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**Nationals recap**

# ENDURANCE NEWS

OCTOBER/  
NOVEMBER  
2011 #77



*The informed athlete's advantage since 1992*

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Julie Kaplan and Elizabeth Benishin strike a pose in their National Champion jerseys after winning the 99-110 Tandem Time Trial. Photo : Allan Crawford

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**"I use Race Day Boost for all of my big cycling competitions, especially my state and national time trial championships. It is the "edge" I don't want to tell my competitors about. I love the way it buffers the lactic acid in my legs and eliminates that awful burn. Thanks, Hammer Nutrition!"**

-Julie Kaplan, National Champion

## ON THE COVER

IronKids Daniel Gossow, Michael Gossow, Jane Tullis, and Sam Tullis all hit the podium at IronKids Orlando! Photo : Josh Tullis

# ENDURANCE NEWS

The informed athlete's advantage since 1992

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## Our Mission

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

Endurance News features insightful articles on diet, nutrition, training, and other topics of interest for endurance athletes - written by our staff as well as professional and elite amateur athletes and other experts in the area of nutrition and exercise.

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

Back issues available at [www.hammernutrition.com](http://www.hammernutrition.com)

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# LETTERS

Send your letters to [letters@hammernutrition.com](mailto:letters@hammernutrition.com) for possible inclusion in a future issue of Endurance News.

Dear Hammer Nutrition,

We have been "Hammering" away all summer. The Chicago Lions Rugby Team won the Midwest Championship for a record fifth time and qualified for Nationals in San Francisco in August! Thank you for the continued support.

Aaron Manheimer  
Chicago Lions Rugby Team



Dear Hammer Nutrition,

We were so excited to receive our copy of Endurance News and see the wonderful article you wrote on our Little Chicked club! I know we have said this so many times, but Hammer Nutrition products have truly changed our lives for the better and we want to help get that message out to others. We are so thankful to you and everyone at Hammer for helping us personally achieve our goals, but more importantly for helping everyone achieve theirs through your products and education.

Devon Troop, Kathie Krieger



Dear Hammer Nutrition,

Just thought I would send along a picture of my daughter, Alyssa Coe (age 8), who recently competed in her first triathlon the Tri 4 Schools Kids Triathlon in Middleton, WI. Powered by HEED and donning her ne Hammer Nutrition race gear, Alyssa raced her way to the podium with a 3rd place finish in the 7-8 girl's age group (3rd out of 35). Naturally, Alyssa is looking forward to her next triathlon. Hammer On!

Charlie Coe



[www.hammernutrition.com](http://www.hammernutrition.com) 3





Enjoying a day in the Burgundy countryside with two 69 year old riding buddies Marcel Latour and Mike Freeman, just above Orche, during the 26th edition of the 150K Randonee de Grand Cru.  
Photo : Pascal Gelin

more and more discovering less is best. Help us spread the good news. If you're up for a huge challenge, dietarily speaking, keep reading this column for my six little health and fitness nuggets below that will change your life for the better. That also sounds boastful, but just follow them seriously for 30 days and prepare to be amazed.

The underlying message behind Endurance News is unchanged and has not wavered since I wrote the entire first issue myself in 1992: When it comes to fueling, less is best. Back then, when we began advocating 240-280 calories as an absolute hourly maximum, we were a lone voice in the media wilderness. Pay magazines regularly featured articles

advocating 400-600 calories per hour during exercise, or more, based on the bankrupt "replace what you lose" myth. I take some pride in the fact that today you would be hard-pressed to find one expert or article advocating these

unsustainable levels of intake. However, I believe that the ceiling needs to come down further and that too many athletes are still overconsuming calories. If you ever have stomach or intestinal issues while fueling with Hammer Nutrition products, and you are taking in more than 200 calories per hour, reduce your caloric intake and the problems will go away, I promise.

Unfortunately, the same thing cannot be said for sodium intake. While we continue to correctly advocate a low-sodium daily diet and a moderate-sodium intake during exercise for both optimum heat tolerance and health, there are still experts out there and articles being published in magazines (you probably have a few of these on your coffee table) touting the benefits of high-sodium diets, the absurd notion of "sodium loading," and the practice of gobbling massive amounts while you exercise. In my mind, the worst are the companies that advocate high-sodium intake to sell their high-sodium

products—they really should have to put warning labels on their products that read "Consuming high amounts of sodium may be detrimental to your health and physical performance"! If you've been under the spell of the high-sodium camp, Steve's article on page 14 is not to be missed. I look forward to the day when the rest of the media and the experts they employ to write articles come over from the sodium "darkside," just as they have regarding calorie intake. There will be a lot less athletes suffering the ill effects of high-sodium intake when they do.

Now I'll get off of my soapbox and give you, absolutely free, the six big things you can do, starting today, to dramatically improve your athletic performance and overall health. Drum roll . . .

**1) Hydrate every day. Drink between half of your bodyweight in ounces and one gallon of water a day (i.e., if you weigh 120 lb, drink between 60-128 ounces every day).**

**2) Massively lower your refined sugar consumption—zero high fructose corn syrup!**

**3) Lower or eliminate your wheat consumption. (This will also reduce your sugar cravings.)**

**4) Avoid all chemical additives, and all artificial sweeteners, colors, and flavors completely.**

**5) Massively reduce sodium intake (i.e, food in cans, packages, and restaurants).**

**6) Eat more whole foods!**

I didn't say it would be easy, but the payoff will be nothing short of amazing. I'd love to hear back from those of you who do the 30-day test.

Now go out and encourage a kid to get off the couch and into some form of endurance exercise!

Enjoy the read,

*Brian Frank*

Brian Frank  
Proprietor

# Welcome to the 77th issue of Endurance News.

**W**e've put together an outstanding issue, literally from cover to cover. If the young athletes featured on the cover don't warm your heart and give you encouragement for the next generation of endurance athletes, I don't know what will. There's more where that came from starting on page 72 in our Junior Athlete section. Flip to the back cover and you'll find a great 2-for-1 offer on Endurolytes Fizz. Check it out and sure to stock up. And throughout the inside pages, as usual, we've got some great "must-read" articles, like Steve's latest one on sodium; however, it's your contributions that really make this issue a can't-put-it-down, page turner. Each athlete contribution is worthy, but I have to call out Ian Martin (page 78) and Stephan Schwarze (page 67) as they exemplify what fueling the Hammer way is all about—huge PRs and being able to consistently perform with no fueling issues. That may sound boastful, but we athletes just like to hear that you are doing it every day, and that you are



# Bar Mitts

## Keep your hands comfortable

BY BRIAN FRANK

In 2009 I noticed a small ad for Bar Mitts in the back of a cycling magazine. Just from looking at them, they made sense: neoprene mitts attached to the bars of a bike. Since moving to Montana in 1995, keeping my feet and hands warm while riding in the fall/winter/spring had been an ongoing challenge for me. I had solved the cold feet problem several years prior with the Northwave Arctic and the Sidi Hydro cycling shoes—both are insulated and waterproof. If it's really cold, cold weather booties over the top work great. However, the hands had remained a problem. I'd tried all manner of gloves—thick, thin, etc., and no matter what, after an hour or two, my fingers would be frozen. Dexterity and safety were also compromised with the heavy-duty gloves. So I was more than a bit curious about Bar Mitts.

I ordered a pair, and the inventor, Ward Graham, turned out to be a Hammer Nutrition fan and recognized me when I called and introduced myself as "Brian from Montana." He said, "Oh, you're the guy that writes all of those articles." I said I wasn't sure if I was the guy he was thinking of, and he said "Yeah, from Hammer Nutrition." He sent me a pair promptly and passed my first test for companies that I do business with: nice, knowledgeable staff, efficient service, quick delivery—just how I like it. Now I'm a fan of his company and products too!

In addition to a Shimano-style mitt, which features a zipper for the exterior cables, Bar Mitts has a Campy/SRAM

style without the zipper for the internal cables, and a mountain bike version with more room in the brake cable/handle bar area. (The mountain bike mitts were redesigned a few years ago after noticing that they were tight on some designs; Ward has also changed the Velcro closure in the same area by adding two strips of Velcro hoops for a larger variety of positions for different style brake and shift setups.) In addition, Bar Mitts will also customize or modify for different styles of handlebars such as mustache, time trial, recumbent, bullhorn, H-Bars, and handlebars with bar end shifters.

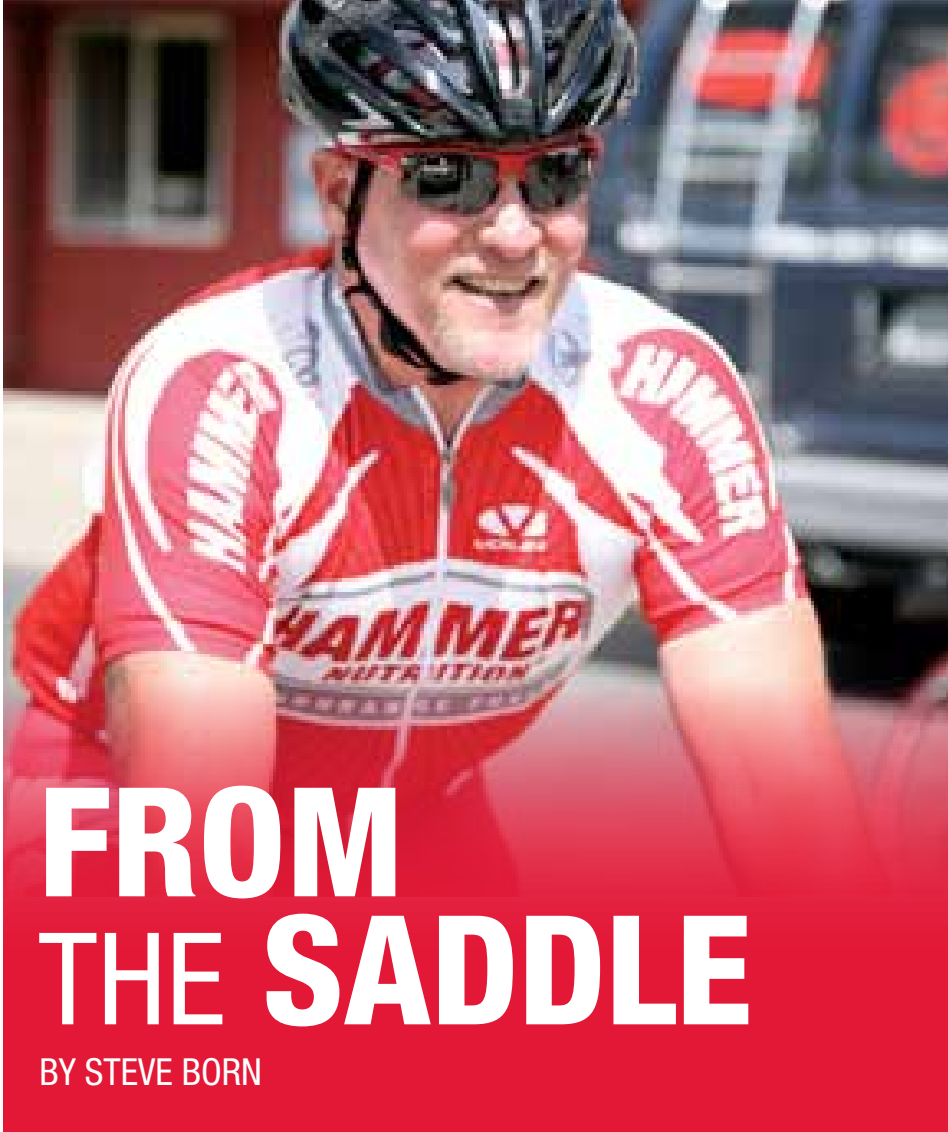
With fall's cold weather riding just around the corner, I'll be using my Bar Mitts again soon. These have been an excellent solution for cold hands for me on the road and on the mountain bike so that I can enjoy toasty bare hands on the bars during those chilly fall and winter singletrack missions. Finally, no more cold hands, no matter if it's 30°F or 0°F. In fact, I've actually stopped wearing full-fingered gloves altogether unless it's under 20-25 degrees, then a light pair of full-fingered gloves, like our Giordana model, keeps my hands nice and toasty no matter how cold it is. Also, I found that bike control—operating the brakes/shifters, or getting your hands in and out of them to wipe your nose or signaling a turn—is easy with the Bar Mitts. They work equally well with Campy, Shimano, and SRAM levers.

With a price tag of \$64.95 and free shipping if you order online, Bar Mitts cost about as much as a nice pair of heavy winter cycling gloves, and they

work infinitely better. When I told Ward I was going to write about them in my newsletter, he wanted to offer you an even sweeter deal. If you order now, he'll take 20% off the SRP and still pay the shipping. That reduces the cost to \$51.95, delivered. However, his website can't calculate the discount, so email him directly with your order to get this "Hammer" deal. Here's his info: [barmitts@charter.net](mailto:barmitts@charter.net) or 775-622-8048, and be sure to tell him you read this article.

*Note: We have no plans to start reviewing all types of gear and equipment in Endurance News. However, when we find a cool product or something that we think most of you may not be aware of, we'll talk about it as above. We have no financial interest and are not receiving commissions on sales resulting from this article. **HN***





# FROM THE SADDLE

BY STEVE BORN

This past summer has been an amazing couple of months, and I could easily fill my column with updates from Hammer Nutrition-sponsored events, and the latest news on some new Hammer products (soon to be available!) that we've spent the last year developing. That said, I feel I would best serve you by sharing some recent news and study findings that could directly impact your overall health.

## New proposed legislation on supplements

I have been taking nutritional supplements for nearly 25 years; they've been a staple in my athletic endeavors, and I find them to be an integral part of my health and well-being. And while I personally am all for making sure that the supplements we take are safe—and believe me, Hammer Nutrition goes to great lengths to ensure that—in my personal opinion the FDA's New Dietary

Ingredient guidelines, issued on July 1, 2011, appear to go against the principles of the Dietary Supplement Health and Education Act (DSHEA). DSHEA was enacted in 1994 to protect our access to dietary supplements, which are classified as foods, not food additives.

Numerous action groups have posted information regarding this hotly debated topic, as well as their strong opinions opposing this proposed legislation.

However, I found that the information provided from both the Alliance for Natural Health USA ("FDA's New Sneak Attack on Supplements") and the Life Extension Foundation ("Greatest Threat Since FDA Tried to Turn Nutrients into Prescription Drugs!") covers this issue quite well, while also accurately conveying my personal opinion on this matter. If you take supplements, I believe that the information (as well as the steps needed to take action, should you be opposed to such legislation) is an absolutely vital read. You can find these articles at:

[www.anh-usa.org/fda-new-sneak-attack-on-supplements](http://www.anh-usa.org/fda-new-sneak-attack-on-supplements)

[www.lef.org/featured-articles/0719\\_FDA-views-supplements-as-synthetic-food-preservatives.htm](http://www.lef.org/featured-articles/0719_FDA-views-supplements-as-synthetic-food-preservatives.htm)

## A proper diet, then supplements!

Though I firmly believe the intelligent use of supplements is a wise strategy for athletes and non-athletes alike to incorporate into their daily lives, we at Hammer Nutrition have ALWAYS advocated that the consumption of a healthy diet comes first. Our staunch position is that taking a variety of supplements, though highly beneficial in "filling the gaps" between what your diet contains nutrient-wise and what it should contain, has never, should never, and will never replace the consumption of a high-quality diet.

With that in mind, one of the reasons I am particularly excited about this issue of Endurance News is because it contains a couple of rather eye-opening articles regarding the benefits of a healthy diet, both of which I strongly encourage you to read. Perhaps the most profound article is the one discussing the conclusions of the joint research from Atlanta's Center for Disease Control and the Harvard School of Public Health. A lower-sodium diet, in tandem with a higher-potassium diet, is associated with a reduced risk of dying from **any** cause? That is the very definition of "profound" so I encourage you to read it word-for-word. Plus, making changes to achieve a lower-sodium/higher-potassium diet really isn't all that hard to accomplish; to assist you, we've included a list of potassium-rich foods to go along with this particular article.

Another article I am really excited for you to read is the one discussing the

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report in the *American Journal of Clinical Nutrition* concluding that diets high in cruciferous vegetables (broccoli, cabbage, cauliflower, etc) are linked with a decreased risk of dying. For someone who tries to consume these vegetables frequently (I love a fresh salad containing, among other things, raw cauliflower and broccoli), this is really good news! Plus, with the cruciferous vegetables "theme" in mind, you'll find more wonderful recipes from Laura Labelle accompanying this article. Having enjoyed her fabulously cooked meals frequently—most recently at the USMS Masters Swimming Summer Nationals—you owe it to yourself to give Laura's latest recipes a try. And while you're at it, do yourself a favor and download a FREE copy of *In the Kitchen with Hammer Nutrition* ([www.hammernutrition.com/cookbook](http://www.hammernutrition.com/cookbook)). There are some amazing recipes in this nearly 50-page online resource. Mmmmmm! Good stuff!

### EN#77 – Our best issue ever?

I usually don't go out on a limb too often, but after reviewing the content of this issue of Endurance News, I truly feel that it's one of our strongest efforts ever. We always strive to have the best content available; however, to me this particular issue has such a great balance of science-based articles, product information, a variety of interesting stories, and, perhaps best of all, tons of great results and photos from our awesome client-athletes. I believe that EN#77 has got something for everyone, and I truly hope you enjoy reading it.

As we head into autumn, my wish is that your summer has been a fantastic one. From all of us at Hammer Nutrition, thank you for being a part of our family. **HN**



## Fueling Guru Steve Born shares tips with *Outside* magazine

Flip through the pages of the September issue of *Outside* magazine and you'll see the short and sweet article, "Avoid Race-Day Pitfalls, the six most common race-day mistakes." When *Outside* writers wanted the 4-1-1 on proper race fueling to include in this article, they looked to Hammer Nutrition's own fueling expert and Ultracycling Hall of Famer Steve Born.

Steve gave them his tried-and-true advice on how to correct these race-day fueling errors, a much-condensed, simplified version of his "The Top 10 - The Biggest Mistakes Endurance Athletes Make" article found on the Hammer Nutrition website. You can find Steve's complete go-to resource on avoiding performance-ruining gaffes and busting fueling myths at [www.hammernutrition.com](http://www.hammernutrition.com) under the Knowledge tab, in the Essential Knowledge library.



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# 2011 Giro dell'Umbria

BY BRIAN FRANK



*Our groups in the traditional ride commencement photo. Front row, left to right: Carlo Vanini, Miles Frank, Georgio Casoratti, Carlo (Charlie) Moale, Hermano Martinoli, and Ricky the butcher. Second row, left to right: Brian Frank, hotel owner, Benito, Carlo Pegorin, Franco Sengalli, Ride leader Gino Gargoni. Row three: Gianni Pedron, Ron Webb, Robbie the lawyer, Pepe and Flavio. Back Row: Dino Martinoli, Jim Bruskewitz, Mike Freeman, Ticiano and Elvio.*

*A typical hilltop Umbrian village we passed on our way to Spoleto.*



This past June I was fortunate enough to again join my dear friend Carlo Vanini and his merry group of Italian countrymen on their annual June "raide." This year they organized an amazing 8-day tour through the countryside of Umbria, a providence in Italy just to the east of Tuscany, bordering the Adriatic Sea. The ride passed through Assisi, Spoleto, and Florence, and then finished in Bologna. Umbria is commonly known as "The Green Tuscany," and we found out why as we were pelted with rain three of the eight days. However, no amount of rain could dampen my spirits. This ride was

unique and more special than all of the previous ones because I was accompanied by my 14-year-old son Miles and two of my best friends, Mike Freeman and Jim Bruskewitz. That was on top of the excitement of seeing and riding with friends who I've grown to know so well since my first trip to Italy in 1997. This trip was a milestone that called for much celebration and endless toasts over dinner for the ASD Berti club, since Miles was the youngest rider ever to complete one of their Giros. Not only did he complete every kilometer of every stage, but he was consistently the first one up the climbs or at least in the lead group that featured Gianni Pedron, Mike Freeman, and Jim Bruskewitz. They affectionately dubbed Miles "the young Schleck," as they are prone to giving nicknames as signs of affection. For a group of guys mostly in their late 50s to late 70s, the infusion of youth that Miles brought put an extra bounce in all of their pedal strokes. They were only slightly less impressed by the

strength that Jim (59) and Mike (69) displayed every day on the road. At least once, every single Italian asked me to confirm that Mike was in fact 69.

As usual, I loaded my Ritchey Breakaway box full of gifts and Hammer Nutrition products to give to the Italians and to have in the sag wagon during the Giro. The Hammer Bars and Endurolytes Fizz tablets were the hit of the trip. The Italians simply could not get enough and commented daily on how good Hammer Bars were and how effective the Fizz was at preventing cramping. They all proudly used their water bottles, socks, helmet liners, t-shirts, and baseball caps daily, some even sporting "antique" versions that I had given them before the 1997, 1999, and 2001 raides. Also, now that black and white kits are all the rage in Europe, they loved our Hammer cycling kits so much that we put in a special order with the Bergamo factory in Milan for a kit for each of them before leaving. Look for photos of next year's Giro with the Italians in full Hammer Nutrition regalia.

For me, these pilgrimages to Italy are something that I look forward to with greater anticipation each year; they help me stay motivated to get through the long Montana winters and get out to train even when I want to stay in bed. Being able to share this special experience with my son and dear friends made this trip that much more enjoyable and memorable. Besides enjoying the experience at the time, the memories that are created may very well be the most valuable aspect for me. That's why I take hundreds of photos and find myself reviewing them often and recalling the "once in a lifetime" experiences that they capture. I hope the photos that follow will give you a glimpse of what we saw and

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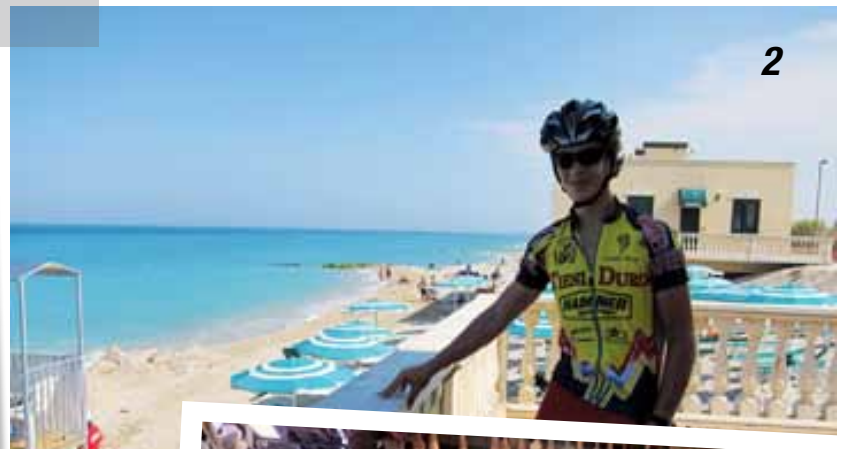


- continued from page 8

experienced. If you ever have the opportunity to ride your bike in Italy or France, or Spain for that matter, do not pass it up. Whether it's with a group of friends, solo, or with an organized tour group, you'll never regret it. **HN**

Clockwise starting at the right :

1. Miles, Mike, Carlo, Dino, Jim, Flavio and Gianni celebrate another successful climb.
2. Miles admires the view of the Adriatic from our hotel balcony.
3. The amazing food shops of Italy! Know your farmer, and shop daily for the freshest meats, cheeses, bread, fruits, and vegetables. It's the old-school way.
4. Typical lunch stop in the Umbrian countryside.
5. Evidently all roads do not lead to Rome.
6. Jim Bruskewitz steps into the Adriatic Sea for the first time in his life at the young age of 59.
7. The bittersweet end-of-ride dinner in Bologna.
8. Georgio and Charlie display the traditional red and the new white ASD Berti kits on the road to Porto Reconati on day one.



# Product Spotlight

## Hammer Whey

### The Hammer "Whey" to Supreme Health & Recovery

BY STEVE BORN



**P**rotein powders are definitely a convenient way to help fill the gap between our optimal and actual dietary protein intake. Unfortunately, though protein powders have been around a long time, it's still difficult to find a truly high-quality one. Walk into any health food or nutrition store, particularly one specializing in bodybuilding supplements—the dizzying number of protein powders available will blow you away. Once you get past the “shelf shock” and start reading the ingredient information on the container labels, you'll notice that most protein powders are formulated with cheap casein (milk) proteins, whey protein concentrates, or a combination of both. Additionally, most of these products contain carbohydrates (often in the form of refined sugar, which is neither necessary nor desirable), and artificial flavors or sweeteners. Some contain preservatives, and many of them entice you with insignificant amounts of vitamins, minerals, and auxiliary nutrients. All of these additives provide little-to-no benefit; they merely increase the cost of the product and fool you into believing that you're getting something worthwhile. Trying to buy just pure protein? Forget it!

That's precisely why Hammer Whey exists! Unlike the overwhelming number of protein powders that contain inferior protein glutted with sugars, artificial flavors, and a “splash and dash” of who knows what, Hammer Whey is 100% whey protein isolate, the ideal protein for promoting optimal immune system health and enhancing post-workout/race recovery. It's completely devoid of the earlier-mentioned garbage and

unnecessary ingredients. For these reasons and more, Hammer Whey is superior to other whey protein powders.

#### 1) Whey protein isolate, NOT whey protein concentrate

Perhaps the most important factor when selecting a whey protein is to determine whether it contains whey protein concentrate, whey protein isolate, or a combination of both. The label will disclose the ingredients; what you want is whey protein isolate, not concentrate. Whey protein isolate contains 90-97% protein or more, whereas whey protein concentrate contains approximately 70-80% protein or less. (Some whey protein concentrate powders can contain as little as 25% actual protein!) Simply put, whey protein isolate is a purer protein than whey protein concentrate because it contains more actual protein on a per-gram basis, with significantly less fat and sugar (lactose). The whey protein isolate in Hammer Whey is virtually lactose-free and fat-free; many lactose-intolerant people can still use the isolate form because it contains only a minuscule amount of lactose.

#### 2) Superiority in protein measurement standards

**Biological Value (BV)** – This is a standard that measures how well the body absorbs and utilizes a protein. Of all protein sources, whey has the highest BV, with whey protein isolate having an outstanding rating of 154, and whey protein concentrate having a 104 rating. Egg protein also has an excellent BV, with whole eggs rating 100 and egg

whites (albumin) rated at 88. (Note that when the BV system was introduced, eggs had the highest known BV and thus were given a value of 100. Whey proteins came to researchers' attention later, and they rang up even higher scores. The 154 BV of whey protein isolate and the 104 BV of whey concentrate are in comparison with the original BV benchmark, whole eggs.)

**Protein Efficiency Ratio (PER)** – While admittedly of limited application to humans (PER measures the weight gain of lab rats fed test protein), PER still shows that whey protein ranks the highest with a rating of 3.6.

**Protein Digestibility Corrected Amino Acid Score (PDCAAS)** – Nutritionists who dismiss the PER due to its rats-only verification often use the PDCAAS for evaluating human protein requirements. According to this method, which utilizes an amino acid requirement profile derived from human subjects, an ideal protein is one that meets all of the essential amino acid requirements for humans. An ideal protein receives a rating of 1.0. Three protein sources—whey, soy, and egg—have a 1.0 PDCAAS ranking.

**Bottom line:** No matter which ranking is used, whey protein comes out on top, with whey protein isolate being the preferable form. Hammer Whey with its 100% whey protein isolate is a superior protein source backed by multiple measurement standards.

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"I heart Hammer Nutrition and the Banana Hammer Gel!" - Mimi K.



## ENDURANCE FORUM QUESTION

# Ideal timing of whey protein consumption before exercise?

Below are two recent questions, along with Steve Born's response, that were posted to our online Endurance Forum regarding whey protein usage.

