet comes from foods grown far away, picked when unripe, and then sent packing. Nutritional content is questionable and usually depleted.
- Even if we could obtain all the nutrients we need from our diet, it’s highly unlikely



Hammer athletes Lisamarie and Rene Fosdal-Griffin, photo by Jason Peters.

that any of us eats an ideal diet anywhere near as consistently as we think we do. The USDA states: "To promote your health, eat a variety of fruits and vegetables—at least 2 servings of fruits and 3 servings of vegetables—each day." [4] But really, how many of us do that with any kind of consistency? And that USDA figure may be on the low side, thanks to research from Dr. Dagfinn Aune, who concludes "Our results suggest that although five portions of fruit and vegetables is good, ten a day is even better." [5]

With of this said, please understand that we're not suggesting that you neglect your diet, take a handful of pills, and have all of your nutrient needs covered. Supplements should never take priority over the consumption of a healthy diet. At Hammer Nutrition we emphasize both quality nutrition and prudent supplementation. First and foremost, your primary nutritional goal is to consistently consume a healthy diet, which means:

- Eating fresh, locally grown organic fruits and vegetables as much as possible.
- Avoiding packaged, processed foods and junk foods, processed seed oils, and artificial sweeteners, colors, flavors, and preservatives.
- Minimal sodium and low-to-no refined sugars

With spring on its way (immune system-taxing weather is with us for a while longer), but with many of us already ramping up the training volume and intensity, falling for the "balanced diet" myth is especially risky. Quality supplements that provide all the vitamins, minerals, and micronutrients your body needs—in the amounts it needs—are your best defense. High-quality supplements, such as the Daily Essentials (Premium Insurance Caps, Race Caps Supreme, Mito Caps, and EndurOmega), are among the best investments you can make in your health. As thousands of clients attest, you will feel the difference.

Scan the QR code to continue reading this article on our website at: hammernutrition.com



Daily Essentials Kit



Hammer Athlete Jackson Wolf out for long trial run.

- Supports overall health
- Encourages efficient energy production
- Supports mitochondrial health



"I started using the Daily Essentials Kit every morning many years ago. I would not be functioning at age 70 with the energy levels and overall health without those vitamins and minerals. In fact on extremely hot and sweaty days I take a second dose in the afternoon." - David T.

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Letters from Hammer Clients



THE SIBBITT FAMILY

DEAR HAMMER

This summer found the Sibbitt twins Darien and Sawyer (age 10) tour biking across the Alps, from Austria to Italy (with a brief detour into Slovenia for a few days of mountaineering in the high peaks of the Julian Alps). Their mission: bike from Salzburg, Austria over the Alps and down to the Adriatic Sea, then across northern Italy to Venice. Once there, they would turn their bikes northward again and bike over the mountains once again, through the Italian Dolomites, eastern Germany, and back to Salzburg. Their route took them over 600 miles, cycling with bikes and panniers that weighted over 60% of their own body weight.

Where previously mom and dad (Risa and Jared Sibbitt) had towed them in trailers and cajoled them up mountain passes in the Bear Tooth mountains, across Cuba, and over the Icefield Parkway in Canada, these days the boys haul their own gear and set the riding pace...

Now let's face it, Italian gelato alone does not meet all the nutritional needs a long haul cyclist needs; to that end, **Hammer Fizz** helped keep everyone's hydration and electrolyte needs met despite long days of pedaling in the sun, and Hammer Bars were a handy solution when "rest days" meant mountaineering on the slopes of Slovenia's highest peaks.

Thanks Hammer!

~ Risa, Jared, Sawyer, and Darien Sibbitt

JIM KELLY

TWO OCEANS ULTRAMARATHON

Cape Town, South Africa

2004

Thank you Brian and the whole Hammer team for 26 years of support for my running goals, especially to Nathan over the last several.

My favorite race was Two Oceans Ultramarathon in Cape Town in 2004. The course started in Cape Town, then south to the Indian Ocean. West, over the mountains that become the Cape of Good Hope to the Atlantic. Then northward along the water. I loved the celebration at the marathon mark, highlighted by the sign saying only 8 more miles to the finish. But we did have to go over that mountain range again to reach Cape Town University and the finish!

Regarding the slogan on the front of my shirt, I did complete my 70th marathon, before my 70th birthday in 2015. With 17 ultras along the way.

Lots of fun over the years, especially because I was confident in my nutrition plan!

Again thanks.

~ Jim Kelly



SEND US YOUR LETTERS!

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

support@hammernutrition.com



TIMPANOGOS EMERGENCY RESPONSE TEAM

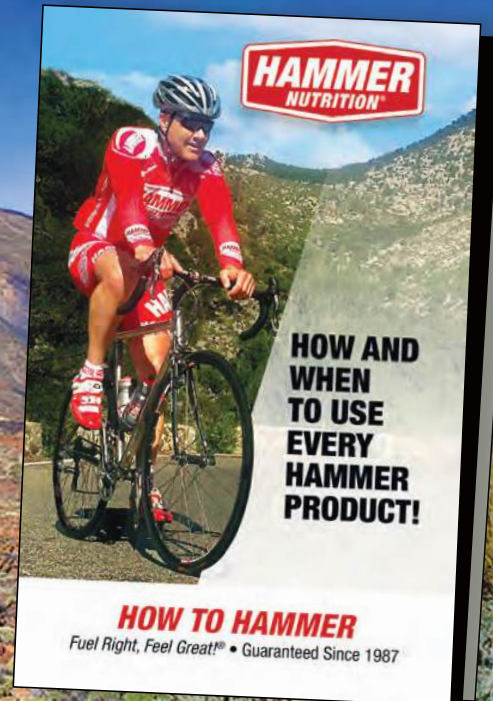
DEAR HAMMER

TERT volunteered over 4500 man hours this season to “keep small things small” on Mount Timpanogos. One of the most common issues we encounter with hikers is dehydration and electrolyte imbalances that render people weak, crampy, and nauseated, and with worsened altitude sickness symptoms. Severity can range from annoying to life threatening if not identified and managed appropriately. On Labor Day weekend, our high camp crew gave out every last dose of electrolytes we had, including personal stashes, and are pleased to report that all hikers made it off the mountain safely under their own power as a result. We are extremely grateful for the generous donation of **Endurolytes capsules** and **Endurolytes FIZZ tabs** from HAMMER NUTRITION that we will put to good use next season.

~ TERT

HOW TO HAMMER

Comprehensive Product Usage Manual



GET YOUR FREE COPY TODAY!
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.

Letters from Hammer Clients

Continued...



BOBBIE HOWARD

DEAR HAMMER,

I recently trained seven months to build the downhill skills to participate in the TransBC six day enduro race in BC Canada. Originally my bike racing was long cross country and gravel bike events. TransBC is claimed to be one of the hardest stage race enduro events in the world. I was confident each day that Hammer products would get me through the radiating 90+ degree temperature on the mountain roads and single track climbs to get to the mountain tops for the very steep and technical downhill stages. I used **Fizz**, **Endurolytes**, **Anti-Fatigue**, **Fully Charged**, **Endurance BCAA+**, **Tissue Rejuvenator** and **ATP** throughout the days. I have been using Hammer products since 2002 when I was a runner doing marathons. Now I hike and bike for fun. Thanks Hammer!

~ **Bobbie Howard**

SEND US YOUR LETTERS!

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

support@hammernutrition.com

KEN KRAMASZ

DEAR HAMMER,

Thanks for taking the time to chat with me this morning, I really appreciate it. I'm excited to implement the supplement recommendations you sent me into my bicycle and and trials riding routine. I'm 66 years old and I've been using Hammer products for years.

I was a volunteer checker at the Donner National trials this past weekend and I recognized Brian when I punched his scorecard. We chatted for a minute and I was really interested in how he was fueling. Along with hoping to get a bit more info on his fueling routine, what I really wanted to let him know is how helpful the staff of Hammer has been to me. I severely tore my Hamstring and pulled a piece of bone off my pelvis at a trials early this year. I sent a note in to Hammer asking for any recommendations to help with the healing process. I received a lengthy, detailed message from Steve Born with recommendations for supplements and dosing to aid in healing. I can't tell you how much I appreciated that and how much I believe it helped my recovery. When I went in for PT, they were surprised how fast I was recovering.

Every time I have called in with a question or to place an order, the staff has been amazing and super helpful. Today was no exception. I certainly didn't expect anyone to spend as much time on the phone explaining fueling specific to my sport as you did. I really appreciate it and wanted Brian to know what an amazing staff he has assembled. Thanks again for your help and all the info. I will continue to use and recommend Hammer products to everyone I know.



RACHEL ROGONA

DEAR HAMMER,

I want to thank Hammer for a few things. First, for sticking with reasonable, steady-digesting carbohydrate sources like **Hammer Gels** and **Heed**. These products have been reliable for me through ultras and training for events like the Hennepin 50mi and Tunnel Hill 100mi. While I've tried the more concentrated gels, they don't sit well with me, and their high cost makes them impractical for training. Maltodextrin, which Hammer uses, is the only fuel I can rely on for long events. I appreciate the "less is more" approach—sipping on gels and fluids during tough races provides steady energy with fewer bathroom breaks, which is crucial.

Second, I'm excited to see **Strawberry Heed** back! It's hands down the best flavor and has been a family favorite, even used during labor and by my kids in their sports training.

Finally, I'm grateful for Hammer's science-based approach to fueling and the helpful articles you share. It's clear you prioritize health, longevity, and performance. From my first experience with **Orange Perpetuem** in 2008, to using **Heed**, **Gels**, and **Recoverite**, I've always trusted Hammer. As I get older, I focus more on recovery, and I appreciate the importance of that post-workout refuel.

Thanks again for being a steady, reliable presence in the sports nutrition world.

~ Rachel Rogona



Hammer Athlete Jeremy Hinkson.
Photo by Ryan Stephens photography.

