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ENDURANCE NEWS

FEBRUARY/
MARCH
2012 #78

**Enhance
your
cycling
skills**

**Running a
marathon?**

Fueling suggestions from Steve Born

**Winter
Sports!**

Hammer Nutrition-sponsored Nordic
ski and snowshoe races in 2012!

**Improve your
mood with
VITAMIN B12**

The informed athlete's advantage since 1992

Product spotlight: Phytomax



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The 2012 Tieni Duro team starts the training season with a November group ride on Mount Diablo in CA. Photo : Jason Kent

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**"As always,
awesome insights
and suggestions."
- Darren V.**

ON THE COVER

Christian Byar rings in the new year at the Occupy Winter cross-country ski race in Traverse City, MI.
Photo : Peter Bruning

ENDURANCE NEWS

The informed athlete's advantage since 1992

STAFF

Brian Frank, Steve Born, Kelly Pris, Angela Miller

EDITORIAL CONTRIBUTORS

Articles submitted by non-staff authors are not edited.

Bruce Agnew	Nate Llerandi
Jim Brown	Bill Misner
Jim Bruskevitz	Dustin Phillips
Miike Freeman	Matthew Provenzano
Vanessa Gailey	Brandyn Roark
Scott Gaiser	Ben Semeyn
Maryann Gerst	Andrew Vize
Phil Grove	
Laura Labelle	

CONTENT MANAGER

Vanessa Gailey

EDITING

Vanessa Gailey, Kadidja Sierra

ADVERTISEMENTS

Angela Miller, Kelly Pris

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

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4952 Whitefish Stage Road
Whitefish, Montana 59937

1.800.336.1977

www.hammernutrition.com



LETTERS

Send your letters to letters@hammernutrition.com for possible inclusion in a future issue of Endurance News.

Thanks Hammer!

Back in August 2011, my granddaughter Makayla Miller competed in an end-of-the-year conference swim meet. In the few weeks before the meet she had been complaining about a tender shoulder joint after practices. I immediately started her on Tissue Rejuvenator and Hammer Balm. During the conference meet, she never complained about the shoulder and actually commented on how good it felt. She competed in six events (13-14 yr. old) and finished in the top five out of 28 girls in each event, along with PR's in two of the events. I attribute her results to Hammer Balm and Tissue Rejuvenator. Makayla has now started using Hammer Gel during long workouts and swim meets.

David L. Stewart
Hammer Nutrition believer!



Dear Hammer,
I had my annual meeting with our swimming team parents last week. I once again touted the benefits of Hammer Nutrition and the value of insuring that their athletes are supplementing properly.

This morning, at our annual goal setting meeting with the athletes, one of them suggested that we nickname our team, "The Hammer Tigers." I'm certain that it was in jest, but it is pretty evident that the message has gotten through, as many of our athletes are now purchasing and using Hammer Nutrition products.

Our boys swimming team has won two out of the last three Pennsylvania State Swimming titles, and our girls have captured three consecutive district championships and look to break into the Top 3 at States this season.

Personally, I have committed to entering the Musselman Half Ironman next July. After winning two of three races at the international and spring distance last summer, I have decided to give the half ironman a try for the first time. Ought to be a good way to finish my fifth decade of life on this planet as I turn 59 this summer.

I continue to use Race Caps Supreme, Mito Caps, Super Antioxidant, Hammer Whey, AO Booster, and Hammer Bars through the winter months.

Thanks for your support.

Sincerely,
Corky Semler
Hammer Nutrition-sponsored high school swim coach, Pittsburgh, PA



Brian and Miles Frank enjoy training in the tropical paradise of Hana on the island of Maui, Hawaii. Photo : Soni Frank

Progress Report

For many years now, Hammer Nutrition has led the charge for a drastic change in fueling philosophy; we call it the "less is best" vs. "replace what you lose" opposing theory. In reviewing the recent messages coming from our sports media and the "experts" they employ, I was pleased to note that our position has now been adopted by most—at least when it comes to fluids and calories. In fact, I haven't seen a single article advocating "drink 'til you pee clear" or "consume 400-500 calories per hour" in recent memory. All I can say is that it's

Welcome to the 78th issue of Endurance News.

This issue marks the 25th anniversary year for Hammer Nutrition and the 20th anniversary of this publication! Wow, that's a long time. It has been an amazing ride so far and I don't see the end of the road on the horizon, so I'm going to keep doing what I've been doing for the past two and a half decades—delivering the best products, the best service, and the best knowledge to get you to the finish line or the top of the mountain, with a smile on your face. I am honored to be where I am at this point in my life, and recognize that it's due to your approval that I am here. Thank you for your faithful support in the past, present, and future, and thank you for helping to make the Hammer Nutrition brand what it is today. I couldn't do it without you.

This is really a "double" issue, covering the last four months of Hammer Nutrition news and athlete accomplishments. In

light of the busy holiday season, we gave ourselves a break and skipped the last scheduled issue of 2011, resulting in our first issue for 2012 being so packed full of good stuff that you'll probably need to read it at least twice. Before I write my column for each issue, I read all of the athlete contributions and articles for inspiration. This Endurance News was no different—I still got choked up after reading your submissions. Everyone thanks us for helping them accomplish a goal or achieve a PR, when in fact it is us who should be thanking you for allowing us to be a part of your world. If you want to know what motivates me, what gets me excited and keeps me coming back for more, read the athlete submissions starting on page three and scattered throughout the magazine all the way to page 99! If I could bottle the feeling that I get from reading your success stories and sell it, it'd be the most expensive supplement in the world!

about time. However, the battle is not won yet and we will continue to fight the good fight on the salt front, the last frontier in the fueling wars. I look forward to the day when sanity reigns on this issue as well. Instead of bankrupt theories of high-sodium diets and "sodium loading," experts will rightfully tout that optimum heat tolerance, and thus performance, can be achieved via a low-sodium diet and low-sodium replacement during exercise! Like moderating fluids and calories, it only makes sense to limit sodium as well. In doing so, the body can properly conserve, regulate, and moderate sodium demands during intense exercise in the heat, instead of operating in "survival mode" by eliminating the excess as fast as it can. Simple, logical, but not the way the problem has been addressed until recently! We'll continue to fight the good fight until there are no more athletes being misled by the "high sodium" crowd.

While I would not take the credit for America's awakening to the dangers of high-fructose corn syrup and so many companies switching their product formulae back to real sugar, I am thrilled to see it nevertheless. However, in our industry, when I see a gel maker reformulating their product for the third time by removing all of the fructose and replacing it with sucrose, and another company switching from rice syrup to

- continued on page 5

- continued from page 4

maltodextrin, I'll take that. When come out with an effervescent elec tablet that is sweetened with stevi and uses wheat germ oil instead of polyethylene glycol as a lubricant, I that too. That old saying about imit being the sincerest form of flattery i growing on me.

MFG date vs. exp date

The latest regulatory shift by the FDA has required that we revise the packaging information on most of our products, from showing an expiration date to a manufacturing date. While this is sure to cause much confusion in the marketplace, I actually consider it a good thing, as you'll now be able to see how old the product you are buying really is. As long as you know the shelf life of a product, you'll have no trouble deciphering whether it is "fresh" or not. For the time being, both the Hammer Bars and Endurolytes Fizz products will continue to display "expiration date" stamps, but all other Hammer Nutrition products will show the date on which they were manufactured. *(More information regarding this can be found in the FAQs section of the KNOWLEDGE link on the Hammer Nutrition website.)*

New product teething problems - Recovery Bar

Ideas for new products come relatively easily, but sometimes getting them to market is a bit more challenging. Due to factors well beyond our control, the chocolate-peanut butter, grass-fed whey protein bars are still not on the shelf. While the Cranberry and Oatmeal Apple Hammer Bars are now available, delays in label approval and other production problems continue to stymie our efforts to bring the Hammer Recovery Bar to market. Your patience and understanding is greatly appreciated.

If you enjoy this issue half as much as I did, you are in for a real treat. Enjoy the read and make 2012 your best year ever!

Happy Trails,

Brian Frank
Proprietor



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FROM THE SADDLE

BY STEVE BORN

A somewhat belated but no less sincere “Happy New Year!” to all of you. 2012 marks the celebration of our 25th year at Hammer Nutrition, and we look forward to it being the best one yet. On a personal note, it took a little bit of digging around but I found that I started working at Hammer Nutrition beginning way back in issue #28, 50 issues ago, and first started writing for Endurance News in EN#29. Holy cow! After nearly 12 years of employment at Hammer Nutrition, including 49 editions of writing for EN, I have to say that it’s been a great ride, one I hope will continue for many more editions of Endurance News to come.

My current supplement favorites

I take pretty much everything in the Hammer Nutrition supplement line on a daily basis, but every now and again—as I wade through all the bottles and organize my capsules for the day—a

couple of them garner special praise from me. Here are my current favorites and why:

AO Booster – I was so psyched when

I was given the “green light” to move forward with this product. You see, I have always been a huge advocate of the consumption of a wide range of antioxidants, both from foods and supplements. Why? Because among the many theories attributed to aging, the Free Radical Theory of Aging, introduced nearly six decades ago by Dr. Denham Harman, is arguably the most embraced theory as to the cause of age-related degenerative diseases. Prior to AO Booster’s introduction, the “scales” in our product line were very much tipped in favor of water-soluble antioxidants. Now, however, with AO Booster we have a product that is comprised solely of fat-soluble antioxidants, and the health benefits of each of the components in the product are quite impressive.

It was important that the “cornerstone” component of the formula was a tocopherol/tocotrienol blend; supplementing with all four tocopherols and all four tocotrienols together—the entire vitamin E “family” so to speak—provides many benefits, one of which is outlined in the article “Prostate Cancer and the Importance of Gamma Tocopherol” on page 16. One researcher states, “While alpha-tocopherol has long been known as an important antioxidant, research has now shown that the complete vitamin E team is much more effective. The different vitamin E forms have complementary effects as free radical scavengers. Together they can fight a wider spectrum of free radicals than alpha-tocopherol alone.”

Additionally, along with the tocopherol/tocotrienol blend, the inclusion of lutein and astaxanthin makes AO Booster a most unique product, one that has benefits extending beyond antioxidant support. Lutein is classified as a carotenoid (like beta-carotene), and is probably the most widely used “eye and skin nutrient,” protecting them from ultraviolet (UV) damage. In regards to eye health, lutein not only provides the macula and lens with protection from sunlight’s UV rays, but it is also suggested to decrease the risk of developing Age-Related Macular Degeneration (AMD).

Lutein aids in protecting the skin from UV and free radical damage, helps reduce inflammation and redness in the skin, and may even be a powerful ally for the prevention of skin cancer.

- continued on page 7

FROM THE SADDLE cont'd.

- continued from page 6

In addition, studies indicate that lutein may have protective benefits against breast cancer. Lutein is also purported to help prevent or slow down atherosclerosis, a condition that causes the arteries to clog and often leads to cardiovascular disease.

Astaxanthin, most often derived from the microalgae *Haematococcus pluvialis*, is also a potent "eye health" nutrient, with research showing this carotenoid to be a powerful ally against eye-related issues such as cataracts, macular degeneration, and glaucoma. Recent research suggests that astaxanthin is a strong weapon against a number of degenerative diseases, such as cancer, cardiovascular disease, cancer, cognitive decline, deteriorating immune function, and more. Other studies suggest that astaxanthin supplementation helps improve the muscle cells' abilities to use fat as a fuel source, as well as minimize the oxidative damage from strenuous exercise.

Oh yes, all of the components in AO Booster have potent anti-inflammatory properties as well, which makes this product a great complement to Tissue Rejuvenator.

Phytomax – This is our "spotlight" product in this issue and it's one that I rely heavily on during this time of year, when—as I allude to in the Phytomax article on page ten—the availability of fresh, organic vegetables here in Northwest Montana tends to diminish. Of course, the main reason I take this product—and I've been taking it since its introduction back in 1996—is to help "bridge the gap" between what I should be consuming vegetable-wise and what I'm actually eating. That's important, no question about it, but another reason why I really love this product is because one of the most profound things I notice when I take it consistently is that it helps me sleep better at night. Over the past 11+ years that I've been working at Hammer Nutrition, the number of clients who have told me that they experience the same thing is far too numerous to write it off as coincidental.

Now, I have no "science" to back up what it is about Phytomax that provides this unique benefit, but I know it does for me and a whole lot of other people as well.

In fact, taking Phytomax on a regular basis throughout the day (I'm a "two capsules three times daily" guy) helps me—someone who has periodic bouts of insomnia—sleep better than when I've used REM Caps. Now, this is not meant to discount the benefits of REM Caps, an absolutely amazing product that has helped thousands of people get to sleep faster and stay asleep longer. However, for me personally, I have found that Phytomax—even though it doesn't have any sedative properties associated with it—helps me in the sleep department even more than REM Caps! Strange, but true! My point is that if you're currently using REM Caps and want to potentially improve the quality of your sleep even more, try a daily dosage of Phytomax... you may find that among its benefits, Phytomax will help you improve the quality of the sleep you obtain even more. **HN**



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- Eye and skin-specific benefits

"I start out each day with AO Booster, along with a variety of other Hammer Nutrition supplements. I believe that my success and longevity are due to my use of the Hammer Nutrition products—which I have used since the early '90s—and a lot of quality training. Quality nutrition and quality training can't be beat!" - Jim D.

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<SIGH> Supplements under attack again

On an alarmingly ever-increasing basis, nutritional supplements are getting lambasted, with more “scare tactic” headlines appearing in mainstream media outlets. The latest nutrient to come under attack is vitamin E (see “Prostate Cancer and the Importance of Gamma Tocopherol” and the link for the press release/rebuttal by the Council for Responsible Nutrition on page 16). It’s not that I’m at all against studies that may help to prove or disprove a nutrient’s benefits or the potential harm that it may cause; trust me, I want to know that what I’m putting in my body is safe. I just wish that these studies and the factors surrounding them were reviewed much more carefully by those involved, and prior to a biased reporting of their results to the mainstream media, who then usually resort to using misleading headlines before having all the facts. Fair and balanced? In my opinion, it’s rarely the case when it comes to nutritional supplements.