### The questions

I was wondering, how long before a run or ride should I stop whey protein intake? I frequently take Recoverite at the end of a hard workday for strength recovery, but like to run after work. Is there a time frame that would help me minimize acid buildup?

Thanks,  
Tom Marcello

I'm also interested in the answer to this. I believe the glutamine is the key for this question. I sometimes break up my training rides into two sessions on days that I don't have to work. So . . . after consuming Recoverite or Hammer Whey, how long should I wait before starting the next training session?

Thanks,  
Sfitzner

**Want to join the discussion?  
Join the Forum!**

Click 'Endurance Forum' under the 'Community' link on [www.hammernutrition.com](http://www.hammernutrition.com) for info!

### Steve's answer

We recommend a 3-hour window between the completion of consumption of Hammer Whey (or Recoverite) and the commencement of an exercise session. Sfitzner is correct in that it has to do with the glutamine component, which is in both Hammer Whey and Recoverite.

Glutamine is somewhat of a paradox in that it produces ammonia when first metabolized, but then becomes an effective ammonia scavenger later on. In the article "15 Simple Ways to Improve Your Athletic Performance Now," found on [www.hammernutrition.com](http://www.hammernutrition.com) under the Knowledge tab in the Essential Knowledge section, I write:

"Now, there is some confusion regarding glutamine and ammonia that we'll clear up. Yes, glutamine does eventually scavenge ammonia. The key word, however, is 'eventually.' When glutamine metabolizes, it increases ammonia initially, but then scavenges more than originally induced systemically, taking approximately three hours or so for it to accomplish this. Again, since you're already producing ammonia during endurance exercise and since ammonia is a primary culprit in fatigue, it seems logical that you'd not want to increase ammonia levels. However, that's exactly what you'll do when you consume glutamine supplements or glutamine-enhanced whey protein during exercise."

So as long as you have a good three hours or more prior to your workout, there's no problem at all with consuming Hammer Whey or Recoverite. **HN**

## Real Athletes, Real Results!

What you're saying about Hammer Whey

"I just graduated from Army Ranger School and look forward to your whey protein helping my destroyed body recover! Thanks again for your service, and for putting out a great product!"  
-James R.

"When I discovered that my father ordered your product (I research/go to school for Physiology/Nutrition), I spent over 30 hours researching whey proteins available online and now only use and recommend your product. Thank you for making such a quality product! It's in a league of its own."  
-Evan C.

"Hammer Chai Whey in my soy latte after my strength training was awesome today."  
-Bryan B.

"I recently added Hammer Whey into my daily nutrition plan with terrific results. About four months ago, I started taking one scoop with water right before bed. I feel a significant difference in energy level, especially with my early morning workouts. I highly recommend Hammer Whey; it's a great product!"  
-Charlie C.

"Thank you for making whey protein powder without additives. I just received my first container of the product. I have tried it and it is refreshingly free of additives, sugars, and who knows what else."  
-Susan P.

- continued from page 10

### 3) An abundance of glutamine per serving

Each serving (one scoop) of Hammer Whey contains a whopping 6,000 mg of the multibeneficial amino acid glutamine. Of glutamine's many health and performance-enhancing benefits, perhaps the most potent one attributed to this amazing amino acid is the significant role it plays in contributing to hGH (human growth hormone) release. In fact, studies have shown that supplementation with glutamine or a glutamine-enriched product (Hammer Whey) may safely raise hGH levels by as much as 400%! That's huge, especially when compared to the usual hGH spike that occurs during sleep. It's an extremely beneficial effect in terms of anabolic muscle building/maintaining activity in the body.

To safely raise hGH levels without risk to your endocrine system, prior to bed mix one scoop of Hammer Whey with 4-6 ounces of water and consume. Brush your teeth, hit the sack, and allow glutamine to do its thing while you sleep! The benefits accrued will be noticeable, especially during periods of high-volume training and racing. More detailed information regarding this unique benefit of glutamine can be found in the article "Hammer Whey's Glutamine - An hGH boosting nutrient" at [www.hammernutrition.com/EN/en55/index.html#12](http://www.hammernutrition.com/EN/en55/index.html#12). And while there are many additional benefits attributed to glutamine, too many to elaborate on here, Dr. Bill Misner's article "Glutamine Benefits," discusses them in great detail. You'll find this worthy read on the Hammer Nutrition website in the Endurance Library section listed under the KNOWLEDGE link.

### 4) Significantly better USP safety levels for heavy metals

In May 2010, independent testing showed that a number of whey proteins and products that include whey (mainly the mass-produced ones) contain the heavy metals arsenic, lead, mercury, and cadmium in amounts that are at or exceed acceptable limits, when three servings (considered the average amount) are consumed daily.

We want to alleviate your concerns and

let you know that our supplier for the whey protein isolate used in Hammer Whey has certification showing that it meets the general Codex monograph specifications for heavy metals in whey products.

Here is a recent certificate of analysis of heavy metals for the whey protein isolate used in Hammer Whey:

Heavy metal	Result	Test Method
Arsenic	<0.01 ppm*	SM3113D
Cadmium	<0.01 ppm*	SM3113B
Lead	<0.01 ppm*	SM3113B
Mercury	<0.05 ppm*	SM3112D

\* ppm = Parts Per Million

Now, take a look at the levels the U.S. Pharmacopeia (USP) has determined to be safe:

- Arsenic – 15 micrograms (mcg) per day
- Cadmium – 5 mcg per day
- Lead – 10 mcg per day
- Mercury – 15 mcg per day

To compare the values of ppm to mcg, some conversion information is needed:

- 1 microgram = 0.000001 gram
- 1 microgram/gram = 0.000001/1 = 1/1000000 = 1 ppm

Now let's revisit the test results of the whey protein isolates that Hammer Whey is comprised of. Using this information, here are the amounts of heavy metals in one serving:

Hammer Whey – 18 grams of protein per serving	
<b>Heavy metal</b>	<b>Amount</b>
Arsenic	<0.18 mcg/serv.
Cadmium	<0.18 mcg/serv.
Lead	<0.18 mcg/serv.
Mercury	<0.90 mcg/serv.

As you can see, these are almost non-existent amounts; all are less—and the overwhelming majority substantially so—than one mere (1) microgram, and even more so than the 5-15 micrograms that are considered USP-safe daily levels (the amount dependent on the heavy metal).

### Summary

Hammer Whey is a pure, undenatured whey protein isolate of the highest quality. It is 97.7% pure, and virtually fat-free and carbohydrate-free. Unlike many other protein powders, Hammer Whey does not contain potentially unsafe levels of heavy metals; recent analysis shows the amounts in each serving to be significantly below the USP-safe daily levels.

The whey protein isolate in Hammer Whey delivers rich immune-enhancing beta-lactoalbumins and alpha-lactalbumins, plus it has a unique profile of highly bioavailable protein with immune factors—potent branched chain amino acids (BCAAs), lactoferrin, and immunoglobulins—and a plentiful supply of the multi-beneficial amino acid glutamine.

For the rebuilding of lean muscle tissue, optimizing immune system functioning, and safely elevating hGH levels, Hammer Whey is the clear choice. We're convinced that Hammer Whey will be the best whey protein you'll ever use—we guarantee it, in fact! **HN**

### SUGGESTED USAGES:

Mix 1 scoop of Hammer Whey in 4-6 ounces (approx 118-177 ml) of water and consume immediately following exercise.

To support a strong immune system during periods of stress and/or high training volume, and to safely raise levels of hGH (up to 400%!), take 1 scoop of Hammer Whey in 4-6 ounces (approx 118-177 ml) of water only, no carbohydrates, up to 30 minutes prior to bedtime.





# Bustin' at the seams with protein!

Hammer Whey, with its whey protein isolate, contains more protein per serving than whey protein concentrate.

- Minimize post-exercise soreness
- Protect lean muscle tissue
- Support your immune system

SKU	MSRP	<i>f</i> = flavor; Chai (T), Chocolate (C), Unflavored (P), Vanilla (V)
Wf1	\$2.95	Unflavored (P), Vanilla (V)
Wf24	\$37.95	Unflavored and Chai only available in 24-servings.



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Purchase a 24-serving bag of Hammer Whey and receive a FREE Hammer Nutrition Sweat Towel. Mention ad code EN77W. Offer expires 11/11/11



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# Changing your intake of sodium and potassium may be the key to a longer life

BY STEVE BORN

**A** lower sodium diet in tandem with a potassium-rich diet is associated with a reduced risk of death from all causes, according to a group of researchers from the Center for Disease Control (CDC) in Atlanta and the Harvard School of Public Health. Findings from this study, headed by Quanhe Yang, Ph.D., were reported in the July 11 edition of the American Medical Association (AMA) journal, *Archives of Internal Medicine*.

Data gathered from over 12,000 participants in the study, entitled the "Third National Health and Nutrition Examination Survey Linked Mortality File," was analyzed to determine:

- The participants' consumption of sodium and potassium
- The sodium-potassium ratio of the participants' diets
- The relationship between these two variables and the risk of death from cardiovascular disease and ischemic heart disease, as well as death from any cause

After a follow-up period of nearly 15 years, a total of 2,270 of the 12,000+ participants had died, including 825 from cardiovascular disease and 433 from ischemic heart disease. After adjusting for other variables, the researchers determined that a higher

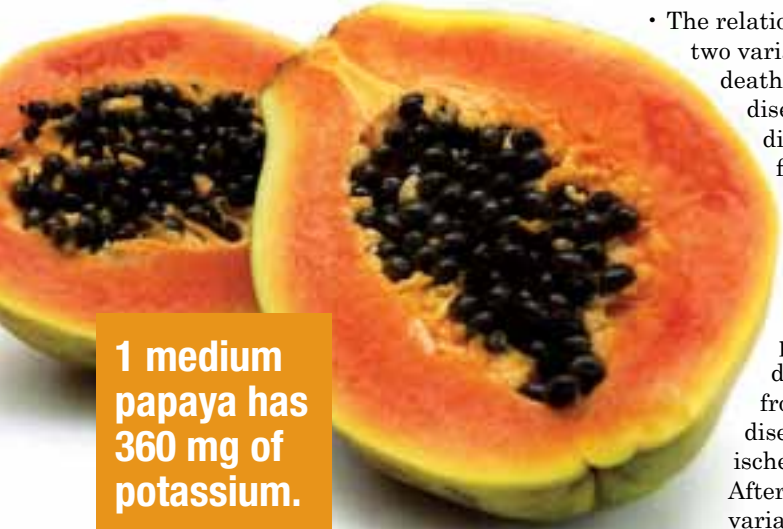
sodium intake was related to greater risk of dying from any cause, while a higher potassium intake was associated with a lower mortality risk. Of all the study participants, the top 25% of those whose diet's sodium-to-potassium ratio were the highest had a 46% greater risk of dying from any cause, including cardiovascular disease. This same group had an even greater risk of dying of ischemic heart disease compared with those whose sodium-to-potassium ratio was lowest. (A low ratio indicates roughly equal amounts of these two minerals.)

Dr. Yang and the other researchers stated, "Public health recommendations should emphasize simultaneous reduction in sodium intake and increase in potassium intake." After reviewing the research and its conclusions, Drs. Lynn D. Silver and Thomas A. Farley from the New York City Department of Health and Mental Hygiene concurred, stating, "This article strengthens the already compelling evidence of the relationship between sodium intake and mortality."

## The Bottom Line

For nearly 25 years, we at Hammer Nutrition have been zealously advocating a low-sodium diet, not just for enhancing athletic performance, but even more importantly, for optimizing health. The eye-opening results of this study further solidify our longstanding position on dietary sodium, while also stressing the necessity of maintaining a better sodium-to-potassium balance to decrease the risk of death from ALL causes.

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**1 medium papaya has 360 mg of potassium.**



The USDA recommends a daily consumption of no more than 2,300 mg of sodium. The American Heart Association recommends even less, stating that “most people strive to lower the amount of sodium consumed daily to less than 1,500 mg, to prevent or manage high blood pressure, a major but modifiable risk factor for heart attack and stroke.”

Unfortunately, it is currently estimated that the average American adult consumes about 12 to 15 grams of salt daily, equaling 4,800 to 6,000 mg of elemental sodium, which is obviously far too much. Conversely, the USDA recommends a potassium intake of 4,700 mg for anyone over 13 years of age. However, it appears that most-to-all of us are falling short of the mark; on average, most men consume approximately 3,100 mg of potassium per day, while most women are consuming only 2,300 mg of potassium per day.

**To achieve an ideal sodium-to-potassium balance, we need to reduce the amount of sodium and increase the amount of potassium in our diets. The good news? It's not that hard to do:**

1. The primary course of action is to avoid, if not eliminate entirely, consumption of processed foods. A whopping 77% of sodium in the American diet comes courtesy of processed foods.
2. Next, put the saltshaker down. Approximately 11% of sodium comes from adding salt during cooking and at the table.
3. Another crucial step is to increase intake of whole foods. The remaining 12% of sodium that we obtain in our diet is what occurs naturally from non-processed food sources.
4. The final step in achieving a lower and therefore healthier sodium-to-potassium ratio is to make sure that potassium-rich foods are among the whole-food sources we incorporate into our daily diet. For some great foods to add to your next grocery list, see the chart accompanying this article.

While it's not an option to stop the aging process and live forever, it is possible to increase longevity and quality of life, all through simple daily diet changes. Perhaps the modern-day fountain of youth has been found . . . and it's overflowing with potassium-rich fresh vegetables and fruits! **HN**

**REFERENCE:**

Q. Yang, T. Liu, E. V. Kuklina, W. D. Flanders, Y. Hong, C. Gillespie, M.-H. Chang, M. Gwinn, N. Dowling, M. J. Khoury, F. B. Hu. Sodium and Potassium Intake and Mortality Among US Adults: Prospective Data From the Third National Health and Nutrition Examination Survey. Archives of Internal Medicine, 2011; 171 (13): 1183 DOI: 10.1001/archinternmed.2011.257

# Potassium-rich foods

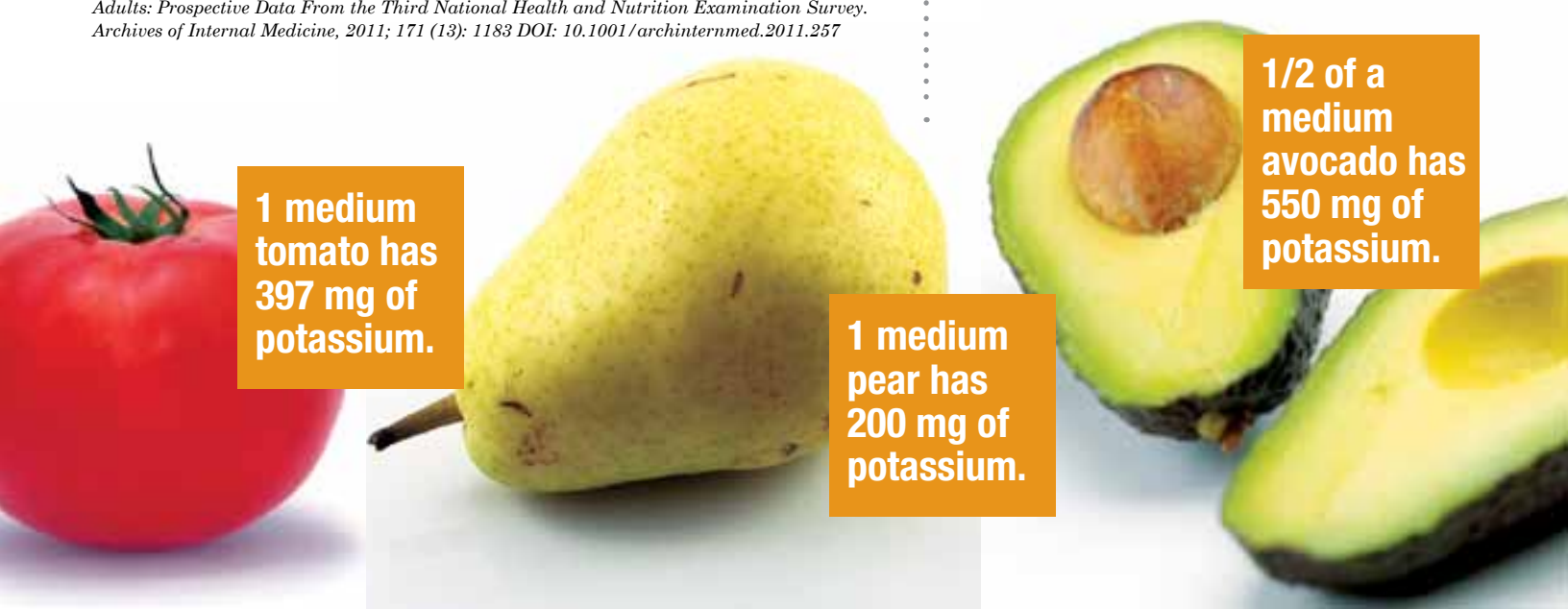
Potassium is one of the most important nutrients, essential for the proper functioning of the heart, muscles, nerves, digestive system, and more. As we've read in the adjoining article, it's vitally important to lower sodium intake while increasing our intake of potassium. With that in mind, here are a few whole-food sources that are rich in potassium. Make sure you incorporate many of them into your diet every day!

There are obviously many other fruits and vegetables that contain significant amounts of potassium; we've listed just a few here, and many online resources list several more. Additionally, don't forget to include some legumes in your diet; many of them, such as lima beans (100 grams supplies over 500 mg of potassium), are loaded with potassium.

FRUIT	SERVING	POTASSIUM
Cantaloupe	1 cup	494 mg
Banana	1 medium	451 mg
Strawberries	1 cup	254 mg
Orange	1 medium	250 mg
Watermelon	1 cup	170 mg
Apple	1 medium	148 mg

VEGETABLE	SERVING	POTASSIUM
Bok Choy*	1 cup	631 mg
Butternut Squash*	1 cup	582 mg
Spinach	¾ cup	500 mg
Brussels Sprouts*	1 cup	495 mg
Cucumber	1 cup	420 mg
Artichoke*	1 medium	343 mg
Carrots	1 medium	233 mg
Broccoli*	½ cup	229 mg

\*cooked



1 medium tomato has 397 mg of potassium.

1 medium pear has 200 mg of potassium.

1/2 of a medium avocado has 550 mg of potassium.



# Hydration revisited

BY STEVE BORN

**The key to effective electrolyte replenishment is to use a full-spectrum and well-balanced electrolyte product.**

**- Steve Born**

**W**e recently received the following letter, and because hydration is such a key issue, we felt it necessary to respond.

**"Before you tell us how much to drink, we need to know what our hydration level is, and that can be determined from the depth of color of urine. Perhaps a future article can deal with this item? And then there is the electrolyte level problem, which can be easily solved by a small glass of tomato juice."**

With no disrespect intended, we are not "telling" anyone how much fluid to drink; we're simply offering suggestions—all of which are based on years of scientific research from hydration experts—as to how much fluid to drink in order to maintain optimal hydration status.

While color of urine is generally accepted as an accurate determination of one's hydration status (see the research article, "Urinary indices of hydration status" at [www.ncbi.nlm.nih.gov/pubmed/7987361](http://www.ncbi.nlm.nih.gov/pubmed/7987361)), this does not necessarily mean it is universally

accepted (see the research article, "Urine color, osmolality and specific electrical conductance are not accurate measures of hydration status during postexercise rehydration" at [www.ncbi.nlm.nih.gov/pubmed/10230169](http://www.ncbi.nlm.nih.gov/pubmed/10230169)).

Additionally, it's important to remember that a number of foods, drugs, and nutrients can change the color/pigmentation of urine. For example, riboflavin (vitamin B2) naturally alters the color/pigmentation of urine; if you consume supplements or foods containing sufficient amounts of riboflavin, your urine will appear bright yellow. That could lead to an inaccurate assessment as being borderline dehydrated, when in fact it is merely the naturally occurring alteration of urine's color via riboflavin.

Beets, among other foods, can temporarily change the color of urine to red or pink, which may lead one to inaccurately believe

- continued on page 17



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that they have blood in their urine. The drug Pyridium, which is commonly prescribed for urinary tract infection pain, alters the color of urine to a bright orange. Warfarin, a blood-thinning medication, also has this characteristic, as does supplements or foods (such as carrots) that are high in carotenoid content. As is the case with riboflavin, this bright-yellow-to-orange color may lead to an incorrect diagnosis of being insufficiently hydrated.

Many medical conditions, far too numerous to list here, may also affect the color of urine.

All this said, I am in agreement that, in general, the color of one's urine is an easy and fairly accurate way to assess one's hydration status, just as long as one takes into account the many other factors that can change the color of urine.

I am convinced that if one follows our suggested fluid intake amounts—which again, have been determined based on years of scientific research—that person will achieve optimal hydration status, which of course is the goal we want to achieve.

As far as your contention that a small glass of tomato juice easily fulfills an “electrolyte level problem,” I have to respectfully disagree with you. According to the USDA database,

here is what one-half cup (4 ounces) of “generic,” no-salt-added tomato juice contains mineral-wise:

- Sodium – 10 mg
- Magnesium – 12 mg
- Calcium – 10 mg
- Potassium – 280 mg
- Chloride – 0 mg

As you can see, with the exception of potassium (of which the content is, in my opinion, too high to consume on an hourly basis), the amounts of minerals in one-half cup of tomato juice are minimal, they are not properly balanced, and one key electrolyte is missing.

Also, of the five grams of carbohydrates contained in one-half cup of tomato juice, four grams are in the form of simple sugars. Additionally, when salt is added to tomato juice, as it is in many products found on grocery/convenience store shelves, the sodium content in four ounces rockets to nearly 330 mg, which is far too high an amount for many, many athletes.

As a result of all of these things, I do not consider tomato juice to be an acceptable way to replenish electrolytes (calories either).

In the article, “Electrolyte Replenishment - Why It's So Important and How to Do It Right,” which you will find in *The Endurance Athlete's GUIDE to SUCCESS*, we quote Dr. Bill Misner who states, “The electrolyte profile of the Endurolytes formula balances cations (positively charged ions) and anions (negatively charged ions) responsibly without emphasizing one electrolyte over others. When a balance of electrolytes of cations to anions are managed in the energy producing cell, assuming the cell has adequate fuel and fluid, such a cell will produce energy at a higher rate than one overdosed by a single cation mixed with an irrational list of anions.”

Bottom line: The key to effective electrolyte replenishment is to use a full-spectrum and well-balanced electrolyte product. **HN**



Jim Bruskwewitz knows the importance of hydration during the 10th annual Highline Hammer.  
Photo : Angela Miller

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# Want to lower death risk?

## Eat more cruciferous vegetables

BY STEVE BORN

**A** diet that includes lots of cruciferous vegetables can decrease your risk of death, according to a recent report in the *American Journal of Clinical Nutrition*. Cruciferous vegetables, also known as members of the Brassicaceae family and identified by the shape of their flowers with four petals resembling a cross, include cauliflower, cabbage, Brussels sprouts, bok choy, broccoli, kale, and similar green leaf vegetables.

Data from the studies referenced in the report concluded that men and women whose diet includes a higher amount of cruciferous vegetables have a decreased risk of dying, as recorded over either a 4.6-year follow-up period (men) or a 10.2-year follow-up period (women). Over 61,000 men participated in the Shanghai Men's Health Study and over 73,000 women participated in the Shanghai Women's Health Study. Upon enrolling in these studies, the participants completed questionnaires that provided the researchers with information regarding the participants' fruit and vegetable intake, include

cruciferous vegetables.

After a 4.6-year follow-up period, 1,951 deaths were recorded in the men's study; in the women's study, 3,442 deaths reportedly occurred over their 10.2-year follow-up period. The data, analyzed by researchers from the Vanderbilt University School of Medicine and the Shanghai Cancer Institute, pointed toward cruciferous vegetables as being particularly protective against the risk of death. For the subjects whose intake of cruciferous vegetables was among the highest one-fifth, a 22% lower risk of dying was noted as compared to those whose cruciferous vegetable intake was lowest. Specifically in regard to cardiovascular disease, the results showed a 31% lower risk for both men and women who had the highest intake of cruciferous vegetables as compared to the participants whose intake was the lowest.

Of the numerous possibilities as to why cruciferous vegetables showed such powerful protection against death, the researchers credited their life-extending effects to:

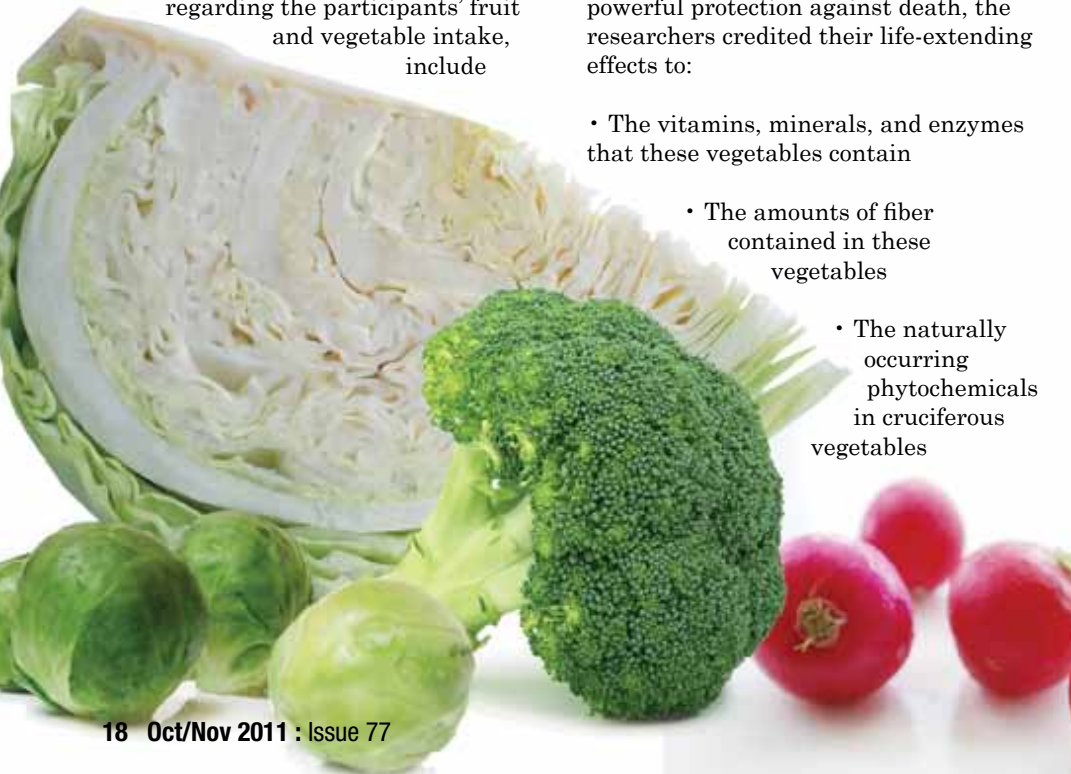
- The vitamins, minerals, and enzymes that these vegetables contain
- The amounts of fiber contained in these vegetables
- The naturally occurring phytochemicals in cruciferous vegetables

One phytochemical that garnered a lot of attention by the researchers, and which is found in cruciferous vegetables, was sulforaphane. Studies have shown sulforaphane to have anti-cancer, anti-microbial, antioxidant, and anti-inflammation properties. Additionally, sulforaphane appears to activate a specific heart-protecting protein known as Nrf2. In areas of the cardiovascular system that are predisposed to plaque buildup, this particular protein is inactive; however, sulforaphane appears to "switch on" Nrf2. Lastly, cruciferous vegetables are a good source of the trace mineral selenium. Of selenium's numerous benefits, arguably its most notable is that it is an important component in the mega-potent antioxidant glutathione peroxidase.