- Targets soreness and irritation
- Optimizes mobility and flexibility
- Maximizes recovery



"I have been using and turning friends over the age of 30 onto this great product for years ! I tell them to buy it, and if they don't like it, I'll buy it from them. I've never bought it from anyone, all very happy!"
Anonymous.



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RUBY - WOMEN'S sizing
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RUBY



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Runyon Canyon



Long Sleeve Crew Neck Neon Orange Shown

Also available in Long Sleeve Crew Neck Heathered Grey.



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IN THE
USA

Neon Orange Trucker

Mesh back with custom embroidered Hammer logo badge, and adjustable closure.

Specialized Water Bottles



Insulated
23 oz
Purist
26 oz 22 oz
Logo
24 oz 21 oz



Casual Wear

Classic Black Zip-Front Hoodie

Unisex - Long Sleeve - Black



Classic Black Tee

Unisex - Short Sleeve - Black



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USA

Hammer Socks

Our SGX socks feature:



- Compression ribbing cuff helps prevent fatigue by increasing blood flow
- Mesh upper for maximum airflow ventilation
- Snug arch support hugs foot for maximum comfort and virtually zero-slip
- Streamlined sole
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Team Water Bottle

The 32oz team bottle is our largest volume bottle. Our Fixy cap is the easiest cap to use on the market.

- 32 ounces
- Large screw top



JUST IN!

Hammer Salve

All-Purpose Herbal Salve
For Compromised Skin
0.5 oz



Pelle Primo

Skin Primer
A Soothing
Restorative Skin
Tonic
1 fl. oz.



Ask Hammer



Photo courtesy of Bridgette Takeuchi.

Comparing Broad & Full Spectrum CBD

by STEVE BORN

QUESTION

What's the difference between a broad-spectrum formula and a full-spectrum formula?

ANSWER

There are over 120 cannabinoids as well as terpenes, flavonoids, and other compounds in the hemp plant, all of which provide numerous benefits for many aspects of human health.

One of the cannabinoids is THC (delta-9 tetrahydrocannabinol), which is the one responsible for the “high” effect. Broad-spectrum formulas have all the aforementioned cannabinoids, terpenes, and more present, with the exception of THC. Hammer Nutrition's broad-spectrum CBD formulas have 0.0% THC content. If you're a drug-tested athlete, subject to drug tests, or if you're one of the countless people who simply don't want any THC in their bodies, a broad-spectrum formula is what you want.

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

Note: 0.3% THC content is nowhere near what would be required for the psychoactive effects to occur; one would literally have to take many bottles of a full-spectrum formula to come anywhere near close. EN

Premium Insurance Caps and Iron

QUESTION

Why doesn't Premium Insurance Caps contain iron?

ANSWER

Premium Insurance Caps does not contain iron because nearly all Americans, if they consume adequate calories via a balanced diet, obtain more-than-sufficient amounts of iron, negating the need for additional iron from supplements. Dr. Shari Lieberman recommends an Optimum Daily Intake (ODI) of 15-25 mg for men and 20-30 mg for women. It is very easy to exceed these values from food alone. If an athlete consumes excessive amounts above Recommended Daily Allowance (RDA) levels of dietary iron—which ranges from 8 - 27 mg daily, depending on gender and age—they may experience premature fatigue and, potentially, more serious general health issues.

According to a respected source, "Most people have too much iron in their body. Excess iron generates massive free radical reactions. Human epidemiological studies show that those with high iron levels are far more likely to contract cancer and heart disease. A growing body of evidence implicates iron in neurological disorders such as Parkinson's disease."

Iron is an extremely important nutrient, especially for endurance athletes. An iron deficiency can negatively affect oxygen transport to the muscles if below-levels of hemoglobin are detected. An iron deficiency can also impair energy production if myoglobin and mitochondrial enzymes are sub-normal. However, too much iron can cause serious health issues, as outlined above.

If you aren't sure about your iron status, a CBC (Complete Blood Count)/Chemistry Profile blood test will determine what your iron status is and whether supplementation is necessary. **EN**

Ultra Fuel You Can Chew



- Steady, reliable energy
- Buffers lactic acid
- Stable and packable for any duration at any temperature



I previously used Perpetuem mix and would drink it down between disciplines for energy but ... the solids let you keep going while taking in the good stuff. Whether it's the solid or the mix, it's a great product with good taste but excellently effective.
- Mark I.



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At Your Service For 38 Years And Still Going Strong

by STEVE BORN

Happy 2025 to all our valued Hammer Family members! This year marks the beginning of Hammer Nutrition's 38th year in business, a remarkable accomplishment because most businesses in this industry don't survive anywhere near that long. But here we are, heading into our 38th year, and we're not surviving, we're thriving!

From the beginning, our goal of providing you with superior-quality products and exemplary customer service has never faded and never will. Brian's mission statement makes that very clear:

Superlative products and the expertise to put them to their best effect are certainly key, but how a company interacts with its customers is even more important. From day one, we've strived to treat every client exactly how we want to be treated when we are on the other side of the counter—fairly, honestly, and individually. We do everything possible to ensure that is what you experience when you do business with us. Our reputation for 5-star customer service has been earned by living this principle every day for the past 30+

years. I still read every feedback submission we receive and work directly with my staff to ensure that every issue is handled to my satisfaction. It takes a lot of work and resources to maintain my standards, but it's the only way I'm willing to run my company. We treat you like you are important to us because you are... Guaranteed!

Every day our office is open—9am – 5pm MST, Monday through Friday—you can expect that everyone who works for Hammer Nutrition will strive to genuinely

treat you like you are important to us. And that's because you are.

Whether you've got questions, concerns, suggestions, or a success story, give us a call, shoot us an email, or Live Chat with us. You'll connect with a live person—a trained advisor—and be treated like a real person and experience the best customer support and service in the industry!

We've been here and thriving for coming up on four decades, we're at 800-336-1977, and we'll continue to enthusiastically be at your service!



Brian and Steve sporting their 2005 Kit colors while riding the Highline in Glacier National Park.

Delicious, refreshing electrolytes



One of the Sibbit twins enjoying some Fizz in the Alps.

- Encourages steady fluid consumption
- Virtually free of calories & carbohydrates
- Cola flavor contains 20mg of caffeine per serving



"These fizzys aren't just for athletes! My husband is a plumbing/AC contractor in southern Mississippi and your products have been a game changer! Today as the heat index is forecasted to be 105, he is traveling around working in this cruel May heat. I make sure he has some Grape Fizz on board. Thanks !" **Maria P.**

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by STEVE BORN

Hammer Athlete Grant James Edmister
Hammers his way along the course.

The Importance of Year-Round Proper Electrolyte Replenishment

In addition to replenishing calories and fluids, proper fueling during exercise requires consistent and adequate electrolyte support as well. However, while it's usually fairly easy to get your calories and fluid needs dialed in, replenishing electrolytes requires a bit more effort. This is because your specific electrolyte requirements will not only differ from another athlete's, sometimes greatly, but will also change constantly, depending on your fitness level, acclimatization level, and training duration and intensity. In fact, your electrolyte requirements may change during the course of the same workout or race, if only due to changes in the weather (e.g., what you need at 2:00 pm may be completely different than what you needed at 9:00 am).

Another time where electrolytic mineral needs vary is during early season training. The less fit you are, and especially if your early season training is intense and/or long in duration, the greater mineral loss will be (possibly up to 50% greater), especially sodium

and potassium. Until your fitness level increases and your body becomes more efficient, it will be necessary to increase your dose of Endurolytes or use Endurolytes Extreme/Extreme Powder.

Now, many athletes neglect consistent electrolyte replenishment because they've "never had cramping problems." But even if you've been fortunate enough to have never suffered the painful, debilitating effects of cramping, you still need to provide your body with a consistent and adequate supply of electrolytes. Why? Because the primary goal in replenishing electrolytes is not so much to prevent cramping but to maintain specific bodily functions at optimal levels. Proper functioning of the digestive, nervous, cardiac, and muscular systems depends on adequate electrolyte levels. That's why we're fond of saying that electrolytes are comparable to the motor oil in your car—they don't make the engine run, but they're absolutely necessary to keep everything running smoothly.

Back to muscle cramping. Though there are many theories as to why it happens, it usually involves improper hydration and/or improper electrolyte replenishment. No one wants to cramp, of course, but remember, cramping is a place far down the road of electrolyte depletion. You never want to reach that point, mainly because it's extremely painful, but also because your performance has already been severely compromised for some time. You want your body to perform smoothly, without interruption or compromise, so just as you don't wait until you're dehydrated or bonking before you replenish fluids or calories, you never want to wait until you're cramping before replenishing electrolytes.

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in its entirety
and more on
*Endurance
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LSA CAPS

by STEVE BORN

Start Right Now! Because taking care of your liver is crucially important!

Before I start, I urge you to read “Hammer Nutrition’s 4 Pillars of Health and Performance” found on page 60 in this issue of Endurance News. Reading the information and following the recommendations in this pivotal article—avoiding processed foods and sugar, limiting sodium, eating locally grown whole foods, and supplementing—will prove to be massively beneficial in protecting your liver.

Based on the number of liver support formulas recently popping up on the market, it appears that people are **FINALLY** realizing that the health of their liver—the largest internal organ in the body—has a **MAJOR** impact on their health. In fact, when posed the question “What does healthy really mean?” world-renowned nutritional scientist Dr. Robert Lustig’s #1 response was “Protect the liver.” We believe that this proclamation is spot on: With the liver being

responsible for more than 500 vital life functions [1], it’s clear that if it is not functioning optimally, the quality of your life will diminish, and your life expectancy will decrease... not “may” but “will.”