Dr. Michael Long, in his article, “Will My Supplement Kill Me? Deciphering Fact from Fiction” states my position nicely:

This scientific chest beating is fundamental to driving science and medicine forward. It is vitally important to people in the industry—but, what about the general public? They just read that supplements will KILL YOU! The media, not surprisingly, fails to report rebuttals consisting of an array of technical and statistical reasons as to why something is invalid. Doom and gloom gets all the attention.

In an ideal world, we would get all of our nutrients from highly nutritious sources in our diet. But for the vast majority, this ‘ideal world’ is make-believe, an unattainable fabrication. Virtually all chronic diseases plaguing our population come as a direct result of the cumulative effects of our atrocious dietary patterns: diabetes, heart disease, obesity, and many forms of cancer, just to name a few. We tend to underconsume nutrient rich, health-promoting foods, and grossly overconsume nutrient depleted, health-quashing foods.

The name ‘Supplement’ is indicative of its intended use. We add something supplemental only when it is lacking; it

is redundant to add something that is already there. Hence, supplements are used to make up for the deficiencies in the diet. And for the majority, who follow a standard American diet, numerous deficiencies tend to exist.

Vitamins Do Not Justify an Unhealthy Diet

Nutrition does not follow the principles of simple arithmetic. One healthy vitamin does not subtract and neutralize one day of unhealthy food choices. Too often vitamins are used as a justification for poor eating habits. “I can have a burger and fries because I took my vitamin this morning.” Often times, the most dedicated vitamin taker is also the unhealthiest eater. This certainly plays in to why a trend is seen between supplement takers and increased mortality—it is not the vitamin, but rather the type of person who takes the vitamin.

So, Will My Vitamin Kill Me?

No. Even with totally irresponsible use, you would be hard pressed to be killed by your vitamins. News agencies publish stories that will elicit debate, and feed upon anything that will drum up controversy. In truth, studies are published every day showing the safety and health-promoting effects of vitamins, especially when used responsibly (i.e., used for a specific purpose, after objective testing showed a deficiency), and according to the evidence. If you want to focus on something that will actually kill you, open your medicine cabinet and look at the drugs that stare back at you. Close to 1 million people die in North America every year as a direct result of adverse effects from prescription drugs. The safety record of pharmaceutical drugs is not even comparable to vitamins.

Everything in life is a risk—but vitamins are repeatedly shown to be safe and effective for many conditions. Always seek professional guidance, but as is anything, the choice is ultimately yours!

We at Hammer Nutrition have always, and I mean ALWAYS, advocated that consuming the best possible diet comes first; going “supplements only” never works. Supplementation, however, is vitally important for a number of reasons, one of which is reflected in Dr.

Long’s statement: “...for the majority, who follow a standard American diet, numerous deficiencies tend to exist.” I believe that supplementation is even more important for athletes because we can become depleted in nutrients at a far greater rate than sedentary people do.

As we celebrate our 25th year, we renew our commitment to you, our valued clients, to continue to produce the finest supplements and fuels you can take for higher-quality workouts, better race results, and optimal health.

Here’s to a great 2012!

NOTE: Special thanks to the good people at Optimum Integrative Health Centre for granting permission to reprint a portion of Dr. Long’s article. You can find the article in its entirety at <http://www.ontariohealth.org/blogs/michael-long-nd/will-my-supplement-kill-me-deciphering-fact-fiction>.



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Product Spotlight

Phytomax

Go 'green' for optimal performance and health

BY STEVE BORN

I consider Phytomax to be a product worthy of taking daily all year long, primarily because, even though I definitely make the effort, my daily intake of fresh, organic vegetables doesn't always hit the mark. Even in the summertime, when fresh produce is more readily available, it is difficult. (Organic red, orange, or yellow peppers seem to be glaringly unavailable this past summer, for whatever reason.) I'm betting I'm not alone when it comes to a sufficient daily intake, especially when taking into account that the USDA recommends 5-6 servings of vegetables daily. Let's be honest, who among us consumes that many servings of veggies on a regular basis? My guess is that few of us do.

The sad truth is that an overwhelming percentage of Americans fall well short of the mark when it comes to adequate vegetable consumption. Dr. Bill Misner, who has been conducting dietary analyses for many years, states, "Only 7% of the dietary analyses performed between 1996-2002 were consuming adequate amounts of dietary plant foods." Now, this is just one professional who has analyzed dietary habits but still, he's done several hundred over the course of those seven years (and countless more since then), and only 7% were consuming adequate amounts? That's a pathetically low amount! It's important for everyone, especially athletes—because their requirements for nutrients are much higher than the average person—to consume adequate amounts of vegetables. There are substantial amounts of important nutrients—aside from vitamins and minerals—that are only obtainable via the consumption of whole vegetable foods. These "phytonutrients" (such as

the indole-3-carbinol and sulphoraphane in broccoli and other cruciferous vegetables) are naturally occurring plant compounds with numerous benefits that make an undeniably significant contribution to overall health. Without adequate vegetables in the diet, the body does not receive the nutrient support and protection it needs, and health and performance suffer as a result.

At this time of year in Northwest Montana and in many other parts of the country, the availability of fresh, organic vegetables is typically minimal to nonexistent. I have a hard enough time consuming adequate amounts when it's readily available; in the wintertime it's darn near impossible. That's why, especially at this time of year, Phytomax is a "must have/must take" supplement for me. Given the information listed earlier, it very likely might be for you as well.

Vegetable intake is important, and of course we highly recommend the consumption of organically grown produce. Most of us rarely eat enough to begin with, however, and the majority of the produce available simply doesn't contain the quantity of nutrients we need. Regarding the latter, Dr. Bill Misner states, "In the past 50 years, chemo-agricultural farming has depleted 90% of the soil's original minerals. Today's' veggies contain only 11% of the organic minerals found in produce during World War II. To get what we once got from 3-5 servings of vegetables per day, we would have to consume 40 servings per day, or approximately the amount consumed by a medium-sized horse. What are we really missing? Plant sterols and phytoestrogens have been shown to protect us against cholesterol

absorption, tumor formation, colon cancer, radiation poisoning, and the side effects of most allopathic medicines. Most of these protective phytonutrients, phytosterols, and phytoestrogens are lost during processing, degumming, refining, deodorizing, canning, bottling and packaging; we simply are not getting enough."

This is where Phytomax comes in. Three capsules of Phytomax will provide higher quality vegetable nutrition than blue-green algae, spirulina, chlorella, wheat grass juice, barley grass juice, or any other similar product. In addition, Phytomax is a concentrated source of enzymes, phytosterols, and phytonutrients, which are so important for overall health but are unfortunately no longer available in appreciable amounts in a large percentage of our food supply.

Here are Dr. Misner's thoughts on Phytomax . . .

The nutritional advantage for consuming *Hydrilla verticillata* [the plant used in concentrated form to produce Phytomax] presents an exceptionally potent phytonutrient from a wild noxious plant growing in unpolluted fresh waterbeds in Florida. The means by which it is processed preserves the enzymatic profile, making it one of the only green products with both enzyme integrity and free of toxic waste byproducts from competitive "greens" harvested from polluted lakes [such as Klamath Lake] in Oregon.

Because the hydrilla plant is rooted, it easily accesses high amounts of organic minerals, vitamins, enzymes, and trace micronutrients found in the prehistoric lakebed's soils. After harvesting "live" hydrilla by

- continued on page 12

Supplement Facts	
Serving Size 1 Capsule	
Servings Per Container 30	
Amount Per Serving	%DV
Hydrilla verticillata	400mg +
OTHER INGREDIENTS	
Stabilized Rice Bran, Magnesium Stearate, Vegetable Capsules (plant cellulose and water).	



PHYTOMAX, BLUE-GREEN ALGAE, & WHEATGRASS MICRONUTRIENT PROFILE COMPARISON

PER GRAM INGREDIENT ANALYSIS (milligrams or micrograms per gram)			
INGREDIENT	PHYTOMAX ¹	BLUE-GREEN ALGAE ²	WHEATGRASS ³
Calcium	131.2 mg	7 mg	5.1 mg
Potassium	24.3 mg	17 mg	29.3 mg
Magnesium	8.75 mg	2 mg	1 mg
Sodium	3.43 mg	2.7 mg	0.28 mg
Phosphorus	2,560 mcg	5.1 mcg	4,000 mcg
Iron	130 mcg	410 mcg	500 mcg
Selenium	0.06 mcg	0.7 mcg	1 mcg
Cobalt	34 mcg	2 mcg	0.5 mcg
Molybdenum	1.93 mcg	3.3 mcg	0.073 mcg
Niacin	1,560 mcg	130 mcg	72 mcg
Pantothenic Acid	2,000 mcg	8 mcg	10.25 mcg
Vitamin B1	1,430 mcg	40 mcg	3.125 mcg
Vitamin C	1.18 mg	6 mg	2.12 mg
Vitamin B6	120 mcg	13 mcg	11.12 mcg
Vitamin B2	6 mcg	6 mcg	74.25 mcg
Vitamin B12	94 mcg	6 mcg	0.013 mcg

It should be noted that organic whole food nutrients generate greater nutrient potency, though the dose per nutrient compounds are substantially less than a supplement dose counterpart.



USAGE INSTRUCTIONS

3 capsules per day with meals.

NOTES

3 capsules daily is sufficient for an athlete who consistently eats 5-7 servings a day of fresh, organic leafy green and cruciferous vegetables. If you eat non-organic, store-bought vegetables, higher doses may be necessary. If you honestly do not consume anywhere near 5-7 servings a day, or just don't like vegetables at all, a 6-capsule daily dosage is recommended.

Real Athletes, Real Results!

What you're saying about Phytomax

"On my recent autoship order, I ordered one bottle of Phytomax just to try out on a work trip because I don't get many fresh fruits/veggies then. Shortly after I got my shipment, I read an article about supplementing with Phytomax in the winter because of not getting fresh, local grown veggies in the winter where I live. SO . . . I started taking Phytomax with my daily regimen of Hammer Nutrition supplements and WOW! I have more energy, am sleeping better, and generally feel better! Thanks!"
-Kristy K.

"Since I began using Phytomax every day, I no longer have that afternoon crash on the drive home. This is great for me, since being tired is so easy to use as an excuse to slack off on training. Now I am home and hitting the workouts without fail, and with great motivation. Thanks for a great product."
-Paul O.

"As much as I would like to believe that I include enough "greens" in my daily diet, I really don't do so consistently. Including three Phytomax capsules in my daily supplement regimen helps ensure that I'm getting those essential nutrients, every single day."
-Mike L.

"With Phytomax, I know that my body is getting much more of what it desperately needs, and the resulting energy and other benefits are well worth the cost. Thanks for providing us with the best "green food" product on the market today."
-Lincoln M.

- continued from page 10

cutting the plant just above its root structure, an exclusive non-cooking, non-freezing, and non-organic-altering process is carefully applied. This 5-stage pressure wash, which includes an ozone injection for removing only bacteria and microorganisms, is applied in order to extract the raw foods found within the plant's green stems, stalk, and leaves. A drying process is then applied using jet turbine blowers at a maximum of 88 degrees to remove the moisture without damaging the "living" enzymes and rich nutrients stored in the harvested plant. After drying, the hydrilla is fine-ground, and encapsulated and bottled to prevent degradation or contamination from its "live" state. Hydrilla presents in a 2% solution a pH of 12.0, which contributes to increasing otherwise acidic pH generated during exercise.

Phytomax's phytosterol benefits

Dr. Misner writes, "Phytosterols may decrease cholesterol absorption by displacing cholesterol from bile salt micelles. Cholesterol analogs found in plants may be protective against colon

cancer. Superoxide dismutase (SOD), a free radical fighter, antioxidant, and enzyme found in most plant life, is being seriously studied for its plausible positive effects in halting the aging process. SOD has been shown to provide a natural defense against the potentially damaging superoxide free radicals generated during exercise or aerobic metabolism. Including a source of "green" foods may not only enhance recovery, but also may prevent the side effects of radiation, formation of carcinoma, and the initiation of leukopenia. University studies report that milk production from dairy cattle and the egg-laying capacity of chickens were significantly enhanced when these animals were supplemented with this form of hydrilla (Phytomax). The assumption is that carryover to human physiology is obvious, though not yet confirmed by reliable research. Some studies do suggest that the nutrients from this plant may have direct application for free radical scavenging, anti-arthritis effect, stress management, remediating aging disorders, promoting healthy skin, and energy recovery."

How does Phytomax compare to blue-green algae or wheat grass?

According to Dr. Bill's research, "When the Phytomax [PM] profile is compared to wheatgrass [WG] and blue-green algae [BGA], the results dramatically favor PM. If a mixture is composed of 3 equal parts from the PM + BGA + WG, of the assay of 7 key vitamins and 13 key minerals, Phytomax contributes 96.4% of the total micronutrients, compared to a combined contribution of only 3.6% from the other two. It takes 2.75 lb of freshly harvested hydrilla plant concentrates to make a single serving of Phytomax. The specific phytonutrient composite has vitamin B1, B2, B3, B5, B12, carotenoids, essential fatty acids, calcium, potassium, iron, magnesium, manganese, zinc, copper, cobalt, selenium, molybdenum, sodium, phosphorus, chlorophyll, superoxide dismutase (SOD), RNA, DNA, GLA, and the compatible digestive enzymes for enhanced absorption and use in cellular metabolism. No "green" product researched by myself during the past several years compares with the phytonutrient profile found in *Hydrilla verticillata*."