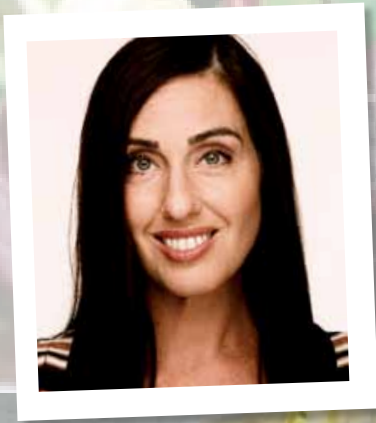
Whatever the reasons for these eye-opening results, the researchers concluded, "Our findings based on two large cohorts of Chinese women and men support the recommendation to increase consumption of fruit and vegetables, particularly cruciferous vegetables, to promote cardiovascular health and overall longevity."

We couldn't agree more! And while there is somewhat of a debate on how much cooking affects the vitamin, mineral, enzyme, and phytochemical content of cruciferous vegetables, it is believed that eating them raw or lightly steaming them for 2-4 minutes is the best way to preserve their wide range of health benefits. **HN**

**Cruciferous veggies include cauliflower, cabbage, Brussels sprouts, bok choy, broccoli, kale, and others!**







# RECIPES FROM THE KITCHEN OF *Laura Labelle*



## Arugula Salad

### Ingredients:

5 oz baby arugula  
1 bunch watercress  
2 Belgian endives  
1 large heirloom tomato

### Dressing:

1 tablespoon lemon juice  
1 teaspoon Dijon mustard  
1 large garlic clove, crushed  
1/4 cup olive oil  
Salt and pepper to taste

### Preparation:

In a small bowl, whisk together lemon juice, Dijon mustard, garlic, and olive oil. Add salt and pepper to taste.

Wash arugula and watercress. Remove thick stems from the watercress and discard. Rinse endive and slice into rounds. Wash and slice tomatoes. Mix arugula, watercress, endive, and tomato together in a salad bowl. Toss with dressing and enjoy!

## Kale Slaw Salad

### Ingredients:

1 bunch kale  
12 baby Brussels sprouts  
1 large carrot  
1 Fuji apple  
Juice of a lemon  
1/2 cup dried cranberries

### Dressing:

1/2 cup olive oil  
1/4 cup seasoned rice vinegar  
Salt and pepper to taste

### Preparation:

In a small bowl, whisk together olive oil, vinegar, salt, and pepper.

Shred kale and Brussels sprouts either by hand or in a food processor, and grate carrot. Cube apple and toss with lemon juice as soon as possible to prevent browning. Mix kale, Brussels sprouts, carrot, apple, and dried cranberries, and toss with dressing.

Download the **FREE** Hammer Nutrition Cookbook today! [www.hammernutrition.com/cookbook](http://www.hammernutrition.com/cookbook)

# Folic Acid

## New study confirms its safety

BY STEVE BORN

**Folic acid supplementation appears to not only be safe, but highly beneficial as well.**

**A** little over four years ago, the medical e-newsletter *WebMD* published as its feature headline, “Popular Folic Acid Supplements Don't Lower—But May Raise—Cancer Risk, Study Shows.” Needless to say, this caused quite a bit of a media frenzy, with numerous news outlets and websites—even medical “experts”—suggesting that supplementing with folic acid was dangerous and recommending the cessation of folic acid supplementation.

We reviewed the study's findings and reported on them in *Endurance News #58* (“Folic Acid – Does supplementation create an increased risk for colon cancer?”). In that article we provided the following conservative recommendation:

If you have a history of colon polyps or colon cancer, we at Hammer Nutrition suggest that you keep a cautious, but not reactionary, attitude about folic acid. That means that if you want to stay on the ultra-safe side, avoid high-dose (1,000 mcg/day) folic acid supplementation. Keep in mind that this recommendation is tentative and subject to controversy until additional studies corroborate or reject high-dose folic acid as a risk factor for colon cancer, or any other pathology for that matter.

Fast forward to 2011: It appears that the data from a more recent study contradicts that original research from four years ago, with American Cancer Society researchers concluding that there is, in fact, a reduced risk of colorectal

cancer via diets that contain higher amounts of folic acid (or folate). This study—The Cancer Prevention Study II Nutrition Cohort—involved over 43,000 men and over 56,000 women, and spanned from 1999 to 2007.

The data showed that those participants whose diets were high in folate and folic acid had a 19% reduction in the risk of colorectal cancer as compared those whose folic acid intake was low. The research, headed by Dr. Victoria Stevens, concluded that “intake of high levels of total folate reduces risk of colorectal cancer; there is no evidence that dietary fortification or supplementation with this vitamin increases colorectal cancer risk.”

### Dr. Bill Misner elaborates:

Folate is the natural form found in foods while folic acid is the supplement form. Folic acid is completely absorbed, but food-formed folate is partially absorbed. Folic acid, added to whole foods or supplemented, increases the total folate nutrient level remarkably. Dr. Stevens' paper concludes that intake of high levels of natural folate or folic acid was not

- continued on page 21



**Two Hammer Nutrition supplements contain both folic acid and vitamin B12!**

Each 7-capsule dose of **Premium Insurance Caps** contains 400 mcg of folic acid and 100 mcg of vitamin B12.

Each tablet of **Xobaline** contains 800 mcg of folic acid and 200 mcg of vitamin B12.



- continued from page 20

significantly associated with risk of colorectal cancer; total folate intake was significantly associated with lower risk. No one I am aware of is warning against either folate or folic acid total dose effects in cancers of any sort. The only warning is to take vitamin B12 and folic acid together, since folic acid can mask pernicious anemia.

Folic acid has a clean reputation in terms of disease association. There are virtually hundreds of papers demonstrating the health benefits from folic acid and vitamin B12 in the cells, digestion, vision, hair, skin, immune system, musculoskeletal system, nervous system, oral health, and sexual system. [Folic acid] is completely devoid of adverse effects up to 5,000 mcg (5 mg) per day. The Optimum Daily Allowance (ODI) of Folic Acid (adults) is 800-2,000 mcg/day.

In clinical trials, the therapeutic dosages (for reversal of symptoms) are:

1. Depression— 10,000 mcg (10 mg)/day
2. Neuropathy— up to 15,000 mcg (15 mg)/day
3. Restless Legs Syndrome— up to 15,000 mcg (15 mg)/day
4. Lowering elevated homocysteine— up to 5,000 mcg (5 mg)/day
5. Cervical Dysplasia— 5,000 mcg (5 mg)/day have been used

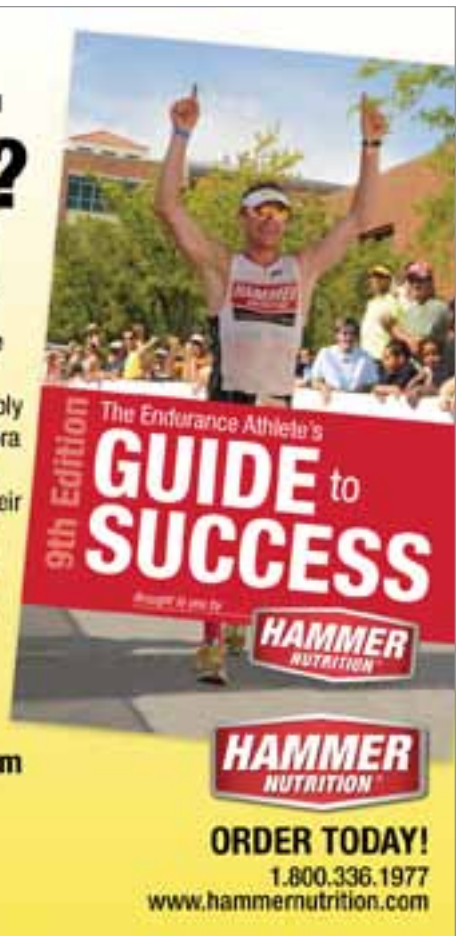
As always, if and when new research on folic acid becomes available, we will be sure to keep you informed. In the meantime, folic acid supplementation appears to not only be safe, but highly beneficial as well. **HN**

**REFERENCE:**

[www.gastrojournal.org/article/S0016-5085%2811%2900475-6/abstract](http://www.gastrojournal.org/article/S0016-5085%2811%2900475-6/abstract)

# Get it. Got it? Good!

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# When? What? And for how long?

BY JIM BRUSKEWITZ

**T**o be effective, blocks of training must adhere to certain training principles. Giving a block of training enough time, but not too much, delivers the right payoff. Applying this concept to “strength” training with a Compex makes a big difference in the amount of force you can generate while engaged in your sport.

## Time to notice significant strength gains

- 3 weeks for fast twitch muscle fibers (both types)
- 6 weeks for slow twitch muscle fibers

Training for a period shorter than what it takes to start to gain adaptations doesn't make sense. Compex USA suggests week long training blocks. I think there is a lack of understanding with this approach (unless an athlete is in a maintenance phase and not looking for further gains). A mix of programs within each week makes more sense than one-week blocks if maintaining strength gains is the desired outcome.

## Time to fully gain desired adaptation

- 6-8 weeks for fast twitch muscle fibers (both types)
- 12-16 weeks for slow twitch muscle fibers

Training for a period of time that exceeds the time to fully gain the desired adaptations will result in a performance plateau. Overtraining and increased susceptibility to injury occur when training without changing the stimulus continues in this state.

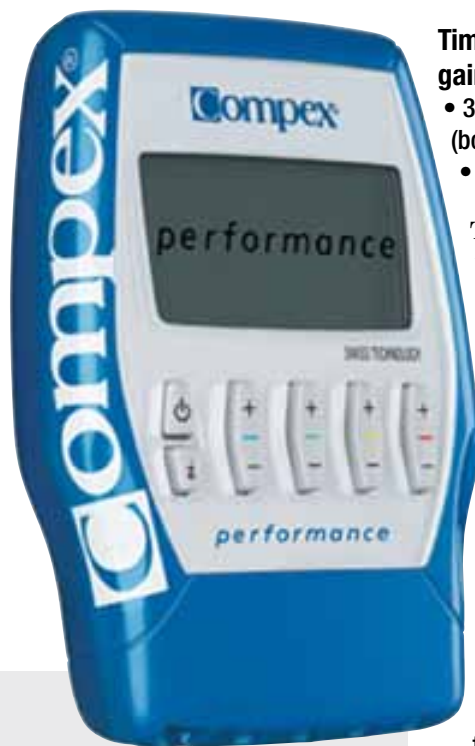
## What the different “strength” programs deliver

There are three muscle fiber types, and each of the “strength” programs is designed to target one or more of these specific muscle fiber types.

**Explosive Strength and Strength programs.** These target the fast glycolytic Type IIb muscle fiber type. The difference between these two programs is in the energy delivery system that is trained. One energy delivery system, CP-ATP, will deliver energy quickly for a matter of 3-5 seconds. The other energy delivery system splits sugar into two lactic acid molecules anaerobically. The Compex Explosive Strength and Strength programs wake up the motor neurons and the muscle fibers they innervate, and improve their ability to deliver more energy in a unit of time.

**Resistance program.** It trains a different muscle fiber type and the motor neurons that stimulate those fibers. The Fast Oxidative Glycolytic Type IIa muscle fiber can deliver energy both aerobically and anaerobically. The Compex improves the athletes' ability to recruit these nerve-muscle fiber complexes and develop the ability to deliver more energy.

**Endurance program.** This Compex program targets the Slow Oxidative Type I muscle fibers, which have the ability to deliver energy aerobically for long periods of time. These are the muscle fibers that are most used by an athlete engaged in activity that lasts many minutes and longer. The increased recruitment of these muscle fibers and



### Performance U.S.

5 programs with 5 levels of progression. Perfect for the fitness enthusiast and/or athlete who engages in frequent competition.

### Programs include:

Endurance, Resistance, Strength, Pre-Warmup, and Active Recovery.

- continued on page 23



their ability to deliver energy aerobically are improved by using the Endurance program.

### When can these programs be used in conjunction with traditional training?

Design a program that adheres to the training principles discussed earlier. The energy delivery systems that efficiently deliver energy for short periods of time take less time to develop and less time to reach the plateau in rate of adaptational gain. The converse holds true. Slow Twitch muscle fibers take longer to develop, and the plateau will not occur as quickly. The three weeks to begin to see the desired adaptations from using these programs is due to removing the neural inhibition that prevents the vast majority of the muscle fibers from participating when a muscle contracts. The continued gain from extending use of the programs comes from improving the fibers ability to deliver energy more quickly and efficiently. The most significant increases in the ability to develop force comes from the first 3-4 weeks of using these

programs, when the neural inhibition is significantly reduced and more untrained muscle fibers are recruited when a muscle contracts maximally.

The traditional periodization of these programs is:

*Explosive Strength – Strength – Resistance - Endurance*

The fast twitch muscle fibers are trained first, and the slow twitch fibers are trained during the competitive phase of an athlete's season. Explosive Strength, Strength, and Resistance (in that order) for 3-6 weeks precede a longer 8-12 weeks of Endurance program training. With this strategy, the adaptations most specific to endurance exercise are developed with the Compex when in the competitive phase of the training season. This basic skeleton plan of a training progression is a good place to start when deciding when and for how long these programs can effectively be used.

Alter this plan when the time left before a major competition doesn't match well with the length of the basic skeleton plan. Three weeks is enough time to feel the improvement in force production. Working backward from the major event(s), first add weeks

of Endurance program use, then Resistance, and finally Strength and Explosive Strength. With only eight weeks before a major competition, it is worth starting "strength" training with the Compex. Four weeks of Endurance preceded by three weeks of Resistance would be very beneficial. The eighth week can be a taper week from strength training with the Compex. This may not seem like a long taper for "strength" training, but the neural inhibition will start to take hold after more than a week following the cessation of strength training. The level of stimulation can be slightly reduced two weeks out from the competition to allow for more rest from the E-stim training.

An athlete does not need an entire preseason of Compex strength training to enjoy increased force production in their sport; nor should the strength training stop in the competitive season, because neural inhibition can significantly increase in slightly more than a week from the cessation of training. **HN**



The author assists athletes with the Compex after a long day in the saddle.  
Photo : Dustin Phillips

## *Real Compex Athletes, Real Compex Results!*

My recovery has been going well. About two hours after a recent race I once again used the Compex recovery and massage programs, and afterwards was able to walk just fine, with very little soreness. I went to the chiropractor the following Monday morning (I go every four weeks for maintenance) and he noticed that I was not as "beat-up" as I have been in previous races.

Thanks again,  
Dieter D.

### **Sport Elite**

9 programs with 5 levels of progression. Perfect for the competitive/high-performance athlete who has a rigorous training and exercise regimen.

#### **Programs include:**

Endurance, Resistance, Strength, Explosive Strength, Potentiation, Active Recovery, Recovery Plus, Pre-Warmup, Massage





# and **Compex**<sup>®</sup>

## Reunited to give you the ultimate competitive edge and now, lower prices!



**Incorporating Compex Neuromuscular Electrical Stimulation (NMES) into your training routine will allow you to:**

- Dramatically increase muscular endurance
- Optimize muscle recovery  
(minutes instead of days!)
- Get the ultimate muscle warm-up

Over the past 20 years, Compex has become the leader in electrotherapy through extensive research and innovation. Compex's flagship electrostimulation devices are an essential ally to health care professionals and the most demanding athletes in the world. For the past 24 years, Hammer Nutrition has been the leader in educating athletes to fuel properly and since 2006 has been the leader in NMES education in the U.S. Together, Compex and Hammer Nutrition are your best choice for all things NMES.

### More benefits!

- Enjoy a "runner's high" endorphin flood anytime
- Increase muscle power & strength, size if desired
- Accelerate rehabilitation & injury recovery
- Avoid loss of muscle fitness during periods of inactivity
- Get a massage anytime you want

NMES technology is universally accepted and widely used in Europe for physical preparation, muscular recovery, injury prevention, rehabilitation, pain relief, muscular reinforcement, physical beauty, and more.

Whether you are a professional athlete, weekend warrior, or somewhere in between, Compex electrostimulation devices provide a potent tool to enable you to achieve, and even exceed, your highest athletic goals.

Compex is FDA cleared.

## NMES consultations with our experts!



*Jim Bruskevitz, NMES expert*

### 30-minute consultation

Consists of unboxing the device and connecting cables, pads, and charger. Proper pad placement discussion, program familiarization, and first use of the Active Recovery program.

{ SKU PRICE }  
**CPC30 \$49.95**

### 60-minute consultation

Includes everything in the 30-minute consultation plus discussion and guidance on use of programs (varies depending on unit purchased), integration into your daily training regimen, stacking NMES workouts on top of conventional workouts, and more.

{ SKU PRICE }  
**CPC60 \$79.95**

### Advanced consultations

After initial consultation, additional consultation time can be purchased for \$60 per hour. Quickly become an "advanced NMES user" and get the most out of your Compex device by working "one on one" with an NMES expert versed in all aspects of this powerful device and technology. Discounts are available for multi-hour packages as well, ask your advisor for details.

{ SKU PRICE }  
**CPA60 \$60.00\***  
\*Per hour.



# Compex NMES is ideal for all athletes



## Programs include:

- Endurance
- Resistance
- Strength
- Explosive Strength
- Potentiation
- Active Recovery
- Recovery Plus
- Pre-Warmup
- Massage

## Sport Elite

The Sport Elite muscle stimulator is recommended for the competitive/high-performance athlete who has a rigorous training and exercise regimen. It features a total of nine programs and five levels of progression that will keep elite athletes challenged with every training session, resulting in a true competitive advantage!

SKU	PRICE	NEW PRICE
CPSE	<del>\$999.99</del>	<b>\$849.00</b>

All models include a muscle stimulator, battery charger, user's manual, instructional DVD, electrode placement guidebook, carrying case or bag, electrode lead wires (4X), and gel electrodes.

## Replacement pads and accessories

Hammer Nutrition is your NMES headquarters for replacement pads, replacement parts, accessories, and more. Check out [www.hammernutrition.com/NMES](http://www.hammernutrition.com/NMES) for all of the details.



BELOW : Team AZ Devo visits with Brian Frank in the Compex tent at the 2011 Sea Otter. Photo : Phil Grove



*NEW!  
Lower prices on both units*

## Performance U.S.

The Performance U.S. muscle stimulator is recommended for the fitness enthusiast and/or the athlete who engages in frequent competition. It features a total of five programs with five levels of progression to help competitive athletes achieve the highest level of performance.

SKU	PRICE	NEW PRICE
CPP	<del>\$699.99</del>	<b>\$579.00</b>

Programs include-Endurance, Resistance, Strength, Pre-Warmup, and Active Recovery.

## NEW! Tell others about Compex & get rewarded!

After you've experienced the amazing benefits of neuromuscular electrical stimulation (NMES) for yourself, be sure to share your enthusiasm with friends and demonstrate the unit's many capabilities and applications. When you help persuade a friend to purchase an NMES unit from Hammer Nutrition Direct, you get rewarded with FREE product and we gain another satisfied customer.

### Program Details:

1. The referring client must have purchased their Compex or Globus NMES unit from Hammer Nutrition Direct.
2. The referring client receives a credit valued at 10% of the friend's NMES unit purchase cost, which can be used toward the purchase of any Hammer Nutrition products.
3. Your friend, the referred client, receives a 10% discount off of the purchase price of their new NMES unit.

### It's Easy

- We keep track of your rewards for you. Call anytime for an update.
- Whenever you place an order, you can apply your rewards to that order or save them for up to one year.
- If you order online, just add a note asking that we apply any available rewards.

### A Few Restrictions:

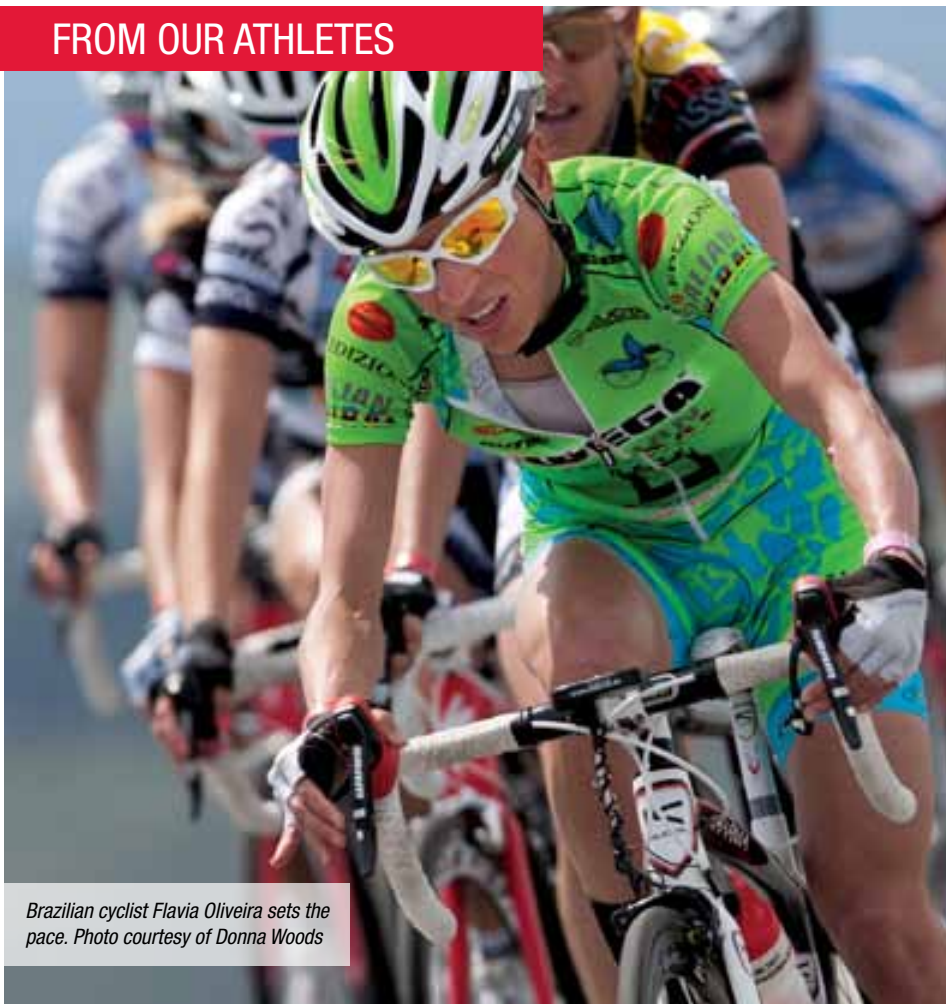
The EMS referral program and our traditional referral program may be used on the same order, although the discounts do not overlap. EMS referral program discounts do not apply to any other items and traditional referral program discounts do not apply to EMS products, although the programs can be used in conjunction if ordering from both categories for the first time. Shipping charges are not included in discounts or rewards. We can't offer retroactive rewards. Your friend must mention your name or client number at the time of ordering. Do not refer your spouse or have a friend be the new client and place an order for you. Cannot be used with another offer. We reserve the right to end this program or refuse any individual at any time without notice. Referral rewards will expire after one year. Valid referral cards are always available free of charge.

**Order Today!** Order your Compex NMES unit from Hammer Nutrition and enjoy these exclusive FREE bonuses:

30-minute consultation - FREE  
**A \$49.95 value!**

1 or 2 free sets of pads, depending on model - FREE  
**Up to a \$29.90 value!**

90-day money back guarantee - FREE  
**Priceless!**



Brazilian cyclist Flavia Oliveira sets the pace. Photo courtesy of Donna Woods

# The road to recovery starts with Compex

BY FLAVIA OLIVEIRA

It was a beautiful day for the Mt. Hamilton RR, which includes one of the highest peaks in northern California. I was off to a great start and took the day's Queen of the Mountain at the top of Mt. Hamilton. I had just come back from the Pan American Championships in Bogota, Colombia, was set to go to the Mt. Hood stage race, and then off to Europe. Things were looking great. However, 60 km later, coming into the finish, the worst thing happened. I had a mechanical going 40 km per hour; my chain jumped and got stuck between the frame and the cassette. My pedals

completely locked up and I was ejected violently.

I immediately tried to get up, but fell over again when my arm gave out from under me. I collapsed and as I touched my clavicle I realized it was in two pieces. As I gasped for air and cried like a baby, I saw blood on the pavement. I knew that I was in trouble. After cat scans for brain damage and concussion came clear, the x-rays of my lungs/ribs and clavicle confirmed the damage: broken clavicle, four broken ribs, and a punctured lung. I spent seven days in the hospital thinking my season was over.

I just couldn't accept that. I had told my husband (who was a superman throughout the whole thing) that my goal was still to go to Brazil to do Nationals in three weeks. We were both doing the best we could to cope with the hospital and get out of there as quickly as possible. I did all the breathing exercises, even though painful; I was determined to get better and get back home on my trainer. I was afraid I was going to lose too much fitness and muscle tone/strength by just lying in bed. It was awful.

Albeit the unfortunate circumstance, I must say that I am very blessed to have such an amazing cycling community where I live (East Bay area, San Francisco, CA). Everyone offered a helping hand. One of my closest friends (and mentor and moto-pacer . . . the list goes on!) is one of Hammer Nutrition's most respected cyclists, Mike Freeman. He knew that I was trying to get back to Europe for the rest of the race season. I had a big fish to fry, as one of my main goals is to represent Brazil in the next Olympics. I can't afford to take three months to recover. This is a crucial time; everyone is trying to get UCI points in order to give their country the best representation at the Olympics. Brazil only has three female riders that race at the international (UCI) level and can produce those much-needed points.

Mike talked to me about the Compex and how he used it in his training, not just for injury, but also when he isn't able to get in all the training that he needs. He uses it to prep for special races, and also in the winter for strength training. It doesn't end there; it has also pre- and post-race options too. I tried it once at Sea Otter Classic 2011 after I finished the last stage of the women's pro race and really liked it.

Mike contacted Brian Frank at Hammer Nutrition, and just a few days after surgery on my clavicle, I received my Compex Performance. I immediately started training with it. I was on an "intense" recovery road since the season was in full swing. I had commitments to fulfill and goals I wanted to achieve. I started riding my trainer a day after my collarbone surgery and I can't express how much of a difference the Compex made in my recovery. I had ten days between surgery and Brazilian Nationals

- continued on page 27



- continued from page 26

to regain some muscle strength and endurance. From there, I was off to Italy to race the Giro d'Italia Donne. The Giro was very difficult, and the broken ribs and collarbone didn't make things any easier. With a lot of willpower and daily sessions with the Compex, I produced a decent race and finished 24th overall.

I use my Compex on a daily basis, along with my Premium Insurance Caps. I try to use the Compex Endurance program and the Strength program

alternating between muscle groups: Strength program on a particular muscle, and then Endurance program on that same muscle the next day. I regularly run the Active Recovery

**I was on an "intense" recovery road since the season was in full swing. I had commitments to fulfill and goals I wanted to achieve . . . I can't express how much of a difference the Compex made in my recovery.**

program after rides.

I also use it religiously when I am on the road traveling; I can use in the team vehicle for long drives between stages. For that I am grateful. It is now a must-have in my racing suitcase. If I go, the Compex comes with!

Thank you Hammer Nutrition for making great products and helping me achieve my goals! **HN**



## Real Athletes, Real Results!



"I wanted to say thanks for your great products. I'm an Infantry officer in the Army, and recently had a 12-mile ruck march test as part of a training school. We had a 40-pound pack, gear vest with magazines, water, etc., and carried a M4 rifle. With a start time of 3 a.m., a Hammer Bar was the perfect pre-race fuel. I looked forward to my Hammer Gel the first 8 miles, and it kept me going strong on the home stretch. I finished first with a time of 1:50, beating the 2nd place man by over 6 minutes. Our instructors were still asleep in their trucks when I crossed the finish! I'd say 90% of performance is training, with that last 10% coming from race day prep and fuel. Hammer Nutrition has always served me well, whether I'm home packing in the mountains of Montana or ruck-running the tank trails of Fort Bragg, North Carolina!"

- Jamie R.

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- Rock-solid energy
- All-natural ingredients
- Easy to digest



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3 or more	\$17.95 ea.