When your liver is not functioning at its best, you can also expect your athletic performance to go in the tank. As a statement from one piece of liver-specific research states:

The liver is a battery, a rechargeable battery at that. It releases stored energy at times of high metabolic demand and replenishes energy stores during the nutrient excess associated with a meal. The liver is a recycler converting metabolites into macronutrients, amino acids into proteins, and transforming potential energy into chemical energy. The liver is a detoxifier removing nitrogenous molecules, hemoglobin, hormones, foreign substances, immunoglobulin, and other compounds from the circulation. Physical exercise poses a unique challenge to the liver as metabolic demands of working muscles require the liver to mobilize energy stores, recycle metabolites, and convert compounds that are toxic in excess to innocuous forms. [2]

BOTTOM LINE: Everyone, especially athletes, place extraordinary demands—far more than we think we do—on this most-important, life-essential organ. That’s why it’s no stretch

at all in stating that the liver is at the top regarding “running the show” for exercise performance and overall health. It’s also no exaggeration whatsoever to state that taking care of your liver—via proper nutrition and supplementation—is not just a good idea to consider. It’s. Absolutely. Essential.

At Hammer Nutrition, we knew that maintaining and optimizing liver health was vitally important long before all these expensive liver-health products recently started cropping up. That’s precisely why we developed LSA Caps, and that’s why it’s been in the Hammer lineup for over six years. If you’re not currently taking LSA Caps, you really cannot wait any longer; you need to start daily supplementation with this uniquely powerful and beneficial product right away!

Additionally, unlike so many of the overly expensive liver-health products that contain only a couple of nutrients—usually in a “proprietary blend,” which doesn’t allow you to know exactly how much of any nutrient you’re getting—LSA Caps contains specific amounts of the following nine nutrients that are well known for providing strong support for healthy liver function.



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Hammer team member Camryn Lingle helping out at the Tri-Cities 70.3.

- Sustained energy with no crash
- Reduces muscle cramps
- Buffers lactic acid

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

*Contains Caffeine



This is the best hydration/mineralizing drink you can buy. I use a brimming scoop in a 32 oz camel back which is more like 35 oz... its perfect. LEMON LIME is my bestie! Dr.Avi

NO
SIMPLE
SUGARS



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#howihammer



@dbdracing



Some BTS shots from a busy morning in Arcadia!
#howihammer



@filipealbuquerque_



What a nice bike ride. Lovely weather.
For me to do 70km i had to drink some power, Hammer Nutrition
at half way, saved me. #howihammer



@kuxtal_toj



Trail runner who respects themselves brings: • Visor on from the start of the race • Music (for that of the multiple hours running) • Chiqui-short (even though it's cold) • 3/4 compression socks (look cooler in photos) • Specialized tennis (to run faster) • Hydration vest (preferably matching the outfit) #howihammer



@wasatch_adventure_guides



What a great way to kick off a Holiday week !
#howihammer

Where “Social” is SOCIAL, NOT Sales!



@kimberlypedrotti



This race was much more than 26.2mi. 3 weeks ago I wasn't sure if I would even race but knowing this was much more than a race or chasing down a PR I'm so happy I went. Happy to have broke my goal time and actually enjoyed running. #howihammer



@ultrafiredad



What a weekend adventure at the Pinhoti 100! To @hammernutrition for your support and giving me the confidence to trust my nutrition sources and not cookies and Coke. I used it all, Pertuem, HEED, FIZZ, BCAA, Anti Fatigue Caps, Hammer Bars and Fully Charged for the nighttime sections #howihammer



@quickndirtymtb



ChainSmoker #3 is a wrap. Great seeing familiar smiles and so many new smiles. #howihammer



@louischiasson



Début de la saison de fatbike.
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#rockymountainbikes #howihammer



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BEFORE YOU HEAD OUT

ENDURANCE NEWS

WEEKLY



Hosava Kretzman, out on a training run on the local trails.



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Immunity Boosting Kits



Hammer Athlete Sonia Ahuja gives the Brazil 135 race two thumbs up.

Immunity Booster Kit

Endurance C + Enduro D

- Wide-ranging defense system support
- Extraordinary multi-antioxidant power
- Reduces aches and soreness

Super Immunity Booster Kit

Basic Immunity Kit + Clear Day and AO Booster



"A great combination of ingredients. All I know is that I have hardly been sick since I have been taking them and that says a lot. Thanks Hammer!" - Merville H.

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HOUSEKEEPING

from HAMMER HQ



Important updates from
BRIAN FRANK

Since the last issue of *Endurance News* came out, there's been a lot going on behind the scenes at Hammer HQ. Here's a quick rundown of what's happening.

APPAREL

**UNLEASH PERFORMANCE & STYLE:
DISCOVER HAMMER NUTRITION'S 2025
APPAREL COLLECTION!**

At Hammer Nutrition, we partner with top manufacturers like Voler and Bergamo to bring you high-performance athletic apparel at an unbeatable price. Our collections feature cutting-edge fabrics, precision construction, custom graphics, and bold, vibrant colors. We put everything to the test on the road, ensuring that you get the best in comfort, durability, and style—guaranteed.

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Cycling • Running • Triathlon
UNISEX sizing

RUBY



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WOMEN'S sizing

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Unisex - Long Sleeve - Black



Classic Black Tee

Unisex - Short Sleeve - Black



Neon Orange Trucker

Mesh back with custom embroidered Hammer logo badge, and adjustable closure.

Long Sleeve Crew Neck Neon Orange Shown.

Also available in Long Sleeve Crew Neck Heathered Grey.



PRODUCT AND GEAR

Hammer Socks

Our SGX socks feature:



- Compression ribbing cuff helps prevent fatigue by increasing blood flow
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- Snug arch support hugs foot for maximum comfort and virtually zero-slip
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Team Water Bottle

32 ounces
Large screw top design.



Specialized Water

Bottles

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Purist
26 oz 22 oz
Logo
24 oz 21 oz



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For Compromised Skin
0.5 oz



Pelle Primo

Skin Primer
A Soothing
Restorative Skin
Tonic
1 fl. oz.



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Recent 5 Star Reviews

Hammer International athlete Timea Szaloki from Hungary at the Spartan World Championship.



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Game changer - "Endurolytes Extreme capsules cured my constant migraines and cramping from dehydration/ excessive sweating. This is a pure, no BS product and at a fair price too. - **Asher**

THE PEANUT BUTTER WOW - "Got a sample pack welcome kit. What stood out was the freaking Peanut Butter gel. It's MAGIC, lol. It tastes exactly like peanut butter, super balanced and just gives you a zap of energy. Never used gels before, always just used gummy bears or lemonade, but the PB gel is unreal. Had to put a review as it just stood out that much." - **Adam M.**

Light and Delicious - "I love how light and refreshing Recoverite is. I use Cafe Latte flavor after morning workouts and orange after PM workouts and both taste great. The balanced ratio of carbs:protein takes the guesswork out and makes it quick and convenient to refuel on the go. I believe this helps to reduce injuries and facilitates more quality training. - **Rachel**



HOW WE SOCIAL

SOCIAL MEDIA the HAMMER WAY

by BRIAN FRANK

Seventeen 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 to 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 38 years 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!



Renaissance Cycling Team socializing on Portage Glacier in 2019.
Photo by Renaissance Cycling.

Real food, ready to roll!



Axel Prather chilling on the charlift with a Hammer Bar.
Photo courtesy of Craig Prather.

A packable, delicious, and nutritious snack anytime!

- Reliable, long-lasting energy
- Packable & easy to eat
- Suitable for all diet types



"The Hammer Bar is by far the best on the go energy/nutrition bar I've tried...and I've tried many! Minimal ingredients, easy to digest, tastes amazing (almond raisin), and fairly priced. The digestibility and ease of consumption is hands down the most impressive part to me. I highly recommend the bars!" **Josiah**



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Premium Insurance Caps

Turn your Health Resolutions into Reality

By: Steve Born

While we were all hyper-focused on protecting our immune system and avoiding getting sick only a few short years ago, staying focused on maintaining strong immunity will ALWAYS be important! With the start of spring still being several weeks away, and with the cold and flu season is still going strong, it's key to take every step you can to defend yourself from sick days and stay healthy right now.

Eating the healthiest diet possible—whole fruits and vegetables, low sodium, minimal-to-no refined sugar, avoiding artificial ingredients—and drinking sufficient amounts of pure, clean water is where you start on your “staying healthy”

journey. Then, to ensure that you're getting the optimal amounts of nutrients—bridging the gap between what your diet is supplying and what you REALLY need—a high-quality multivitamin/mineral supplement is the logical next step.

Now, even though the “clean diet + sufficient water + multivitamin/mineral” combination is the ideal way to make sure you're covering the majority of your nutritional bases, many people don't take a multivitamin/mineral supplement for two main reasons:

- 1) They believe that they're already eating a healthy diet.
- 2) They consider a multivitamin/

mineral supplement to be boring and won't do anything to boost athletic performance.

The first reason is incorrect for a number of reasons; here is but one of them:

Studies show that food alone does not supply all the micronutrients we need to prevent deficiency, let alone achieve optimal health. Nutritional scientist, Bruce Ames, bluntly states, “Inadequate dietary intakes of vitamins and minerals are widespread, most likely due to excessive consumption of energy-rich, micronutrient-poor, refined food. Inadequate intakes may result in chronic metabolic disruption, including mitochondrial decay.” Another study concluded: “Nearly the entire U.S. population consumes a diet that is not on par with recommendations.” [1]

Bottom line is that your diet isn't covering all of your true nutrient needs. Not even close. See the article *The Balanced Diet Myth and the Case for Supplementation* on page 12 for more.

The second reason doesn't really cut it because though taking a multivitamin/mineral supplement may not, in and of itself, allow you to “take 10 minutes off my marathon time” (as an example), it does fill in nutrient in the gaps that exist in your diet. And that's crucial to improved athletic performance.



Brock Walaska out for a cycle ride in our NEW 2025 Glacier Blue Men's kit.

Providing your body with adequate supplies of vitamins and minerals is similar to pouring a strong foundation when building a house. Without a strong foundation, the house will lack structural integrity. Similarly, without adequate vitamins and minerals, many of your important bodily systems (especially your immune system) will not have the support needed to function properly. At the very least, this means you won't get the full value from all of the hard work you put into your training. It could also very well result in a compromised immune system, which is definitely something to avoid, as that could translate into missed training days due to being sick.