Summary

We at Hammer Nutrition definitely believe that athletes and active people need to address diet first and foremost, because more than any supplement pill, diet is the foundation from which optimal health and performance can be achieved. Still, even our best efforts at consuming healthy foods—mainly organic fruits and vegetables—on a consistent basis usually falls short more times than not. That's why supplementation in general is so important, to close the gap between what we need nutrient-wise and what we actually obtain in the diet. This is especially true when it comes to vegetable intake.

Ask yourself these questions:

1. How many servings of organic vegetables do you eat each day?
2. How many servings of organic fruits do you eat each day?
3. How many servings of organic cereal grains do you eat each day?

If your answers to 1, 2, and 3 do not total at least nine, then Phytomax is a supplement that you should seriously consider taking on a regular basis. Dr. Misner writes, "While we never recommend substituting a pill for a whole food, in spite of the fact that Phytomax qualifies as being a whole food 'green,' for those who consume the typical American diet, it is a step in the right direction."

Bottom line: Phytomax doesn't replace eating vegetables. Instead, it efficiently and effectively bridges the gap between what we should eat and what we actually do eat. It's an important product that wonderfully complements the vitamins and minerals provided in Premium Insurance Caps. Phytomax, a powerhouse of enzymes, fatty acids, antioxidants, RNA, DNA, chlorophyll, sterols, and phytonutrients, helps "complete the puzzle" when it comes to vitamin/mineral supplementation. All year long, but especially during the winter months, when availability of fresh, organic vegetables may be at a premium, daily supplementation with Phytomax is a definitely a wise strategy to employ. **HN**

REFERENCES available upon request

Questions on this
or other products?
Join in the
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Hammer Forums.

Click 'Endurance Forum'
under the 'Community' link on
www.hammernutrition.com
for info!



Being green just got a lot easier

And it's no mystery how!

The equivalent of 5 tossed salads, 1 cup of tomato juice, 1 cup of spinach, 1 cup of lima beans, 1 cup of green beans, and 7 glasses of whole milk!



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90 capsules for \$22.95. That's less than \$1.00/day!

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HAMMER
NUTRITION

This vitamin may help you "B" in a better mood

BY STEVE BORN

No one wants to be in a bad mood or depressed state. Unfortunately, there are so many factors that can negatively affect mood and mental outlook that it's oftentimes hard not to find yourself in a not-so-great state of mind. And while there is no "magic bullet" supplement that will automatically fix things and change your mood from bad to better, a deficiency in a particular vitamin, folic acid (vitamin B9), may very well be a culprit as to why one's mood isn't more positive more of the time.

From 2005 to 2006, over 2,500 people, ages 20-85, were involved in the National Health and Nutrition Examination Survey. After completing a questionnaire that helped determine overall mood health, the participants' levels of folic acid, vitamin B12, and homocysteine were examined and studied. (Negative mental health in adults involves several

nutritional and physiological factors, including low folate and vitamin B12 levels, and elevated homocysteine levels.)

After analyzing the data, researchers found that those participants—particularly females—with lower folic acid levels experienced higher degrees of depressive symptoms. The data also showed a whopping 63% increase in mood complaints among participants with lower folic acid levels, as compared to the participants with the highest levels of folic acid.

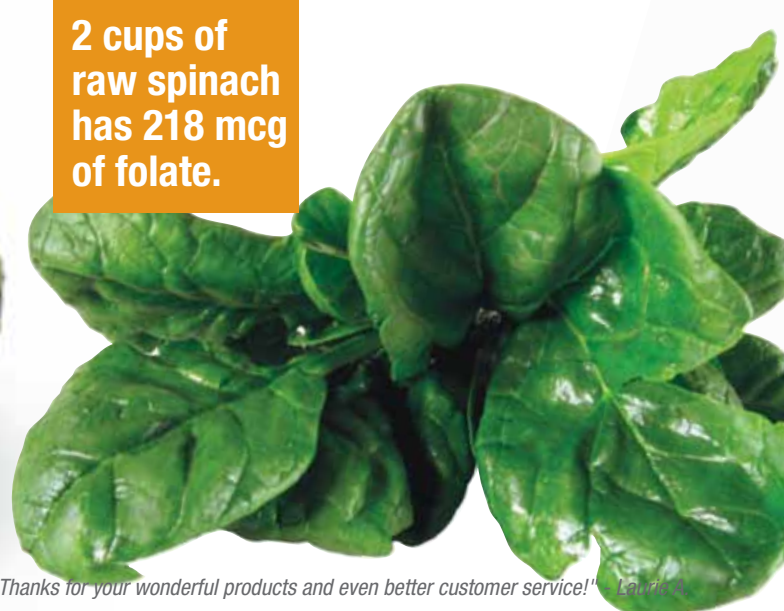
The conclusion of this study states, "Future interventions to improve mental health outcomes among U.S. adults should take into account dietary and other factors that would increase levels of serum folate."

While there's no "easy fix" for maintaining a positive mental outlook,

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1 medium avocado has 163 mcg of folate.



2 cups of raw spinach has 218 mcg of folate.

- continued from page 14

simply increasing the amount of folic acid you obtain, via diet and supplements, may very well play a significant role. Legumes (such as black beans, black-eyed peas, lentils, edamame, garbanzo beans, kidney beans, and more) are truly rich sources of folate.

It's important to mention that vitamin B12 and folic acid should be taken together. As Dr. Bill Misner states, "Unless folic acid and Vitamin B12 are supplemented in a balanced ratio, the outcome is an imbalance fostered toward false anemia or pernicious anemia, often confusing the doctors from irregularities in blood lab tests. Folate [folic acid] and B12 must be taken together for gains hoped for in RBC [Red Blood Cells], homocysteine methylation, cardiovascular effects, and downstream DNA strand synthesis."

An easy way to receive all of the benefits of folic acid, including support for a better, more positive mood—and to ensure that you're obtaining an appropriate amount of vitamin B12 as well—is via Premium Insurance Caps and Xobaline. Every capsule of Premium Insurance Caps supplies 57 mcg of folic acid and approximately 14 mcg of vitamin B12.

Xobaline, a supplement that Dr. Bill states, "I enthusiastically recommend and take every day," contains 800 mcg of folic acid and 200 mcg of vitamin B12 per sublingual tablet. **HN**

REFERENCE:

Beydoun MA, Shroff MR, Beydoun HA, Zonderman AB. Serum Folate, Vitamin B-12, and Homocysteine and Their Association With Depressive Symptoms Among U.S. Adults. Psychosom Med. 2010 Sep 14.

Other good folate-rich food sources include:

- Avocado (medium) – 163 mcg
- Spinach (2 cups raw) – 218 mcg
- Asparagus (1/2 cup, steamed) – 134 mcg
- Kidney beans (1/2 cup, cooked) – 115 mcg
- Artichoke (medium, cooked) – 107 mcg
- Pomegranate – 107 mcg
- Broccoli (1/2 cup) – 84 mcg
- Sunflower seeds (1 ounce, shelled) – 82 mcg
- Orange (large) – 55 mcg
- Strawberries (1 cup) – 35 mcg
- Quinoa (100 g, cooked) – 35 mcg
- Pineapple (1 cup) – 30 mcg

Note: The folate content for each food listed is an approximation.



1/2 cup of asparagus has 134 mcg of folate.

An advertisement for Hammer Xobaline. It features a white plastic bottle of the supplement with a label that reads "HAMMER XOBALINE" and "30 Tablets". To the right of the bottle is a large, stylized yellow sun wearing blue sunglasses. The text at the top says "Don't worry, 'B' happy!" and "A premium vitamin B12 supplement for your physical AND mental health!". At the bottom, it says "Order Today!" and "HAMMER NUTRITION". The website "www.hammernutrition.com" and phone number "1.800.336.1977" are also visible.

A massive study involving nearly 10,500 men found that those with the highest gamma-tocopherol blood levels had a fivefold reduction in prostate cancer risk.

Prostate cancer studies:

The importance of gamma-tocopherol

BY STEVE BORN

The vitamin E “family” has eight members: the four tocopherols (alpha-, beta-, delta-, gamma-) and the four tocotrienols (alpha-, beta-, delta-, gamma-). Most vitamin supplements only contain “regular” vitamin E, the d-alpha-tocopherol form. However, there is an increasing body of evidence that shows that the gamma fraction of vitamin E has significant health benefits.

This is especially true in light of the recent study regarding vitamin E and prostate cancer, which generated sensationalistic headlines such as “Vitamin E Supplements Linked to Higher Prostate Cancer Risk.” A close look at the study reveals an important problem: The researchers used only the alpha-tocopherol form of vitamin E. To make matters worse, the synthetic form of vitamin E (dl-alpha-tocopherol) was used.

It is well known that supplementing with just the alpha-tocopherol fraction lowers the body’s gamma-tocopherol level significantly. The male subjects in this particular study (The Selenium and Vitamin E Cancer Prevention Trial, or SELECT) who received only alpha-tocopherol had a 45% depletion of gamma-tocopherol during the first 5.5 years of the study.

Interestingly, a massive study involving nearly 10,500 men found that those with the highest gamma-tocopherol blood levels had a fivefold reduction in prostate cancer risk. This same study showed that selenium and alpha-tocopherol also reduced prostate cancer risk, but only when gamma-tocopherol levels were high.

There are literally dozens of factors,

- continued on page 17

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including lifestyle, diet, and the use of other nutrients—and not just the supplementation of a single nutrient—that need to be taken into consideration regarding the development of cancer, including prostate cancer.

The importance of gamma-tocopherol

Dr. Maret G. Traber best summarizes why adequate intake of gamma-tocopherol is vitally important: “While both alpha- and gamma-tocopherol are potent antioxidants, gamma-tocopherol has a unique function. Because of its different chemical structure, gamma-tocopherol scavenges reactive nitrogen species, which, like reactive oxygen species, can damage proteins, lipids, and DNA.”

As a result of these unique functions, gamma-tocopherol has been shown to inhibit cancer cell growth even more effectively than alpha-tocopherol. This does not take anything away from alpha-tocopherol or any of the other forms of the vitamin E family. What it does show is the importance of obtaining sufficient

amounts of this particular form of vitamin E.

Summary

As evidenced after analysis of the vitamin E/prostate cancer study, it is always a good idea to obtain all of the facts before falling prey to study results and the accompanying mainstream media “scare tactic” headlines. We encourage you to read the press release/rebuttal by the Council for Responsible Nutrition (CRN) at www.crnusa.org/prpdfs/CRNPR11JAMAVitE101111.pdf for more about this particular study.

Including a variety of nuts and seeds in your diet not only helps supply your body with gamma-tocopherol, they are also a good source of healthy Omega 3 fatty acids. To augment your diet, taking 1-2 capsules of AO Booster is something I highly recommend; it’s a product I personally consider to be a “take daily” supplement. **HN**

REFERENCES available upon request.

How do I add gamma-tocopherol to my daily diet?

Nuts and seeds are great food sources of gamma-tocopherol:

TYPE OF NUT	GAMMA-TOCOPHEROL PER 100G	TYPE OF SEED	GAMMA-TOCOPHEROL PER 100G
Almonds	0.89 mg	Pumpkin seeds	19.07 mg
Almond butter	1.08 mg	Flaxseed	19.95 mg
Cashews, oil roasted	5.40 mg	Sesame seeds (unshelled)	28.09 mg
Brazil nuts***	7.87 mg		
Pine nuts	11.15 mg		
Walnuts, English	20.83 mg		
Pecans	24.44 mg		
Pistachios, dry roasted	22.45 mg		
Walnuts, black	28.48 mg		

*** We recommend exercising moderation when eating Brazil nuts due to their high selenium content. While the selenium content can vary, a typical 1-ounce serving of Brazil nuts contains 544 mcg of selenium. The Optimum Daily Intake of selenium is 200-400 mcg daily. Selenium is toxic at high doses, though the amounts required to produce toxic symptoms is a subject of debate. Dr. Bill Misner suggests, “Excessive selenium intake, beginning at about 800 micrograms daily, can cause selenium toxicity.”



VEGETABLES. While there aren’t many vegetables high in gamma-tocopherol, 100 grams of green or red sweet peppers (sautéed) contain 7 mg of gamma-tocopherol, and 100 grams of yellow onions (sautéed) contain 5 mg.

AO BOOSTER. Additionally, the Hammer Nutrition product AO Booster contains all eight forms of vitamin E, with special emphasis on the gamma-tocopherol fraction. Each capsule contains a 150 mg blend of tocopherols, approximately 95 mg of which are comprised of gamma-tocopherol.

Man’s best friend



Man’s other best friend



Promote optimal prostate health with all-natural PSA Caps!

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www.hammernutrition.com

2011 Long Beach SCM Regional Championships

BY LAURA LABELLE

On December 2, 2011, I reluctantly packed my swim bag and headed for the meet. I had not been in the water for more than three weeks due to a strained trapezoid muscle and vacation (I know, poor me). When I arrived at the pool and set up my Hammer Nutrition booth, I was immediately intoxicated by the smells and sounds of a competitive pool. As the first event of the day is the 1,500-meter freestyle, things were moving slow and there were few people on deck to chat with. I decided to jump in and see how my body felt. Much to my surprise, I felt okay and decided to just swim my events to see what happened, to determine where I was at in my training. Ultimately, months of training paid off and my times exceeded my low

expectations. Sometimes the real battle is showing up!

Running the Hammer Nutrition booth is always exciting to me. I love when people come back to me after sampling something at a prior event and tell me they are hooked. So many swimmers love Hammer Nutrition products and have great stories to tell me of their success. It is really exciting to hear from swimmers of all levels, not only the elite. I love to give samples of our new products, or just introduce a product I have not yet featured. I have been covering swim events for two years now, and the stories keep coming. Here are a few for you to appreciate:



Carol Stark, 62 years old, Oregon Masters, marathon and distance freestyler:

"I got a sample of Perpetuem from you at Spring Nationals and love it! Perpetuem is the first fuel that does not give me GI distress in my long

practices and races. I can now race

and practice for 2+ hours and not have to get out to use the bathroom.