/ = flavor  
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Photo: Jennifer Williams

# Trans Rockies FUN

BY DUSTIN PHILLIPS

For those of you who haven't participated in a MTB or running stage race, you should. The growth in popularity is for a reason . . . they are fun! I had the opportunity to race TransRockies Run in its first year, and it was one of my best running experiences ever! Now in its fifth year, the competition has gotten faster but the fun is still there. This run caters to all levels of runners, and the course runs from Buena Vista to Beaver Creek, Colorado, through the heart of the White River and San Isabel National Forests. The 6-day stage race covers 120 miles, and includes a mix of singletrack and forest road with nearly 25,000' of elevation gain, reaching altitudes of over 12,500'.

As in past years, a heavy Northern Arizona contingent of participants were there for the Aug. 21-26, 2011 race. This field of runners always brings me back to my TransRockies experience, because I either used to train with these guys or at least saw them

at the Monday night weekly runs in Flagstaff. This year Hammer Nutrition runners from Flagstaff again made their presence known in all the fields. The men's open duo Hammer runners dominated, winning all but one stage as Team Bend (Max King and Ryan Bak) and Team Run Flagstaff (Jason Wolfe and Mike Smith). These guys went head-to-head this year and there were fireworks; they both raced out of their heads, breaking course records every day. Ryan Bak suffered a bit of an injury, but he would never use that as an excuse.

In the 80+ division, veteran runners Mark Thurston and Santiago Andres netted a stage win along with a 2nd place overall. Mixed duo Eric Bohn and Sara Wagner ran consistent all week and netted a 4th overall. All in all, for all involved, this was a successful go at one hard race. To read more, check out Jason Wolfe's account of the race at [jasonwolfe.blogspot.com](http://jasonwolfe.blogspot.com). **HN**



## National champ

Hello Hammer Nutrition,

Here is a picture of me competing in the Summer Biathlon Roller Ski Nationals where I placed 2nd in the junior class on both days.

Recently, I also competed in the International Biathlon Union North American Running Championships/ Biathlon Running Nationals where I won the women's overall national title in the individual race and finished 4th overall in the sprint.

Thanks, Hammer Nutrition!  
Tara Geraghty-Moats

## Climbing higher

In 2010, I placed 1st in 55+ at Mt. Washington Hill Climb and lowered the record by 6 minutes. In 2011, I was 2nd in 55+, to Ned Overend who beat my time by 11 minutes and won the overall hill climb! I have raced my bike for more than 20 years.

For the last 10, I added only HEED and Endurolytes to my water bottles. On the Mt. Washington race day, I had Hammer Bars at 6 a.m., a double shot of espresso at 7:30 a.m., Hammer Gel at 8 a.m., and one hour + of climbing at 8:30 a.m.! I hope all Hammer Nutrition athletes can do the hill climb someday. It's a great event, and a good test of endurance and Hammer Nutrition fuels.

-Mark Luzio







# ASK DR. BILL

From the archives of Bill Misner, Ph.D.

## QUESTION:

Why does Perpetuem contain a small amount of fat?

**ANSWER:** The relatively small amount of a special form of lecithin, known as lysolecithin, in Perpetuem agreeably adjoins or "coats" long-chained maltodextrins when hydrolyzed in a solution. This actively retards the release of free amylose, which will halt retrograded staling reaction in time (adding stability at room temperatures), while also slightly delaying carbohydrate digestion just enough to present an even flow of calorie return to exercising muscles. Such a fuel source

hypothetically enhances prolonged performance in nearly "perpetual" fashion, especially if an event lasts longer than six hours.

For more detailed information, please refer to the article "Perpetuem Has Landed!" in Endurance News #38, in particular the section entitled "The Technical Information" on page 4. **HN**

### Supplement Facts

Serving Size 2 level scoops (69g)  
Servings Per Container 32

	Amount Per Serving	% Daily Value
Calories	270	
Calories from Fat	20	
Total Fat	2 g	3%*
Saturated Fat	0.5 g	3%*
Total Carbohydrate	54 g	18%*
Sugars	9 g	†
Protein	6 g	12%*
Calcium	34 mg	3%
Iron	2 mg	9%
Phosphorus	206 mg	21%
Magnesium	8 mg	2%
Manganese	1 mg	52%
Chromium	110 mcg	92%
Sodium	210 mg	9%
Potassium	75 mg	2%
Choline Bitartrate 50 mg	†	
L-Carnitine 50 mg	†	
L-Carnosine 100 mg	†	

\*Percent Daily Values are based on a 2,000 calorie diet.  
† Daily Value not established.



An object in motion stays in motion.



Sir Isaac knew what he was talking about. Let Perpetuem help you 'stay in motion.'



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P/ 32 \$44.95



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Perpetuem Strawberry-Vanilla supplement facts shown. Perpetuem is available in four flavors: Caffé Latte (contains caffeine), Orange-Vanilla, Strawberry-Vanilla, and Unflavored.

Keyword: SKU or Item #

### Fuels & Energy Drinks

- Hammer Gel
- HEED Sports Drink
- Perpetuum
- Perpetuum Solids
- Hammer Bars
- Endurolyse
- Endurolyse Plus
- Sustained Energy
- Fueling Kits (3)



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Make a noticeable difference in your performance!

Read More



## Vince

# Masters of their domain

In keeping with our theme of employee spotlights, we'd like to introduce you to our talented Web department!

**1. How long have you been at Hammer Nutrition?** I've been with Hammer Nutrition since August 2010.

**2. Which product is your favorite, and why?** Lemon-Lime HEED is my favorite product. For me, the citrus flavor is a mental time machine as it reminds me of the lemon water I used to rehydrate with when I was playing sports as a kid, especially soccer. Thirst-quenching, rehydration domination at its best.

**3. How do you use the products?** I usually use 1-1.5 scoop(s) of Lemon-Lime HEED in a 26 oz. Hammer Nutrition Purist Bottle. (I usually take two bottles for my athletic endeavors.)

**4. Hobbies, interests, passions:** Playing the piano, helping others, and implementing solutions . . . and not necessarily in that order.

**5. Name one thing that most people don't know about you.** I was a certified lifeguard at 14.

**1. How long have you been at Hammer Nutrition?** I started working as part-time summer help in 2004, became full-time in 2008, and then went back to part-time in July 2010.

**2. Which product is your favorite, and why?** Premium Insurance Caps - Keeps me healthy and feeling great!

**3. How do you use the products?** I use Hammer Nutrition products to maintain my overall health on a daily basis.

**4. Hobbies, interests, passions:** Skydiving, tunnel flying, longboarding, snowboarding.

**5. Name one thing that most people don't know about you.** I am a lover, not a fighter, unless I'm fighting for love.



## Charlie

## FROM OUR ATHLETES

### Dear Hammer Nutrition,

I walked onto the summit of Mt. Rainier (14,411') at 6:30 a.m. on August 2. Hammer Nutrition played a major role in my success from training to actual performance. I used Hammer Whey, Recoverite, Fizz, and HEED in my training as well as Hammer Gel. On the mountain, I stayed fueled and hydrated with Sustained Energy, which worked

really well. I had HEED in my Camelbaks and I consumed Hammer Gel when needed. I remember climbing strongly past the point where I collapsed two years ago.

Thanks Hammer!  
Steve Sullivan





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HEED	\$2.95
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# NATE'S CORNER

BY NATE LLERANDI

## Loss in layers

*Steve's Note: As many Endurance News readers know, I've kept every one of Nate's "Tip of the Day" posts for the past 11+ years. For each "Nate's Corner" column in Endurance News, I go back into the archives to find some "oldie but still goodie" advice from my longtime friend and highly respected athlete/coach. This particular "Tip of the Day" was written five years ago; however, I think the message is still very applicable today. I believe that you will as well.*

**A**s we wind down the season and—dare I say—completely take some time off from working out, we lose fitness. I don't think anyone can refute this. However, taking time off also allows the body to lick its wounds and recover from a long year of training and racing. I don't think this can be refuted either. Some might want to train a little—some short, easy workouts—to keep things moving and give them peace of mind. I like to take time totally off because it can be easy to slip back into full training mode. If I go out for an hour's ride and it's a beautiful day, why not extend the ride to 2-3 hours? What harm can it do? And so on. I erase the gray area.

But, back to the topic at hand. As we lose our fitness, we do so in layers. It's not "all at once" nor is it "all or nothing." Explosiveness, strength, and power all deteriorate first and at differing speeds. Endurance is the last bastion of our fitness to start eroding. You might ask, "So what?" If endurance is the last piece of our fitness to start to slide, it has ramifications that should duly affect the way we train throughout the year.

In nature, winter is a time of dormancy. In training, it should be as well (even if you live in Florida, where it is warm year-round). Many people equate "dormancy" with "base miles." "Putting in base miles" is the biggest myth in the world of training. While the majority of any endurance athlete's training volume will be constituted by aerobic exercise, long and slow base miles largely accomplish two things:

1. They help you learn to go long.

2. They help you learn to go slow.

To think that putting in winter base miles helps you come out in great shape and ready to attack the race season in spring would be a mistake.

"Dormancy" should be a period of a reduced volume of training, as compared to what you do in the summer months. It should also be equated with shorter workouts done at overall higher intensities. Instead of riding 4-7 hours on the weekend, for example, ride 1.5-3 hours at a more aggressive pace and effort. Use the winter to boost your power and your high-end output, not necessarily by completing workouts that are race-specific in terms of volume and work-rest ratios, but certainly by completing workouts that have race-specific intervals in terms of intensity. One example: in the winter, you might complete an extended period of doing 15 seconds @ 84-92% with 15 seconds @ 60-65% (maybe you do this for 30-50 minutes). You would be amazed at how this type of workout boosts your LT (lactate threshold) capacity but doesn't overload your body like extended intervals with short rest intervals do (such as those you complete closer to or during summer racing). Contrast the above example with race-specific intervals of 5 minutes @ 84-92% with 1 minute @ 60-65%.

Getting ready for an Ironman or marathon, as examples, does not need to be looked at as a year-round pursuit. Narrow your specific focus to about 15-18 weeks. Before this focus period, keep your volume lower—both overall weekly volume as well as the volume of your

longest workouts. This will accomplish several things:

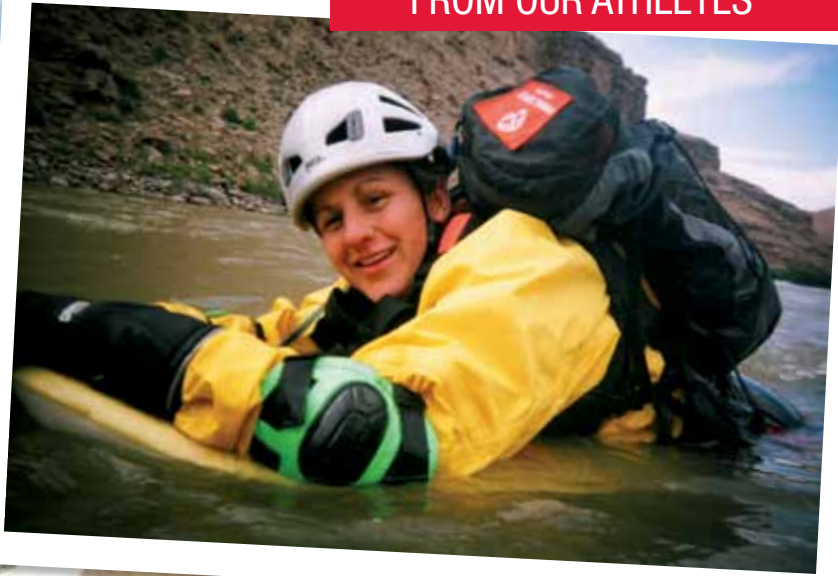
- You'll be faster and fresher moving into this final period of training.
- You'll get more out of your final prep period because you're not already unduly fatigued.
- You reduce your risk for injury, because you are avoiding the repetitive pounding inherent to long workouts.

Some who read this will be resistant to try it out. To some, it will turn conventional wisdom on its ear. Others will stroke their chin and say, "Hmm, might make sense." It does make sense. I've been touting this for years now as the "trickle down" effect (and I am not the only one talking about this approach now, though maybe I was one of the earlier ones). This winter, both in my own training and for the training of the athletes I coach, I am going to take it to another level of differentiation. There will be a more strict delineation between the non-specific training and the race-specific training, especially for my ultra athletes.

Believe me, it is easy to fall into the trap of "more is better," even if the "more" is defined by a smart, methodical approach. If you want to set yourself up for a potential big breakthrough in your racing, turn a 180 with how you approach your winter training. Don't do something that is a little different than what you usually do; instead do something that is drastically different. You'll be surprised at the results. **HN**







TOP : Kim hikes Lone Peak during Primal Quest.  
RIGHT : Kim on the river-boarding leg at Primal Quest Utah. Photos courtesy of Kim Dunkin.

BY KIM DUNKIN

# On the rocks

I am an expedition adventure racer and a longtime Hammer Nutrition client who has, in the last year, found a new passion: rock climbing. My husband Phil and I took up climbing after a mission trip to Slovenia. We saw a culture that grows up hiking the Alps and climbing on local rock after work! We tried to take some of that culture, the rock climbing, back home with us.

As an adventure racer, I've used Hammer Nutrition products to fuel for several years, including through three Primal Quests (plus other events). Fueling right is just as important to me when rock climbing, which requires so much strength and depletes the glycogen more quickly. It's so much more technical than adventure racing—you have to be alert when belaying a climber, so fueling is very important to me. If I do a route that saps my strength, I need to recover quickly to belay the next climber.

Phil and I climb all year long—we can climb here in Texas in January! And year round, we rely on Hammer Nutrition to help us climb all day long, and stay alert and safe.

**Electrolytes:** The heat is a factor for us in Texas, where it is often over 100 degrees in the summer. We use Endurolytes as we start

the day. Often though, we forget to take them, as you lose track of time when you're belaying and climbing. Then we found that using Endurolytes Fizz works great. We freeze water bottles halfway, then fill with water and a Fizz. This is a nice treat when it is so hot, and it helps us get the electrolytes we need.

**Fueling:** We need fast fuel. Since we bring a lot of new people, Phil and I are either belaying or climbing for 6-8 hours. The Hammer Bars have worked great for this; we can climb immediately after eating one.

**Recovery:** Recovery from climbing is very different than recovering after my racing workouts. Glycogen is quickly depleted on a hard route, and since I climb to exhaustion on almost every trip, my muscles are typically sore. We both try to go until we cannot climb anymore, then recover with Recoverite—helps keep the soreness at bay and replenishes our tired muscles. **HN**



# Swim 4 A Cure

## Inside the mind of distance swimmer Josh Heynes

BY VANESSA GAILEY



TOP: Josh gives props to proper fueling after his record-setting swim.

MIDDLE: Josh's crew surrounds him as he makes his way across Lake Erie.

Photos courtesy of Josh Heynes

**W**hen Josh Heynes made his first stroke on July 9, he was setting out to break a record and to raise money for cancer research. There was no room for self-doubt or error. With the constant help of his well-prepared Swim 4 A Cure support team, Josh exited Lake Erie 11 hours, 16 minutes, 40 seconds later as the first person to swim across Lake Erie in July, the fastest swimmer to complete the 24-mile crossing, and the first person to do it twice.

### In the moments before he hit the water

"I thought to myself, it's finally here. Ten months of sacrificing, no drinking, no holidays, no parties, no free weekends, 30+ hours training each week, all the talk and the hype. Well, it's time to put up or shut up! There was a ton riding on this event, from the charity, to the record, to everyone who was involved in some way and invested in this event."

### On his ultra-distance swim strategy

"Months prior to the swim, when talking to a friend and sports psychologist, we discussed this swim as four quarters: miles 1-6 (first quarter), miles 7-12 (second quarter), miles 13-18 (third quarter), and miles 19-24 (fourth quarter). This would help me break it down mentally into smaller swim sections vs. ONE BIG SWIM. We knew the first quarter would be fast due to all the excitement, the second would be settling into pace, the third would be the toughest because I'm over halfway but still with a long way to go, and the fourth would be the easiest because I could see

the shore and it would be like a magnet."

### On fueling

"After the first two feedings I am thinking that the "mix" is too thick. The "mix" is one 32 oz. Nalgene bottle of water with two scoops of Perpetuem Strawberry-Vanilla, two scoops of HEED, and an Endurolytes Fizz Mango. I take some of the mix plus two Anti-Fatigue Caps and two Hammer Gels at the top of each hour. I asked my crew to cut the mix to one scoop of each powder. Hammer Nutrition definitely has a lifetime customer and many more will be joining since my swim. They can't believe what it can do to make endurance events like this a success."

### At the finish

"I started to hear the crowd as a low hum, then it got louder the closer we got. I had to keep going, even though my arms were spent, my legs were cramping. I swam as close as I could before I stood up to stop the clock. My wife, Jamie, gave me a big hug and I saw everyone around me. The next thing I saw was a watch that had 11 hrs, 16 min, 40 sec. We had beat the record by eight minutes, AND we zig-zagged off course an extra mile, a total of 25.1 miles to be exact, instead of the planned 23.8-24 miles."

### Looking back

"Without a team, a 24-mile swim doesn't happen. And the swim's success—it's efficiency—depends on the quality of the team. Long swims are isolating experiences: a swimmer and his thoughts. But there's an irony: The longer the swim, the more you utterly depend on your support team. So my team members are all in the books for this record swim." **HN**



# Pit Row

## Hammerin' in high gear



The Lumberjack Endurocross Series continued August 5-6 in Coeur d'Alene, Idaho. Hammer Nutrition riders competed with the best of the Northwest's motocross scene to grab more points toward the 2011 series championship. If you haven't made

it to a local endurocross competition, these athletes are for real! Competition courses are built with angled logjams, tractor tire mounds and mazes, rocky mud holes, and large boulders. For the riders and spectators, there's action at every turn.

Hammer Nutrition-sponsored Arizona riders Bryan Roper and Mike Damm battled it out with the top of the pack in the Pro/Expert Class 1 on day one, grabbing 6th and 8th respectively. Bryan competed on day two as well, finishing in 6th place overall Pro/Expert Class 1. Montana rider and Hammer Nutrition client Rob Farrington took the top podium spot in the AM Big Bike Intermediate class, and moved to 2nd place overall in the series standings.

## Hammer Nutrition SuperMoto USA Northwest Nationals

Despite the high temperatures, competitors at the Hammer Nutrition SuperMoto USA Northwest Nationals stayed "cool" enough to set seven new PGP Motorsports Park track records. August 19-20 was the warmest weekend to date this year in Kent, Washington, but riders weren't deterred; the event was one of the biggest SuperMoto events the Pacific Northwest has seen in a long time.

Both local and international competitors came out in full force. The track record and championship title in the Unlimited Pro category was claimed by 16-year-old pro rider Ryan Kearns. French SuperMoto champion Fred Guerin claimed the 250

Pro title, also squashing that event's track record. Twelve-year-old Jayson Uribe from California left PGP with three track records and victories in the Open Amateur, 250, and SuperMoto Junior.

SuperMoto is a combination of road racing and motocross, with both tarmac and off-road dirt sections. The sport is gaining ground both among competitors and spectators; for fans, there's lots of excitement due to high speeds and extreme cornering angles. Hammer Nutrition, as the title sponsor of this two-wheeled, action-packed event, sends out kudos to all new track record holders! **HN**



Photo courtesy of PGP Motorsports Park



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# What are you doing this winter?

## Come ride in Tucson at the 2012 Hammer Camps!

BY STEVE BORN



Hammer campers on Mt. Lemmon.

**W**ith only a few months remaining in 2011, for most endurance athletes it's time to enjoy off-season and evaluate the past training and racing season. It's also time to strategize for 2012, and there's no better way to get a head start on next year's cycling season than by attending a 2012 Hammer Camp.

Too early to sign up? Absolutely not! Camp #1 (Jan. 23-29), Camp #2 (Feb.13-19), and Camp #3 (March 5-11) have already been filled. As a result, we've added a fourth camp from Feb. 21-26. As we go to press on this issue of Endurance News, all 12 spots remain for this camp, but they're sure to fill soon. So if you've ever wanted to experience all that a Hammer Camp has to offer, definitely do not wait to sign up!

Over the past five years, Hammer Camps have proven to be about the most fun anyone can have on a bike. I could give an endless list of reasons why, based on my personal experiences at Hammer Camps, but I've

distilled it down, in no particular order. **"Steve's Top Eight Reasons to Attend a Hammer Camp"**

- 1)** The riding! Each scenic ride is the perfect combination of quality "base miles" and challenging terrain. It's no wonder why Tucson is often referred to as the "Mecca" of winter/early spring cycling.
- 2)** It's almost always warm and dry. If you're coming from a state in the country where "winter" means either "cold," "wet," "snowy," or "all of the above," you'll really appreciate the pleasant temperatures and almost 100% dry conditions that are the norm in Tucson.
- 3)** Superb ride support. Every ride features unsurpassed rider support from The Cycling House staff, all of whom are well-versed when it comes to caring for a group of riders and making their daily riding experience an undeniably positive one.
- 4)** Bountiful supplies of free Hammer Nutrition supplements and fuels. There's always plenty of everything, and if

- continued on page 37

### Sign-Up Today!

Camp #1 (Jan. 23-29) - Full\*

Camp #2 (Feb.13-19) - Full\*

Camp #3 (March 5-11) - Full\*

Camp #4 (Feb. 21-26) - 12 spots

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- continued from page 36

you've never tried a particular Hammer fuel or supplement before, a Hammer Camp is the perfect time to give a variety of them a thorough test.

5) One-on-one access to experts. Brian and/or I attend these camps, and are available to assist you with your fueling/supplement program. Hammer Ambassador Mike Freeman attends most of the camps, and he's a goldmine of knowledge when it comes to bike maintenance, bike fit, riding technique, and other technical specifics. Hammer Ambassador Jim Bruskevitz is Hammer Nutrition's NMES expert, and has turned many a camper into a full-fledged advocate of this amazing technology.

6) Compex NMES units are available for use each day. Once you experience its benefits, you'll wonder why you've waited so long to own a unit, and you'll use it on a regular basis.

7) The Cycling House staff. Owen, Brendan, Anya, and Ty are exceptional hosts and make the Hammer Camp experience even more unforgettable, from the aforementioned rider support and guidance, to the unbelievably delicious meals served. Plus, they're all just super-fun people to ride alongside and hang out with.

8) The Cycling House accommodations. They're nothing short of extraordinary; to merely call where we all stay a house would be a severe injustice and major understatement. Simply put, The Cycling House is ultra spacious, supremely comfortable, and has all of the amenities you could ever want. It is the bomb!

These and many other reasons make Hammer Camps unique; there's really not a better or more fun way to kick off your cycling season! If you've been thinking about doing a Hammer Camp, check out all of the information available online. And remember, DO NOT hesitate to sign up, as any/all remaining spots are guaranteed to fill up! **HN**



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**HAMMER**  
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# Hammer rules the pool at Nationals

BY STEVE BORN

The 2011 edition of the US Masters Swimming Long Course National Championships took place from Wednesday, August 3 through Saturday, August 6, in Auburn, AL. This was the first trip I had made with Laura Labelle, a fixture on the Masters Swimming scene (as well as being Brian's sister), and it was my first trip to a major swimming competition.

What a fantastic experience being at that meet was and what a great group of athletes! Laura and I had the privilege of meeting most of them, and helping them with fueling and Compex demos. And the competition? It was as hot as the temperatures, which were always above 100°F with 90-something percent

humidity, equating to a ridiculously high heat index. Fortunately, the meet was held indoors, which made the conditions a little more bearable, especially for a guy from Montana who's not accustomed to such heat and humidity!

Hammer Nutrition was not only a premier sponsor of this prestigious event, but was also extremely well-represented, with numerous athletes proving that age is but a number and that proper fueling makes a HUGELY positive impact. Check out some of their impressive results.

Congratulations to all of the swimmers, race organizers, and volunteers for making this such a special event. We look forward to supporting the 2012 edition of this race, as well as many other of the great USMS races. More race results and videos from the 2011 Summer Nationals can be found at [www.usms.org](http://www.usms.org). **HN**



## MIKE FRESHLEY

Men's 70-74

- 50 Meter Breaststroke  
1st place – 41.46
- 100 Meter Breaststroke  
1st place – 1:30.94
- 200 Meter Breaststroke  
1st place – 3:17.67
- 50 Meter Butterfly – 1st place – 34.45
- 200 Meter Individual Medley  
1st place – 3:02.93
- 400 Meter Individual Medley  
1st place – 6:50.77

*"I got six golds, all because I slurp my Hammer Nutrition!"*



## BENJAMIN GOGG

Men's 30-34

- 50 Meter Freestyle – 3rd place – 25.97
- 200 Meter Freestyle – 3rd place – 2:15.09
- 50 Meter Backstroke – 1st place – 30.76
- 100 Meter Backstroke – 1st place – 1:08.62
- 100 Meter Butterfly – 3rd place – 1:05.28

*"I trust Hammer Nutrition for all of my pre-race and post-race fueling and recovery needs; I love the Perpetuem Solids!"*

## DIANN UUSTAL

Women's 65-69

- 50 Meter Freestyle – 1st place – 31.84
- 50 Meter Backstroke – 1st place – 37.58\*
- 100 Meter Backstroke – 1st place – 1:24.07
- 200 Meter Backstroke – 1st place – 3:07.90
- 50 Meter Breaststroke – 1st place – 42.97\*
- 50 Meter Butterfly – 1st place – 35.42\*

*\*New USMS record*



## JEFF MURRAY

Men's 40-44

- 50 Meter Freestyle – 2nd place – 25.02
- 100 Meter Freestyle – 1st place – 54.59
- 200 Meter Freestyle – 1st place – 2:00.44
- 400 Meter Freestyle – 2nd place – 4:44.66
- 100 Meter Backstroke – 2nd place – 1:06.32
- 100 Meter Butterfly – 3rd place – 1:03.37

*"Wow, did that (Compex) feel good. Much better than the massage and chiropractic sessions I had earlier."*







## **PAM SHARPE**

Women's 55-59

- 50 Meter Freestyle – 3rd place – 33.15
- 100 Meter Freestyle – 5th place – 1:18.22
- 50 Meter Breaststroke – 6th place – 45.72
- 50 Meter Butterfly – 8th place – 44.20
- 200 Meter Butterfly – 7th place – 4:19.76

*"The Endurolytes have REALLY helped with my muscle cramps. Thanks, Hammer Nutrition!"*

## **BRUCE GOLDBERG**

Men's 60-64

- 1500 Meter Freestyle – 3rd place – 23:29.68
- 200 Meter Freestyle – 7th place – 2:50.87
- 400 Meter Freestyle – 7th place – 5:54.53

*"I use lots of Hammer Nutrition products; after my Compex treatment, I had my best race at Nationals and felt my best doing it. I also did the Manhattan Island Relay fueled with only Hammer Gel and Endurolytes Fizz, and felt great the entire race."*



## **ANNE DUNIVIN**

Women's 95-99 (No, that's not a typo. Anne is still rockin' at age 95!)