Speaking of "being sick," research has shown that compared to study participants taking a placebo, the participants who took a multivitamin/mineral supplement had a 60+% reduction in the number of sick days! Additionally, those same participants also reported fewer and milder illness-related symptoms if they did get sick. [2] That's impressive and we discuss this important research in more detail at <https://www.hammernutrition.com/blog/new-research>

These reasons are why I unhesitatingly recommend making **Premium Insurance Caps** a part of your daily routine. Along with your efforts to consume the healthiest diet possible, Premium Insurance Caps will ensure that you're getting optimal amounts of vitamins, minerals, and key auxiliary nutrients—not minimal and insignificant Daily Value or Recommended Daily Allowance amounts—but amounts that will have a noticeably positive impact on your health. EN



Hammer athlete James Nalley at the Destination Trail Race Finish.

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Hammer Team member Margie Malaga. Photo by Mackenzie Grover.

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COFFEE

by STEVE BORN

Make it Part of Your Immune Boosting Arsenal

It may not be as cold in February and March as it was during December and January, but it can still be chilly-to-downright-cold. Add to that the rainy/slushy-rain-to-snow weather that's common during those months, PLUS the fact that you're starting to ramp up the training volume and intensity—Come on! It's already February! Let's go!—and the potential for getting sick also ramps up. Fortunately, we have an ally—one that we may not have known or thought of before—that can give our immune systems a boost.

That ally? It's coffee! You heard that correctly: coffee!

Coffee's benefits for supporting the immune system are 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. [1]

These bacteria perform several specific functions for many aspects of human health—such as the production of certain B vitamins [2]—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. [3, 4]

BOTTOM LINE: With more than 70% of the body's immune cells residing in the gut [5], 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. [6] 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.” [7]

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.

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. EN



Hit the day READY to ROLL!

International Hammer Athlete Jacques Human
rides into the South Africa sunset.



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



ASK AN ADVISOR how to
SUBSCRIBE-n-SAVE!

Get your coffee delivered
automatically every month.

All 53x11 blends are available in 12 oz. Ground or Whole Bean bags

WE'RE BREWING UP SOMETHING

NEW



Powder coated,
stainless steel,
insulated tumblers and
mugs, laser etched right
here at Hammer HQ.



10 Tips to Assist with Weight Loss



by STEVE BORN

Hammer Athlete Thorn Bickle.

It's time to get serious about losing weight, safely of course, so that you and your body will be ready for the upcoming season, and without having to deal with unwanted pounds (aka "dead weight"). Your top two products to provide a powerful assist with this are:

Phytolean. Introduced a bit over a decade ago, its formula was simplicity itself, just two nutrients/compounds, but oh, its effectiveness was undeniable. Fast forward to today, and Phytolean remains the "go to" product to help prevent weight gain for us who love starchy carbs (rice, pasta, bread, etc.) and oftentimes find ourselves overdoing it.

The incredibly effective fat-blocker supplement **ChitoLean** (pronounced: CHIT-uh-lean). This formula is headed up by Chitosan (CHIT-uh-san), a nutrient derived from shellfish that effectively binds with fat in the intestine

and blocks absorption. This "fat blocking" effect not only assists with weight loss but also helps normalize cholesterol levels and aids in inhibiting unhealthy deposits of fat that accumulate in the lining of the artery wall.

Along with the use of **Phytolean** (starch blocker) and **ChitoLean** (fat blocker), adopt and follow these tips to experience maximal weight-loss success:

- 1) Eat 7-11 servings of whole fruits and vegetables daily.** dietary practice is associated with lower Body Mass Index (BMI) ratings, according to T. Colin Campbell's comprehensive "China Study" research. Dr. Campbell's research showed that Americans eating 50-70% of their 1,950 daily calories from animal sources averaged a BMI of 27.0. The Chinese eating 90% of their 2,740 calories per day from whole plant foods averaged a BMI of 22.0.
- 2) Consume 25 to 30 grams**

of fiber daily. The American Heart Association Eating Plan suggests eating a variety of food fiber sources. Total dietary fiber intake should be 25 to 30 grams a day from food. In addition to supplying numerous health benefits, consuming adequate amounts of fiber helps you feel fuller with fewer calories.

3) Include healthy fats in your diet. When you deprive your body of fat, it holds on to its fat stores more voraciously. Eating healthy fats (fish, avocados, seeds, and nuts)—and using EndurOmega daily—is good for your heart, satisfies your hunger, and helps your body release and burn its fat stores more liberally and efficiently.

- **NOTE:** Take all medication, healthy fats, and fat-soluble vitamins (e.g., vitamin E, vitamin D) 4+ hours before or after taking **ChitoLean**.

4) Drink a glass of water prior to each meal. The water will take up space in your stomach, increasing the feeling of fullness, helping you to consume fewer calories when you begin eating.

5) Eat more slowly. Research suggests this helps reduce the amount of food that's consumed during a meal.

6) Practice intermittent fasting. Not only will this aid in weight loss, it will help reduce inflammation, improve insulin sensitivity, enhance cellular signaling, an activation of autophagy (cellular cleansing), and more.



Hammer Athlete Lizzie Jones.

7) Finish eating by 7pm. Calories consumed after that time tend to digest poorly and/or be stored as body fat, due to the body's natural drop in core body temperature measures and metabolism.

8) Brush your teeth immediately after eating. Once you take the time to brush and are enjoying the sensation of clean teeth and breath, you're less apt to indulge in after-meal snacking.

9) Workout in the morning. This raises metabolism and helps keep it elevated, potentially allowing you to burn more calories all day long.

10) Have a glass of Hammer Whey Protein as a midday snack. Containing only 80 calories per scoop, this is an easy way to bolster your daily protein intake without a lot of calories. Plus, the whey protein isolate in Hammer Whey Protein is the richest source of BCAAs (l-leucine, l-isoleucine, and l-valine). Findings from a 2010 study reported in the online version of the Journal of Nutrition suggest that there is an association between an increased intake of BCAAs and a reduced risk of obesity and becoming overweight. EN

No side effects, just relief



Hammer athlete Victor Sheldon keeping it clean on the long ride.

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



"I love that this allergy blocker is all natural. And it actually delivers! I have less allergy symptoms than when I used Claritin." - Jennifer M.



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FREE single Strawberry & Melon **HEED** (one each)

Use Promo Code **HEED140** to receive one **FREE SINGLE STRAWBERRY & MELON HEED** with any purchase. Offer expires 04.30.25



BIELER SOUP

INGREDIENTS

3 cups water or chicken broth
¼ pound medium or small zucchini
¼ celery
¼ lb string beans
*1 bunch of parsley if desired.
1 lemon
Briggs's liquid amino to taste

PREPARATION

Wash all vegetables. Chop zucchini into 1/2 inch rounds. Not too large not too thin. If they're too large they won't cook at the same rate as the green beans and celery. Chop celery into chunks Trim green bean ends and chop in half. Bring water or chicken broth to a boil and then bring back to a simmer. Place vegetables into the liquid and simmer for about 10 minutes. Add parsley at this point after simmering if desired. Blend veggies and water/broth to desired texture. Garnish with a squeeze of lemon and Briggs liquid amino. A clove of garlic or onion powder are also acceptable additions. Makes 8 cups/6 servings.

OPTIONAL

A clove of garlic
onion powder

VEGIT CHICKEN

A classic from Alice's Kitchen

Serves 4

Ingredients

2lbs chicken wings/or thighs or breasts

[Time may vary depending on which chicken cut]

*Bone in skin on preferred

Vegit seasoning

* Optional-Tsp baking soda for extra crispy skin

Instructions

1. Preheat oven to 425
2. Line baking dish with parchment paper
3. Wash chicken- do not dry
4. Season chicken liberally with Vegit, flip chicken and season again
5. Bake 30-45 minutes depending on desired crispiness/what cut of chicken was used

THE STORY BEHIND BIELER SOUP

Bieler soup has been a staple in Brian's life since the 70's. His mother, Alice, would make it anytime one of her five children started to come down with a cold or as a light meal with brown rice and shredded chicken. As an adult, Brian also raised his three kids with Bieler soup in a constant rotation, especially in the cold winter months of Montana.

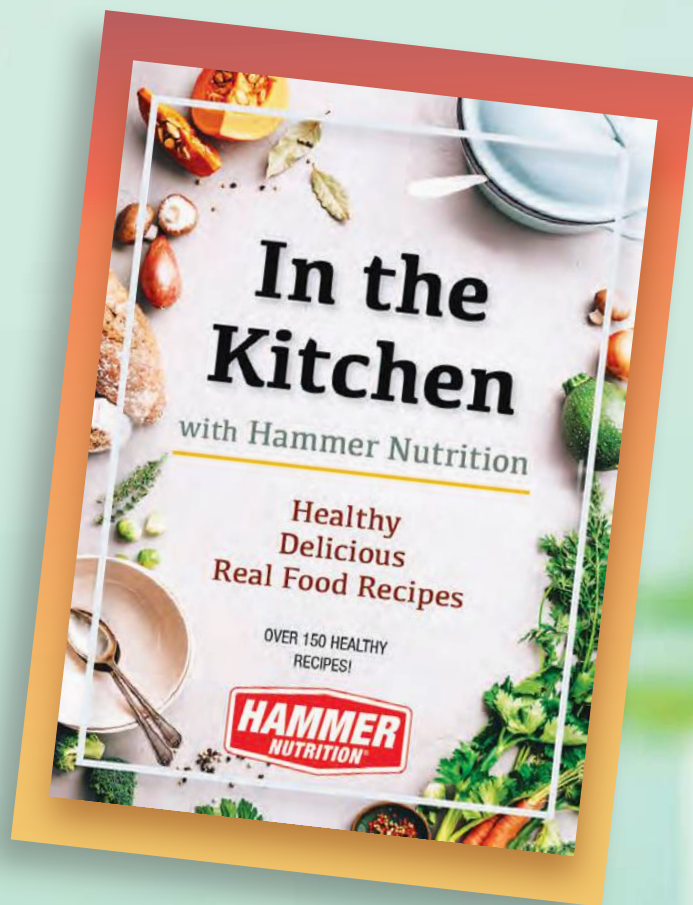
Dr. Bieler was a nutritionist who treated stars in Hollywood with the "food is your best medicine" philosophy, advocating changes in diet first instead of relying on pharmaceuticals and surgery as a first option. His book *Food is Your Best Medicine*, was originally published in 1966 and it spawned the "Anti-Junk Food" movement of the 1970's. One of his students, Eileen Poole, was friends with Alice and that's how she was introduced to this amazing soup and general philosophy.