Thanks for getting the science right, Hammer Nutrition!"



Kelly Karren-Calabasas, 2010 USMS National Champion:

"I love to train hard every day, so after each workout I drink Recoverite to help replenish my body with vital nutrients and replenish my muscle glycogen. Recoverite helps restore all the energy I need to blast my next workout as hard as I can!"

Laura's booth setup at the 2011 Long Beach SCM Regional Championships. Photo : Laura Labelle



Lynn Kubasek, open water swimmer:

"I love Hammer Nutrition products. I use them all the time for training. I used them on my Catalina Channel swim in 2009 and for my Anacapa swim in 2011."



Mark Magee, 1st place 400 IM:

"I used Race Caps Supreme and Endurolytes. It gave me the extra boost for the last lap to win!"



Danilo Vicioso, Dominican Republic, 45-49:

"I really enjoy your Recoverite and Hammer Gel. I just wish I could get them at home so I could use them all the time."

NOTE: Hammer Nutrition now distributes to three locations in the Dominican Republic.

Michael Nitsch, 43 years old, Henderson Vegas Masters

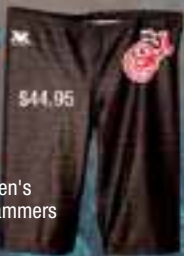
"Hammer Nutrition's HEED and Recoverite products keep my energy and endurance up, and alleviate soreness. I used HEED for fuel when I did my 100x100."



Swimwear for all occasions! Even a full moon



Women's Swimsuit



Men's Jammers



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Swimwear made in the USA by TruWest



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What's under your hood . . . and what are you going to do with it?

BY JIM BRUSKEWITZ

Your owner's manual for your body might look something like this.

Characteristics of Muscle Fiber Types

	Slow (Type I)	Intermediate (Type IIa)	Fast (Type IIb)
Glycogen (primary fuel)	Lower	High	Highest
Resistance to Fatigue	High	Intermediate	Low
Capillaries or blood supply	Many	Many	Few
Myoglobin content (O ₂ content)	High	High	Low
Twitch Rate	Slow	Fast	Fast
Predominant Energy System	Aerobic	Combination	Anaerobic

Table contents adapted from Kent M Van De Graff, *Human Anatomy*. Copyright 1984 Wm. C. Brown Publishers, Dubuque, Iowa

Typical Muscle Fiber Composition in Elite Athletes From Various Sports

Sport	% Slow Twitch Fibers	% Fast-Twitch Fibers
Distance Running	60-90	10-40
Track Sprinters	25-45	55-75
Weight Lifting	45-55	45-55
Shot Putters	25-40	60-75
Non-athletes	47-53	47-53

Table contents adapted from Kent M Van De Graff, *Human Anatomy*. Copyright 1984 Wm. C. Brown Publishers, Dubuque, Iowa

Note:

1. It should be noted that our fiber types are individually and genetically pre-determined. As a result, most find that they are better suited for activities that play to their fiber type composition. However, this isn't to say that there is no room for improvement in those sports that depend on a fiber type with which an individual is not naturally endowed.
2. Individuals can produce varying amounts of force with every skeletal muscle. The amount of force generated depends upon the number of muscle fibers recruited to perform the task. Increasing nerve stimulation results in the recruitment of more muscle fibers of all types. The more muscle fibers recruited, the greater the force produced.



Performance U.S.

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

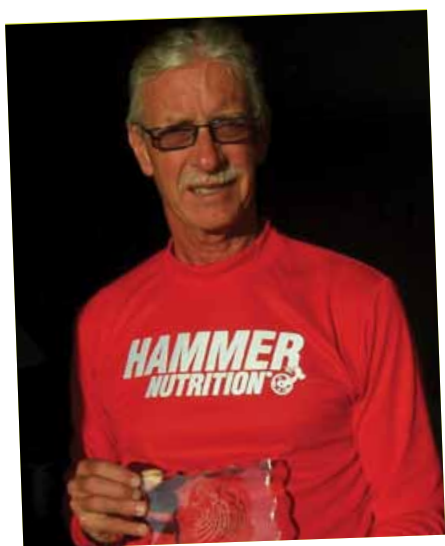
The tables and information on the previous page relate to the voluntary muscle contractions we use all day long. The muscle contraction elicited by a Compex NMES (neuromuscular electrical stimulation) device is involuntary. The recruitment pattern of muscle fibers begins close to the Compex pads that adhere to the skin and appears as a slight twitch. As the stimulus is increased, the electrical stimulation penetrates deeper into the belly of the muscle and the contraction becomes stronger and stronger. That is quite different from a voluntary contraction. Also, the types of muscle fibers recruited are different for an involuntary contraction. Nerve types determine what kinds of muscle fibers are stimulated. For instance, all slow twitch motor neurons stimulate only slow twitch muscle fibers. Compex is programmed to stimulate certain kinds of motor neurons.

To reiterate, all muscle fiber types are recruited during voluntary force production. Only one kind of muscle

fiber is recruited during an involuntary Compex-generated contraction. When training with a Compex, the obvious advantage is in working specific targeted muscle fibers.

Practically speaking, what can be done with a Compex to improve performance, and when should it be done? A particular attribute can be trained with a Compex; therefore, an elite distance runner could train for bursts of speed needed as a race strategy to separate from competitors. Perhaps the distance runner can hold a terrific pace on the flats, but gets dropped by competitors on the hills. Even though the elite distance runner has predominantly slow twitch muscle fibers, the fast twitch muscle fibers she has can be selectively trained. Fatigue is minimized because this training does not tax the cardiovascular system; it also trains only one of the three muscle fiber types, and doesn't involve the costly footfalls that limit the amount of running that can be absorbed over time.

While I've never seen it recommended, it seems reasonable to me to assume that more than one muscle fiber type on a muscle group can be trained on the same day with the Compex. This always happens during a conventional workout. Since overall fatigue is minimized, why not train more than one muscle fiber type in back-to-back sessions? With one placement of pads, you can train for more than one specific adaptation. I will give it a try, and I'd love to hear results from any of you who have started this kind of training. Remember, gains from strength training with the Compex are quickly gained and quickly lost. Strength training can and should be maintained all year long. This is particularly important for those 40 years old and older who experience ever-increasing degrees of age-related muscle loss. The best way to counteract this natural occurrence is with strong, regular muscular contractions. Get busy with the Compex, and keep your body well-tuned and running efficiently. **HN**



Real Compex Athletes, Real Compex Results!

"I had another great triathlon season, winning (65-69 age group) at the Rev3 Half Iron Distance race in Knoxville, TN. I also won my age group at the Ironman 70.3 Muskoka in Ontario, won locally at the Island Lake Olympic Distance triathlon in Grand Rapids, MI, and was 11th at the USAT National Championships in Burlington, VT. After Muskoka, I did a four-day canoe trip in Northern Canada. Hammer Bars went along for the morning and afternoon energy boost. I am sure I would not have had the success I had in 2011 and over the past many years without all the wonderful Hammer Nutrition products, **and of course the Compex**

Muscle Stimulator. Thank you, keep up the good work, and HAMMER ON!" - Jim Donaldson

TOP: Jim Donaldson shows off his hardware from Ironman 70.3 Muskoka.

BOTTOM: Jim celebrates his Ironman age group win with a 4-day canoe trip in Northern Canada.



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





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Giving you the ultimate competitive edge



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

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

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 US. Together, Compex and Hammer Nutrition are your best choice for all things NMES.

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.

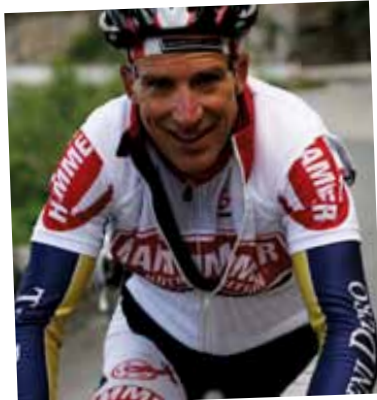
More benefits!

- 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



Compex is FDA-cleared.

NMES consultations with our experts!



Jim Bruskwitz, 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.

PRICE
\$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.

PRICE
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Advanced consultations

After completing both the 30-minute and 60-minute initial consultations, 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.

PRICE
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*Per hour.

Compex NMES is ideal for all athletes



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!

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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.

Programs include:

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

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.

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



Replacement pads and accessories

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



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



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

2 free sets of
electrode pads - FREE
A \$29.90 value!

90-day money back
guarantee - FREE
Priceless!

Real Athletes, Real Results!

"The Compex has been a huge part of my training and recovery this year. I've had hip surgery in recent years and never fully regained the strength I lost in my glutes and hamstrings. Adding the Compex to my training and recovery regimens has helped me make great strides in getting these muscles to function properly again. I'm biking and running better/faster than I have since before my injuries. I couldn't be happier. Also, I recently turned 40 and my body doesn't recover like it used to. Adding the Compex to my recovery regimen has made a noticeable difference in my ability to train at a high level daily, many days being 2-a-days." - Deb M.

"I can't put into words how this has helped me. The removal of pain is priceless. Being able to get out of bed and move without pain is GREAT! This unit helped me as soon as I received it and used it the same day. So I say to Compex and Hammer Nutrition. THANKS BIG TIME!!! I am on the way to getting my life back. This is PRICELESS!!!" - Greg Q.

Running into 2012

BY DUSTIN PHILLIPS

As I followed the progress of the running community this past year, it seemed that every week records were being broken! The biggest news came early in the year at the Boston Marathon in April, when both the World and American records were broken. Kenyan Geoffrey Mutai ran the fastest marathon on record, with a finish time of 2:03:02; American Ryan Hall posted a record-breaking time of 2:04:58, the fastest ever ran by an American marathoner. Mutai's finish time is not recognized as an official world record because of the unique set-up of the Boston course. We won't get into the details of the debate that followed, considering a few months later Patrick Makau posted a 2:03:38 at the Berlin Marathon and became recognized as the holder of the world record marathon time.

events as well; the women running the Grand Canyon crossings and setting new records three times in one month are a striking example of this. The Grand Canyon Rim to Rim to Rim record fell to Dakota Jones in November (6:53:38) just before he raced with the all-star field for the North Face Challenge, where the lead runners maintained nearly a 7:30 pace for 50 MILES, which is incredible! The performances this year at JFK 50 in Maryland broke a 17-year-old record by nearly six minutes. The JFK50 is the nation's largest and oldest ultramarathon, and the past record had stood since 1994 until David Riddle took first place in 2011 with 5:40:45. Multiple other high-profile ultras saw records fall to both established runners and some new faces out there on the running scene.

I also have to bring up Hammer

BELOW: Max King (left) wraps up his 4th XTERRA Trail Run World Championship, joined at the finish line celebration by longtime Hammer Nutrition-sponsored Keith Rieger who finished 9th overall and 1st place age group.

Photo : Courtesy of Keith Rieger

These increasingly fast running times are being seen in the longer ultrarunning

- continued on page 25

Max King: Living proof that fast just keeps getting faster



Max King tends to keep the podium warm, and 2011 was no different for this incredibly fast Hammer Nutrition-sponsored runner.

- Qualified for the U.S. Olympic Trials Marathon and has the 16th fastest marathon time (2:15:34) in the field of qualifiers
- New course record at the McDonald Forest 50km Trail Race
- Overall winner 2011 Mountain Goat Race
- USATF Trail Half Marathon Championships – 1st place
- Siskiyou Out Back 50km Trail Race– 1st place
- TransRockies Run – 2nd place 2-man team
- USA 50K Trail Championships and the 21K XTERRA National Championships – He won both in the same weekend.
- World Mountain Running Championship – 1st place
- 2011 USATF Mountain Runner AND Trail Runner of the Year
- XTERRA Trail Run World Championship – his fourth consecutive win



- continued from page 24

Nutrition ultrarunner Max King who currently holds what seems like every national and world trail title out there. He kicked off his season with the Mountain Running Championship National and World titles, becoming the first male U.S. competitor to claim the world title in 22 years. Max followed that performance with the USATF 50K national title, XTERRA Trail National and World titles, and USATF Trail Marathon Championships—yes, all in one year. He has Marathon Olympic trials in his sights this January. Another Hammer Nutrition athlete highlight was Ryan Sandes who traveled to the mountains of the Leadville, Colorado to establish his place in the pecking order of the ultra running community. In his first attempt at the Leadville 100, he posted the third fastest run ever, a transition not easily done when not familiar with Colorado's

mountains, but trust me, he was familiar with the storied history of the race.

I wonder what has led to this streak of new speed records and increased depth in the running fields? And it doesn't stop with runners, it has overflowed into endurance sports across the board. The ideas of what was once thought possible are falling like the snowflakes outside my window on this winter day. All indications point to science and nutrition, based on the email feedback and phone calls that Hammer Nutrition receives daily. It quite possibly could be due to years of R&D, trial and error, and developments into a better understanding of the human body and what it is capable of. I am excited to be involved in a market that continues to evolve with your needs and demands as an athlete, and I am very excited to see what new barriers will be broken in 2012! **HN**

BELOW: Ryan Sandes leads the pack on his way to victory during Racing The Planet: Nepal. Photo : RacingThePlanet.com / Zandy Mangold

Ryan Sandes: Record-breaking South African runner

Ryan Sandes is setting increasingly fast times amongst a pack of runners who are proving that records are meant to be broken. This Hammer Nutrition South Africa sponsored ultra trail runner travelled to the U.S. in July for his first attempt at the Leadville 100 and won in a time of 16:46:00, the third fastest time to date. He returned to South Africa with the Leadville title and after only a few weeks of recovery, set a new course record on his home turf with a time of 4:40:15 at The Otter Trail race, seven minutes faster than the previous fastest time (set in 2010).