- 50 Meter Freestyle – 1st place – 2:18.50
- 100 Meter Freestyle – 1st place – 4:41.19
- 50 Meter Backstroke – 1st place – 2:25.58
- 100 Meter Backstroke – 1st place – 5:19.60
- 200 Meter Backstroke – 1st place – 11:32.56

*Note: Anne consumed HEED and Hammer Gel before her races and said, "I felt great!" So great, in fact, that she beat her 200 backstroke time by two minutes since last year!*



## **CATHERINE BROOKS**

Women's 60-64

- 100 Meter Breaststroke – 4th place - 1:51.99
- 200 Meter Breaststroke – 2nd place – 3:59.42
- 200 Meter Butterfly – 2nd place – 4:05.50
- 200 Meter Individual Medley – 4th place – 3:38.70
- 400 Meter Individual Medley – 3rd place – 7:41.99

*"I used Hammer Nutrition products and I had my best 200 IM in over 12 years!"*



## **LARRY DAY**

Men's 60-64

- 200 Meter Breaststroke – 3rd place – 2:57.18
- 50 Meter Butterfly – 1st place – 28.83
- 100 Meter Butterfly – 1st place – 1:06.27
- 200 Meter Butterfly – 1st place – 2:29.05
- 200 Meter Individual Medley – 1st place – 2:32.65
- 400 Meter Individual Medley – 1st place – 5:28.25

*"Thanks, Hammer Nutrition, for the fuel!"*



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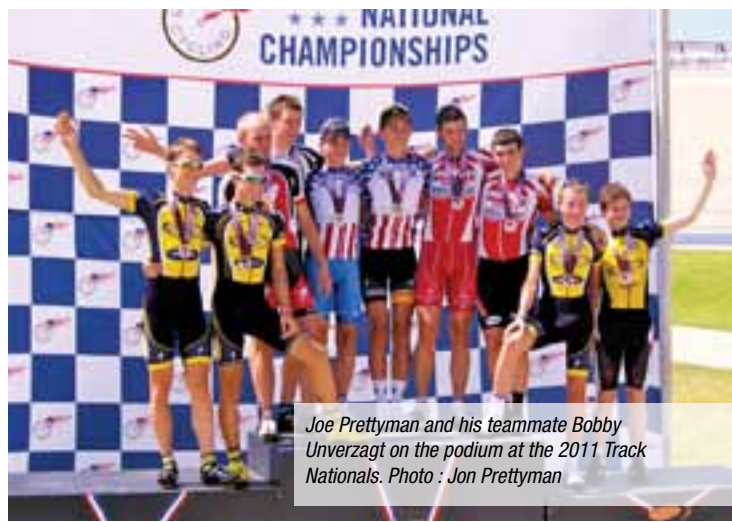
# Chasing the dream

BY DUSTIN PHILLIPS



Millie Tanner shows off her silver medal from the Junior Nationals TT.

Cyprus Gorry (second from left) grabs the bronze at the National Championships. Cyprus was selected to the USA Worlds Team and competed in Champrey, Switzerland!



Joe Prettyman and his teammate Bobby Unverzagt on the podium at the 2011 Track Nationals. Photo : Jon Prettyman

**N**ationals are the biggest racing platform of the year, not just for elite riders but for junior and amateur riders as well. It's the launching pad for their racing future. These races build a rider's resume, open up new opportunities, or break their dreams for another year.

## Elite, U23, and Juniors Road Nationals

The first of these important events was the Elite, U23, and Juniors Road Nationals in Georgia in late June. Hammer Nutrition is a big supporter of the junior teams, and this year we had no shortage of representation. CMG, BYRDS, Jet Cycling, and Strive all flew our colors in the three different disciplines at nationals.

The CMG boys suffered in the Crit. With 100-degree heat, there were only two finishers: Jackson 42nd, and Kolben 65th. In an accident that was not his fault, Travis crashed and face planted. Results from the road race were better; Colby finished 7th, Colins 20th, Travis 27th, Jackson 32nd, Kolben 35th, and Joe 70th (after crashing heavily 4 miles from the finish). Colby rounded out his successful day in the TT, riding to 4th which qualified him for the world's team.

The BYRDS race team will return from Augusta, Georgia with a couple of medals and four National Champion Jerseys! Congratulations to the entire team for an outstanding memorable week of racing, with a special congratulations going out to Kristo Jorgenson, Matteo Jorgenson, and Grace Alexander, your 2011 National Time Trial Champions. Also congratulations to Ethan Reynolds, your 2011 National Criterium Champion. For Kristo and

Grace, winning the Time Trial means a trip to Denmark in September to represent the U.S. at the Junior World Championships.

Our other teams raced well and aggressively, and ended the week of racing with more experience and a ton of stories! Elite, U23, and Juniors Road Nationals was only the first chapter of a great story.

## Cross Country MTB Nationals

Next up, Cross Country MTB Nationals in Sun Valley, home of former presidents and Fortune 500 executives—and oh, some great trails too! Hammer Nutrition Dealer Services rep Phil Grove and I had a chance to witness the events and partake of the trails firsthand. The courses were not the most rider-friendly, but were certainly spectator-friendly. Big crowds came out Friday and Saturday to watch some of the best riders in the country.

On Friday, U23 and junior riders took to a course that claimed more than its share of flat tire victims. BYRDS Gracie Alexander was successful again, placing 2nd among junior women; she qualified to ride both road and mountain worlds for the USA junior squad. Cyprus Gorry found himself racing with the leaders and crossed the line in 3rd in the 17-19 junior men, also landing him a spot to represent the national team in Switzerland.

The racing got off to an early start on Saturday, and Hammer was well represented through each category. Hammer Nutrition-sponsored riders

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brought home at least three national jerseys; Rebecca Rusch won the single speed title, and her part-time training partner Cary Smith matched Rebecca's result with a single speed win as well. Also local Montana rider Rose Grant continued her tear and made waves with a Cat 1 women's national title. With so many riders out there, it was fun to see all the Hammer Nutrition riders flying the colors.

On Saturday afternoon, the big guns came out blazing, all in pursuit of the jersey that everyone wants! In the pro women's field, Kenda/Felt had their two ladies pushing the pace at the front. Judy Freeman crossed the line in 6th and Amanda Cary placed right behind her with a very respectable 7th. This finish put Judy on the coach's selection list for worlds, and we're excited about that. Next the men raced in the hottest part of the day. This really puts into perspective how much work these riders commit to going this fast. Hammer Nutrition's own Phil Grove raced with some minor mechanicals and still managed a respectable 29th—not bad for our Big Rig road driver and full-time office guy! Colin Cares for Kenda/Felt was just out of the top 10 in 11th place. All in all, it was a great showing for Hammer riders, and a testament to Hammer products, athletes' dedication, and lots of hard work. **HN**

**"Thanks for making such a great product! Mango Endurolytes Fizz helped me beat the heat and humidity at the 2011 Juniors Road Nationals while Orange-Vanilla Perpetuem helped me power through every mile!"**

- Ellis Anderson

*Jimmy O'Neal and his furry friend Mickey keep it casual at Mountain Bike Nationals.*



# Masters Road Nationals

BY PHIL GROVE

Of all the places we traveled to this summer, few crowds were as excited to see us as those at Master Road Nationals in Bend, Oregon Aug. 31-Sept. 4. Masters racing in the U.S. is some of the most competitive of any country. Almost 900 racers traveled from across the land to compete for more than 60 national titles in time trail, criterium, and road race disciplines over five days. Cyclists from 30 years old to 84 years young made the trek to see who was still going the strongest in their respective categories, separated in 5-year age brackets.

I arrived with our Big Rig "#2" to find not only dedicated Hammer Nutrition fans, but also those who didn't really know Hammer, to be very excited about our presence and very appreciative of the samples and fueling advice. Masters cyclists are great customers of ours, and I had fun sending some "sample love" their way. In addition to utilizing our shiny Big Rig for some sampling, I was happy to provide a base of operations for our "Senior Gel" Team throughout the weekend. A huge congrats to Jack Kelso for a 2nd place finish in his time trial, and to Richard Shields for an awesome job in placing 3rd in both the criterium and road race. Both of these gentlemen compete in the 65-69 age group.

I'd also like to give a shout out to Montana

racer extraordinaire Tamara Bessette. She races with the Northern Rockies Orthopedic team out of Missoula, and after coming up just short in the 45-49 criterium, she took home a convincing national championship in the road race! Tamara is a big fan of Perpetuem, and wasn't afraid to hang around the Big Rig in her Hammer T-shirt and let people know what a great race fuel it is. Her daughter Ivy, a category 2 road racer living in Seattle, was a great help over the weekend and very fun to have around.

Considering I didn't get to do any racing of my own at Masters Nationals, I had a great time with an awesome group of people. Everyone was having fun and staying young and fit, and quite the inspiration for my next few decades!  
**HN**



*Tamara Bessette and her daughter Ivy relax in front of the Hammer Nutrition Big Rig. Photo : Phil Grove*



*Richard Shields of Senior Gel on the 3rd place podium spot at Masters Nationals.*



*John Oakes, 3rd place, shares the podium with other winners in his age group at the Masters Road Nationals.*



# 100 Miles of high-country fun at Leadville

BY DUSTIN PHILLIPS

**W**ith each year, Leadville continues to grow the legend of its ultra distance races, now some of the biggest endurance events in the country, and some of the largest in the world. It all started with the run 28 years ago, a historic event now made famous by the book, *Born to Run*. Then the bike race was added in '94. Since 2008 that epic 100-miler has garnered the talent of world and national champions, while the trail run of the same length has drawn the attention of the world's best ultra runners. This year was no different.

## Leadville Trail 100 MTB Race

For the ride on August 13 (one week before the run) there was a deep field in both the men's and women's categories. Last year's national champion of all things dirt, Todd Wells, was on the line, and keeping him company were former and current world champions in the marathon and XC disciplines. Also toeing the line was living legend and Hammer Nutrition-supported athlete Tinker Juarez, going toe-toe with riders half his age.

In the women's field we were well-represented by Hammer Nutrition athletes. Rebecca Rusch was back to defend her title, but she had competition: Amanda Cary coming off her hugely successful NUE winning streak this season, and Jenny Smith with her successful July race campaign in Colorado.

When the dust settled, Hammer riders came out looking pretty good! Tinker sacrificed his race to help his teammate Jeremiah Bishop by giving up his wheel early on. Tinker still rolled across the line in 15th, a more than respectable race given the company and conditions of his ride! In the women's race, Hammer Nutrition athletes

had a stellar day. Rebecca set the bar yet again by beating her record from last year. Jenny Smith pulled out a very consistent ride rolling in at 4th place, and also breaking the record set by Rebecca in 2010. Unfortunately, luck has never been on Amanda's side in Leadville and that proved true again this year. With flats from the very beginning, she chose to fight another day, and sadly the fans would not get a chance to see her fitness in Leadville. If you didn't get enough on the first round, all the same ladies will go head-to-head at the next NUE Park City P2P.

## Leadville Trail 100 Run

The following weekend, the runners tackled the same trail course as the bike ride. Never going below 9,000' and reaching elevations of 12,500', to say the conditions are a challenge would be an understatement. For this year's race, there was a lot of attention on international athlete Ryan Sandes (sponsored by Hammer Nutrition South Africa), as this was his first attempt at 100 miles. He has had much success with the 4 Desert Series, and now was trying his hand at one of America's most prestigious 100s.

He did not disappoint, winning overall and turning in the 3rd fastest time ever, falling short of the record only to the likes of Matt "the lung" Carpenter and Anton Krupicka. In Ryan's first 100 and Leadville attempt, his accomplishment is really quite impressive. It seems this South African can do anything he puts his mind to.

As the hype of Leadville winds down for 2011 and we reflect on the impressive results of the world's best athletes, we're more than pleased with all of the Hammer Nutrition athletes' overall performances. I may not know every Hammer Nutrition-supported athlete that partook in the Leadville events, but photos and videos show that we were well-represented in the field. I want to congratulate all that participated, and a huge kudos to all that finished such a feat! **HN**

*"Endurolytes have helped me this summer more than ever." - Mark J.*



Ryan Sandes runs the breathtaking course at the Leadville 100. Photo : Dean Leslie-WadingFever.com.



Photo: Jody Gigg Photography

*The women's field was exceptionally deep and fast in Leadville this year. I am psyched to have finished the race 8 minutes under the existing record time and 4th women's overall. It was also really an engaging and mostly enjoyable experience to race among the fast, deep field of women out there. I want to thank Hammer Nutrition for the excellent endurance fuel. NO cramping!*

- Jenny Smith



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# Cycling skills with Mike Freeman

## Off-season recovery and rejuvenation

BY MIKE FREEMAN



Mike leads a group during the 10th annual Highline Hammer. Photo : Angela Miller

If you had a successful season of competition and training, and I hope that you have, then you have realized that recovery is the key. All good training and racing hinges on it. Recovery during the season must be of a lighter workload to allow for repair and rebuilding—we all know that; you rarely stray out of your sports discipline.

End of season recovery is just as important, and in some respects even more so. Not only are you recovering from the physical aspects of your training and competition but from the mental aspects as well.

The physical is easy—you slow down, cross-train, and enjoy the world around you. The mental is a little tougher. Taking time off, relaxing, and enjoying other aspects of your sport is both necessary and beneficial.

There were years that I didn't back off at all at the end of the racing season. It

didn't catch up with me right away, but by March or April I was in a pretty deep hole and had to really back off.

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

in a timely manner.

During the off-season I ride my mountain bike a bit more, if only for some variety after a long season of road cycling training and racing. I still ride the road and am lucky that I can do this just about year-round. However, I have to be careful not to over-train, so I try to limit myself to one day of intensity on the bike during the off-season. I still ride; however, it's for base miles and endurance, and at this time, I tend to ignore mileage and substitute hours instead. Using my hour scale, I usually ride about 16 hours per week during the season. During the off-season it's closer to 10-12 hours. (Translated to miles, that's roughly 125-150/week.)

I usually get back in the gym on the first of November. My goals are to improve general strength, specifically back strength, so as to minimize the chances for lower back injuries. While everyone may have a specific weight-training program, on the facing page is what my 10-week program looks like, designed for off-season strengthening in preparation for cycling season.

Lastly, I have found that NMES (Compex) has become an important part of my training program for strength, endurance, and recovery. While I do use the Strength and Endurance programs during the off-season, especially if I am not on the bike and/or in the gym, I am particularly fond of the Active Recovery or Recovery Plus program on my Sport Elite Model. I use either of these programs after every workout, be it in the gym or on the bike. The benefits accrued from NMES have been noticeably positive, and seem to become even greater the more I use it. I highly recommend it! **HN**



## Week: 1 – 2

**Goal:** Transition, acclimatization, neuromuscular facilitation

**Frequency:** 3 days/week

**Intensity:** Low

**Duration:** 1 hour maximum

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1	A		B		A
WEEK 2	B		A		B

### A: Chest, Shoulders, Arms

Chest	Bench press*	3 x 10
	Incline press	3 x 10
Shoulders	Front lateral raises	3 x 10
	Rear lateral raises	3 x 10
Arms	Barbell curls	3 x 10
	Tricep extensions	3 x 10
	Hammer Curls	2 x 10

### B: Back, Legs

Back	Pull-ups	3 x 10
	Dumbbell rows	3 x 10
Legs	Hamstring curls	3 x 12-15
	Leg extensions	3 x 12-15
	Leg presses*	3 x 15
	Calf extensions	3 x 15-20

\*Warm-up sets not included.

## Week: 3 – 6

**Goal:** Base strength

**Frequency:** 3 days/week

**Intensity:** Moderate

**Duration:** 1-1.25 hours maximum

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 3	A		B		C
WEEK 4	D		A		B
WEEK 5	C		D		A
WEEK 6	B		C		D

### A: Chest, Shoulders, Arms (heavy)

Chest	Bench press*	3 x 8-10
	Incline press	3 x 8-10
Shoulders	Standing dumbbell press	3 x 10
	Shrugs	3 x 10
Arms	Barbell curls	3 x 8-10
	Tricep extensions	3 x 8-10
	Hammer Curls	2 x 10

### C: Chest, Shoulders, Arms (light)

Chest	Incline press*	3 x 10
	Flat bench flies	3 x 10
Shoulders	Front lateral raises	3 x 10
	Rear lateral raises	3 x 10
Arms	Dumbbell curls	3 x 10
	Tricep extensions	3 x 10
	Hammer Curls	2 x 10

### B: Back (light), Legs (heavy)

Back	Pull-ups	3 x 10-12
	Dumbbell rows	3 x 10-12
Legs	Hamstring curls	3 x 12-15
	Leg extensions	3 x 10-12
	Leg presses*	3 x 12-15
	Calf extensions	3 x 15-20

### D: Back, Legs (light)

Back	Pull-ups	3 x 10
	Dumbbell rows	3 x 10
Legs	Hamstring curls	3 x 12-15
	Leg extensions	3 x 12-15
	Leg presses*	2 x 25-30
	Calf extensions	3 x 15-20

\*Warm-up sets not included.

## Week: 7 – 10

**Goal:** Strength/power

**Frequency:** 3 days/week

**Intensity:** Moderate/High

**Duration:** 1-1.25 hours maximum

	MON.	WED.	FRI.
WEEK 7	A	B	C
WEEK 8	D	A	B
WEEK 9	C	D	A
WEEK 10	B	C	D

### A: Chest, Shoulders, Arms (heavy)

Chest	Bench press*	3 x 6
	Incline press	3 x 6

Shoulders	Standing dumbbell press	3 x 10
	Shrugs	3 x 10

Arms	Barbell curls	3 x 6-8
	Tricep extensions	3 x 6-8
	Hammer Curls	2 x 8-10

### B: Back (light), Legs (heavy)

Back	Pull-ups	3 x 10-12
	Dumbbell rows	3 x 10-12

Legs	Hamstring curls	3 x 12-15
	Leg extensions	3 x 10-12
	Leg presses*	3 x 10-12
	(Use wraps if possible)	
	Body weight squats	1 x to exhaustion
	Calf extensions	3 x 15-20

### C: Chest, Shoulders, Arms (light)

Chest	Incline press*	3 x 10
	Flat bench flies	3 x 10

Shoulders	Front lateral raises	3 x 10
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	Rear lateral raises	3 x 10
Arms	Dumbbell curls	3 x 10
	Tricep extensions	3 x 10
	Hammer Curls	2 x 10

### D: Back, Legs (light)

Back	Pull-ups	3 x 10
	Dumbbell rows	3 x 10

Legs	Hamstring curls	3 x 12-15
	Leg extensions	3 x 12-15
	Leg presses*	3 x 25-30
	Calf extensions	3 x 15-20

\*Warm-up sets not included.

# 92 Miles through Denali National Park

BY BILL VONDERMEHDEN with intro by Vanessa Gailey

There's one road into the heart of Denali National Park in Alaska, 92 miles of dirt and gravel rolling through the tundra, up and down mountain passes, with no services along its length other than a few primitive campgrounds. Alaska summer resident Bill VonderMehden chose this lonely, rugged stretch of the Last Frontier as his personal ultra run challenge, and in July became the first person on record to ever run the entire length of road.

Bill, 34, first attempted to run the road in August 2010, but stopped at mile 72 due to a swollen ankle from a training trail run just four days prior. With no hesitation Bill put a 2011 attempt of the same run on his calendar. When we read about Bill's record-setting run fueled by Perpetuem, we had to ask him for a firsthand perspective on ultra running in Denali and his successful road run.

**D**enali National Park is unique in the fact that it remains mostly untouched by man. Public vehicles are allowed to drive the first 15 miles of the road, but beyond that, access is only allowed by park bus. Within the interior there are no trails—you simply pick a mountain and climb it. By summer I was maybe averaging 40-50 miles a week, but it was mostly “trail” running, which often meant no established trail, just me going through tundra, mud, swamps, and rocks; it really strengthened my legs.

I think no one's attempted Denali road before because of the elements involved. There are only a few months in the summer when the weather is permissible; Denali for most people only exists from May through the first of September. Snow can happen any day of the year, so a nice day is like finding a needle in a haystack; I really lucked out this year with sunny skies and a high of around 70°F. (Last year, the weather that day was cold and miserable; in the thirties with rain, sleet, and snow.) Then there are the bears. Not many people have the nerve to go toe-to-toe with a griz or a wolf, and it happens all the time out there. Now, on my Denali road run I only had a “nearby” bear encounter and a head-on with a caribou, but I've had some intense moments out there on my training runs. I had a stand-off

- continued on page 47



ABOVE : Bill stops for a photo during his run in Denali National Park.  
OPPOSITE PAGE : A grizzly bear that Bill sighted during a break to filter water alongside the road.  
Photos : Dylan Luehm





- continued from page 46

with a lynx once. I ran into a grizzly sow with two cubs once on a training run and came out clean, ran alongside a wolf a time or two . . . you never know. I expect anything and everything at any given moment. I just always try to stay alert, stay on my toes, and always react calmly and cool.

The run requires a lot of strategy since there are no aid stations per say like a race, and no support vehicles either. Dylan Luehm, the cyclist who accompanied me, was crucial; I could not have done this without him. I've been using Hammer Nutrition products for years, mostly Hammer Gel. Perpetuem is the only fuel I used for running the Denali road—water and Perpetuem every 20 minutes like clockwork. For water, we stopped along the way and filtered water at all the creeks and rivers and filled our bottles and hydration packs. Dylan carried all of our gear in saddlebags.

Part of my strategy this year was to change the route of my course: I started from the entrance and ran to the end of the road. Last year I was flown in, and I ran out to the entrance. For this year's run, I wanted to feel that there was no safety net, that quitting was not an option. Once you're that deep into the park, there's no one out there—it's just you and the beasts. [You have to get to the end, Kantishna, to reach civilization; there's several lodges and charter plane service.]



Last year I trained like an animal, running about 100 miles a week. This year was much different. I spent the winter recovering from a sprain and stress fractures, so I focused on core and upper body strength. Once I began running again in the spring, I took it slow. After a few shorter runs, I did a 21-miler and felt horrible. (I also ran out of water and Perpetuem at mile 13 and

why.) A few weeks passed and I did a 30-miler in just under five hours. I went for 50 the next week on the park road with Dylan and nailed that in 10 hours flat. I recovered immediately from my 50-miler and just did light runs leading up to my run. I did, however, pull my hip flexor on my right leg—I had a hunch that would rear back on my 92-mile run, but I just didn't know when.

I was on pace for about a 21-hour finish when my hip flexor locked up. I tried and tried to stretch it out, but to no avail. Around mile 50 my quad on that leg seized up as well and I basically had to run on one leg for the last 40 miles. Everything else felt great, but my leg was worthless and every step was painful. I learned the mental battles you have to endure when you're out there battling for so long and you are dealing with physical pain as well, enduring whatever it takes to find the finish.

Next on my calendar is my first 100-mile ultra in the lower 48, the Arkansas Traveler in October. Is it a coincidence that Hammer Nutrition is sponsoring this one? I've been doing nothing but running up and over the Alaskan range by myself for the last three years and want nothing more than some competition! **HN**

**Καλή όρεξη!**  
(Bon Appetit)

Just wanted to give you some feedback on another great use of Hammer Gel. As you know, folks (like me) have really caught on to the benefits of Greek yogurt (2x protein of regular yogurt). However, nearly all flavored yogurts have a ton of sugar in them . . . and the plain yogurt kinda tastes like sour cream (icky). So . . . I've solved the problem! I simply add a little bit of Hammer Gel to the plain Greek yogurt, stir it up . . . and YUMMY! My fav flavors to add are Huckleberry and Raspberry. Keep on making great stuff! Really love your fuels and supplements!  
— Jennie

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# Highline Hammer times nine

## Reminiscences of Montana cycling

BY BILL NICOLAI

It was late July of 2003; Dr. Michael Frommlet and I were flying in my small plane toward Whitefish, Montana. As we descended toward the airport, we encountered a smoky haze. Northwest Montana was ablaze with forest fires. Barely keeping contact with the ground as we approached Glacier International Airport, we managed to land and unpack our bikes for the second Hammer Highline.

Brian Frank, owner of Hammer Nutrition, had suggested we attend this event, and being enthusiastic about cycling in new places we had decided to come. At the time I did not realize that I would end up attending the Highline for nine consecutive years and that it would become a centerpiece of my athletic life and serve as a touchstone for my family each summer since.

Preceding the ride through Glacier Park scheduled for Saturday, we had a good—though hazy—ride south down the Flathead Valley and attended lectures on nutrition. The fires causing the smoke that we encountered upon arrival had worsened, and Glacier Park was closed so the big day's ride was moved to the west. We rode a delightful 100-mile route through the Purcell Mountains along the Yaak River and over obscure passes north of Libby, Montana. Michael and I were in good shape in our final weeks of training for Ironman Canada, but we were amazed at the strength and riding skills of our fellow Highline attendees. We mostly managed to keep up, but were challenged on the descents, as our skills and nerve were not up to the pace set by the road racer crowd. Clearly I had a lot to learn about group road

riding. Attending the next eight Highline Hammer camps was my graduate school in cycling.

After another couple days of excellent riding and superb meals, Michael and I agreed we would come back the following year, to try the Glacier Park route. That year the park was open, though there were again fires in the region. On Saturday we set out on the long 136-mile loop with 9,000 feet of climbing that is the centerpiece ride of the Highline experience. By going too hard on the first two crossings of the Continental Divide, I was flagging by the time we got to Looking Glass Pass. Seeing my slow pace on the climb, Joe Arnone, a Cat 1 racer and former Hammer Nutrition employee, came alongside. He placed his hand on my back and gave me a much-appreciated boost up the final mile of the pass. Then he turned around and did the same for my friend Denise Croucher, who along with several friends, had come over from Washington to enjoy the riding at my suggestion. After a long lunch break at East Glacier we all set off on the ride up to Marias Pass. Pulling us up the pass was Alan Larsen, who had won the Race Across America (RAAM) just one month before.

That year, with shameless drafting, I managed to hang with the lead riders to the final rollers leading into the finish. At that point several riders began to suffer serious cramping and became totally immobilized, limbs rigid like steel pipes and unable to move. Joe had them chew Endurolytes capsules and spit out the shells, and soon they were back on their bikes. It was an amazing demonstration of how critical proper



TOP : A welcome sight at the top of Logan Pass  
MIDDLE : Only 15 miles from the end of the last Highline Hammer, 2011  
BOTTOM : With Dr. Michael Frommlet at our first Highline Hammer, 2003.

FACING PAGE

LEFT : With Steve Born on the way up Looking Glass Pass in 2007.

RIGHT : Approaching the top of Logan Pass with son Lito in 2010. This would be the year that Lito finished the entire 136-mile course, becoming the youngest rider to do so.



electrolytes are for such long rides. As we neared the finish, junior racer Owen Gue nervously looked around and then took off to win the sprint to the West Glacier sign. Owen became a pro cyclist a few years later and founded his own company, providing high-end riding experiences including the Hammer cycling camps currently held each year in Tucson.

The following day we all enjoyed a long valley ride including a stop for lunch and a swim at the old steel bridge over the Flathead River. On the ride back to Hammer Nutrition headquarters Alan Larsen decided he wanted to arrive first, so he adopted a novel sprint approach. Starting five miles out he gradually picked up the pace and simply wore everyone out. When he got to the final stretch, there was no one left to contest his arrival. Nothing like winning RAAM to prepare for such a finish!

I won't go over the details of all the subsequent Hammer Highlines rides, but a few recollections come to mind:

- One year we rode over Marias Pass amid visible flames and thick smoke from forest fires. The pass was only open for a few hours that week, so we were lucky to get through.



- On a 95°F day Steve Born and I were pulling a group of tired riders at mile 110 when Brian Frank threw a bucket of ice water on me. We set off on a furious climb, and Steve and I dropped our companions.

- My son Lito rode the Highline with me six times. The first time at the age of 12 he only made it 20 miles to the base of the first climb. The next year

he summited Logan Pass. Eventually he made it all the way around and became the youngest rider to complete the course, an achievement eclipsed this year by Miles Frank.

- One year in nearly 100°F heat Bill Misner rode so hard that he became incapacitated and had to climb into the river to cool off.

- This year, ascending the Hudson Divide from St. Mary Lake, I saw new green meadows and flowers in the areas where there had been smoking fires in ashen soil and blackened trees in years past.

- Every year the food was utterly fantastic, culminating with the wonderful bison burgers we enjoyed this year.

- Passers by at City Beach in Whitefish gave amused glances to our crew of cyclists sitting in chairs in the park while wired up and twitching from Compex recovery sessions.