Zucchini, green beans and celery are the stars of this recipe.

Celery is rich in sodium which is the most important Alkaline element in the body. The liver stores sodium in order to maintain the acid-base equilibrium of the body. Celery helps replenish and restore a sodium-exhausted liver.

Green beans and Zucchini are both rich in potassium which supply the alkaline needs of the pancreas and salivary glands. Sodium and potassium, along with calcium are the three elements the body needs in the greatest amounts. This recipe is very alkaline to help restore the body from an acidic diet.

Important note - natural sodium found in vegetables is different than sodium chloride which is table salt. This recipe is very alkaline to help restore the body from an acidic diet.



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



Download your
FREE copy Today!



Share your creations!
#chefhowihammer

38 YEARS OF FUELING HAMMER CHAMPIONS!

ERIN REEDY



Photos by Erin Reedy

UCI GRAVEL WORLD CHAMPIONSHIP

Halle, Belgium 10/05/24.
Total Distance : 84 miles
Total Time, with or without splits : 4:40.42
AG Finish : 45-49 AG 10th,
1st American
Overall Finish :

FUELED BY

Heed, Espresso
Hammer GEL,
Endurolyte, Grape
Fizz

DAVE BURNETT



Photos by Dave Burnett

HUNTSMAN WORLD SENIOR GAMES

St George Utah 10/8,9,10,11/24
Total Distance : 4 races.
One each day.
First day... 5k uphill time trial.... First place. Second day... criterium... 40 minutes.... First place. Fourth day.... 16 mile Road Race..... First place.
Overall First Place which this year is an official World Championship.

FUELED BY

Tissue Rejuvenator,
Hammer Gel, Heed,
Fizz, Endurolytes,
Recoverite

WENDY SKEAN



2024 UCI GRAVEL WORLD CHAMPIONSHIP

Belgium 10/05/24
Stats : Finished in 4:34:32 | First in 80+ women | Gravel World Champion



2024 GRAVEL NATIONALS

Gering, Nebraska 12/08/24
Stats | Finished in 4:09 |
First Place 80-84 -
Gravel National Champion

FUELED BY

Sustained Energy, Heed, Anti-Fatigue, BCAA+ Endurance, Mito Caps, and Race Caps Supreme, Vegan Recoverite

TRIALS DES NATIONS



TRIAL DES NATIONS

Josh Roper, Alex Niederer, Alex Myers
Pobladora de las Regueras, Spain
09/21/2024-9/22/2024

· Overall Finish : 2nd place for the team in the Men's International Class

FUELED BY

Hammer Gels,
Hammer Bars,
Heed

HAMMER CHAMPIONS

TONY SCHILLER



Photo by Tony Schiller

USAT 65-69 AG NATIONAL CHAMPIONSHIPS

Winning back to back in the standard Triathlon Distance!!

Not only did he win back to back, but also was awarded and recognized as the 2023 Grand Master's Triathlete of the Year!

FUELED BY

Hammer Gel, Endurolytes, Hammer Bars, Race Caps, and Recoverite

KODY KOPP



Photo by Kody Kopp

TOP 2024 RESULTS

3 time consecutive American Flat Track Singles Champion (all time record!)

All time record. Most Wins All Time (21)

Daytona Short Track I - March 7th- WIN

Senoia Short Track- March 24- WIN

Chico Short Track- May 18- WIN

Orange County New York Half Mile- Jun 15- WIN

Bridgeport NJ Half Mile- June 22- WIN

Sturgis TT - AUG 11- WIN

FUELED BY

Hammer Cherry and Lemon Lime Heed, Huckleberry Gel, Recoverite Vanilla

ANDY SAUM



Photo by Andy Saum

NATC/AMA MOTOTRIALS NATIONALS

AZ, TN, CA and FL

SR-50: 2024 National Champion

SR-50: 2024 West Regional Champion.

AZ 04/13 - 1st Place, - AZ 04/14 - 2nd

Place, TN 06/22 - 3rd Place, TN 06/23

- 2nd Place, CA 07/27 - 1st Place, CA

07/28 - 2nd Place, FL 10/26 - 2nd Place

FL 10/27 - 4th Place

FUELED BY

Heed, Fizz, Endurolytes, Hammer Bars and Gels

JOHN HOLMAN



Photo by John Holman

2024 USAT NATIONAL CHAMPIONSHIPS

Atlantic City, NJ 12/14/24

Olympic Distance

1395/1429 Overall

839/856 Male

1/2 Age Group 85-89

Time of 4:05:31

FUELED BY

Perpetuem, Heed, Gels, Tissue Rejuvenator, Race Caps Supreme, Endurolytes, Anti-Fatigue, Protein powder, Race Day Boost, and Fully Charged

DAVID HOUSTON



Photo by David Houston

USAT NATIONAL CHAMPIONSHIPS 2024 MILITARY & FIRST RESPONDERS

Palm Springs 10/19/2024

Total Distance : Olympic-1.5K swim,

40K bike, 10K run

Total Time, with or without splits :

3:44:08

AG Finish : 1st (AG 75-79)

Overall Finish : 46th

FUELED BY

Heed Cherry Bomb, Hammer Gel

DAVID PYLE



2024 AMA/NATC NATIONAL CHAMPION SR60 CLASS

(1st place 4 times, 2nd place 2 times, 3rd place 1 time, 4th place 1 time)

2023/2024 Southern California Trials Association Advanced Class Champion

I can't thank Hammer and Brian Frank enough for the 2024 season results. Brian was there to help get me going after a bad crash (concussion). He took the time to help me with my cramping issues and get me on the right track using Race Caps Supreme. I am a firm believer in Hammer Products and the 5 Secrets of Success!

FUELED BY

Heed 2.0, Recoverite 2.0, Endurolytes, Hammer Gel, Fully Charged, Premium Insurance Caps, Race Caps Supreme

HAMMER CHAMPIONS

SCOTT MYRENE

DEVIL'S GULCH 100

Wenatchee, WA, USA

07/13/24.

Total Distance : 104 miles

Total Time: 36:10:05

Overall Finish:1st Male,

2nd Overall

Thanks as always for the fantastic products and superb customer service!



Photo by Scott Myrene

FUELED BY

Sustained Energy 2.0

Endurolytes Extreme

Anti-Fatigue Caps

Hammer Gel

Anti-Fatigue Caps

Recoverite 2.0

MIKE CHARLETON



Photos by Mike Charlton

2024 NORCAL STATE CRITERIUM CHAMPION

Team Red Peloton

Livermore, CA 12/22/24

A big thanks to Hammer for the research, testing and years of proven results that help me to augment my nutrition program for maximum results.



FUELED BY

Perpetuem,
Recoverite, Heed,
Hammer Gels

NATHAN MOODY



Photo by Nathan Moody

ABOVE THE CLOUDS 50K

Woodland Park, CO 10/05/24

Total Distance : 50K

Total Time, with or without splits :

4:50:33

AG Finish : 1

Overall Finish : 1/64

FUELED BY

Hammer Gels,

Perpetuem,

Endurolytes

CHRIS LAMAGNA



Photo by Chris LaMagna

MACEDONIA 50K

Kent, Connecticut 12/08/24

Total Distance : 50K

Total Time, with or without splits :

6:23:24

AG Finish :

Overall Finish : 1st

FUELED BY

Hammer Gel

Chocolate

PeanutButter,

Heed 2.0

HAMMER CHAMPIONS

HELENA CYCLONES



Photo by Helena Cyclones

COPPER KING CLASH

Helena Cyclones Cycling Team
Butte, MT 12/30/24
1st Place Team, #1 Team in Montana

FUELED BY

HEED, FIZZ,
Hammer Gel,
Endurolytes



BRAD DANIELS



Photo by Brad Daniels

RACE TO THE DOME (long course)

Jefferson City Missouri
10/5/2024
Total Distance : 28 miles
Total Time, with or without
splits : 2:49
AG Finish : 1st
Overall Finish : 1st

FUELED BY

Hammer Gel,
Heed, Anti Fatigue
Caps and Race
Caps Supreme

RED PELOTON



Photo by Red Peloton

U23 CRIT CHAMPIONSHIP/ DISTRICT ELITE TEAM SPRINT

Oakland , CA

This last weekend, has given the team two new District (NorCal) Champions!

Blake Macheras won the U23 Crit Championship.
Chris Guzik won the District Elite Team Sprint
Championship at the Hellyer Velodrome!