His next major trail race for 2011 was one of the 4 Deserts series, Racing the Planet: Nepal. (Ryan earned his rightful place among the top endurance athletes in the world in 2010 after becoming the first person to have won all four of the 4 Deserts races.) He won the 5-day self-supported stage race by over two hours.



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*Todd Hine cools off after placing 4th in his age group at the Running With The Devil Marathon.
Photo: Debbie Hine*

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Hammer Nutrition-fueled competitors dominated the podium at the Washington State Cyclocross Championships! Congrats to Hammer Nutrition's own up-and-coming racer Miles Frank for a strong 3rd place finish, and to Revel/Rad's David O'Brien for the top spot in the junior 15-16 state championship.



David O'Brien, a member of the Revel/Rad Cat 3 "hit squad," spent most of the cross season at the front of the pack to win both 15-16 age group and Cat 3 men's state championship titles. Photo : Dennis Crane DBC Photography

Ending the 'cross season on the podium

With Revel/Rad Racing

BY JIM BROWN, Executive/Team Director

For Revel Consulting/Rad Racing NW, cyclocross is the "tie that binds." It is buried deep in our team roots, and it is the one type of cycling that brings the majority of our team together on a weekly basis for almost three months. No other type of cycling draws us together like 'cross. Typically during the spring or summer the MTB racers are in one place, roadies in another, and the track racers are at the velodrome.

When September comes and late summer is in the air, the Revel/Rad race team—fueled by sponsor Hammer Nutrition—breaks out the 'cross bikes for what is many riders' favorite type of racing. Revel/Rad started out as a

grassroots MTB/CCX team with five riders. Now if you come out to the 'cross races, you see a huge team camp with a truck and a trailer, three staff looking after the kids, and typically 20-30 bikes set up on the racks or in the trainers. Racers in almost every category from the "kiddie" races to the Elite men's category toe the start line weekly in sunshine, rain, or sometimes snow.

Revel/Rad tries to keep it fun, but we also want to help riders accomplish their goals in racing. By applying this philosophy over the past 12 years we have placed 19 riders on World Championship Teams (11 in CCX).

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These results tally more than any other team in the Pacific Northwest and perhaps the West Coast. The 2011 season continued this trend of Revel/Rad top competitors, including strong performances at the Washington 'cross state championship in Woodinville in December. In the men's 10-12 age group, Revel/Rad racers claimed five of the top nine finishes.

The second highest men's category in 'cross is the Men's Cat 3; make no mistake, this category is large and full of tons of horsepower. Revel/Rad had several juniors competing in the 3's this season, and once again we prevailed with the series champion. David O'Brien plugged away every week placing in the top five. This consistency soon took him to the top of the points in the category and the overall Seattle CX Series win. David came so close to winning a series race, but the perfect race just never came together . . . until State Championships. On a clear, cool, beautiful day in Arlington, David warmed up by winning the junior 15-16 state title in the morning; he then toed the line for the SR Cat 3's as a marked man. Despite the efforts of all the other riders in the race, it came down to a two-man battle for David and another rider; on the last lap they roared out of the last corner in a sprint drag race to the line, and David took the victory with a "bike throw." The margin was inches and had to be verified by the finish line camera—it was an amazing finish to a stellar local season for David O'Brien.

As the state season wound down, four members of the team continued to train in preparation for the U.S. National Championships in January in Madison, Wisconsin. Benjamin King, Andrea Casebolt, David O'Brien, and Catherine Maier flew the Revel/Rad flag at nationals.

The Revel/Rad team, along with Hammer Nutrition sponsor, is proud of the efforts put forth by all team riders during the entire 2011 season. Preparations are already being made by team staff and sponsors to make 2012 even better. Stay tuned to see more action from the Pacific NW's top junior cycling team, Revel Consulting/Rad Racing NW. **HN**



The younger age categories had more riders than ever, and Revel/Rad racers dominated. Ten-year-old Ben King typically raced in the 13/14's, but when he raced his own age category, he was always a threat for the win. Photo : Dennis Crane DBC Photography

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Scott Gaiser enjoys a ride during the 2011 Highline Hammer weekend.
Photo : Angela Miller

Scott Gaiser: An 'inside look' at the life of an age group athlete

BY SCOTT GAISER with intro by Steve Born

Scott Gaiser might appear to be fairly stereotypical: a 49-year-old husband and father of two, avid fly fisherman, and assistant school principal for the past 16 years. But what sets him apart from his Columbia Falls, Montana neighbors, coworkers, and friends are the same traits that make many Hammer Nutrition clients stand out in a crowd. He is an accomplished endurance athlete—self-taught and self-motivated—with passion and dedication to his sport. Scott has the drive and fitness level to, as an example, endure 50 miles of trail running through Montana mountains and finish the day with the next goal already in mind.

Scott has been a consistent user of Hammer Nutrition products since 2002, just a couple years after I started working here. Throughout the years he and I have become good friends (even though he usually drops me fairly quickly and effortlessly nearly every time we ride our bikes up any of the climbs that make up the Highline Hammer route). Seriously though, I've really enjoyed getting to know Scott over the past several years, working with him on his supplement and fueling program, and keeping tabs on his ever-increasing athletic accomplishments. He's one of the nicest guys you'll ever meet, and though his athletic talents are exceptional and wide-ranging, you'd never know it . . . he's super low key, and "egotistical" is a word no one would ever associate with Scott.

Throughout 2012, Scott will be contributing to each issue of Endurance News. He'll be discussing his supplement/fueling program (and any "tweaks" we make in it as the season progresses), what he's been doing in his training, and his racing exploits—an "inside look" so to speak about what goes on in the life of a highly talented yet non-professional athlete, one who has more responsibilities other than training for and competing in races. We believe this will not only make for an interesting read, but will possibly provide some helpful hints that many of our readers can benefit from.

So without further ado, let's meet Scott Gaiser . . .

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"Thanks for all of what everyone at Hammer Nutrition does for athletes!" - Michael G.

My evolution into triathlon is probably similar to many athletes. After years of little exercise besides the winter men's basketball league, I was a little pudgy and had high blood pressure. Looking for a way to deal with life's stresses, I began to run. I think I decided to run for a certain amount of time (20-30 minutes every day) and after three weeks it became a regular habit. In 1999 I entered my first 5K and entered more road races in 2000. Then thinking the swim-bike-run thing might be kind of cool, I decided to enter a triathlon held in Bigfork, Montana. The race involved a short swim across the bay, a less than 10-mile mountain bike on gravel and paved roads, and a run to a local bar where your time continued until you threw a ringer in the bar's horseshoe pit. There were only three of us in the "field" of competitors. I was second to the bar, but my horseshoe tossing proved more accurate and I won.

The first try at triathlon

Given my "success" I decided to do a "real" triathlon two weeks later. With a borrowed 10-speed and wetsuit I entered the Whitefish Summer Games sprint distance triathlon. I quickly found myself in desperate straits during the swim, hyperventilating at the start and then beginning to panic as I had a hard time breathing. Besides swallowing water and feeling extremely anxious about the other people thrashing around me, the zipper of my wetsuit was pressing against my throat making it difficult to breathe. I am sure I finished near to the last of my age group. The most important discovery of the day, however, was that you put your wetsuit on with the zipper in the back—so that's why the zipper had a long cord attached to it! Even with my inauspicious start, I was hooked.

Seeing some results

The next year I bought a used road bike and entered more triathlons, and the following training season I bought a real tri bike and became obsessive about training. I continued to run and entered a marathon. It was at the various road races and triathlons that I started seeing some of the top competitors with Hammer Nutrition (also E-caps at the time) shirts and hats. I had experienced major cramping and bonked before reaching the finish line at the 2000 and 2001 Governor's Cup Marathon.

Seeing that some of the best runners at the races were using supplements from Hammer Nutrition, I thought I would look into it. Before the 2002 Governor's Cup marathon I visited Hammer Nutrition headquarters, where I learned about Hammer Gel and Endurolytes. For the first time I used both during the 2002 Governor's Cup Marathon and ended up winning the overall men's open division. Needless to say, I have been using Hammer Nutrition products ever since. Since the day I almost drowned by putting my wetsuit on backwards, I have been fortunate to actually win the Whitefish Triathlon a number of times. My race results have continually improved:

- Qualified for and competed in the Ironman world championships in Kona three times
- Competed in seven total IMs
- USAT Age Group All-American status three times, finishing eighth in nationals in 2008
- 3rd overall at the 2011 Moses Lake Olympic distance triathlon and the 2011 Summer Solstice Sprint Triathlon
- 1st age group and 9th overall at the 2011 Northwest Regional Championships for USA Triathlon
- 2011 accomplishments included first master's age runner in the Snow Joke Half Marathon, ran a 5K in under 17 minutes for the first time, was fifth overall at the Montana Marathon-Governor's Cup and completed my first 50 miler (the Le Griz) under eight hours.

Taking it to the trails

Two years ago I did not compete in a single triathlon; instead I concentrated on running. It was during this time of very little swimming and biking that I discovered how much I enjoy trail running. Each week I devoted more and more of my miles to running on trails or dirt roads. I had already planned to run the Missoula Marathon in early July, so I decided I would have enough miles logged in training to at least finish an ultra. With some reservations I registered for the Swan Crest 100.

Fueled solely by Hammer Nutrition products (Perpetuem, Hammer Gel, Hammer Bars, Endurolytes, Anti-Fatigue Caps, and Endurance Amino) I finished in 26:21:00—2nd place overall. It was one of the most challenging, rewarding, and fun racing experiences of

my life.

Sharing my 2012 challenges with you

I am looking forward to sharing my season's journey with you. I turn 50 in June and hope to make the most of moving into a new age group for the upcoming season. With Ironman Coeur d'Alene as my primary focus, my plans for the remainder of the season will somewhat depend on how I do at Coeur d'Alene. I would love to start building again for Kona in October, however if that does not happen, I would like to do at least one big race such as USAT Age Group Nationals or try to qualify for the 70.3 World Championship race in Las Vegas.

I also know that I would like to do at least one ultra trail race. Though it is only December, I feel excited and rejuvenated as I begin training for the upcoming season. I am fortunate that Jim Bruskevitz, an endurance coach, triathlete, Hammer Nutrition ambassador, and Compex expert, was gracious enough to help me out with this season. Just the fact that my training looks different than what I have done for so many years is a good thing. With Jim's guidance and advice I am confident I have a chance of doing my best. Along with the plans and advice that Jim provides I hope to incorporate as much Compex training, stretching, and yoga as time allows into my weekly schedule. This is the first year that I did not suffer from some type of overuse injury. I think in large part that is because I have been doing yoga as much as possible and stretching regularly. As I get older I realize strength training is also very important. I also hope to do a better job of eating right and utilizing Hammer supplements as much as possible.

While I certainly don't feel that I am wise or talented enough to offer any expert advice, I do hope that some of you will gain from sharing my experiences, successes and follies. Nevertheless, it is a journey we all share as we strive to reach our personal goals. Best wishes to you all for a successful 2012 season. Until the next Endurance News issue, thanks for reading. **HN**

Scott's training & Complex workouts

Advice from Jim Bruskwitz intro by Steve Born



I communicated recently with Hammer Ambassador and Complex expert Jim Bruskwitz regarding Scott Gaiser's general Complex off-season training program for his upcoming triathlon season. In his reply to me, Jim said, "Here is a conventional training overview and a section of Complex training guidelines specific to Scott's triathlon training. I'm looking for a very productive season for him as he's a hard worker and can perform at a high level."



Conventional training overview

We will subscribe to the commonly practiced, "multi-tiered"/multi-paced philosophy (a term coined by Martin, an exercise physiologist and author of *Training Distance Runners*). The term "multi-tiered" refers to phasing or periodizing training throughout the year. The intensities are multi-paced to touch on a number of physiologic markers. How the time spent in each zone is weighted depends on the time of year.

- easy fat-burning zone (AR and OD)
- aerobic threshold (OD)
- aerobic-anaerobic passing zone (EXT AT)
- anaerobic threshold (INT AT)
- aerobic capacity (VO2 max)

(Note that there are other zones that don't relate well to triathlon like the lactate tolerance and lactate capacity zones. There is too much effort and recovery required to train these zones, particularly when we should never approach these efforts while racing even a sprint distance triathlon.)

The last "zone" that we'll train includes the neuromuscular facilitation sessions that are not rooted in the amount of lactic acid or HR that is maintained for a workout. The reason for training all these different zones is because it is the most efficient way to measure total training load and fit in as much relevant training into a collection of workouts while maintaining the quality and ability to absorb the load by the athlete. We periodize training because adaptations are gained in a matter of weeks and months, but the rate of gain

eventually reaches zero. There is no sense in continuing a course of training once an athlete plateaus and has gained all that can be gained for the time being.

In light of all this, as well as a summer Ironman, it works very well to build intensity first and volume later. As a matter of fact, I have worked with a handful of Kona athletes who spent almost all of their time on the intensity phase of training when compared to the normal training regimen that an Ironman athlete follows. There are certain attributes and circumstances that these athletes bring to the table that has warranted that approach in the past. It is curious that these athletes PR when this approach is taken. Because of that, I am not a big fan of volume when the goal is Ironman. We'll get in plenty of volume, but it will be preceded by the kind of intensity we are just beginning to build. The intensity built now will help you absorb the volume that comes when the weather allows it, at least on the bike.

Complex training

Triathletes train the same muscle groups daily most of the time. Adding Complex strength training, i.e. Strength, Resistance and Endurance Complex programs, to your training plan is just as important for triathletes as it is for single sport athletes. Train three times per week with at least 48 hours between strength training sessions. To fit recommended training in more easily, train one

set of muscle groups Monday-Wednesday-Friday (Saturday) and another set of muscle groups Tuesday-Thursday-Saturday (Sunday).