Over the many years at the Highline my cycling abilities improved, and I was eventually able to spend some time riding in the company of legendary veteran cyclists like Mike Freeman who also rode all nine years I was there. It is notable that in all ten years of cycling the Highline, there was not a single crash or injury among the riders who participated.

The final edition of the Highline this year was a special occasion. The first day's ride was spent with my wife Jane, and it was a fine time for us to enjoy the matchless scenery of the Flathead Valley together. On the day of the park ride there was snow and thunderstorms in the mountains, so we instead rode along Whitefish Lake. The weather improved for the next day and we all set out together through the park. It was a relaxed pace line of 25 cyclists all wearing Hammer Nutrition kits, riding along in the cool mist next to Lake MacDonald together for one last time. So many of these extraordinary athletes had become friends over the years, and it was good to share this final ride with them.

There were some road construction delays in the park, which kept all the riders together but made for cautious descents on the dirt sections. It was warming up when I was caught by the

lead group coming into East Glacier and I noticed that I was now comfortable dicing with them roadie style, something that would have been foolhardy eight years earlier. After yet another gourmet lunch on the grass it was mandated that all riders sag the section from East Glacier to Marias Pass, which would have been treacherous due to a ferocious headwind and no shoulder on the fresh paving. Descending from the pass on the last 30-mile stretch while riding with the group, my fuel bottle popped out. By the time I retrieved it, I was left riding by myself for the last miles of the final Highline, alone with my thoughts and reminiscences of the thousands of miles spent cycling in this event.

As I smoothly rode along the rollers toward West Glacier for the last time, I thought about how central this annual pilgrimage had become to my life and family. My son had grown up riding this route and now is gone away to college. He went from being a boy to manhood in his six years of riding the Highline, and in these same years I had become a true cyclist. Maybe he will return to do this route again with his own family and friends. Though the Hammer Highline is done, the beautiful roads and vistas remain for everyone who will come to receive the joy of this special place. **HN**



# Giving it their best shot

BY KATHY BENNETT with intro by Vanessa Gailey

For Kathy Bennett and Mike Hipsher, being on target in their training and racing is essential to success, even more so than for the rest of us—their race day “targets” are the size of CDs and golf balls! Biathletes from Bellevue, Idaho, Kathy and Mike compete year-round; in summer, it’s mountain bike biathlons, and in winter it is the more traditional combination of cross country skiing and rifle shooting, similar to the Olympic Winter Games sport.

After they both claimed 3rd place finishes in the 2011 West Yellowstone Summer Biathlon, we asked Kathy to tell us a bit about the sport.

Mike and I have been competing in the sport for three years. Mike’s been a competitive aerobic athlete all of his life and had long had an interest in becoming a biathlete, to put a new twist on his Nordic ski racing. Biathlon racing requires a different strategy than a traditional ski or mountain bike race; heart rate is high while completing each course lap, but it must come down enough as we approach the range to be able to shoot. Breath control is key. Shots are ideally fired in a cadence between breaths. In a race, an athlete’s total time includes the time spent at the range, so efficiency in making the switch from skiing/biking to shooting and back is very important.

The rifles used are .22 caliber long rifles with unique bolt actions that are specifically designed for biathlon. They have harnesses attached to make them easier to carry while skiing. This adds another challenging element during winter biathlons as the rifles add extra weight and tend to change one’s balance on skis. Mike and I often ski with our rifles during workouts to train with them, which causes a few raised eyebrows on the local ski trails. In the summer, the rifle stays at the range, awaiting the competitor’s return from each lap on the course.

There are various types of race formats that dictate the amount and sequencing of shooting as well as the length of the race—usually anywhere from 10-20k for men and 7-15k for women. One of the most challenging aspects is keeping track of all the logistics while trying to race at a maximum



heart rate level: Which lap is next, the green or red? How many shots did I miss that time? How many penalty laps have I done so far? Biathlon is truly the ultimate combination of physical endurance and fitness paired with the mental challenge needed to hit small targets from 50 meters away with a heart rate in Zone 4 and to switch between the two repeatedly. What’s not to love?

For both workouts and races, Mike and I exclusively use Hammer Gel, HEED, and Endurolytes. I’ve found Anti-Fatigue Caps also make a huge difference for me while I compete and for my recovery afterwards. Recoverite is a mainstay and we don’t leave home without it. Often races will include two days of back-to-back events, and the next day’s performance depends on recovering well. From my own perspective, as someone who began training and racing later in life, Hammer Nutrition products meant a turning point for me. I had always been frustrated and confused about my abilities and performances, wondering why I lagged behind or wasn’t able to do more as an athlete despite having the desire to be better. Once I started using Hammer Nutrition products, it felt like I could finally try to do all that I wanted to and not be held back by an energy or endurance ceiling. **HN**





# Training and racing essentials

## New products in the Hammer Nutrition lineup

BY VANESSA GAILEY

**H**ammer Nutrition has always been committed to providing products that enhance your training and racing experience, and that fulfill needs as expressed in the large volume of client feedback we receive. You asked, and we listened: a highly effective, all-natural lip balm and a functional, voluminous gear bag are now both available through.

These two field-tested, feedback-supported additions to our product lineup have passed our stringent criteria—of the highest quality ingredients, production standards, and/or materials.

### Hammer Lips

Like the other exceptional products that make up our Body Care line, new Hammer Lips is 100% natural and completely free of camphor, menthol, petroleum, and other harsh chemicals. Its moisture-rich formula includes apricot oil for rapid absorption and rich essential fatty acids, and olive oil, which has long been used as a natural, deep-penetrating moisturizer to regenerate skin cells and soften tissue.

Other all-natural ingredients include beeswax, castor bean oil, glycerin, aloe

vera oil, jojoba oil, natural flavor oils (varies based on flavor), vitamin E oil, candelilla wax, carnauba wax, and zinc oxide.

- Available in Wildberry and Wintermint
- Made in the USA
- 0.15 ounce tube

### Hammer Gear Bag

To perform at your best, you need the essentials: fuels, supplements, proper attire and footwear, water bottles, anti-chafing, sunscreen . . . the list goes on. The new Hammer Gear Bag is large enough to accommodate all your gear, giving you an easy way to organize for race days or traveling. The zippered lower compartment with plastic bottom and sides is perfect for keeping shoes, wet gear, or dirty clothing separate from the rest of your equipment.

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# United Kingdom



From the first recorded cricket match in 1598 to the 2012 Olympics in London next summer, the UK has always been a land of athletes with a passion for sport. The British Triathlon Organization is a reflection of this, with more than 700 events listed on their website calendar for 2011. There are currently around 350 affiliated triathlon clubs in Great Britain.

Hammer Nutrition UK, based in London, helps this community of endurance athletes stay well fueled by distributing Hammer Nutrition fuels and supplements throughout most of Europe. Like Hammer Nutrition US, our friends in the UK are involved in the ever-growing endurance athlete community, sponsoring athletes and events each year. A few of their sponsored events caught our attention as truly unique UK experiences:

## The Hardmoors

For some of the most scenic distance trail races in the UK, check out the Hammer Nutrition-sponsored Hardmoors series along the coastal Cleveland Way National Trail. This series of four races, from 30 miles to 110 miles in length, passes through seaside resort communities and fishing villages, follows cliff tops, and passes through the largest open moorland in England (depending upon the race distance). ([hardmoors110.org.uk/cms](http://hardmoors110.org.uk/cms))

The Hardmoors 60 (Sept. 24) is a 60-mile race along the coast from Saltburn to Filey. Competitors

have 15 hours to complete the course and earn 2 points toward UTMB Qualification.

The Hardmoors 30 (Jan. 1, 2012) kicks off the New Year with a 30-mile loop near Whitby, a bustling seaside resort known as the home to Captain Cook.

## Mucky Races Series

UK athletes are not afraid to get dirty, as evidenced by the popularity of the Mucky Races Series (and the photos on the facing page), sponsored by Hammer Nutrition UK. ([www.muckyraces.co.uk](http://www.muckyraces.co.uk))

## Steeplechase (Oct. 30) - The Obstacle Race, Norwich, Norfolk

Also called the Obstacle Course, there are 10K and 5K off-road runs on a tough grueling course. Obstacles include The Jumps (30 man-made horse jumps—some small, some large!), Ultimate Obstacles of three natural water obstacles, River Run of 150-meter freezing cold river section, one long and very nasty hill, plus lots of track, mud pits, and a few surprises.

## Guts & Glory – (Nov. 20), Bures Pit, Essex

How do you follow an event like the Steeplechase? With this extremely cold, wet, and very muddy event, a 12K off-road run with lots of obstacles: pits of cold thick mud, relentless inclines, wooded swamps, pits of cold waist-deep water, muddy track sections, roped inclines, and more. **HN**



A Hammer Nutrition UK athlete celebrates her race medal with British javelin thrower Tessa Sanderson, six time Olympic competitor and gold medalist. Photo courtesy of Hammer Nutrition UK.



# Adam Gellatly

I compete in triathlons such as ironmans and half ironmans, and also compete in ultra marathons such as the FatFeet Ultra 70. I've only been competing for two years and am completely self-coached. My dream is to turn professional and make triathlon my career as a full-time athlete; I currently hold down three jobs to fund my dream.

-Adam Gellatly  
Hammer Nutrition UK  
sponsored triathlete



At 23, Adam Gellatly is fairly new to triathlon, but he is quickly amassing a race resume, including 3rd age group Ironman UK and 3rd age group Ironman Zurich. Photo courtesy of Hammer Nutrition UK.

## Good, clean fun

Images from the 2011 Mucky Races Series, sponsored by Hammer Nutrition. Photos courtesy of Hammer Nutrition UK.





# Making the leap from age group to pro

BY CORINNE ABRAHAM, Hammer Nutrition UK



Photo : Rob Holden

It has been a year of change. We are all familiar with the term “transitions” in triathlon as we move from the swim to the bike, and the bike to the run stages of the race, but I have been taking the term even further by transitioning from age-group competitor to professional triathlete. Forget small adaptations and gradual process, deciding to “turn pro” has required some massive changes in my life.

I did my first triathlon in 2004 (East Sussex sprint distance) and this was my preparation race for London Triathlon later in the year. I enjoyed both races (coming 2nd in the sprint and 14th in the London Olympic distance) but I was busy with work and league volleyball at the time, and decided that while I’d enjoyed the race, that was enough for me. Jump forward five years, and I’d entered Race Across America (RAAM) where I met a man . . .

Shortly after RAAM, I went to watch said man (Rob, now my boyfriend) race Ironman in Switzerland. As I was dashing around different bits of the course to cheer him on, I remember thinking that perhaps I quite fancied a go at this long distance lark. This was triathlon on a whole new scale! I entered IM Regensburg in Germany, which was nine months away and set about reconditioning my body and mind

for the event. The training paid off and I placed 1st female age group athlete and 3rd female overall. At the same time I’d taken a sabbatical from my job as a Sport Science university lecturer and made the decision to train full time as a triathlete. When the time came to return to academia, the triathlon was going really well, I’d qualified for Kona, and instead I made a leap of faith to hand in my notice at the university.

Rob was a key factor in this decision as well, as he had agreed to support me throughout this transition period. So in for a penny, in for a pound, I’d handed in my notice, registered as self-employed, sold my flat, and had my application accepted by the World Triathlon Corporation (Ironman brand) to race as a professional athlete, all within the space of a few weeks.

My life as a professional athlete had begun. It has been, and still is, a steep learning curve. One of the key transitions that I have had to make has been ensuring that I am training consistently, routinely, almost habitually. Each day is planned to make sure that I am able to eat and rest adequately, and every training session has structure and purpose. Previously, the majority of my sessions would be planned, but I could be far more relaxed about a bike session turning into a coffee shop ride, having to share the swim

lane with someone insisting on trying to keep their hair dry, or missing a session just because perhaps something better had come up! Now there is seldom justification to scrap a session for something “better.” Sometimes I miss that spontaneity. On the flip side, I love riding my bike in the sunshine, the early morning swims in the lake, and rain or shine, there is seldom occasion when I do not enjoy the freedom of running. I’m willing to trade the unscheduled coffee stop for that.

There is no getting away from it, I find it difficult financially. Going from a lifestyle where, while I wasn’t affluent by any stretch of the imagination, I was financially independent. I could afford a mortgage for my own home, buy pretty shoes if I felt like it, get a pedicure, or spend the evening drinking cocktails. Now I seldom have nights on the town. How on earth would I be able to train after a night of drinking mojitos and dancing in those lovely shoes anyway? But that’s not my point. Relying on others for my financial well-being has been and continues to be hard, and not without the odd emotional meltdown. Support from sponsors such as Hammer Nutrition, Trigirl clothing, Zone3 Wetsuits, St Mary’s University (Twickenham), and Primera-TBCUK has not only enabled me to train and race full-time, but also to do it at a level that

- continued on page 55



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puts me in a position to be competitive with other full-time athletes in the field. One of the many challenges has been learning to set myself up as a business; it does not make sense to just train and the race, I have to make this financially viable in the long term. Along with training and racing, there's planning and logistics for upcoming races, a website to develop and maintain, and the development of new partnerships and sponsor relations. All of these are high demands on my time and energy—which could also be spent resting, recovering, or training! It is a constant juggling act to make sure that I am investing in the right priorities.

My training times indicate that I am up there with some of the top females in the professional rankings; however, I know that none of this counts unless I make it happen on race day. While the training can be physically hard, I also believe that successful top athletes are where they are not just because they are talented and physically capable, but because they have the mental tenacity to train day in, day out, mile after mile, lap after lap, session after session. At times I've found this an isolated way of living and occasionally lonely, but generally speaking I quite like my own company and don't mind listening to the thoughts in my own head.

Since deciding to race professionally I have been working toward racing at the world championships at Kona in 2012. 2011 was always about making physical and mental advances in my training and racing. Come 2012, I would be better prepared to qualify and race against the best in the world. My first opportunity to learn from the racing game and experiencing setback came in my first race as a professional, at Ironman Texas where shock and horror, I DNF'd. I was forced to pull out because seemingly out of the blue, my back seized up. Hardly the professional debut I'd been hoping for. I think that Rob and I came away from that race with about four pages of notes on things that I could learn from, both positive and constructive. I've been working my way through these, making my weak points stronger and reinforcing my strong points. I've raced a few times since with more success and am now gearing myself up for my second "A" race of the season and looking to pick up some early Kona Qualifying Points for the 2012 season.

So please wish me luck! You can keep up to date with my training and racing on [www.corinneabraham.com](http://www.corinneabraham.com). Hammer on! **HN**



Corinne focuses while on a training ride. Photo : Rob Holden

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Shelley Nance, 2nd overall at the Cutthroat Classic in the North Cascades. Photo : Kristen Smith - MVSTA

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# Race Across America

Congratulations to these amazing athletes!

BY VANESSA GAILEY



## Elizabeth Eaton

*Elizabeth Eaton, 15, became the youngest female ever to attempt and finish RAAM. With only eight months of cycling experience, Elizabeth raced as a member of the 8-person Team Life Changers.*

"When it got hard during the middle and end of the race, I had to remind myself that I was part of a team and that they counted on me just like I counted on them. At the beginning of the race I was really cautious about riding because of all the new terrain, but toward the end it felt so natural to me. I could tell that this trip had helped me become a better cyclist in just one week."

## Tom Lavalley

*Tom Lavalley was an attendee at a 2011 Hammer Camp this spring in Tucson. He worked with Steve Born to dial in his fueling/supplementation for his first attempt at RAAM, where he rode for the Children of Fallen Patriots and earned the "King of the Prairies" award (Best Time Trial-3 stages).*

"I just want to say thank you. The Hammer Nutrition team truly contributed to my success: RAAM 2011 in 10 days, 15 hours, 30 minutes."

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## Josh Kench

*Hammer Nutrition New Zealand-sponsored Josh Kench traveled across the globe to ride across the country, becoming the first New Zealander to finish RAAM solo. 2011 was his first RAAM ride; he was the tenth solo rider to pedal across the finish in Annapolis, and also 8th in his age group. Despite hallucinations in Missouri, falling asleep while riding once, and oven-like temperatures across the desert, Josh is already planning his return to RAAM.*

"I was one proud Kiwi at the finish, also knowing that I would be back to improve. As it was both racer's and crew's first RAAM attempt, we learned so much. Many thanks to Hammer and Rachael at Hammer Nutrition NZ for the product and support. I felt very proud to wear the Hammer Nutrition colours. I know with the variety in the Hammer Nutrition product line that there will always be a backup for every situation, especially when things don't go according to plan, and in this type of racing, anything can happen."



## Dex Tooke

*Texas Hammer Nutrition athlete Dex Tooke, 61, was the RAAM grand finale, as the final official finisher of RAAM, finishing 3rd in the 60-69 solo division in a time of 12 days, 19 hours, 46 minutes. For Dex, RAAM 2011 was more than a 3,000-mile ride—it was a score that he needed to settle after completing almost 2,800 miles in last year's RAAM before opting out so close to the finish.*

"Thanks once again for all of your support, Hammer Nutrition. It was nip and tuck at the end, but we pulled it off!"

"Thank you for all of the good educational material that you send me throughout the year." - Jeff M.





Along with his 1st place age group solo RAAM finish, David Jones became the oldest RAAM solo finisher at age 64; he set the previous age record two years ago at age 62.

## David Jones

*Three-time solo RAAM finisher and age group record holder David Jones focused on enjoying his coast-to-coast ride this year. His strategy worked; at 64 years old, David set another record for oldest finisher and finished in 1st place among solo 60-69 riders.*

"When I passed through Parker, Arizona on Day 2 of 2011 RAAM, it was 7 a.m. and I was already cooking. Temperatures would reach 112 degrees that day, and I knew it was crucial to stick with my nutrition plan of Perpetuem with race-specific supplements to avoid cramping and the bonk. It worked; I was able to stay on the bike for 50 hours before the first sleep break and went on to finish my third solo RAAM, placing 1st in my age group and setting a new record for the oldest finisher. Special thanks to Steve Born! I could not have done it without your "spot on" advice."



RAAM finisher Doug Patterson at the finish line with George Thomas, RAAM race director.

## Leah Goldstein

*Israel's Leah Goldstein, a Hammer Nutrition-sponsored athlete, claimed the coveted title of "RAAM Female Champion" with a time of 11 days, 4 hours, 41 minutes. She went on, just a few weeks later, to take the 1st place solo women's title at Race Across Oregon (over 40,000 feet of climbing in 527 miles).*

"With RAAM, I was not able to push myself as hard as I wanted once my neck collapsed. I could not lift my head at all which slowed me down incredibly and was very frustrating because I was feeling great (aside from the neck). When I crossed the finish line I was very disappointed and knew right away that I would do it again next year and "race" the whole way, not just ride. I will be coming back next year knowing what to expect and with an experienced crew. It will be very different and I do plan to break the record!

I want to add that Steve Born has a big part in my success this year with training, and of course with introducing me to Hammer Nutrition. I had no stomach issues for both races; without it I can't say I would have done as well as I did."

## Doug Patterson

*Doug Patterson's 8-person Tandem Team, JDRF-IGA, set a new Transcontinental Record for that class of 5 days and 20 hours, breaking the 6-day barrier that many said couldn't be done.*

"Earlier this year, it became very apparent what some of my original Furnace Creek 508 problems were. I have two heart conditions, Mitral Valve Prolapse, and I also suffer A-fib. The A-fib was a major issue during the ride and helped to contribute to what we thought was heat exhaustion. I won't bore you with the details but I was quite surprised by the correlation between what I was suffering with and the condition. Obviously, I still needed to work on my nutrition since my body and riding style has changed over the years. That said, I've been working/concentrating on this throughout spring training as I deal with having to take heart meds as well.

I am happy to report that everything is working well and I just got back home from competing in RAAM. I never had any fueling problems using the Sustained Energy supplemented with Hammer Gel shots prior to my pulls. I actually felt that I got stronger as the ride progressed. I'm sure Anti-Fatigue Caps and Endurolytes had a lot to do with that as well. Thanks for helping me get straightened out."



Photo : Anna Leeg



Arthur rejoices at finishing his 14th Badwater.  
Photo : Chris Kostman

# Grinding it out

## The remarkable Arthur Webb conquers Badwater AGAIN!

BY STEVE BORN

*"I must say that this Badwater was my perfect race. My nutrition and hydration levels were well monitored and remained balanced. I was strong the entire race. Amazingly, during this incredibly difficult 135-mile adventure race I had very few problems. The Perpetuem, HEED, and Hammer Gel "pancake mix" that I had used and trained with for months was the difference.*

*I sipped on the mix hourly plus had one crushed Mito Cap, Race Caps Supreme, and Anti-Fatigue Caps, chased with 25 ounces of water and 6-8 Endurolytes during the heat of the day. Feeling strong by maintaining proper hydration levels and nutritional balance, I was able to run, power-walk, and push hard the entire 135 miles to complete my record-breaking 14th consecutive Badwater Ultramarathon in a keeper 37:11. During 35 years of running mega mileage, I have never ever felt better. A shout out and a million thanks to Hammer Nutrition for their "must use" products that made the difference."*

*Many thanks!  
Arthur "The Grinder" Webb*

**T**here's a saying in ultra distance cycling and at RAAM in particular: "This race is too long and too hard for there to be only one winner." Of course, there can be only one male racer and one female racer to cross the line first, but when you're doing ultras, finishing IS winning.

This would certainly seem to apply when talking about the Hammer Nutrition-sponsored Badwater Ultramarathon, appropriately labeled as "the most demanding and extreme running race offered anywhere on the planet." When you're talking about . . .

- 135 miles
- Temperatures up to 130°F
- Extraordinary altitude differences (The start line is at 280 feet below sea level. The race finishes at nearly 8,300 feet.)
- Widely varying terrain (In the 135-mile distance, there is 13,000 feet of cumulative ascending and 4,700 of cumulative descending to be negotiated.)

. . . the concept that "finishing is winning" definitely rings true, and perhaps no more so than for Hammer Nutrition-sponsored athlete Arthur "The Grinder" Webb. At 69 years young, Arthur had the race of his life, completing his 14th consecutive Badwater—and finishing in a brilliant 34th place out of 94 entrants—in a time (which Arthur calls "a keeper") of 37 hours, 11 minutes, 40 seconds. WOW!

Arthur once again used Hammer Nutrition supplements and fuels in his training and during the race, and provided us with some great feedback on how the products worked for him.

Barely on the heels of his outstanding effort in this year's race, Arthur's already looking to next year. In one of his correspondences he wrote, "I can't wait for Badwater 2012 when I will be 70 and prepared to demolish all age-related records."

From all of us at Hammer Nutrition, congratulations on a great race in this year's Badwater, Arthur! We'll be there for you when you're ready to tackle the 2012 edition of this epic race!

Full results and photos from this and previous years' Badwater Ultramarathon can be found at [www.badwater.com](http://www.badwater.com). **HN**



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# Taking the scenic route

An interview with climber and author Blake Passmore

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BY VANESSA GAILEY

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From Building A at Hammer Nutrition headquarters, on a clear day you can see summits of Glacier National Park peeking over the hillsides to the northeast. For Hammer Nutrition staffers, these peaks serve as reminders to get into the park on the weekend and enjoy the short but sweet high-elevation hiking season in Montana. For local Hammer Nutrition client Blake Passmore, these peaks have taken on a whole new meaning, as he and his climbing partners climb, route, and record the mountains throughout Glacier Park.

Blake is writing a series of detailed climbing guidebooks, *Climb Glacier National Park*, with each volume covering a specific area of the park. Fueled by Hammer Nutrition, Blake locates the “beginner to intermediate” route for each peak in an effort to make them more accessible and safer to climbers.

From our location at Hammer Nutrition headquarters, we enjoy knowing that on a beautiful summer day, Blake is out there on a peak, enjoying some Hammer Gel or Hammer Bars on the summit. The last time he stopped by, we got to ask a few questions...



A sweeping view of peaks in Glacier National Park. Photo : Blake Passmore



## How long have you been hiking and climbing in Glacier Park?

I have been hiking in Glacier with my family since childhood. I started climbing in Glacier in 2002 after moving home from eastern Montana. The first park peak I climbed was Pollock Mountain (9,190'), and we reached the summit cairn in 40-plus mph wind and snow. This was not exactly the greatest exposure to a first ascent, but the passion for climbing has been in my blood since childhood.

## How many peaks do you tentatively have scheduled for this year?

Due to the nature of the book I need to climb these routes in relatively snow-free conditions. We only have 24 peaks that we "have" to climb this year for Volume Two of *Climb Glacier National Park*, which features the Two Medicine Valley and Firebrand Pass area of Glacier National Park.

## How long did it take you to research summits for the last book (Volume One)?

I spent a number of years familiarizing myself with the peaks around Logan Pass. Then, last year my teammates and I climbed to 31 summits and gained over 100,000 vertical feet while "researching" routes for the book. The writing process also chewed up countless hours over a 13-month time period while I was gathering background information as well as working at developing a user-friendly tool to help beginning and intermediate climbers reach the summits of these peaks.

## The last climbing guide for Glacier Park was written about 50 years ago. How was that book different? How has climbing changed since then?

I really don't think climbing, in and of itself, has changed that much in 60 years. Obviously the equipment has improved since 1960 when Edwards wrote the first edition of his first guidebook, and there are a lot more folks scrambling on the summits. He was able to introduce generations of climbers to Glacier National Park.

*Climb Glacier National Park* incorporates the modern technology of color photographs with the routes drawn in red lines, topographic maps, G.P.S. waypoints, and elevation profiles as a tool

to lead climbers to the summits.

The new guidebook also addresses the changing nature of the landscape in the park. Trees grow and die, mountains continue to crumble, creeks change course, and snowfields that were once massive have disappeared. This ever-changing landscape has caused many readers of the Edwards' book to scratch their heads at the bottom of a route and wonder where to go next. This is not a criticism of the Edwards' books, it is a testimony to the ever-changing nature of Glacier National Park.

## All sports offer different mental and physical challenges. Share with us the demands that summit climbing places on your body and mind.

Perhaps the most difficult aspect of climbing in Glacier is dealing with the ever-present scree fields. It feels like you are walking on marbles, taking one step forward and sliding two steps back. This requires a high degree of strength in the hamstrings and quads.

Much of the mental challenge is learning how to push your body through the "wall" such as in running. Once past the "wall," it seems that another level of enjoyment is achieved. I find that Perpetuem has been a great tool to give me that extra boost throughout the 10-14 hours that are needed on some of the longer routes.

## How do you incorporate Hammer Nutrition products into summit attempts and training?

We have been using Hammer Gel for a number of years. I remember the first climb I used it on, and I was blown away by the burst of energy I got after downing a packet. Since then we have been enjoying the benefits of Hammer Nutrition products. Hammer Bars are a great any-time snack if one is needed.

Having the right balance of energy and electrolytes has been huge in helping our team achieve its goals. We have been amazed at how much Recoverite has helped us be ready to do it all again tomorrow.

The team has also used Hammer Nutrition products during cross training and during the off-season. We feel that it helps us train more effectively and also aids in helping us achieve a higher

level of fitness prior to getting to the mountains. This helps us go further and enjoy it even more.

## When people think Glacier National Park, the first thought that comes to mind is grizzly bears. What about the bears?

The *Climb Glacier National Park* team always carries bear deterrent spray, and we use good etiquette in bear country. We frequently see evidence of bears on ridges and have encountered bears on summits of peaks. Are we afraid of them? No. Do we give them the respect and distance they deserve? Absolutely!