JUSTIN NOPPERT



Photo by Justin Noppert

SOUTH DEARBORN CROSS COUNTRY INVITATIONAL TEAM CHAMPS

Lawrenceburg Tigers Middle School -
Indiana 12/21/24

We also landed 5 Indiana Middle
School state qualifiers... we will be
battling for a conference championship
for the first time in school history on
Sept. 30



FUELED BY

Heed, Endurolytes,
and Hammer Gel

FROM OUR ATHLETES

5 Questions with Karl Krueger

1. How did you get into Standup Paddleboarding (SUP)?

I was first introduced to SUP surfing in 2005 when I went out to the Washington coast to go prone surfing. A friend brought his SUP and let me play around with it. I was hooked. On a SUP you get to connect with the water in a whole new way. You aren't sitting like in a kayak or canoe, and have a lot more power than on a prone surf board. That was before there was a lot of definition in the shape of the boards, so I was trying to do longer distances, basically on a surf board. It was a struggle. Eventually the shapes and builds caught up, and by 2015 I was racing in local competitions and got the idea to paddle the Race to Alaska by SUP. The first year, the composite laminated board and I raced developed countless stress fractures, and I had to pull out of the race. The second year, 2017, with a robust custom design and build, I completed the 750-mile race in 14 days, 6 hours and 17 minutes, becoming the first person to do so on a Stand Up Paddleboard. When I got to the finish line, I was unsatisfied. So I decided I'd paddle 1,900 miles of the Canadian Arctic coast through the Northwest Passage. So far,

I'm 877 miles in and I'll go back this summer to complete another 1,000 miles.

2. How did you hear about Hammer Nutrition?

When I started doing more endurance paddling, I was struggling with keeping my energy up and not feeling totally gutted the next day. I had friends who were into running and marathons and saw them using Hammer products. I liked that Hammer uses legit food science and food chemistry to design their products and started using it myself. Game changer.

3. What are your go to Hammer products?

My go-to Hammer products are the **Whey Protein**, **Recoverite** especially and **HEED**. I use **HEED** daily to stay hydrated in just my day-to-day life, which is very active and always follow up any training or touring with a **Whey Protein** and **Recoverite** shake mix. I keep it powdered in a shaker and then just add water.

4. I can't leave for a race weekend without..

In the Race to Alaska, I couldn't bring actual food, as it was too



Photos courtesy of Karl Krueger.

heavy, so I did the entire race fueled by eating **Perpetuem Solids**. Yah, two weeks of 50 mile days fueled by **Perpetuem**. When I'm in the Arctic, I am able to bring some freeze dried meals so I get a few more calories, but I take **Endurolyte Extreme Caps** frequently and gels when I need a boost.

5. What keeps you motivated and Hammering everyday?

When I'm in the Arctic, I'm hundreds of miles from the nearest person and only contact is by satellite texts, so the silly videos my daughter leaves on my phone so I can look at them later helps keep me motivated. I've always been inspired by pushing past the status-quo. Doing things that show what humans can do. Anyone can do this.



Hammer Athletes Fueling Right & Feeling Great for 38 Years!

RACE RECIPE

Michelle Echeverria is the First Latin American Woman to Complete 10 Ironmans in 10 Days!

RED ZION

Michelle Echeverria (Red Zion)
Deca-Ironman Mammoth in Wisconsin, USA
Wisconsin, USA
September 9-19th

Hammer Fuels Used : So many
Peanut Butter Gel & Apple Cinnamon
Perpetum Solids
Bcaa
CBD Soft Gels
Race Day Boost
HEED
Digest Caps

Total Distance : 10 ironmans in 10 days
Total Time, with or without splits - 186 hrs



FROM OUR ATHLETES

RYAN TAYLOR

BRIDGEPORT SPEEDWAY URC FINALE

Bridgeport, NJ 9/21/24

Hammer Fuels Used :

Ryan's "Race" stack includes - Fully Charged, Gels, Perpetuem, and Fizz in no specific order etc. just what I feel is needed from the start of our night to end.

1st Place | 360 Winged Sprint Cars



HAMMER Must-haves

Fully Charged, Gels, Perpetuem, and Fizz



NEIL SEMMEL

USA TRIATHLON LONG COURSE AQUABIKE CHAMPIONSHIP AT DAYTONA CLASH

Daytona, Florida 12/08/24

Total Distance : Half Iron (swim cancelled). 56 Mile Bike

Total Time, with or without splits : 2:05:19

AG Finish : 1st M60-64

Overall Finish : 3rd

Grand Masters (60+) Male Aquabike Athlete of the Year by USA Triathlon for 2023 by USA Triathlon.



HAMMER Must-haves

Perpetuem 2.0 Orange, Hammer Gel
Montana Huckleberry

STEVEN LANSING

3BROS 24-HOUR ENDURANCE RACE

Glen Helen Raceway

San Bernardino, California 10/12/24-10/13/24

376 miles, 49 Laps, 19hours 16mins of ride time,

7th/17 Ironman Class and 56th/78 Overall Teams



HAMMER Must-haves

Perpetuem, Endurolytes Extreme Powder, Gel, Endurance BCAA Caps, Anti-Fatigue Caps, Fully Charged Caps, Race Caps Supreme, Hammer Bar and Recoverite



Read full stories, race reports, and reviews FROM OUR ATHLETES online!



LUCKY FEW RUNNING CREW

Ben, Christian, Mitch, Ashley, Tonya, John, Jamie, Fungi

MARKET TO MARKET RELAY NEBRASKA 2024

Omaha NE, to Lincoln NE 12/28/24

Total Distance : 76 miles

Total Time, with or without splits : 10:19:07, ave. pace 8:15

Overall Finish : 88 / 602 overall, 36 / 170 category - open

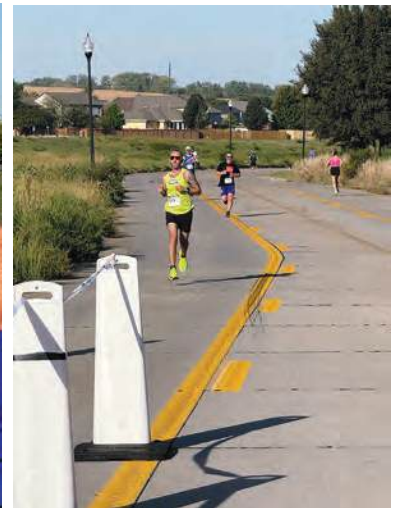


HAMMER Must-haves

Hammer Gels, HEED, and Endurolytes Extreme



Hammer Athlete Ben Lytle.



Doug Tosten's Fueling Plan Out in the Field

With the 2024 archery season a week away, let's break down the Hammer products that I use. First off every day whether it's archery season or not a **Vegan Protein Bar Chocolate Peanut** is my go to for Breakfast. I have that with my **Hammer 53/11** fresh ground coffee even when I'm camping and out hunting I'll grind my beans at home and take it with me. Coffee off of a small cook, stove and an old style coffee Percolator can't be beat. When I get to my tree stand and have my **Vegan Protein Bar** and my Hammer coffee! there's nothing like it! Now where's that big Buck!

For my morning snack I have a **Whey Protein Bar**. I always have a couple of them in my pack for

whenever. I hang in my tree till 10 or 11 depending on the deer movement then it's out and back to camp or back home for either lunch or rest and more scouting.

I always carry couple of three packs of **Race Caps Supreme**, **Endurolytes Extreme**, and **Anti-Fatigue caps**. If I'm not walking many miles, I'll have a three pack in the morning and then a three pack before I get back in

my tree stand for the evening hunt. However, if I am walking a good bit, I'll take a three pack every hour just like I do when I'm biking.

I'll start my archery hunting in a week I'll will be off to western Maryland then to West Virginia and then back to Pennsylvania. Thanks Hammer Nutrition for keeping me going.
– Doug



Hunting - the original endurance sport. Doug powered by Hammer's Hunter's Day Kit.

Scan the QR Code to learn more about our "Hunter's Day Kit" online at [hammernutrition.com](https://www.hammernutrition.com)



FROM OUR ATHLETES

Hammer Athletes Helping with Hurricane Helene



Hammer Athlete Cody Kauffman.
Photos by Cody Kauffman.

Hammer came through in a time of need for Western NC. Having answered the call to help, products were shipped in to the Altitude Project, a 501c formed to assist in the efforts of Hurricane Helene Recovery and Relief in Western NC.

HEED 2.0 Cherry Bomb has been great at getting First Responders, Search and Rescue, and Clean Up crews the electrolytes and

kick. These packets along with **Endurloytes Fizz** were sent in to various towns across Western NC. Black Mountain, Asheville, Lake Lure, Chimney Rock, Spruce Pine, and Swannanoa to name a few.

Hammer Phood and **Protein bars** have been essential and have gone to those in need and affected by the Hurricane. As most have lost entire homes or been severely impacted without water and power, these items are able to provide quick meal replacements and sources of nutrition.

Hammer Kits were then made out of **Hammer Phood**: both Chocolate and Vanilla, along with

the **Protein Bars** - Peanut Butter Chocolate and Coconut Chocolate Chip. We went with 4 servings for each flavor thus giving 8 meals and 8 bars. The remaining “Hammer Kits” are set in our “Convoy Kits” and readily available for the next town request.

Clean up continues for the region, temporary roads and bridges have been constructed, power is returning and some water has been restored. Potable water is still a priority for most of the areas affected as water treatment is not operating.

Having the Hammer items where needed helps sustain the efforts, provide great nutrition, and a nice break from what is predominately canned food or packaged food outside of hot meals at Churches, response zones etc..

Find this article and more about our athletes on our website at: hammernutrition.com





NEIL GILSON

GUINNESS WORLD RECORD - FASTEST
TIME TO SWIM THE LENGTH OF LAKE
GENEVA - MALE

Geneva, Switzerland July 16-17, 2024

Hammer Fuels Used : Perpetuem (main fuel),
Endurolytes Extreme Powder, Hammer Gel
(espresso), Fully Charged Powder, HEED
Total Distance : 72 km

Total Time, with or without splits : 22 hr 9min
38 sec

*Important to note: Swam to raise money for
PANS PANDAS UK, a charity that has helped
his son Jack with an autoimmune condition.



KAYA FUTBOL CLUB

Kaya FC–Iloilo Women's team made history as the first
Filipino women's football club to compete in the inaugural AFC
Women's Champions League.

Founded in 2019, Kaya FC–Iloilo Women's team won their first
PFF Women's League title in 2023, becoming the first club
team to do so (previous winners were collegiate teams).
Hammer Nutrition Philippines supported the team's preparation
and performance during the AFC Women's Champions
League.