Lower body muscle groups trained: Quadriceps, calves, gluteals, hamstrings

Upper body muscle groups trained: Latissimus dorsi, triceps

- Strength program for 5 weeks, three times per week. Spend one week at each of the 5 levels.
- Resistance program for 5 weeks, three times per week. Spend one week at each of the 5 levels.
- Endurance program for 10 weeks, three times per week. Spend two weeks at each of the 5 levels.

This is the basic 20-week block that you can cycle through endlessly with terrific results. Spending more than 8 weeks with either the Strength or Resistance programs results in training for adaptations that have been fully gained for a particular cycle. More than 12-14 weeks of Endurance training would result in a plateau as well.

If you want to throw in a cycle different from the one described above and not just repeat the same cycle, you have a number of viable options. These options all involve a mixed phase of training. For instance:

- 5 weeks of Strength, two times per week; Resistance one time per week
- 5 weeks of Resistance, two times per week; Strength one time per week

If you want to emphasize endurance instead of Strength or Resistance, then train Endurance 2 times per week and either Strength or Resistance 1 time per week. You could alternate in 5-week blocks which program you add 1 time per week to Endurance 2 times per week: 5 weeks of 2x Endurance and 1x Strength per week, followed by 5 weeks of 2x Endurance and 1x Resistance per week for a total of a 10-week block.



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Walnuts

A possible ally for delaying prostate cancer progression

BY STEVE BORN

For assisting in the prevention of prostate cancer, as well as potentially slowing the rate of the progression of this cancer, walnuts are proving to be a powerful ally for men.



Prostate cancer is the second most common cancer (after skin cancer) among American men. According to the American Cancer Association, in 2011 over 240,000 cases were diagnosed, with nearly 34,000 recorded deaths attributed to prostate cancer. Prostate cancer is the second leading cause of cancer death in American men, second only to lung cancer. That's not good news, and even more sobering is the prediction that one in six men will be diagnosed with prostate cancer during their lifetime.

Of the many ways available to help prevent prostate cancer (see www.mayoclinic.com/health/prostate-cancer-prevention/MC00027 for more details), two recommendations go hand in hand: consume a low-fat diet, and limit fat consumption to plant-based fats instead of fats from animal sources (fish not included).

For the unfortunate who already have prostate cancer, there appears to be good news in regards to delaying its progression. Research has shown that walnuts help lower levels of endothelin, a compound that increases inflammation within the blood vessels and is elevated in prostate cancer. To determine whether a walnut-rich diet might help fight prostate cancer, Dr. Paul Davis and a group of researchers studied the effects of walnuts on 84 mice, all bred to develop cancer at the age of six months.

For a period of time lasting a variety of weeks, mice were fed either a low-fat diet, a high-fat diet containing soy oil, or a diet containing the equivalent of 14 shelled walnuts. When the treatment periods were completed, a number of measurements were taken, including prostate gland weight, prostate and liver gene expression, and insulin-like growth factor (IGF-1), which is implicated with increased cancer growth.

After an 18-week period, the research revealed that the mice consuming low-fat diets had tumor weights 60% lower than the mice fed the high-fat diet. Mice that consumed the walnuts had results nearly as good—46% lower than those on the high-fat diet. Researchers also noted that the walnut-fed mice had slower growing tumors and approximately one-third lower IGF-1 levels than the mice consuming a high-fat diet. Mice consuming the walnut diet exhibited an increase in the beneficial expression of multiple genes that control tumor growth and metabolism.

Dr. Davis concluded, "Walnuts should be part of a prostate-healthy diet. They should be part of a balanced diet that includes lots of fruits and vegetables."

Walnuts are a rich source of super-healthy omega-3 fatty acids (an essential fat that we are all arguably low in), gamma-tocopherol (perhaps the most important member of the vitamin E "family" and a component in AO Booster), and polyphenols, a type of antioxidant. According to the American Chemical Society, a gram of walnuts contains nearly 70 units of polyphenols; this amount is believed to be more than that found in any other type of nut.

For assisting in the prevention of prostate cancer, as well as potentially slowing the rate of the progression of this cancer, walnuts are proving to be a powerful ally for men. Including raw, organic walnuts in your low-fat diet (they're delicious in salads!) is a wise strategy indeed. **HN**



RECIPES
FROM THE
KITCHEN OF
**LAURA
LABELLE**

Almond Milk

- 5 cups filtered water
- 1 cup raw almonds (blanched* or not)
- 1/3 cup pitted dates (Medjool recommended)
- 1/2 vanilla bean (or 1 teaspoon extract)

Mix all ingredients (if you use a vanilla bean, cut it open and scrape out the paste inside of it) in a blender for 2 minutes on high. Pour

mixed ingredients through a fine sieve. This is a very creamy, slightly sweet version of almond milk that my kids love and so do I.

**Tip: Blanching almonds is easy. Just bring water to a boil, and then add almonds. Boil for 3 minutes. Cool, and then simply rub off the skins and discard them.*

Endive and Walnut Salad

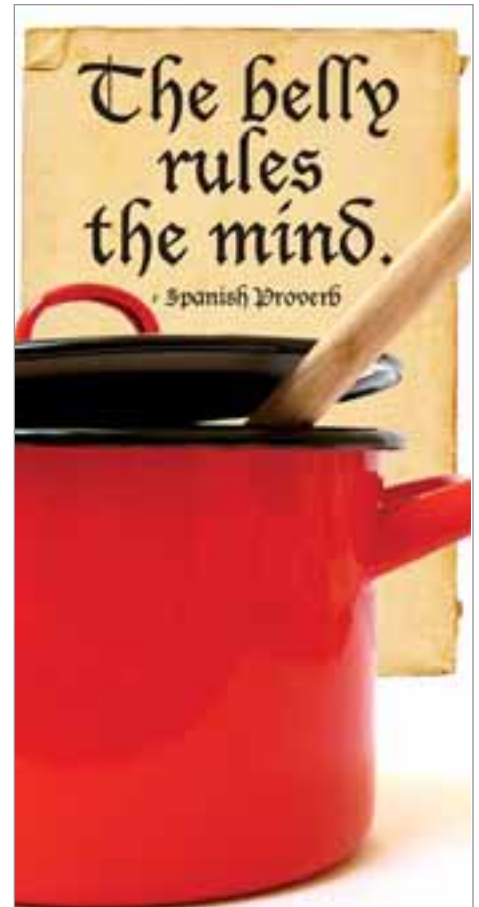
- 4 large Belgian endives
- 1 cup arugula
- 1 large ripe Bosc pear
- 1/2 cup crumbled Gorgonzola cheese
- 1/2 cup walnut pieces

Wash and dry endive and arugula. Slice endive into fairly thin circles. Core and cube pear, and then toss in a small amount of lemon to avoid turning brown. Place all ingredients in bowl, toss with Dijon Vinaigrette, and serve!

Dijon Vinaigrette

- 4 tablespoons olive oil
- 2 teaspoons Dijon mustard
- 1 tablespoon red wine vinegar
- Salt and pepper to taste

Put all ingredients in small bowl (or Hammer Blender Bottle!), and mix well.



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ASK DR. BILL

From the archives of
Bill Misner, Ph.D.

QUESTION:

What are your thoughts on the use of caffeine?

ANSWER: Research suggests that caffeine influences positive endurance results in those who do not consume it on a regular basis. It takes only four days of regular caffeine ingestion to cause the body to develop a tolerance, reducing the overall stimulant-like effects. Though caffeine increases blood pressure and pulse the first time, a regular caffeine-user does not experience the same increased rate change.

Like most xanthines, caffeine is rapidly absorbed and distributed in all body tissues and fluids. Hepatic biotransformation prior to excretion results in about equal amounts of 1-methyl-xanthine and 1-methyluric acid. Of the 70% of the dose that is recovered in the urine, only 3% is unchanged drug. In other words, 97% of the caffeine consumed is metabolically active. Its final metabolic fate is excretion via urine. Plasma half-life is about three hours. Caffeine is well-absorbed by the stomach and intestine, and peak blood levels occur about 45-60 minutes after ingestion. Caffeine's stimulant properties create increased blood pressure, pulse rate, and stomach acid. Fat stores breakdown, releasing an increase in fatty acid blood levels, which produces an energy "high" sensation. These effects generally last from 2-3 hours to as long as 12 hours. This does not mean that the best way to utilize caffeine for a performance boost is to take it 45-60 minutes prior, however. Let me explain . . .

Muscle glycogen is generally the

predominant fuel for the first 70-90 minutes of exercise, depending on pace. After that, body fat, an abundant secondary energy source, becomes the torque-for-energy "fuel of choice," converted to ATP by working muscle mitochondria cells. Glycogen is the principal fuel for muscles, and exhaustion occurs when it is depleted. As long as there is still glycogen available—be it from muscle store supplies at the onset of exercise, or exogenously supplied as exercise duration increases—working muscles can utilize fat. Caffeine mobilizes fat stores and encourages working muscles to use fat as a fuel. This process delays the depletion of muscle glycogen and allows for a prolongation of exercise.

The most critical time period for reducing the amount of glycogen used appears to occur during the first 15 minutes of exercise, where caffeine has been shown to decrease glycogen utilization by as much as 50%. The less glycogen depleted at the beginning means more available during the later stages of exercise. Caffeine causes sparing in all of the human studies where muscle glycogen levels were measured. The effect on performance, which was observed in most experimental studies, was that subjects were able to exercise longer before exhaustion occurred. If you are going to take caffeine-enhanced fuels, research has reported that the best effects are gained by ingesting it three hours before the competition. Though blood levels of caffeine peak much sooner, the

maximum caffeine effect on fat stores appears to occur several hours after peak blood levels.

In addition, caffeine may alter the perception of how hard you are working. During testing, athletes are asked to judge their effort, which is referred to as the rating of perceived exertion (RPE). Some studies have shown significantly lower RPE's and less fatigue when using caffeine. As a word of precaution, too much of this drug may cause gastric upset in some athletes.

While the International Olympic Committee (IOC) regards caffeine as a banned-substance positive drug, urinary levels up to a concentration of 12 mg/liter are acceptable, representing casual use. Levels above this are viewed as an athlete's deliberate attempt at doping. Approximately 1,000 mg of caffeine (about 8 cups of coffee) would be required to exceed the current IOC limit, but it is very important to note that people can metabolize caffeine at very different rates. Differences in metabolism, medications, and certain diseases may significantly alter the rate at which caffeine is cleared from the body. Some athletes have come close to flunking the drug test after ingesting only 350 mg! It would be wise to reconsider the science of caffeine before using it as an ergogenic aid. It is argued that caffeine is not healthy nor ideal for one who is concerned about their optimal health outcome. Many of the arguments for the stimulant drug, caffeine, have an opposing argument, which should be considered in equal light. For every sports scientist who argues pro-caffeine, there are a few who attempt to discourage use. Reading Dr. Jenky's website article [1] on caffeine would be beneficial.

REFERENCE LINK

[1]- <http://www.rice.edu/~jenky/sports/caffeine.html>

HN

Hammer Nutrition's 'Special Ops'

Meet the Hammer staffers behind our one-person operational departments.



Tony
(Quality Control/Safety)

1. How long have you been at Hammer Nutrition?
Thirteen years

2. Which product is your favorite, and why? I like them all. As the quality control manager I have the pleasure of tasting every batch of every product. They are so delicious!

3. How do you use the products?
Hiking, hunting, biking, and snowboarding.

4. Hobbies, interests, passions: Fishing, hunting, hiking, biking, and snowboarding.

5. Name one thing that most people don't know about you. I enjoy bird watching.



Shelley
(Accounts Receivable)

1. How long have you been at Hammer Nutrition?
Almost four years.

2. Which product is your favorite, and why? Espresso Hammer Gel, hands down! It gets me going for my morning workouts, and also makes the best "sweet treat" without the guilt, for those of us who love coffee and chocolate!

3. How do you use the products?
After workouts or as a meal substitute, I'll make my power shake (Mandarin Orange HEED, Vanilla Soy, flaxseed, ripe banana, oj, soy milk, and ice). Yum!
For overall health, I take Premium Insurance Caps, Race Caps Supreme, AO Booster, Super Antioxidant, and Xobaline.

4. Hobbies, interests, passions: I love to cook for my family, play golf, ride the tandem bike with my husband, "bodyrock," windsurf, garden, and curl up by the fire to watch a good flick.

5. Name one thing that most people don't know about you. I've lived in the mountains for the past 20 years, and can't stand the cold!



Thomas
(Purchasing)

1. How long have you been at Hammer Nutrition? Almost three years.

2. Which product is your favorite, and why? I use so many for various purposes that it's hard to pick a favorite. I would have to say though that, because of the type of workouts I do, Chocolate Hammer Whey and Endurance Amino play a huge role. Another favorite of mine are REM Caps. They really help to ensure that my rest is top notch!

3. How do you use the products?
Since I am more of a gym rat than an endurance athlete, I like to use products like Hammer Whey, Recoverite, Endurance Amino, and Tissue Rejuvenator. I enjoy road biking for recreation, and on long rides, Hammer Gel, Perpetuem and Endurolytes are a must. Lately I've been using Endurolytes Fizz and love them!

4. Hobbies, interests, passions: I grew up surfing, water skiing, jet skiing, scuba diving, and the like, so water has always played a pivotal role in my hobbies and interests. Now that I live in Montana, I find passion in building and riding sport class jet skis on the lake. I am currently finishing up with my latest jet ski project that I built from the ground up. I also love to travel.

5. Name one thing that most people don't know about you. I once wrestled a 350-pound great white shark out of the surf and onto the beach with my bare hands while surfing. It sounds more glorious than it really was.



Dustin
(Sponsorship Coordinator)

1. How long have you been at Hammer Nutrition? I first worked here in 1995, so I've been affiliated with Hammer in some way or another since then. I came back full-time four years ago.

2. Which product is your favorite, and why? This depends on the time of year, and to pick one is

impractical. I'd have to say my favorite supplement is Race Caps Supreme, and favorite fuel would be Endurolytes Fizz . . . good stuff!