## What has been your most memorable summit thus far and why?

It is difficult to narrow down a "most memorable summit." Climbing with teammates and achieving a summit together has a lot more significance to me than standing on a particular summit. With that being said, the climb to the summit of Mount Siyeh was a highlight of last year's climbing season. We summited above the clouds and could see hundreds of peaks peaking out of the clouds. The fresh snow on the route and summits made for a memorable day. Mount Siyeh was the last peak that we had to climb for the book. It was a magical day, and we accomplished our goal! *HN*







Dustin is a blur as he rounds a corner in Fernie.  
Photo : Adlai Majer / Revolve Photography

# FURIOUS3

## Mountain bike stage racing 101

BY DUSTIN PHILLIPS

**D**uring the first week of July, Hammer Nutrition riders Phil Grove, Tocatta Spearman, and I loaded up the Big Rig and pointed ourselves north toward Fernie, B.C., the promise land of epic, rooty, technical riding. We had joined forces with some local Montana talent: Ben Parsons (teamed with Phil in men's open duo), and Rose Grant (my partner in the open co-ed). Tocatta was flying solo on this mission. We were all super excited at the prospect of doing a mountain bike stage race, which none of us had taken part in before. We were all familiar with road stage races and riding hard for multiple days, but still were a little uneasy. So we completed our racing checklist: Hammer Nutrition fuels? Check! Hammer Nutrition supplements? Check! Good bikes? Check! Fitness? We will see.

given time. This certainly changes the strategy of racing, as you constantly have to check in with your teammate and try to encourage each other with your individual strengths. I had raced this format before in the TransRockies run, and have to admit I have been lucky in choosing stage race partners; that race was a success for me as well in running to a 2nd place overall. This race was no different. With an 8 a.m. start, the Hammer Nutrition team was about to sort out our compatibility on the trail.

**Day 1** With the early start, there was no need for breakfast . . . just a yummy Hammer Bar. The energy on the start line was so cool; every rider was cagey and anxious to get out on the trail. Because it was the first day and no ability levels had been established within the field, everyone was pushing their way to the front. It was a little tricky and added to the stress in staying together as a team when the gun went off. The pace was very high for day 1 of 3, which had somewhere around 13,000' of vertical gain on cryptic trails. An hour into the race, the field was sorting itself out and you began to ride with people



Tocatta was elusive on the Fernie course so here he is ripping it up during the Whitefish Mountain Race League Series for a 1st place age group finish!  
Photo : Jessica Downing

For those not familiar with the format of team stage racing, it is in most cases race protocol that riders remain within two minutes of their teammate at any

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"You guys are FANTASTIC, better than perfect on all fronts." - Bill W.



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that you will have your own race with for the next three days. Phil and Ben were already dicing it at the front with the leaders, Tocatta descended his way to the front, and Rose and I made our way to the front third of the race pack. With three consecutive days of 2+ hour race efforts, we knew fueling would be key, as well as recovery after each ride. Our fuels of choice—Hammer Gel, HEED, and Fizz—were aplenty. As the day wore on and with the difficulty of the trails, we witnessed riders who misjudged their effort and started to move back. For some this would be a long weekend! When day 1 was done, the team instantly hit the Recoverite and Compex. These two elements alone would prove invaluable by day 3.

**Day 2** This was the queen stage of the race—and was it ever. There was nearly 5,000' in 30 miles of hard mountain biking. The thing about Canada is that riding is a challenge both up and down. At no point in the descents could you lose your concentration, and the climbing had most of the double chainring guys geared out, begging for the climb to be over. This led to the importance of carrying one's own nutrition. The aid stations were fully stocked at this race with Endurolytes and Fizz, but some of these people were barely making it from one aid station to the next because they were crippled with cramps.

In a multi-day race, fueling and recovery mistakes become obvious: one beer after the first stage, extra ketchup with your fries (added sodium), not getting off your feet, and too many hours in the sun. All of these errors were becoming hugely apparent for some of the racers at the end of day 2. The type of climbing on this stage just increased the potential for cramps, as it forced you to climb seated and grind, not spin. I honestly think some would have paid a lot for Endurolytes and Fizz on this day.

Luckily we were there to save the day—hundreds of Endurolytes and Recoverite samples later, day 2 was in the books. Some riders were now more privy to the value of our support.

**Day 3** On the last day, you could see the fatigue on a lot of faces; two days of hard riding was catching up with them. The Hammer Nutrition team was faring well. Phil and Ben were now defending their lead with six minutes in hand, and Tocatta had a rough day 2 but was shredding day 3. Rose and I were in control of our division, and I was thinking parade day but Rose had other ideas. She was drilling it from the gun! Luckily, Compex and Recoverite had kept me fresh, and I only suffered one mishap on the weekend with a late stage crash on day 3.

All in all, the team was a success with hourly dosages of Anti-Fatigue Caps and Endurance Amino, plus Fizz, HEED, and Hammer Gel. Closing each stage with servings of Recoverite followed by clean, whole food dinners kept our riding consistent and fast. I don't think anyone from Hammer Nutrition had any serious bout of cramps or fueling issues for the entire weekend, and the support and education we offered other riders was priceless. All said and done, Phil and Ben put away the men's duo by more than 12 minutes. Rose and I rode hard every day, putting us on the top podium step by almost two hours . . . hmmm, perhaps a bigger stage race for us next year? Tocatta show his worth too in the men's solo open with 26th in a tough field of competitors, and a bucket full of memories.

If you have not had a chance to race this format, I highly suggest you do so. The Furious 3 will be expanding next year, and with our nutrition support you can take comfort in knowing you will be well fueled for the effort. Who knows? We may be there to help you out! **HN**

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Phil rides hard with the Canadian Rockies in the background.

Photo : Adlai Majer / Revolve Photography:



## 8 months, 7,000 miles, 3 record-breaking rides

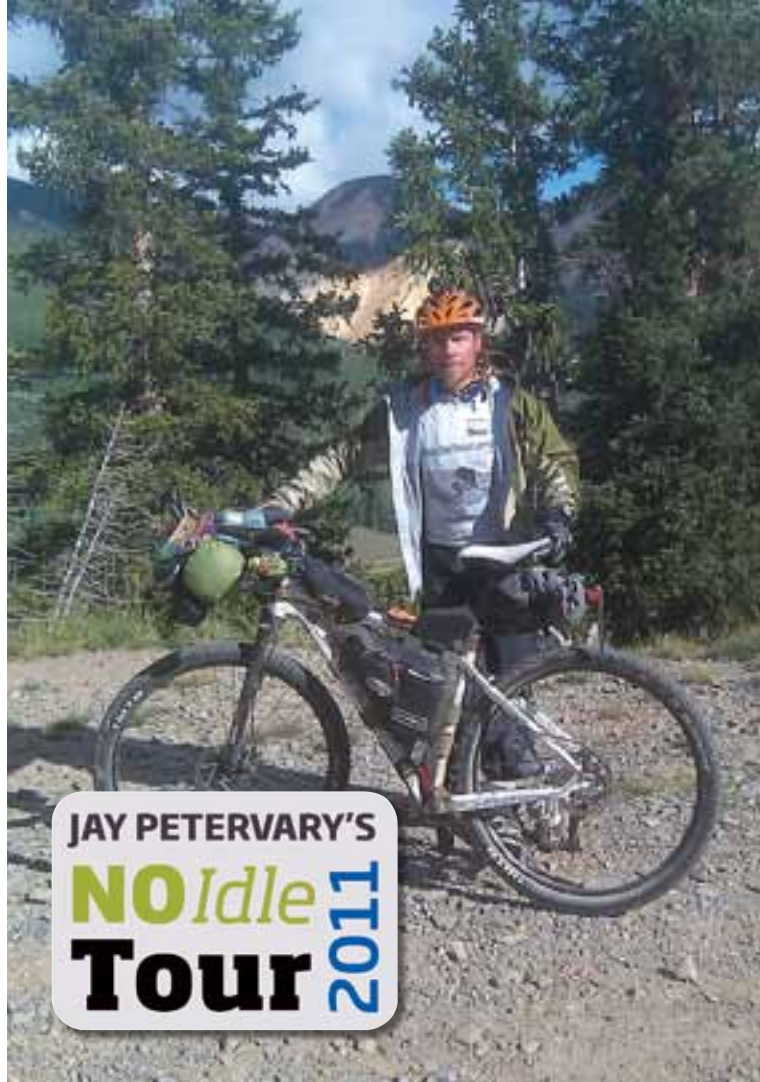
### No Idle Tour ends with record on Great Divide route

Endurance cyclist Jay Petervary has not been idle this year. On September 12, Jay sealed the deal on his last of three challenging rides of his No Idle Tour by setting a new record on the 2,750-mile Great Divide mountain bike route, from Banff, Canada to Antelope Wells, N.M. in 17 days, 9 hours, 1 minute.

After riding three different distinguished races throughout North America since February, Jay has logged more than 7,000 miles in an effort to raise global environmental awareness.

Hammer Nutrition, as a sponsor of the No Idle Tour, has been tracking Jay's progress, and helped him fuel right but still travel light. In February he began by winning and setting a new record of 17 days, 6 hours on the 1,000-mile Iditarod Trail snow bike race. In June, for his second leg of the Tour, he followed the 3,000-mile Race Across America (RAAM) route from Oceanside, Calif. to Annapolis, M.D. self-supported and completed it in less than 13 days. Jay is the first person to ride the RAAM route self-supported.

*No Idle Tour is about riding your bike, driving less and not idling. For more information about the No Idle Tour and how to get involved, please visit: <http://noidletour.org/>*



## One of the 'Mightier Mermaids' of the USMS

At 39 years old, Jenny Cook ventured back into the indoor pool for training. It had been 21 years since her last competitive swim. Now Jenny Cook currently holds six USMS 50-54 age group records—in the 100 breast, 200 breast, and 200 IM. In 2010 she swam away with six event titles at USMS Long Course Nationals in Puerto Rico.

Next for this 2011 Hammerbuck\$ winner? Jenny Cook now plans to focus on open water swims, in particular a solo swim of the Maui Channel. She has years of open and ocean water experience; in 2010 she and five teammates (the Mighty Mermaids) smashed the Catalina Channel relay record by more than 90 minutes. They completed the swim in 9 hours, 19 minutes.

The staff at Hammer Nutrition looks forward to hearing more from Jenny as she pushes the limits and continues to evolve as a competitive USMS athlete.



Photo: Wadley



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# Setting sail for a national title



Hammer athlete and autoship member Margaret Bonds Podlich races through the Lake Erie waves at the Laser Master Nationals 2011. Photo : Bob Osternolt

Every morning starts with a Hammer Nutrition protein fruit smoothie. Suffice it to say, Hammer Nutrition products work great on land and at sea! My three favorite things about Hammer Nutrition are 1) your products are great for sensitive/nervous stomachs, 2) your products make me a much better athlete than I've been before, even in younger days, and 3) your technical support absolutely rocks.

For the non-sailors out there, the Laser is a very tippy single-handed boat, so it takes constant work when there's wind not to flip over, and to keep the boat flat by hooking your feet under a horizontal fabric strap, extending your legs, putting your butt out over the edge of the boat, and elongating your torso, to "hike" the boat flat, while you sail toward the wind. When you turn the boat and head away from the wind, it's more like crouching on your ankles and trying to keep the boat balanced side to side and forward and aft, so it doesn't flip on top of you. Flat is fast, so it's really important that you are well-fueled and hydrated, with lots of energy. Thank you for helping me be my best!

Margaret Bonds Podlich  
U.S. Masters Laser sailor

# Taking command of the mountains

My friend Aaron Bova and I did a recent trip in the White Mountains of New Hampshire. We hiked (and ran where we could, which seemed like very little due to the terrain) the Presidential Traverse. It's considered to be one of the most difficult and rewarding hikes on the East Coast. It covers 20 miles and hits eight presidential summits. The book time is 14 hours, and we were able to do it in 9 hours, 40 minutes! Thanks for the great products that helped us get it done!

-Tim Nash



Photos courtesy of Tim Nash

## Extra! Extra!



Read all about it in the *Athlete Education Series*, our weekly publication with in-depth product information and SPECIAL OFFERS! Look for it in your mailbox or find back issues online. **OR** go green and sign up to receive them in your inbox!



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

"The Perpetuem Solids are one of the best things you guys ever did." - Paul W.



# A fistful of iron

## 45 finishes, 20 podiums, 7 wins

Last Sunday I finished Ironman Regensburg in Germany in 9:44. It was a rainy day with nonstop rain on the bike, and more drizzle on the run.

While not the greatest race for me, I had a pretty good day. Because of the colder, wet conditions I changed my nutrition a bit (after training in Texas 100-degree heat for the last two months). On the bike, I took a bit more Perpetuem and less Endurolytes. On the run, I used a flask of Perpetuem, then switched to Hammer Gel (Tropical and Huckleberry). Endurolytes I kept at 4-5/hour. No problems at all with this; nutrition worked great.

As a side note: With this Ironman finish I have now completed all Ironman full-distance races that have occurred. My goal has been to do all of them. But WTC adds 2-3 races every year,

which are announced 1+ years in advance. So, it was not possible to ever be done. But it is possible to have completed all existing races that have taken place—and I finally made it.

Regensburg was my 45th Ironman finish, with over 20 podium finishes and 7 AG wins. None of this would have been possible without a solid nutrition plan in races and with proper recovery.

Thanks to Hammer Nutrition for your continued support over the last ten years. You really helped me to be able to do all this racing!

- Stephan Schwarze



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# Powered by Heart

## Riding for a cause

BY ALLISON KOCH



**F**or four weeks this summer, I had the incredible opportunity to ride my bike from Canada to Mexico, to raise awareness for a healthy lifestyle and raise money for the American Heart Association. It is important for people to know they can help prevent heart disease by engaging in regular exercise. I wanted to do all that I could to get this message out.

I began the 27-day trek in International Falls, Minnesota on Memorial Day. It was the beginning of a long, challenging journey, but one that was definitely well worth the commitment. My father drove a support vehicle along the way. Every morning, the wake-up call came around 4:15; I would be on the bike by 5 a.m. An early start was critical—I needed to get as many miles as possible done before the wind and heat hit. After about 20 miles I would take a break and have some cereal for breakfast. I also called the radio station from my hometown to give daily updates. The rest of the day I would stop briefly to stretch and loosen up every 15 miles for maybe ten minutes, with an hour for lunch. As the trip progressed, my body grew accustomed to

the physical rigor, and I didn't have to stop quite so much.

The routine was essentially the same every day. The first six days—from the Canadian border to my hometown in central Iowa, where I had the Pigman Triathlon—were by far the most challenging. I left the day after I graduated from high school, so I had to run a tight schedule to make it back in time for the triathlon. The very first day, I biked in rain for a majority of the ride. All six days had extreme winds out of the south. I could only average ten mph, and with mileage totaling 630 in six days, it made for a long time out on the roads. On the fifth day I had my longest ride at 145 miles. After each day's ride, I met with TV stations, newspapers, and radio stations to spread the word. I would write my blog, fill up with dinner, and be fast asleep by 8 p.m. It was exhausting, but my body held up fairly well. I never suffered any serious muscle pains, and was very thankful for that.

It got easier after the first week. The Pigman Triathlon on June 5 went very

*- continued on page 69*



- continued from page 68

well, even after a grueling six days of riding prior. I placed 1st in my age group and had a personal record in the bike portion. This was one of my easiest days, since I was done riding after the triathlon. I had another triathlon on June 19 in Dallas. This second triathlon was more difficult, but I was still able to place 1st in my age group. I had another 50 miles to do afterward, however. In the end, the 2,200 miles were done in 23 days, computing to an average of 95 miles each day.

The trip was enjoyable, peaceful, and without any serious problems. I had four flat tires, and the chain fell off only once. Winds that were less than 15 mph for only five days (the days in Minnesota were gusting from 20-30mph) made an already challenging ride even more strenuous, but otherwise the weather was fairly cooperative. It rained only three times. I was chased by far too many dogs, nearly hit by a pickup truck, and crashed once. I had been drafting behind my dad's bike and caught his rear tire, going over the handlebars and sliding across the pavement. I finished the ride with a few scares and a fake tooth, but it could have been worse. I realized there were going to be risks, and I feel very fortunate that I made it home safe and in one piece.

Everyone was very supportive throughout this whole ride. We spent some nights in campgrounds where the camping fee was kindly donated. Most nights we were fortunate and had homes provided to us by friends, friends of friends, extended family, or people connected to the American Heart Association. For four nights of the ride, we had no families to stay with or any campgrounds nearby, so I approached hotels. It took a couple tries in each town, but I eventually found ones that were willing to donate a room. It is so encouraging when people reach out to help, and I was so very thankful to have a shower and air conditioning.

Meeting people along the way was both a blessing and a somber reminder. I was confronted with the daily realization that heart disease affects so many. One man told us about his son, who was born with a heart defect. He was not expected to live past the age of five. He received a heart transplant, but unfortunately passed away in his early teens. Another kindhearted man at one of the hotels also told us of his three-year-old son, who has already gone through two open-heart surgeries. He had two stints and a balloon in his chest, but was as energetic and happy as any child. I ran into a lot of people who had heart problems themselves, and considering the extent of cardiovascular disease, I stopped considering it coincidence. It is for people and families like these that I did this ride.

In addition to raising awareness, I had a monetary goal of \$10,000. I collected donations along the route, but most of it came online through my website [www.PoweredByTheHeart.com](http://www.PoweredByTheHeart.com). I was able to raise over \$6,000! I couldn't have done this without the support of my sponsors. You donated so much toward this ride, and I hope that it was as worthwhile for you as it was for me. I consumed Hammer Gel every day to stay energized. The clothing—socks, jersey, shorts, and wind jacket—was all very beneficial. I definitely made good use of it. The water bottles are also much appreciated. I hope I represented Hammer Nutrition well.

It is also my hope that this bike ride across America helps people make the necessary changes to live healthier lives. Ultimately, heart disease should not be the nation's most extensive cause of death. We can do our part, we can make smart choices, and we can help prevent the spread of heart disease. Thank you for choosing to sponsor Powered by the Heart! **HN**

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# Have it made in the shade

Hammer canopies now available! BY STEVE BORN

**W**e've had an increasing number of requests from our clients, sponsored athletes, sponsored teams and clubs, and Hammer Nutrition retailers, all of whom want us to make our oh-so-cool-looking, durable, 10'x10' tent canopies available. Well, you asked and we listened!

We now offer two options, both of which we'll drop-ship directly to your door.

Each 10'x10' tent is screen printed on 600 denier polyester and includes a powder-coated steel frame, four stakes and ropes, and carry bag. Assembly is quick and simple, with patented pull pins for easy setup and height adjustment.

Styling underneath a Hammer Nutrition canopy . . . does it get any cooler than that? **HN**

## *Tent 2: Semi-custom*

This tent features the alternating crank and badge logo top, with a "your name here" area for custom printing on all four sides of the valance. Each semi-custom canopy will be made-to-order and requires four weeks for production and shipping.

\$795.00 + shipping\*

\*Shipping charges will apply to all tent orders, determined by weight and destination.

## Professional product advice is just a phone call away!

Not sure which products are right for you? Have a few questions that you'd like answered? Call today for your free consultation with a Hammer Nutrition Client Service Advisor.

**{ Call today! 1.800.336.1977 }**

Monday-Friday, 9-5 MST



## *Tent 1: Racing Team*

This tent has an alternating crank and badge logo top with "Racing Team" printed on all four sides of the valance. We'll have a half-dozen or so of these premade, so they'll be available to ship to you shortly after ordering.

\$675.00 + shipping\*



*"I'm totally sold on using Perpetuem as my fuel for any endurance event." - Bryan H.*

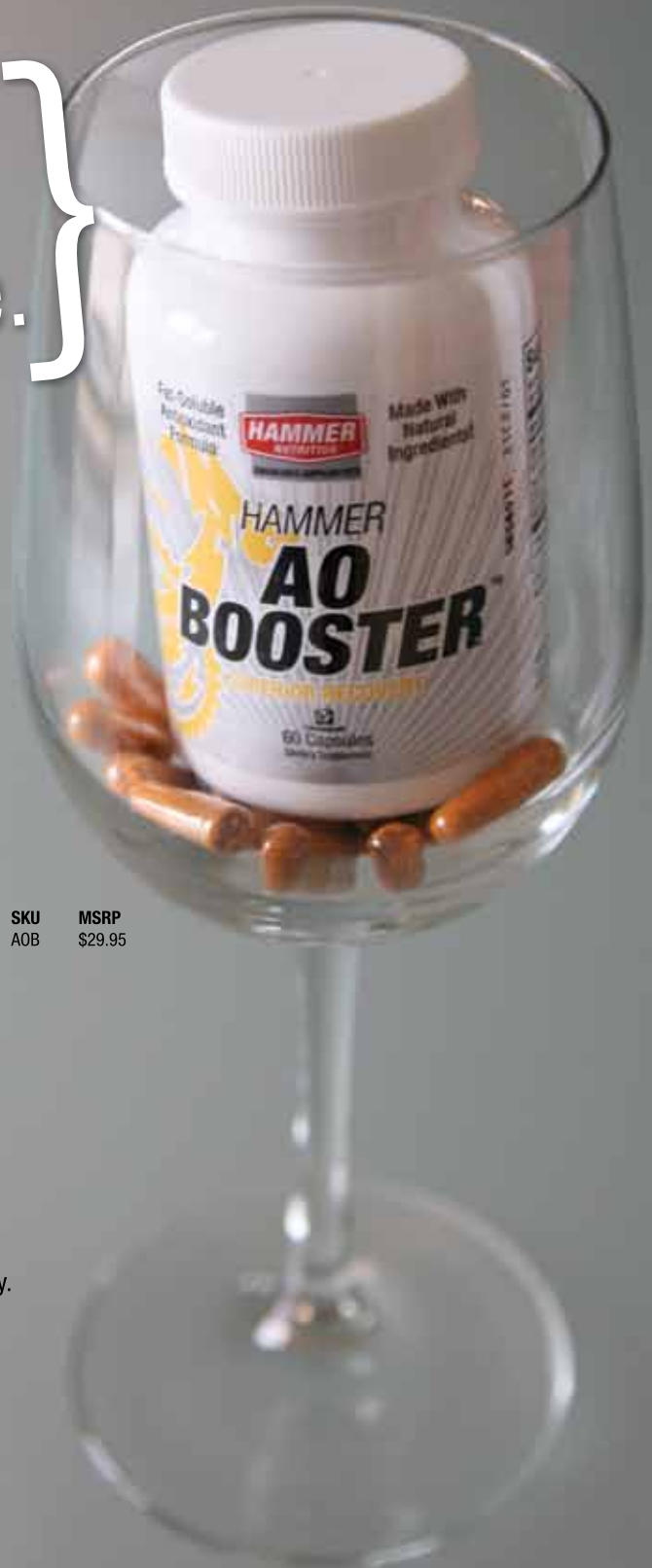


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# From our athletes

Catching up with the stars of tomorrow



**Joseph Guthinger**

Age 6 at the Myrtle Beach Kids Triathlon



Photo : William Flores

## Francisco Flores

Francisco Flores, 12, just completed his first IronKids. His goal is to do a full 140.6 while he is still 12. As you can see by the awesome kit, he is an avid Hammer Nutrition fan. He used Hammer Gel and HEED as his fuel. I am Francisco's spin class coach (in the photo with him); he faithfully attends class every week even though he also has basketball AND baseball practice.

John Flynn, coach and Hammer Nutrition athlete

We want to know what your juniors are up to! Send your latest news to: [athleteupdates@hammernutrition.com](mailto:athleteupdates@hammernutrition.com).

## Bermuda Bicycle Association Junior Summer Camp

I am pleased to report that we had a very successful camp this year and wanted to provide you with a photo. The kids absolutely loved the Hammer Gel, goodie bags, water bottles, and Hammer Nutrition stickers.

Thanks,  
Brad Spears



**Emma Fry**

Cheers her mom on at the Big Sky State Games!





Madison Curry celebrates her three Texas state championship medals and Junior National 5th place medal with coach Suzie Tignor and brother Kolton Winders. Photo : Michael Winders

## Erik and Ryan Armes

Erik and Ryan Armes raced the Ayahashi Youth Triathlon in Japan on July 31, 2011. The heat index was near 100 degrees so proper nutrition was critical. Both boys ran a phenomenal race against a very talented Japanese field and both landed on the podium.

Erik was 2nd Overall / Top American / 1st Age Group. Ryan was 8th Overall / 3rd Age Group.



## Nikki Soto

I wanted to send you this picture from a softball all-star tournament that my daughter's 14U team participated in. She and a teammate take Tissue Rejuvenator for prevention of aches that they may get from playing the game. It may be softball, but it gets rough out there sometimes!

Nikki, my daughter, was diagnosed with Fibromyalgia a few years back and for some reason Tissue Rejuvenator seems to help in reducing the joint pain that she feels.

Thank you for producing a product that has been truly life changing to my daughter, let alone one that helps her perform in her softball and cheerleading endeavors.

-Alex Soto



## Madison Curry

My favorite racing is on the track. The steep angles are fun and I love staying low on the track to catch an opponent. I love my coaches and my mechanic! I start and end all exercise (especially cycling) with Hammer Nutrition. I think the drinks taste great. We are a Hammer Nutrition family. Hammer On!  
-Madison Curry

### From Madison's Dad

Kudos to our one and ONLY athletic supplement provider, Hammer Nutrition. Our family of cyclists never starts a ride without HEED for short rides, and Perpetuem and Endurolytes for long rides; of course, we end those workouts with Chocolate Recoverite.

The star of the family so far has been Madison. She won an age group Texas State Track Championship for the last two years, and this year added the Texas State Criterium Championship title for her age group. Madison's momentum continued at the National Track Championships placing 5th in the 5K points race.

-Michael A. Winders

## Stephanie Morris

I had a great road season:

- Colorado State Junior 13-14 Champion in Time Trial, Hill Climb, Road Race, and Criterium
- 2nd Place at USAC Nationals in Road Race and 4th Place in the Criterium
- Upgraded to Cat 3

I'm looking forward to this season of cyclocross and next year's road racing as part of the Jet Cycling Junior Women's Team.

My new favorite is the Chocolate Recoverite! Thank you for your support!



# Turn race day into payday!

Over **\$40,000** in cash and credit given out in 2010 . . . you could be next.



**Kay Uibel**

**\$750 in cash**

Full Vineman Triathlon, 2nd place,  
W40-44AG, 11:07:05



**Steve Gerbig  
Joel Sothern**

**\$750 in cash**

RAAM, 2-person male team, 2nd  
place, 7 days, 1 hour, 35 minutes



**Cary Smith**

**\$500 in cash**

Pierre's Hole 100 - 2nd overall



**Rhonda Claridge**

**\$500 in cash**

Bighorn Trail Run, 2nd overall female,  
24:40:04



**Brian Stern**

**\$500 in cash  
\$750 in credit**

IRONMAN 70.3 Steelhead,  
2nd place, AG 45-49, 3:47:20 (no swim)  
IRONMAN 70.3 Muncie,  
2nd place, AG 45-49, 4:34:55



**Niclas Ohman**

**\$1,000 in cash**

US Masters Swim Nationals, 1st place  
200 freestyle, 1st place butterfly



# FROM OUR ATHLETES



## Ken Holland

Here is my clan from this summer's trip to the Emerald Isle. My son and I did all of the long routes every day, and my wife and daughter did the basic routes. Miss Summer just turned 14 a month ago and HAMMERED seven boys all week—she was the only girl on the trip. By day three, the boys (up to 18 years old) just let her go off the front . . . a swimmer, a triathlete, and a HAMMER girl!



## Bev Enslow

Congratulations to Bev Enslow for her recent top-20 finish at the XTERRA Illinois Wilds Triathlon!

*Photo: Fredrik Goransson*

# INTRODUCING

## 3 NEW Hammer Bar flavors, including a high-protein recovery bar!

### Cranberry

A delicious cranberry variation of our Almond Raisin bar.

### Oatmeal Apple

A new formulation containing oats and apples.

### Peanut Butter-Chocolate

A 75-gram, purpose-designed recovery bar with 20 grams of pure grass-fed whey protein. A peanut-based bar dipped in chocolate!