Hammer Nutrition Philippines played a pivotal role in the
team's success, providing essential supplements that
enhanced recovery and performance during the demanding
tournament. Players praised the effectiveness of products like
Recoverite and Endurolytes.

BÁRBARA HERNÁNDEZ

OCEAN'S SEVEN CHALLENGE - Consists of ultra-marathon swims
in channels and straits around the world, without a wetsuit and with
hydration thrown to her every 40 minutes.

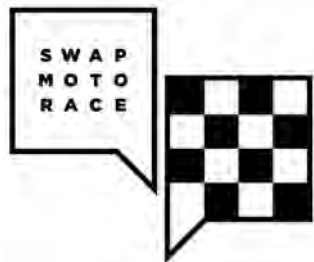
She swam from Hokkaido to Honshu in Japan, connecting the Sea of
Japan with the Pacific Ocean. 06/13/24

Swim time: 11 hours and 40 minutes. Conditions: Cold waters (around
15° Celsius/59° Fahrenheit), with the presence of sharks, sea snakes,
jellyfish, strong currents, and waves.

Historic milestone: She becomes the first South American to complete
the Ocean's Seven challenge. Other crossings completed to achieve
the Ocean's Seven: English Channel (France-England), Catalina
Channel (United States), Strait of Gibraltar (Spain-Morocco), Molokai
Channel (Hawaii), North Channel (Ireland-Scotland), Cook Strait (New
Zealand) Bárbara's age: 38 years old. Years dedicated to open water
and ice swimming: 10 years.



HAMMER PARTNERS



Hello Hammer,

The Swapmoto Race Series by AMSOIL is extremely grateful for the support of Hammer Nutrition products. Motocross demands the most from the athletes and Hammer Nutrition provides the best fuel for what we do. Not only in function but in taste as well. This has always been a difficult thing for us to find but Hammer Nutrition checks the box on both! While our series is primarily based out of Southern California and we attend the best tracks in the area we also visit Alabama and Illinois once per year. We operate year



round and it's not uncommon for us to be racing in triple digit weather. Our go to hydration is Heed and our favorite flavor is Lemon Lime. We sample this product at the races for athletes to try and it always gets rave reviews. The Moto Day Kit is also getting great reviews for a complete source of everything our riders need. Thank you to Hammer Nutrition for your great support and keeping our riders on the track in the toughest conditions!

- Aaron Cooke, Owner Swapmoto Race Series by AMSOIL.



Hello Hammer,

Hammer Nutrition has helped us at KARTFIT immensely. We are extremely privileged to have been part of the Hammer family for three years now and counting! Hammer allows us to focus on the fueling aspect of our drivers during the race weekend and in their day to day lives.

Whether we are at an international race across the world, or just simply doing a gym session, the drivers are constantly using the products and it has proven to boost their performance on track. We use a variety of **HEED**, **Endurolytes**, **Gel Packs** and **Recoverite**.

We are privileged to be partnered with Hammer going into 2025, and we expect to see a lot of success with our drivers, mechanics and families. - **Kart Fit Team**.



WRL COTA Event Highlight

Who: Ethan and Jack Tovo

What: World Racing League

Where: Circuit of the Americas (COTA)

When: December 6-8, 2024

Hammer Fuels Used : **HEED**, **Endurolytes**, **Recoverite**, **Gels**, **FIZZ**.

· Quali: Pole

· Race 1: (8 Hour race) P1

· Race 2: (7 Hour Race) P1

Overall Finish : P1





REFERRAL PROGRAM

Share the benefits of Hammer! Get FREE product credit!



Hammer athlete Gabriella Suver high-fives runners as they pass by one another.

- **THEY WIN**

They place their first order, using your unique code. They receive a 15% discount!

- **YOU WIN**

You get 25% of their order subtotal as store credit!

- **WE WIN**

We add another satisfied client to the Hammer Family.

That's it! This easy program lets you share the Hammer love and reduce your costs, while helping others.

HOW TO JOIN + YOUR REFERRAL LINK

After your first purchase, you'll get a unique referral link via email. We'll also display it on your order confirmation page every time you place an order.

Request a link - if you've ordered before, and want a link sent to you, please contact us and we will be happy to provide it for you.



LEARN MORE NOW

HAMMER EVENTS

Hammer is extremely loyal to our event partners, and we are so thankful to have the opportunity to grow with them year after year. Here are three event organizations that we are proud to continue partnering with in 2025:



ALLWEDOISRUN

We began a symbiotic friendship with All We Do Is Run back in 2018, and are greatly honored to provide fuel for their trail running events on California's beautiful Central Coast.

If you haven't met Luis Escobar and his team, we highly encourage you to sign up, get out, and Hammer at his events!

Louis is also infamously known as the founder/host of the Roaddog PodCast. You will find our owner and CEO Brian Frank as a recurring guest as well as Hammer sponsored athletes Erik Koenig and Scott Gaiser.

GRAN FONDO NATIONAL SERIES

12 years and counting

We are proud to be the official nutrition partner for America's original gran fondo series. The series offers challenging courses and timed segments which many of our sponsored athletes have taken on! There is a distance for everyone, with Hammer on course at all events! Registration is open with the first race in Florida!



MUDSLINGER EVENTS

We are honored to continue our long term partnership with Mudslinger events. This family business born in Oregon offers scenic and challenging MTB and Gravel events. Registration is already open! Check out their events and sign up while you can!



2025 LOCAL WHITEFISH MONTANA EVENTS

We are proud to partner with many local events here in the beautiful Flathead Valley! You will find us onsite or well represented at the following events in 2025:

DON'T FENCE ME IN TRAIL RUN

5/10/25

Trail Running

<https://pricklypearlt.org/events/dont-fence-me-in-trail-run-2025/>

THE WHITEFISH MARATHON

5/17/25

Road Running

<https://www.whitefishmarathon.com/>

BOZEMAN TRIATHLON

6/15/25

Triathlon

<https://www.bozemantriathlon.com/>

THE WAVE - SWIM THE FISH

8/10/25

Open water swim

Swim The Fish - The Wave Aquatic & Fitness Center (whitefishwave.com)

THE WHITEFISH TRAIL BLAZER

10/4/25

Ultra Running

<https://www.whitefishlegacy.org/whitefish-trail-blazer>

LE GRIZZ

10/11/25

Ultra Running

<https://www.runlegrizz.com/>

UPCOMING EVENTS

☐ FROZEN SASQUATCH

1/4/25 Charleston, WV Ultra Running

<https://wvmtr.org/races/frozen-sasquatch/>

☐ TRIPLE D

1/17/25 Dubuque, IA MTB

<http://tripletrace.com/about-the-race/>

☐ LA CUESTA RANCH TRAIL RUN

1/25/25 San Luis Obispo, CA Ultra Running

<https://allwedoisrun.com/>

☐ BOULDER MOUNTAIN TOUR

2/1/25 Ketchum, ID XC Ski

<https://bouldermountaintour.com/>

☐ FROZEN 50K

2/1/25 Cassadaga, NY Ultra Running

<https://coachmarkwilson.com/events/frozen-50k/>

☐ REAL WEST GRAVEL

3/18/25 Pendleton, OR Gravel

<https://www.gravelcalendar.com/event/real-west-gravel-1703292775164x579872340782874600>

☐ ANTELOPE BUFFALO RUN

3/29/25 Syracuse, UT Ultra Running

<https://www.buffalorunadventures.com/>

☐ TOMMYKNOCKER 10

4/5/25 Santa Clara, NM MTB

<https://ziarides.com/tommy-knocker-10/>

☐ MUDSLINGER XC

4/5/25 Blodgett, OR MTB

<https://www.mudslingerevents.com/mudslinger-xc-mountainbike-race-oregon>

Hammer Nutrition's 4 Pillars of Health & Performance

by BRIAN FRANK & STEVE BORN

We've been helping people achieve peak performance and optimum health since 1987—Not by just selling amazingly effective, wholesome products, but through education about the primary role your diet plays in your life, health and physical performance. We've also dedicated almost four decades to teaching athletes how to fuel right and feel great for any type of exercise and competition.

This is why a significant portion of our web site is dedicated to these topics. You'll find it all under the **KNOWLEDGE** tab, found at the top of every page on the Hammer Nutrition website!



FUELS

SUPPLEMENTS

HAMMER KITS

CLOTHING & GEAR

KNOWLEDGE

We cover pretty much everything in the **KNOWLEDGE** section, including:

- How To Fuel
- Hammer Guides
- Videos
- Essential Knowledge
- Advanced Knowledge
- Endurance News Weekly
- Endurance News Magazine
- Archived Articles
- FAQ

Spend some time in the **KNOWLEDGE** section and it'll soon be obvious that there is simply not a more in-depth, all-encompassing knowledge resource than Hammer Nutrition's!

Find this article
and a wide knowledge base of
information on our website at:
hammernutrition.com



Back to the 4 Pillars, everything we've ever written and every single Hammer product we've ever sold is based on these four immutable truths. This will never change!

1. **Avoid ALL Processed Foods** – If it has a wrapper, comes in a package or a can, it's bad.
2. **Sugar** – Unless it's whole fruit, it's bad.
3. **Eat Whole foods** – The way nature intended.
4. **Supplement** – Deficiency is guaranteed if you do not.

1 - AVOID PROCESSED FOODS

By definition, all processed foods contain one or more of these highly toxic, health damaging, performance sapping substances, so avoid them like the plague:

- Refined Sugar – If it's not a piece of whole fruit, it's refined and toxic.
- Refined Seed Oils – These may very well be public enemy #1.
- High Sodium – Some is good, more is not better.