3. How do you use the products?
This also depends on the time of year. In the summer I am so busy balancing family, work, and training that I use a lot of products just to keep me afloat, to avoid getting sick and to help recovery.

In the winter I use less fuel and more supplements, to put my system back in balance so I can push it again next summer.

4. Hobbies, interests, passions: Anything outdoors, but I also have a soft spot for clothing and fashion.

5. Name one thing that most people don't know about you. I was raised by wolves!

NATE'S CORNER

BY NATE LLERANDI

Weight before cardio?

Steve's Note: Normally, I dig through my "Nate's" email folder to find a gem from the past that is still relevant to today's athlete. For this issue, however, I chose a recent Nate's "Tip of the Week" article, this one courtesy of the Hammer Forum. With many of us still in the gym at this time of the year, I felt the information was still valid, not to mention super interesting, and I hope you'll find it useful. Also, it gives me the opportunity to invite you to join the Hammer Forum on www.hammernutrition.com, where great information such as Nate's is offered, in addition to giving you a chance to pose your questions (or provide answers to questions) in a friendly, non-confrontational setting.

The importance of a proper warm-up at the beginning of a workout is ingrained in us. For decades we've been told that, without a good warm-up, we put ourselves at higher risk of injury and underperformance during the workout, especially when we lift weights. Another common belief and practice is that cardio work followed immediately by a weight session is a good way to increase the bang for your buck at the gym.

However, some studies suggest that it's more beneficial to lift weight first and then do your cardio immediately after. These studies show as much as a 30% increase in calories burned by doing cardio after lifting, rather than before.

Burning calories is an intrinsic part of what we athletes do. While we're aware of this, it's probably not at the forefront of why we do what we do. Rather, it's a benefit. Burning calories keeps us looking fit, while the exercise itself keeps us feeling fit. This post isn't about "losing weight."

If you're able to burn more calories at a given intensity and duration of workout

simply by shifting things around, why wouldn't you do it? The premise is that lifting weights turns on and keeps on an increase in calories burned far longer than aerobic exercise does. By lifting weights first, your body is burning calories at a heightened state, and the muscles are already taxed. And chances are, your fast-twitch muscle fibers are fatigued. All of this adds up to increased cardiovascular adaptation and caloric burning if you complete your aerobic exercise after lifting weights.

I've tried this lately, and I can tell you that my furnace is definitely running hotter and faster when I bike or run after lifting than when I do either exercise before. I also find I'm hungrier throughout the rest of the day and into the next morning. This tells me that my body stays "turned on" longer by switching things up.

I was reluctant to try this approach—doing weights first—because I was afraid that I might increase the risk of injury by not warming up first. But, I decided to dive right in anyway. What I found was that the very first set of the very first exercise (or first set of two

super-set exercises) felt a little awkward or less than optimal, but after that the body was clued in and ready to go for it.

This all reminded me of opinions I read a long time ago about warming up being overrated. The premise was that predators in the wild don't warm up before breaking into full sprints after prey, and the prey didn't call a time-out to warm up before sprinting away from a predator's attack. On the surface, this makes perfect sense. Now, I'm no biologist, so I haven't a clue as to just how different our bodies react to stimuli vs. animals in the wild. After all, we're not faced with life-or-death situations each and every day.

Still, maybe our bodies are ready to go more than we give them credit for. How many times do we read about athletes almost missing their start times, like the swimmer that lost track of time, realizes his/her race is being called up behind the blocks, misses his/her regular pre-race preparation, but still turns in a PR?

In any case, from my own experience, it feels like the body handles lifting weights without first warming up just fine. I also definitely notice an increase in the cardio benefit from an aerobic exercise post-lifting rather than pre-lifting. For those of us crunched for time, doing your workout directly after lifting—rather than beforehand—could be another arrow in your quiver to squeeze more out of your workout time and help spur your progress forward more quickly.

Happy Training,
Nate Llerandi
HN



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TOP : Brandy Roark and Teresa Nelson at Swim For Life.
 BOTTOM : More than 260 swimmers participated.



It's not just about racing

BY BRANDYN ROARK

I started racing at the age of 6. I fell in love with the water the second my parents introduced me to it. I grew in my sport of competitive swimming to the national level. After that I took my swimming, added a bike and some running shoes, and turned myself into a triathlete. All those years of competition, training, and racing culminated in becoming an elite athlete . . . but that pales in comparison to the incredible experiences I get outside of competition.

In 2011 I had the opportunity to participate in Seattle's 14th Annual Swim For Life where \$60,000 was raised by 58 teams and 269 people in the water swimming together. These 58 teams raised both funds and awareness for the Puget Sound Blood Center and the Bone Marrow Registry. It was a magical time for me; one, I got to swim with one of my dearest teammates from my childhood, TN Multisports owner and coach Teresa Nelson. She had always encouraged and

lead me along in swim practice when I was the new kid. Now, she was swimming side-by-side with me for 2.4 miles in a sea of people with purpose.

And secondly, I got to slow down a little in life and not charge ahead like I always do when racing. I got to bob my head above water and see Mt. Rainier rising out of the earth; I got to chat with my three teammates. I got to take photos and slow down enough to feel the water between all my toes and fingers!

It was a gift to swim with a purpose greater than myself and MY racing. The experience reminded me of how important support and encouragement is. I want to thank Hammer Nutrition for staying with me all these years and for the personal connection and support they have always given me—in racing and in life! Thank you Hammer! **HN**

Pit Row



John Wright

After a very long chase (ten laps) at PGP Motorsports Park, Kent, Washington in August, I finally caught the 1st place holder of my class. One lap later I passed him for the podium—1st place in a 16-lap race. My competition was not consuming any Hammer Nutrition products during the day. Fatigue set in on him, and I was able to take the win.

Mike DiGasperis

I've been using Hammer Nutrition products for approximately six years while training and cycling competitively. When I started road racing motorcycles at the local track two years ago, I knew I could count on Perpetuem. Track lapping demands conditioning and endurance; the day consists of nine or more 20-minute lapping intervals. During the summer months, temperatures can reach 90°F. Being dressed in 20 lb of protective clothing, plus the physical effort of riding a 400-lb sport bike at speeds of 160 mph around the track can drain energy levels quickly. Rehydration and replacing the proper amount of calories is crucial for staying strong and alert. Perpetuem provides me with a consistent, reliable energy source all day long. Hammer Nutrition products give me the extra boost I need to get through the toughest workouts and rides. They really work!

Photos : Laura G. Sabo



Ryan Rowe

Thanks to everyone at Hammer Nutrition for the support! The Thor U.S. Mega Series is one of the biggest amateur motocross series in the country and definitely in the southeastern U.S. The 2011 schedule took me to six different states and nine different venues. This year marks my 3rd and 4th championship in the Mega Series along with six other top five finishes in the series. I'm happy to be on the Hammer team for 2012 and be a great spokesperson for Hammer Nutrition!





2011 Tecate SCORE Baja 1000: One for the record books

After an extremely rough 705 miles through the Mexico landscape, Matlock Racing Team crossed the finish line to claim their Tecate SCORE Baja, 1000 win and fourth season championship title in a row. The three-man team of Wayne Matlock, Wes Miller, and Josh Caster left their competition in the dust by finishing more than two hours ahead of the next ATV quad in their class, and they also were the first ATV of any class to finish.

The 2011 Baja 1000, held November 18-19, was a tough one, rougher than most competitors could remember from past events; 278 competitors started but only 155 finished. Matlock Racing struggled with fog and course conditions, but had no mechanical problems and only had to change three tires throughout the entire race. "The course was rough . . . that's what happens when you combine the San

Felipe 250 and the Baja 500 together," Wayne said.

Hammer Nutrition sponsored their efforts with plenty of Hammer Gel, Perpetuem, Endurolytes Fizz, Hammer Whey, and Recoverite. "Thanks for the support. It was a brutal course this year, and it was also the first time we've done the race with only three riders. It definitely separated the men from the boys," Wes reported to Hammer headquarters after their win. "We all lived on Hammer Nutrition on race day. Everyone swears by Hammer Gel!"

With the 2011 championship, Matlock Racing made it into the record books with a tie for the most season championships in class 25 (ATV 450cc or more) in SCORE's history.



Paul Monaco

A little info about my bike: It's a 2008 Yamaha WR250R Enduro, decaled up by Signfxinc. Wheels and rotors are by Warp9 with Dunlop 606 tires; I was the tester for the first wheels ever made for my bike. My race mechanic (Jason Coshignano) and I stripped the bike to just the frame and built up from scratch with lots of other aftermarket parts as well. I get compliments everywhere I go with this bike. It's great exposure for Hammer Nutrition! I love Hammer products so when I am out and about with the public I praise how great, effective, and awesome they are! Thanks again!

- Paul Monaco

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Los Angeles Ballet Company, well fueled and ready for holiday performances

BY LAURA LABELLE

On a beautiful, sunny California day in November I set out to the headquarters of the Los Angeles Ballet Company in West LA. I arrived early and was treated to watching some of the rehearsals in progress for the 2011 Nutcracker presentations. Ballet is such an athletic art, one that requires years of training to give the illusion of grace and, mostly, ease of motion. I am personally aware of how difficult ballet is, especially dancing on point.

After rehearsals, I gave these young dancers a brief presentation of the products that I had selected for an introduction to Hammer fueling: HEED, Perpetuem, Hammer Gel, Recoverite, and of course, Tissue Rejuvenator. Afterward, I answered their questions, and from this we most importantly discovered that, too often, recovery is overlooked even though essential for tomorrow's workout. Recover properly today, and be a powerhouse tomorrow, while at the same time avoiding injury and fatigue.

As they gear up for their holiday performances, these young performers of the Los Angeles Ballet Company now have the information they need about proper nutrition and fueling. **HN**

Turkey Ride 2011

BY BRUCE AGNEW, BPD (Retired)

The Turkey Ride is a three-day bicycle ride of approximately 200 miles, by off-duty and retired employees of the Berkeley Police Department and University of California Berkeley Police Department and a few of their guests, to raise pledge money for their Holiday Food Project.

The first Turkey Ride was in 1985, when seven Berkeley P.D. officers rode their bikes 216 miles from Berkeley, CA, to South Lake Tahoe, NV.

The money that they raised was used to buy 200 turkeys and other food items, which they gave to needy Berkeley families during the Thanksgiving and Christmas holidays that year.

A few years after the birth of the Turkey Ride, now retired UCPD Sergeant and

Hammer Ambassador Mike Freeman joined the group. With Mike's participation in the annual ride came Hammer Nutrition's support as the endurance fuel sponsor of the ride.

Over the years the increased pledge money and community support of the Holiday Food Project has made it possible to provide 500 turkeys and all of the trimmings to needy Berkeley families each year. Approximately 20 of the turkey baskets are delivered to University Village, for UC Berkeley graduate students and their families.

The 27th Annual Turkey Ride took place on August 31-September 2, 2011. The 17 riders rode 197 miles from Berkeley, through the "wine country" towns of Calistoga and Sebastopol, down the coast, and over the Golden Gate Bridge



to Crissy Field in San Francisco.

We want to thank Hammer Nutrition for the continued support of this event. **HN**

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Where are they now?

BY VANESSA GAILEY

TOP: Longtime client Don Wright warms up before teaching his Advanced Spin class.

BOTTOM: Don's wife, Julie, puts in some miles during spin class.



Catching up with Don Wright #154

Quite a few of our original clients are still Hammer Nutrition athletes and friends. From our start in 1987, we've worked with an amazing group of people dedicated to the endurance athlete lifestyle.

They remember the days when Brian answered phone calls and shipped orders, first from his home in the Bay Area, and then from what is now the garage at Hammer headquarters.

Where would Hammer Nutrition be without our devoted

community of endurance athletes, who have guided our success with feedback, testimonials, and constant field-testing over the years? We're touching base with several of these longtime clients in the coming issues of EN, "catching up" to see where they are now. From client #1 to our current new customers with #s in the 195000s, we appreciate each and every one of you.

Meet Don Wright

I originally found out about Hammer Nutrition (then known as E-Caps) in 1989. A fellow marathoner pointed me in their direction, and I became an avid and dedicated user of E-Caps. (I'm Hammer client #154!) In the beginning, the company was based in San Francisco, and Brian was completely accessible to answer questions about supplements to aid the endurance athletes. Sometimes I would call the company, and Brian would actually answer the phone!

Brian was always very knowledgeable, helpful, and encouraging. During my long and involved athletic career—using E-Caps products as the product line grew—I ran 43 marathons throughout the U.S. and Canada, including the Boston Marathon ten times. Once, I ran three marathons—all under three hours—within a 7-week period, thanks to these products. My PR was 2:47:00 at a marathon in Phoenix in the late 1980s. I also did numerous 10K runs, half marathons, and triathlons, oftentimes winning and placing in my age group. The truth was, I was racing every weekend and running up to 125 miles a week.

My running career came to an end in 1991 when I had a double osteotomy on my left knee (which incidentally was replaced 18 months ago!) but that did not stop me from continuing to use the products that E-Caps was developing. I took up surfing, pilates, and indoor cycling. For the past 15 years, I have been both a pilates and indoor cycling instructor at the YMCA and San Diego Tennis and Racquetball Club. And I am

happy to say that my beautiful wife, Julie, is also a very active participant in both spinning and pilates.

Prior to my classes, my students see me using Hammer Gel and HEED, and after class, Recoverite. When asked what other Hammer Nutrition products I use, my answer is "What Hammer products don't I use?"