SKU	MSRP
FB <sup>f</sup>	\$2.50
FBRP (recovery bar)	\$3.50

<sup>f</sup> = flavors;  
Cranberry (B), Oatmeal Apple (O),

Plus our original flavors:  
Almond Raisin (A), Cashew Coconut  
Chocolate Chip (N), Chocolate Chip (C)



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## EVENTS

"I have been feeling amazing using your products and was having a great 2011 season. I raced in the Ellensburg Triathlon in late July and crashed during the bike portion. I was able to dust myself off and still run to 2nd place overall despite the injuries. I did not race in August as my injuries have kept me out. I have made consistent use of Hammer Whey and Premium Insurance Caps through my recoveries. I am back training and feeling great. Thanks for all of your support. I wouldn't be as successful as I am without your products!"

-Bryan Brosious



# Event calendar

As of September 8, we already have more than 220 events on our calendar for October and November, with more requests coming in almost daily. Though these are far from our busiest months of the year, that's still roughly 27 Hammer Nutrition-sponsored events each weekend, with more to be added to the calendar. Here are some of the great autumn events we're honored to sponsor, and remember to check out our website frequently ([www.hammernutrition.com/calendar/events](http://www.hammernutrition.com/calendar/events)) to keep up to date on all of the various endurance races that Hammer Nutrition supports. **HN**

## MOUNTAIN BIKING

### 10/8 – 8 Hours of Rocky Raccoon's Revenge

Tennessee – [www.goneriding.com](http://www.goneriding.com)

### 10/8 – Show Low Bluff Tour of the White Mountains

Arizona – [www.epicrides.com/towm](http://www.epicrides.com/towm)

### 10/8 – 6 & 12 Hours of Addison Oaks

Michigan – [www.funpromotions.com](http://www.funpromotions.com)

### 10/16 – 6 Hours of Herb

Tennessee – [www.6hoursofherb.racesonline.com](http://www.6hoursofherb.racesonline.com)

### 10/22 – 12 Hours of Old El Paso

Texas – [www.the-bicycle-company.net](http://www.the-bicycle-company.net)

### 10/22 – Berryman Trail Epic

Missouri – [www.btepic.com](http://www.btepic.com)

### 11/5 – Iceman Cometh Challenge

Michigan – [www.iceman.com](http://www.iceman.com)

### 11/6 – The Swank 65

North Carolina – [www.blueridgeadventures.net/swank](http://www.blueridgeadventures.net/swank)

### 11/12 – 12 Hours of Temecula #3

California – [www.12hrsoftemecula.com](http://www.12hrsoftemecula.com)

### 11/19 – 6 Hours of Cathedral Pines

New York – [www.somethingwickedevents.com](http://www.somethingwickedevents.com)

## ADVENTURE RACING

### 10/8 – Savannah River/Augusta Canal Adventure Race

Georgia – [www.kandoadventures.com](http://www.kandoadventures.com)

### 10/15 – Odyssey Fall Finale 24 Hour & Sprint Adventure Races

Virginia – [www.oarevents.com](http://www.oarevents.com)

### 10/15 – Hidden Valley Adventure Challenge

Pennsylvania – [www.rootsrace.com](http://www.rootsrace.com)

### 10/15 – LighterKnot Adventure Race

Florida – [www.pangeaadventureracing.com](http://www.pangeaadventureracing.com)

### 10/15 – GRAAR Fall Adventure Challenge

Michigan – [www.graar.org/index.html](http://www.graar.org/index.html)

### 10/16 – The Edge Adventure Race

Delaware – [www.g-o-a-l-s.com](http://www.g-o-a-l-s.com)

### 11/6 – GATOR Adventure Race

Florida – [www.soarteam.com](http://www.soarteam.com)

### 11/12 – Huntsville Hammer

Texas – [www.texasadventureracing.com](http://www.texasadventureracing.com)

### 11/13 – Florida Dirty Duo

Florida – [www.floridadirtyduo.com](http://www.floridadirtyduo.com)

### 11/19 – New Orleans Urban Adventure Race

Louisiana – [www.gulfcoastadventure.com](http://www.gulfcoastadventure.com)

## ULTRARUNNING

### 10/8 – Can Lake 50

New York – [www.canlake50.org](http://www.canlake50.org)

### 10/8 – Oil Creek 100 Trail Runs

Pennsylvania – [www.oilcreek100.org](http://www.oilcreek100.org)

### 10/8 – Slickrock 100M, 50M, 50K

Utah – [www.runmoab.com](http://www.runmoab.com)

### 10/15 – Rock'n River 50 & Marathon

California – [www.ultrarunner.net/raceseries](http://www.ultrarunner.net/raceseries)

### 10/15 – 24 Hours of Boulder/Boulder 100

Colorado – [www.geminiadventures.com](http://www.geminiadventures.com)

### 10/15 – Mountain Madness

New Jersey – [www.njtrailseries.com](http://www.njtrailseries.com)

### 10/21 – Pony Express 100

Utah – [www.ponyexpress100.org](http://www.ponyexpress100.org)

### 10/22 – Whiskeytown Trail Runs

California – [www.sweatrc.com](http://www.sweatrc.com)

### 10/29 – Autumn Leaves 50/50

Oregon – [www.orrc.net/races](http://www.orrc.net/races)

### 11/5 – Mendon Trail Runs

New York – [www.wny-ultra.org/#SeriesRaces](http://www.wny-ultra.org/#SeriesRaces)

### 11/6 – Q50 Ultras USA

Louisiana – [www.q50ultras.com](http://www.q50ultras.com)

### 11/12 – Upchuck 50K

Tennessee – [www.rockcreek.com/upchuck](http://www.rockcreek.com/upchuck)

### 11/12 – Rockledge Rumble

Texas – [www.ntrr.org](http://www.ntrr.org)

### 11/13 – Rhode Island 6 Hour Ultra & Relay

Rhode Island – [www.ri6hour.com](http://www.ri6hour.com)

### 11/19 – The Chimera 100K /100M

California – [www.oldgoatrunners.com](http://www.oldgoatrunners.com)

### 11/19 – Wild Hare 50M/50K/25K

Texas – [www.tejatrails.com/WildHare.html](http://www.tejatrails.com/WildHare.html)

## ROAD CYCLING/ULTRA CYCLING

### 10/8 – Furnace Creek 508

California – [www.the508.com](http://www.the508.com)

### 10/8 – Bass Lake Powerhouse Double Century

California – [www.fresnocycling.com/powerhouse](http://www.fresnocycling.com/powerhouse)

### 10/8 – Gran Fondo Bella Cipresso

California – [www.cipressogranfondo.com](http://www.cipressogranfondo.com)

### 10/8 – Gran Fondo Las Vegas

Nevada – [www.planetultra.com](http://www.planetultra.com)

### 10/8, 10/9, 10/16, 10/23, 10/29, 10/30, 11/6, 11/13, 11/20 – Inland Northwest Cyclocross Series

Washington, Idaho – [www.emdesports.com/Race\\_Flyers/Inland\\_Northwest\\_Cyclocross\\_Series/inwxcx.html](http://www.emdesports.com/Race_Flyers/Inland_Northwest_Cyclocross_Series/inwxcx.html)

### 10/16, 10/24, 11/7, 11/20 – Oregon Junior Cyclocross Series



Oregon – [www.obra.org/junior\\_cyclocross\\_series](http://www.obra.org/junior_cyclocross_series)

**10/19 – Fall Death Valley Century, Ultra Century, and Double Century**

California – [www.adventurecorps.com/dvfall](http://www.adventurecorps.com/dvfall)

**10/29 – Redwood Acres Cyclocross**

California – [www.teambigfoot.net](http://www.teambigfoot.net)

**10/29 – Hunted Hundred**

New York – [www.adkultracycling.com](http://www.adkultracycling.com)

**10/30 – SpookyCross**

Tennessee – [www.spookycross.racesonline.com](http://www.spookycross.racesonline.com)

**11/5 – Tri States Gran Fondo**

Nevada, Arizona, Utah – [www.planetultra.com](http://www.planetultra.com)

**11/5 – Rivers & Lakes Century**

New York – [www.adkultracycling.com](http://www.adkultracycling.com)

**11/12 – Solvang's Finest Century**

California – [www.planetultra.com](http://www.planetultra.com)

**11/20 – Kruger's Crossing Cyclocross Classic**

Oregon – [www.portlandracing.com/cx](http://www.portlandracing.com/cx)

**11/27 – Mid Atlantic Cyclocross Championships**

Maryland – [www.midatlanticcross.com](http://www.midatlanticcross.com)

## TRIATHLON/DUATHLON

**10/7-9 – Virginia Double/Triple IRON Triathlon**

Virginia – [www.usaultratri.com](http://www.usaultratri.com)

**10/8 - USAT Club Nationals and TriSports.com Halfmax National Championship**

South Carolina – [www.races.ultramaxtri.com/2011/myrtle-beach](http://www.races.ultramaxtri.com/2011/myrtle-beach)

**10/9 – Magic Mountain Man Triathlon**

California – [www.renegaderaceseries.com](http://www.renegaderaceseries.com)

**10/9 – Race the Troops Triathlon & Duathlon**

Florida – [www.racethetroops.com](http://www.racethetroops.com)

**10/15 – Pumpkinman Triathlon**

Nevada – [www.bbsctri.com](http://www.bbsctri.com)

**10/15 – Atlantic Coast Half Iron Triathlon & Ameliaman Olympic Triathlon**

Florida – [www.drcsports.com](http://www.drcsports.com)

**10/22 – The Great Floridian Triathlon**

Florida – [www.triflorida.com](http://www.triflorida.com)

**10/29 – Washington Half Iron Triathlon**

North Carolina – [www.fsseries.com](http://www.fsseries.com)

**11/5 – Telos Turkey Tri**

Utah – [www.t3triathlon.com](http://www.t3triathlon.com)

**11/6 – Oil Man Texas (Iron Star) Triathlon**

Texas – [www.out-loud.org](http://www.out-loud.org)

**11/13 – Miami Man Half Iron Triathlon & Duathlon**

Florida – [www.miamimantriathlon.com](http://www.miamimantriathlon.com)

**11/20 – Natural Bridge Caverns Duathlons**

Texas – [www.redemptionrp.com/NBCDu2011](http://www.redemptionrp.com/NBCDu2011)

**11/24 – SW Valley Family YMCA Thanksgiving Tri/Du**

Arizona – [www.trifamilyracing.com](http://www.trifamilyracing.com)

**11/24 – Thanksgiving Triathlon**

Colorado – [www.racingunderground.com](http://www.racingunderground.com)

**11/25-28 – Ultraman World Championships**

Hawaii – [www.ultramanlive.com](http://www.ultramanlive.com)



## Seattle says 'thank you!'

A huge thank you to Hammer Nutrition for sponsoring our Ladies Clinic! We had an awesome time riding the Duthie Trails mountain bike park outside of Seattle, Washington. Hammer Nutrition kept the ladies well hydrated and fueled while we "Hammered" away at our riding skills and trail sessions. Their favorites on the hot trails were the new Endurolytes Fizz, Melon HEED, and Huckleberry Hammer Gel! My clinic, held through The Seattle Athletic Club, covered crosscountry riding skills for beginner to advanced female cyclists from the Seattle area. Coming this winter, I'll be taking the ladies up the mountain for winter sports and ski sessions. Hammer Nutrition will be with us again—this time we will be trying out Fizz and Hammer Bars on the frozen slopes.

Thank you, Hammer Nutrition, for keeping us fueled while we EXPLORE, ADVENTURE, and PLAY in the outdoors!

Brandyn Roark, Hammer Nutrition sponsored athlete

Photo courtesy of The Seattle Athletic Club

# Leave dry skin behind



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PE4	\$32.95

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ultra hydrating  
skin cream

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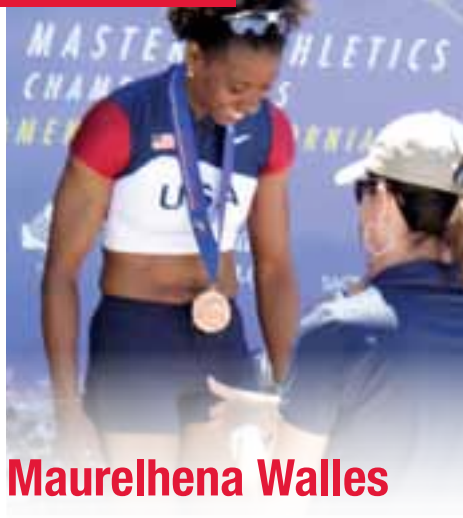
# FROM OUR ATHLETES



## Lincoln Murdoch

Thanks again for your great support this season with my training and racing. Your products rock! Most recent race was last Saturday in Burlington, VT for the USAT National Champion Triathlon. I've been dealing with some injuries and wasn't in top form but needed to be top 18 in my age group in the nation to qualify for Worlds next year in New Zealand. Long story short . . . I placed 13th and qualified and get to race for Team USA at the World Championships.

It was a tough course and I knew I didn't need my fastest race to qualify—just a steady, solid one and the Lord blessed me with just that. I was well into the top ten heading out on the run, but a lower calf issue has plagued me for the last eight weeks, so I couldn't push it and run the way I wanted to. I'm very happy though that my primary goal was realized. Thanks again!



## Maurelhena Walles

I wanted to let you know that I took your advice in purchasing and using Hammer Nutrition for hydration and sustaining my energy levels throughout the World Masters Athletics and USA Masters Nationals. I used Race Caps Supreme, Mito Caps, Anti-Fatigue Caps, and Endurolytes.

I achieved a bronze medal in the W35 division and a gold medal in the W35 4x100 and 4x400 relay. Two weeks later, at Masters Nationals, I won the W35 400 meters.

I would like to thank Hammer Nutrition for sharing your knowledge and for guiding me when I had further questions about the products, and most of all of your patience throughout the whole process.



Photo: Kristina Johnson-Short

## Bill Misner

I ran the MidSummer's Day 5K Road Race in Colville, Washington to test where I am in terms of running fitness. I am preparing to run in the USA National Masters 50K Trail Championship in Bend, Oregon in September.

I am in the middle of building distance fitness for the 50K, which is going well, but is very difficult to do without losing what relative speed (grin) I have managed to gain while doing distance.

I ran this race last year, setting an age 70-up group course record of 24:58 (a hilly course). This year I broke my 2010 course record by 36 seconds in 24:22, placing 15th overall. I was pleased.



## Tom Nieman

(left to right) Tom Nieman, Ed Marley, Steve Cohen, Russ Hall, and Mike Baird at Geology Vista after climbing Mt. Lemmon.

I rode the San Diego Colnago Gran Fondo a couple of weeks ago with Ed Marley, Steve Cohen, and Mike Baird. They are autoship program members (from 2010) and we were all in our Hammer Nutrition kits. The entire ride of 105 miles wasn't timed, but there was a hill climb time trial, located at approximately mile 40 to 47 on the route, 6.75 miles long. The climb ranges in grade from 3% up to 12% with total vertical of almost 2,000 feet. I was 2nd in my age group (55-59) and 33rd overall. I consumed only Hammer Nutrition products, primarily Perpetuem (1.5 scoops/hr), with a lot of Endurolytes (4/hr), a flask of Hammer Gel, and a Hammer Bar. I finished strong and felt great throughout the entire ride. My buddies did the same, also using primarily Hammer Nutrition products. I just want to say thanks for such great products.



## Ian Martin

Here I am coming around the corner to the finish of this year's Ironman Coeur d'Alene. I had a great race and finished in 11:36, cutting 1:21 off my previous year's time! I fueled exclusively on Hammer Nutrition products all day. Perpetuem, Hammer Gel, Endurolytes, and Endurolytes Fizz!



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\*\*Free shipping is applicable to the first fill-in order each quarter, sent via Ground FedEx.

## How does it work?

Call our 800# to have one of our friendly client service advisors help you select the correct Hammer Nutrition fuels and supplements to meet your needs and goals. We then ship your products every 90 days (free shipping!) without you ever having to pick up the phone again.

We'll also call or email you approximately ten days before your scheduled ship date to see if you'd like to add anything to your order to take further advantage of free shipping and discounted pricing.



Call Katey to sign up for the Autoship Program and start saving today!

### *Real Athletes, Real Results!*

"Thanks so much for the extras you include in my autoship orders. It's always exciting to see what will come next. You guys go the extra mile to not only make sure I'm getting my money's worth, but that I'm getting more and it's definitely appreciated." - Billy S.

"I wanted to share my appreciation for your very generous gifts on all of my autoshipments. I have t-shirts, jerseys, water bottles, etc. and wear the clothing to my competitions. Thank you, Hammer Nutrition, for your generosity." - Mark B.

"I am very pleased with both the products and the autoship pricing. I meet new people all the time who are using Hammer Nutrition for the

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first time and are amazed by the results. Thank you for outstanding prices and products!" - Tim L.

"Thank you so much! I really appreciate a company with such great products and customer service." - Bill M.

"Schwag or no schwag, it isn't the free stuff that keeps me (and probably thousands of others) coming back; it's the products and the service. The fact that the products are so good would make me keep buying even if the service weren't so great. But somebody in your organization's management apparently knows that better service makes better products." - JHS

**Don't wait any longer, become a VIP today!**

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# FROM OUR ATHLETES



**Gene Nardi**

I recently participated in the 2011 Florida Law and Fire Games. It's an Olympic-style competition for police officer and firefighter athletes to compete in various team and single events. This year the games were hosted by the Treasure Coast. I participated in the mountain bike race at Halpaticokee Park. The race was a 16-mile singletrack race with some technical sections. I placed 3rd, winning the bronze medal. Hammer Gel helped me train for this race and helped me through as well, since immediately after the race our department competed in the soccer tournament at the games in Ft. Pierce.



**Carol Melzer**

I would like to thank Hammer Nutrition for providing such wonderful products for us to try and use on this year's Sierra to the Sea trip in California this past June. My husband and I did the 10-day tour on our tandem. We have used some Hammer Nutrition products in the past, but after using them for ten days straight we realized what a difference they make. We are now hooked on your Endurolytes, especially after riding two days straight in 100-degree temps. I was also pleasantly surprised with your Espresso Hammer Gel. I am not a coffee drinker, but did enjoy this new-to-me flavor. Many thanks for providing your wonderful products for us to use during this fabulous tour in California.



**Laura Holien**

I raced my first long XTERRA yesterday in McCall, ID, the XTERRA Wild Ride. I have done two sprint races but haven't truly embarked on the gnarliness that is XTERRA until now. I was so nervous before the race! This was mostly because of the mountain bike leg and my constant falling in order to improve.

Hammer Nutrition products worked like a charm and I felt great the whole time. I had no idea what position I was in and honestly took it fairly easy in the comfort zone realm. I somehow pulled off an overall win, beating Sam McGlone (Mostly on the technical sections of the bike. Did I mention I want HER autograph? Ha!), and represented Hammer Nutrition proudly on the podium. I can't believe the winnings they sent me home with! Hammer on!



**Team Smile (left)**

Team Smile recently completed the Pan Mass Challenge in August 2011. My teammates, Dean Olson and Anita Porter, and I found that the ride, while challenging, was completed with minimal problems because of our reliance on Hammer Nutrition products. We used Perpetuem, Sustained Energy, Hammer Gel, Anti-Fatigue Caps, and Endurolytes, and felt good at the end of each day with no cramping noted during the ride. While this is a fund-raiser and there is no chance at a podium, we all felt like winners. Thanks for your great products.

Dan Welling (center)



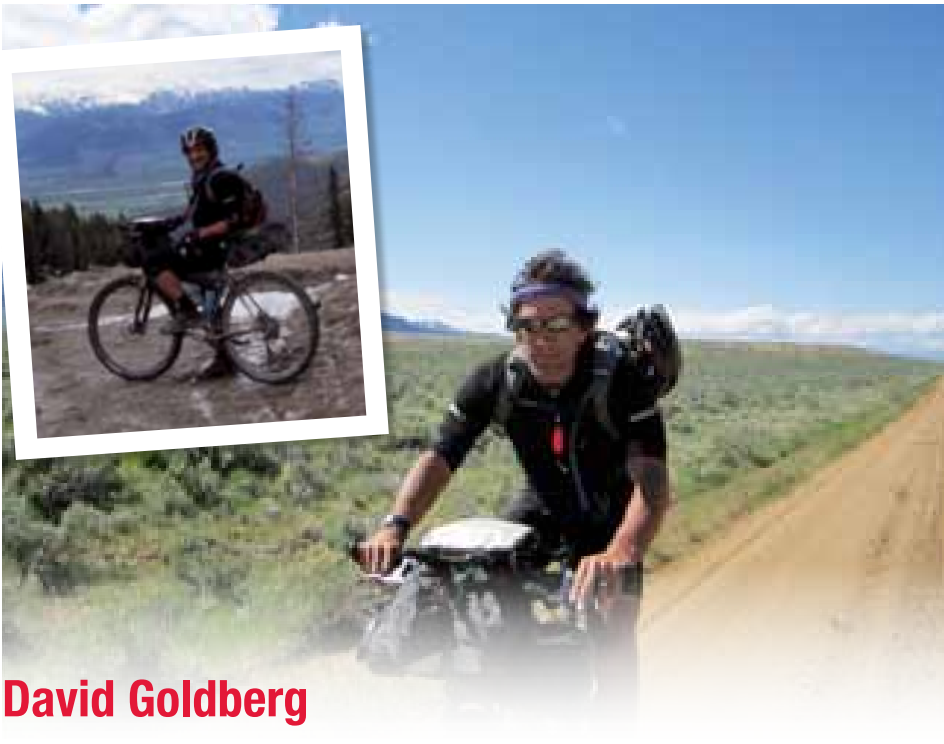
**Ron Schlagenhauser**

Congratulations to local Hammer Nutrition athlete, Ron Schlagenhauser, on his recent top-15 age-group Calgary 70.3 finish!

## ATHLETES . . .

Send your latest news to:  
[athleteupdates@hammernutrition.com](mailto:athleteupdates@hammernutrition.com).





## David Goldberg

I am an ultracyclist and have used your products for ten years as an ultrarunner and now cyclist. I do extremely long, self-supported races in addition to your normal 500-milers, 24-hour mtb's, etc. I completed the Tour Divide in July for the second year in a row (2,745-mile self-supported mountain bike race from Banff to Antelope Wells, N.M.). Last year I finished in 22 days—probably in part because I ran out of Recoverite and could not find it in the limited bike shops we run into en route. This year I made sure to carry half of a large jug at the start and ship more to a P.O. box in Steamboat, Colorado for the other half of the race.



## Chris Armstrong

I was turned on to Hammer Nutrition products about two years ago from an endurance cyclist friend who regularly competes in Leadville, and more recently completed a border-to-border ride from Canada to Mexico. This year I will race St. Anthony's in Florida, Calgary 70.3, and 70.3 World Championships via a lottery spot on my hometown course here in Las Vegas. In a typical half ironman distance event, I will use Hammer Gels on the bike and run . . . my favorite is the espresso with caffeine. I also use Endurolytes capsules, as well as Perpetuem Solids to fuel me for the race. I tape the capsules strategically on my bike, as well as under the brim of my running cap. The Endurolytes definitely help with the cramping I have experienced in the past. Calgary was a great race for me, and I finally think I am nailing down my nutrition with the help of Hammer Nutrition products.

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Photo: Roger Bernskoetter

## Mitch Bernskoetter

In August I raced at 24 Hours of Seven Oaks in Boone, Iowa and placed 2nd in the men's solo division. With the very challenging course, a lot of climbing, and a fast pace in the early stages of the race, I started to feel the effects of cramping, but Endurolytes Fizz was my saving grace. I was hydrating well and added Endurolytes Fizz into my rotation of bottles faster than I had planned, which paid off big time. The signs of cramping disappeared and never returned!



## Lori Cherry

Hi Steve,  
Since your advice paid off so well on RAAM for our Raw Milk Cats team, I couldn't think of doing the 1200K Paris-Brest-Paris without it! Thanks again to Hammer Nutrition for making such great endurance fuels!

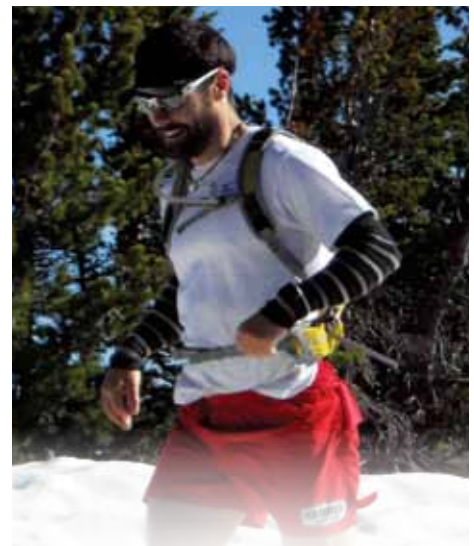


# FROM OUR ATHLETES



## Frank DeJulius

Great day in Louisville, KY at Buckhead Border Olympic distance triathlon. Thanks to Hammer Nutrition for the energy to get me across the line 4th OA and 1st 25-29 AG, and Stacey Kaiser to a 4th OA women's and 1st 25-29 women's AG. Stacey Kaiser is definitely my better half in training, racing, and life. We are glad to be a part of the extended Hammer Nutrition family!



## Alex Lussier

Bozeman, Montana endurance athlete Alex Lussier midway through his winning run on the 2011 Devil's Backbone 50 Miler ultra trail race.

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## David Levin

Hammer Nutrition client David Levin and three of his children spend an afternoon hiking in Estes Park, Colorado.



Photo : Dan Molloy of Team USA kicks it to a 2nd place age group finish at the 2011 NYC Triathlon.

## Dan Molloy

I'm 100% clear about the value of the Hammer Nutrition autoship program to this 60-year-old triathlete. I started learning about triathlon in the spring of 2007, about the time I started learning about nutrition and fueling from Hammer Nutrition. This year has just been amazing with the best yet to come; my two remaining races are U.S. Age Group National Championships in Vermont and World Championships in Beijing, China.

## Marty Brown (left)

Here is a picture from my father/daughter victory at this year's Splash and Dash Duathlon in Marlon Lakes, New Jersey. I won the Male 50-54 category (also runner-up in the Clydesdale) and my daughter erin Devitt-Brown on the 20-24 category. We were mugging for the camera with our winning mugs! Happy to be in the Hammer Nutrition family.



## Marty Smith

Taken at the July Run to Remember half-marathon race on Panzer Army Base, Stuttgart, Germany. Hammer On!



## Charlie Coe

Thanks to my arsenal of Hammer Nutrition products, I was able to power my way to the podium at the Lifetime Minneapolis Triathlon. (2nd Place M40-44: Sprint Distance)



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## Sean Crockett

My Hammer Nutrition husband, Sean, placed 2nd in the 50-54 age group at the Sharkfest Alcatraz Swim. He was 14th overall in a field of 1,047 swimmers. The race is 1.5 miles with a mass start off ferries on the shores of Alcatraz into San Francisco Harbor. He uses many Hammer Nutrition products. Thanks for all of your motivating ways to stay healthy!

- Kerin Crockett



## Jason LaFave

I finished 3rd overall in 16:52 at the Coach Cole Memorial Race, named in honor of my high school cross country coach who accidentally fell through the ice and drowned this winter while trying to rescue his daughter's dog. Also got 1st AG and 6th overall at the Bayshore 10K (35:43) in May. Thanks so much. I love being part of the Hammer Nutrition team!



## David Bailey

Well, my Hammer Nutrition regimen and training must really be working because I just won my second State Criterium silver medal in two weeks! Thumbs up because I fueled right and felt great! Unfortunately, I got caught up in a crash in the Cat 4 race when the rider in front of me rolled his tire in the last turn before the sprint, and I went down with six other riders. Now I have a bike to repair, new shorts to order (unfortunately I was wearing my nice Bergamo bib shorts), and some repair to do with Tissue Rejuvenator. But the second place silver medal does help to ease the pain (a little).



## James Richman

Won my age group at Ironman Coeur d'Alene!

# ENDURANCE NEWS

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