These all go hand-in-hand, as processed foods contain copious amounts of added sugar (usually high-fructose corn syrup), sodium—and processed seed oils, such as canola oil, corn oil, cottonseed oil, safflower oil, etc. In the article “Processed Seed Oils - Undeniably Damaging to Your Health,” which you will find in the Endurance News Weekly link on the **KNOWLEDGE** tab, we write:

While sugar remains the primary enemy of your health, salt and processed seed oils are in a virtual tie with sugar at the top of the “bad for your health” podium. Dr. Chris Knobbe's eye-opening video lecture, “Diseases of Civilization: Are Seed Oil Excesses the

Unifying Mechanism?” [1] provides more-than-ample evidence that processed seed oils are indeed a primary key to a vast number of chronic diseases that can affect every one of us. Dr. Knobbe boldly states:

“While processed foods are driving virtually all of this chronic disease, it is the seed oils that are the primary drivers because they are the biological poisons. Again, they are poisons, plain and simple.”

These seed oils “now make up 63% of the American diet, form the basis of USDA food recommendations, and are found in 600,000 processed foods sold in the U.S. today,” according to Dr. Knobbe. “In 1909, Americans ate 2 grams a day of vegetable oil, says Knobbe, and by 2010 they were eating an astounding 80 grams of vegetable oil a day.” [1]

REFERENCE: [1] <https://www.youtube.com/watch?v=7kGnfXXIKZM>

Dr. Knobbe states that these industrially processed seed oils “drive the oxidation. They’re pro-oxidative, proinflammatory, and toxic, but of all of these, it is oxidation. That is by far the worst.”

2 - AVOID SUGAR

This is a bit redundant, but due to its ubiquity in our food supply and extreme addictiveness, it needs to be restated and given its own pillar. We’ve never been shy about calling out sugar as the heinous, evil substance in your diet. As I often say, “Sugar is the devil!”

Since day one, our position has always been to extremely limit the amount of refined sugar you consume – 50 grams or just under two ounces is a great target. The adverse health and performance issues associated with sugar are far too many to list here— some of the most serious are heart disease, type 2 diabetes, and several cancers—and that’s why the **KNOWLEDGE** tab on our web site is filled with articles on this topic!

continued on page 62

**Tested, trusted
and proven
for over
38 years**



Hammer Athlete Jennie Phillips out for a cycling ride in our NEW 2025 Ruby Women's kits. Photo courtesy of Brian Phillips.

- Prolongs endurance
- Helps increase energy
- Supports overall health



“I have used Race Caps Supreme every morning for several years now. Absolutely the best for overall energy, endurance and fitness.” - Anonymous.

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3 - EAT LOCALLY GROWN WHOLE FOODS

continued from page 61

This pillar is really just the antithesis of our first pillar. Don't eat processed foods, do eat whole foods. Locally grown and organic whenever possible.

The primary reason to eat a variety of whole foods is for the countless health-benefiting phytochemicals that only fresh fruits and vegetables can provide, in addition to vitamins and minerals. One example is a naturally occurring flavonoid found in various fruits (mainly strawberries) called fisetin. Research has shown that fisetin has strong antioxidant properties (which helps neutralize the negative effects of free radicals) and appears to have numerous other health-boosting properties. Your best opportunity to give your body adequate amounts of fisetin is to eat whole strawberries and other fisetin-containing foods. Ditto for every other fruit and vegetable; you can only obtain the many health-benefiting nutrients they contain by eating them.

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

You'll find many more diet-specific articles in the **KNOWLEDGE** section!

Find this article
and a wide knowledge base of
information on our website at:
hammernutrition.com



4 - SUPPLEMENT

The “balanced diet” is a complete myth! It simply is not possible to meet your body's nutritional needs through diet alone. Anyone who suggests you can is guilty of ignorance or is being intentionally misleading. Unless you supplement wisely, you are living in a state of nutrient deficiency that is affecting your health and physical performance.

Nutritional scientist Bruce Ames bluntly states: “Inadequate dietary intakes of vitamins and minerals are widespread, most likely due to excessive consumption of energy-rich, micronutrient-poor, refined food. Inadequate intakes may result in chronic metabolic disruption, including mitochondrial decay.” [1] One research study concluded: “Nearly the entire U.S. population consumes a diet that is not on par with recommendations.” [2]

For more, please see the article “The Balanced Diet Myth and the Need to Supplement,” found on page 12 in this issue of Endurance News, as well as in the **KNOWLEDGE** section on the Hammer Nutrition website.

Bottom Line: To achieve your best performance with consistency—and even more importantly, enjoy optimal health and longevity—then daily supplementation is a necessity, not an option. Consume an optimal diet as consistently as possible and augment that with sufficient amounts of vitamins, minerals, antioxidants, and complementary nutrients. This is the best way to more completely cover all your nutritional bases, allowing you to achieve higher-quality workouts, better results in your events, and, most importantly, superior health.

REFERENCES:

[1] Ames, B. Low micronutrient intake may accelerate the degenerative diseases of aging through allocation of scarce micronutrients by triage. *Proceedings of the National Academy of Sciences of the USA*. November 21, 2006; 103 (47): 17589-94. <https://www.ncbi.nlm.nih.gov/pubmed/17101959>

[2] Krebs-Smith S, Guenther P, et al. Americans do not meet federal dietary recommendations. *The Journal of Nutrition*. October 2010; 140 (10): 1832-8. <https://www.ncbi.nlm.nih.gov/pubmed/20702750>



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Hammer Athlete John Benham is all smiles when he has Perpetuem by his side.

- New tapioca formula
- Steady energy, hour after hour
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"I have been a sponsored athlete for almost 20 years and Perpetuem continues to be a crucial part of my nutrition. I use it almost every hard day, or ride over 3-hours. I cannot eat solid foods on days I go hard or long so Perpetuem provides me with the nutrients I need on a continuous basis for all these types of rides. I will continue to use HAMMER products." - Jenn H.



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Patient Vignette

Fliparion Saucynuckle by Dr. Bayne French, MD DC



Dr. French: Not your average white coat physician, at home in the Montana wilderness.

It's time for another patient vignette. A "before and after" case study to illustrate the power of enjoyably sustainable lifestyle improvements.

Fliparion "Flip" Saucynuckle, at 60 years old, made some high-level realizations. He realized his life sucked. It sucked because his health sucked. He realized he needed to change things. He obtained some basic education on proper human nutrition, and Flip enacted it in an enjoyable, sustainable way.

Let's back up. Mr. Saucynuckle came in for a physical in August 2022. He was pretty down. Pissed off about numerous things involving our rapidly eroding species, our dying planet, and other things that made my eyes glass over. After a while, he sounded like Charlie Brown's parents. "Wha wha wha. Whaa,

wha wha. Wha Whaaa Wha". He considered leaving the country. "Why would you do that??" I wondered. Aloud. So he started telling me why. My ears glassed over, so I did a quick pivot to his crappy lifestyle.

Flip was drinking juice and eating starch with every meal and sometimes between meals. Hey, he's American. At least for now, so give him a break. Look at the Food Pyramid! He's just following directions. But he didn't feel well at all. He had little energy and was gaining weight. Stunning.

His hemoglobin A1c (a three-month, very useful measure of blood sugar) was in the pre-diabetic range of 5.8. His fasting blood sugar was 126, which is actually the cut-off for full-blown diabetes. His creatinine, a measure of kidney health, was not good at 1.3. The fat in Flip's

blood, triglycerides, was 215, and his HDL ("good" cholesterol) was 26. This made his triglyceride/HDL ratio awful at 8.2. A ratio over 3 makes your chance of being dead much higher. His liver was a bright spot, with an AST of 31 and an ALT of 29.

Fliparion followed up with me a few days later (9/6/22 if you must know. Geez). The caring nurturer in me came out, and screaming was kept to a minimum. I never once said he was a complete idiot for drinking Mountain Dew with some vitamins (juice) or subsisting on carbohydrates. I don't even think I mentioned that what he was doing would render longevity an impossibility. He seemed to get the picture, asked great questions, and left the office scared stiff - I mean...motivated and informed.

Fast forward to November 6, 2023. Flip returned to our lab. His hemoglobin A1c was down to 5.5, which is considered normal. He cured his pre-diabetes. His blood sugar improved to 98; kidney function improved to 1.1; triglycerides dramatically improved to 63, with HDL reluctantly increasing to 29. His triglyceride/HDL ratio improved to 2.1; liver function, which wasn't terrible to begin with, improved to AST 18 and ALT 16. The improvements in his liver tests do imply that he had some element of fatty liver disease previously.

A few days later, Fliparion presented for a physical, anxious

to know the results of his lab. I refused to tell him just because I can be naughty sometimes. I made him suffer a little bit as I poked and prodded on his person. Only later did I tell him that, across the board, his labs had improved dramatically. He informed me that he had stopped eating breakfast most days, with first food consumption at about noon and done eating by 8 PM. He also reduced all forms of starch, eating small amounts mindfully. No more juice or other sweetened beverages.

Flip was feeling much better. He had more energy, and his weight went from 192 to 177. The changes he experienced were without medication. He reported that he enjoyed his new relationship with food, had no cravings, and was rarely hungry. Interestingly, he wasn't dwelling on our sapien cesspool problems either, which was great because I didn't really understand anything he was saying anyway.



Find this article and a wide knowledge base of information on our website at: hammernutrition.com



Your Muscles' Best Friend



Athlete...
Photo courtesy of...

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

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- Jennifer B..

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Some other stats from AI last season.

**SPARTAN PAN AMERICAN
PRO CHAMPIONSHIP**

Seattle, WA 09/14/24

Total Distance : 13.27 miles

Total Time, with or without splits :
1:53:33

AG Finish : 2nd

Overall Finish : 11th



AI Gonzales repping his Hammer tech tee at the 2024 Golden Gate Spartan Trail 25k.

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Light and Delicious - I love how light and refreshing Recoverite is. The balanced ratio of carbs:protein takes the guesswork out and makes it quick and convenient to refuel on the go. I believe this helps to reduce injuries and facilitates more quality training. Rachel

Photo: Hammer athlete Thorn Bickel sporting Hammer's new 2025 Glacier Cycling Enduro Jersey in American Fork at Snowbird Mountain Utah.