Our daily routine includes Race Caps Supreme, Premium Insurance Caps, Mito Caps, Phytomax, Boron, Hammer Whey, REM Caps, Tissue Rejuvenator, Super Antioxidant, Salmon Oil, and Hammer Bars. Do I think that Hammer Nutrition products work? I'll be 74 in December, and my wife is ten years younger. I had a knee replacement a year ago, ten years ago I had a quintuple bypass, and in 2009 I had a stent. Last January I had shingles, and last March I had pneumonia, which sidelined me for a good six weeks. Yes, it is true that I am aging and slowing down a bit, but I still teach five spinning classes a week and four pilates classes—all at an advanced level. Thank God for good genes and Hammer Nutrition! I'll send another progress report in ten years! **HN**

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ATHLETE SPOTLIGHT ON

Bob Strand

Rewriting the record books, one swim at a time.

BY VANESSA GAILEY

When Hall of Fame swimmer Bob Strand scheduled his prostate cancer surgery, one of his first questions was “Can I swim until my surgery?” He had Spring Nationals coming up, and in all likelihood, more records to smash and medals to claim. With approval from his doctor, Bob went to Mesa for nationals and brought home five 1st place finishes and one 3rd place finish, set two new records, and earned some HammerBuck\$ with his podium finishes.

Within three months after prostate cancer surgery, this remarkable Hammer Nutrition-sponsored athlete was back in the pool. In December, just about six months into recovery, he set three world records in his age group and won all his events at 2011 SPMS Short Course Meters Championships. When we heard from Hammer Nutrition’s USMS ambassador Laura Labelle about Bob’s remarkable performances and rapid recovery, we knew we wanted to include him as our Athlete Spotlight and get to know him better.

*Robert Strand sets a world record in the 200-yard breaststroke (men 65-69) during the 2011 USMS Spring Nationals.
Photo : www.wadleyphotography.com*



*Bob finished the 2011 USMS Spring Nationals in 1st place with a new national record in the 100 Breast, as well as 1st place in the 100 IM.
Photo : Chad Durieux*

Vanessa: Let's start at the beginning . . . your childhood and high school swimming experiences. I understand that you kept incredibly good company as a junior competitor?

Bob: I started swimming at age five at the Berkeley City Club. My older brother was a national age-group champion and record holder in almost everything he swam as a young competitor. We grew up in the San Francisco Bay area during a real golden age of age-group swimming.

All through my youth I swam against kids who went on to the Olympics in either 1964 or '68. I swam against Don Schollander many times [winner of four Gold Olympic medals in 1964]. Dick Roth, Greg Buckingham, Wayne Anderson, and Mike Wall competed in our high school championships in 1963! My brother wasn't the only successful swimmer in the family; I was a national record holder in backstroke and a high school All-American.

Vanessa: After college, your life took a bit of a detour away from swimming and into the entertainment business. Tell us a bit about that.

Bob: I grew up in the Bay area during the '60s, the heyday of its rock music scene. I started managing a rock band and formed my own production company; then I started producing rock concerts in 1966. I remained in the business until 1974, and produced shows with Fleetwood Mac, Santana, BB King, Pink Floyd, Ike and Tina Turner, Grateful

Dead, Jefferson Airplane, Steve Miller, and many more. The highlight show in my career was the Gold Rush Rock Festival in October 1969. It made headlines all over the country and was regarded by many as the best outdoor rock show ever in California. What an amazing show . . . more than 50,000 attended. There were ten bands, headlined by Santana and Ike and Tina Turner.

There were good times and bad from my music production career, but I wouldn't trade a moment for all the great experiences I had in the Sixties—like going to rock concert promoter Bill Graham's house on a Sunday morning for breakfast, and there sits Mick Jagger attempting to say something, anything, that made sense. Fun times!

Vanessa: What got you back into the pool in your early 40s, and how do you explain your competition successes so quickly after getting back into the sport?

Bob: My swim career got cut short for a lot of reasons that we don't need to go into (personal family issues, illness in college). After that time, whenever I watched swimming, I always knew that I could have been one of the best. I just had this inner calling that would not go away.

In my early 40s, I was at a low point in my life, and a friend suggested I go to the YMCA with him to lift weights. There was a swimming pool, and I smelled that chlorine, and said, "I gotta get back in there." After 25 years out of the pool, I got back in. Those were literally my first laps since college. Two years later, I started swimming Masters with no agenda at all. I was just happy to be back in the pool. It felt just like it did when I was a kid; I was just as excited as I was then.

Six months later I won my first national championship in breaststroke and haven't let up since then. At that first national event, I looked around and realized how tough the competition was. If anyone has the perception that USMS swimming is lightweight, go to Nationals and see how serious it is! My key events are breaststroke and individual medley, and I also have a pretty solid freestyle. In

- continued on page 45

- continued from page 46

my career I have broken approximately 70 world master records and 100 USMS national records, and was elected to the International Swimming Hall of Fame in 2008. My last three world records were set in December.

Vanessa: How did you discover Hammer Nutrition fuels, and what are your favorite Hammer products? Any swim event fueling must-haves?

Bob: I don't remember specifically how I first found out about Hammer Nutrition, but I know that they are an essential element to my training. I take Race Cap Supreme and Premium Insurance Caps daily. At swim meets, I drink HEED continuously, and Recoverite after every training session and meet. Hammer Nutrition swim ambassador Laura Labelle keeps the USMS events well supplied with Hammer Nutrition products. If you see me at a swim meet, you'll see that I proudly wear a Hammer Nutrition swim cap and T-shirt!

Vanessa: What do you personally love the most about competitive swimming?

Bob: I have to really push myself to meet my workout schedule, but I LOVE to compete. You really have to have that desire to be at the top. It's a double-edged sword because everyone is gunning for you. Also, it doesn't take long to figure out that you are your biggest competitor. If I swim at the level that I believe I should, I generally will win. The other thing to realize is that everyone gets beat at one time or another; that lesson serves as a great learning experience and hopefully will alert you to improving mental and physical training.

Vanessa: What was your reaction when you found out you had cancer? How did you stay mentally positive and physically fit enough to be competing and setting three world records only seven months after surgery and while still in treatment?

Bob: The "C" word (cancer) was very scary. I think, in general, athletes believe they can overcome anything, and to suddenly be diagnosed with prostate cancer was a total shock. As you go through the process of examinations you really don't know what the outcome will be.

In my case, after a biopsy was done, the doctors felt prostate removal was the best course instead of radiation or other types of treatment. The cancer had gotten out of the prostate, and that is when it can really get dangerous. After the biopsy, I had to wait for surgery, and the first thing I asked my doctor was if I could keep swimming. I had competitions in Mesa coming up! He gave me the okay, and I went to spring Nationals in Mesa in April.

I had prostate cancer surgery this last May, and I am currently in treatment. I am doing very well, at present, but I did have a very aggressive situation that needs constant monitoring. Further testing will be the indicator if any more cancer issues are developing.

Bottom line for every guy over 40 is to get a simple blood test called PSA that measures the antigen level in the prostate. If the count is elevated, you should investigate further. It does not necessarily mean you have cancer—it is just an indicator that you might, alerting you to get further testing done. More than 35,000 men die every year from prostate cancer.

I was out of the pool for about three months and was able to get back to training in mid-September. I had about two months of fairly solid training before the SPMS Championships in Long Beach the first week of December, my first meet since surgery. I set three world records in the 50, 100, and 200 breast. My conditioning was reasonable, and I broke those records, but to me, my swim times were disappointing. To other people, my times were great. As I stated earlier, you are your toughest competitor and, frankly, I know that all things being okay, I will swim much

faster than those records in the future. I certainly mean no disrespect to the precious record holders, but I have, and have had for many years, a motivation for achievement that says to me, "You can do much better than those swims, period!"

Vanessa: What advice would you offer to other swimmers, or athletes in general, who may be facing cancer or any other health issues that may temporarily take them away from the sport they love?

Bob: Without a doubt, attempting to stay in your routine really helps everything. I would recommend, with approval from your doctor, to try to stay as engaged in your sport as possible. When you shut down, as I had to do for three months to recover from surgery, the lack of physical training along with your disease issue can really promote serious depression. You have to pull away from yourself and accept that mental and physical up and downs are part of a normal reaction to your situation. Simply, get back to your sport as fast as you can and keep your loved ones close.

Vanessa: What are Bob Strand's swim goals for 2012? Your friends at Hammer Nutrition will definitely be cheering you on.

Bob: In April I am going to USMS Nationals in Greensboro, North Carolina and then USMS Long Course Championships in Omaha in early July. My training should be more solid by then and I'll hopefully see some good performances. Also, I am hosting several Super Session clinics with my friend and fellow Hall of Famer, Rich Abrahams. Hammer Nutrition has been one of our sponsors for these clinics for the past few years. We focus on "preparation and execution," and Hammer Nutrition is a big part of that! **HN**



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Only getting faster...living with diabetes

BY BEN SEMEYN

Athlete: Ben Semeyn, Team Type 1 Running Team

Event: REV3 Iron Distance Tri, Sandusky, OH

Challenge: First sub-10 hour, to challenge and overcome the idea that diabetes is a limitation in reaching my athletic and personal goals. As an athlete with diabetes, I am trying to show what is possible with this disease.



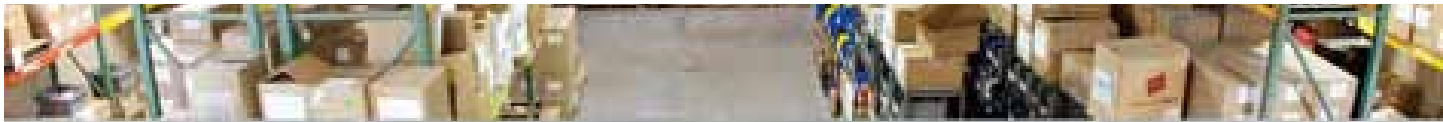
It was finally race morning. For months the full iron distance race at Rev3 Cedar Point had been circled on my calendar. My blood glucose reading when I woke up was 146—not bad considering the limited activity I had the previous few days. As a Type 1 diabetic and member of Team Type 1, I am always trying to determine exactly how food and activity affect my blood sugar levels, and how I can always be at the optimum level on race day. I had slept well and my body felt ready to go. I grabbed some breakfast (bagel with peanut butter, banana, and an Almond Raisin Hammer Bar) and got my gear together while I waited for my teammates to get ready to head out the door.

After getting things set up in transition and walking to the swim start, I tested again: 96, which is too low for me at the start of a race. So I ate a Hammer Gel and part of a Hammer Bar for some good, long burning energy and to get my sugars elevated for the swim start.

After a few miles on the bike leg I began taking in some fuel. My bottles had a concentrated mixture of Hammer Nutrition's Sustained Energy and HEED, my two long course fuels that keep me hydrated and fueled without the peaks and valleys of other supplements. I don't typically test my blood sugar during a race. I generally have a good idea of how my body feels and what it needs, and do a lot of testing and figuring in my training. Before I knew it, I was at 20 miles down the road and ready to add some fuels to what I was already taking. My bike box was packed with various Hammer products to fuel me depending on how I was feeling. I had a mix of Hammer Gels, Endurolytes, Hammer Bars, and Perpetuem Solids.

As I approached T2 I was right where I wanted to be in spite of a flat near mile 100. I dismounted my bike and got ready to run through what was becoming an increasingly warm, sunny day. In the transition tent, I loaded up my pockets with Endurolytes and Hammer Gels and headed out for the third discipline. I started out feeling great, and was ready to wrap up my sub-10 hour goal on the strength of my run. At mile 15, from the way I felt I knew my sugars were starting to drop, so I slammed a Gel, ate a banana at the next aid station, and took a couple of extra Endurolytes. It took a few miles, but my increased carbohydrate intake was bringing me back to life. I was on pace to break ten if I just held a 10-minute pace the rest of the way. I had suffered through countless hours of training all summer while my amazing, supportive wife stayed home to take care of our son. I welcomed the pain that can only come from 140.6 miles of effort and urged my body to push to the finish.

My official finish time was 9:54:27. I ended up 7th overall and 2nd in the men's 25-29 age group—my first top ten and sub-10. My sugars were at 105, not bad after a hard day's work. I mixed up a bottle of Recoverite and began my post-race recovery. **HN**



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Photo: Aaron Teasdale

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Check / MO • Visa • MC • Discover • AmEx

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City, State, Zip : _____

Exp. : _____

Phone : _____

Verification # : _____

Email : _____

Signature : _____

2012 Price List

Endurance Fuels

Endurolytes - 4 Capsule Sample	\$1.05
Endurolytes - 120 Capsules	\$19.95
	3 @ \$17.95
Endurolytes Powder - 150 Servings	\$19.95
	3 @ \$17.95
Endurolytes Fizz - 13 Tablet Tube	\$6.50
	3 @ \$5.50
Endurolytes Fizz - 100 Wrapped Singles	\$39.95
<i>Fizz Flavors : Grape, Grapefruit, Lemon-Lime, Mango, Peach, Unflavored (13-tablet tube only)</i>	
Hammer Bar	\$2.50
	12 @ \$2.40

Hammer Bar Flavors : Almond-Raisin, Cashew Coconut Chocolate Chip, Chocolate Chip, Cranberry, Oatmeal Apple

Hammer Recovery Bar	\$3.50
	12 @ \$3.25

Hammer Recovery Bar Flavor : Peanut Butter-Chocolate

Hammer Gel - Single Serving	\$1.40
	12 @ \$1.30
Hammer Gel - 26 Servings	\$19.95
	3 @ \$17.95

Hammer Gel Flavors : Apple-Cinnamon, Banana, Chocolate, Espresso, Montana Huckleberry, Orange, Raspberry, Tropical, Unflavored (26-serving only), Vanilla

HEED - Single Serving	\$1.95
	6 @ \$1.80
HEED - 32 Servings	\$27.95
HEED - 80 Servings	\$52.95

HEED Flavors : Lemon-Lime, Mandarin Orange, Melon, Strawberry, Unflavored (32-serving only)

Perpetuem - Single Serving	\$3.25
	6 @ \$2.95
Perpetuem - 16 Servings	\$27.95
Perpetuem Unflavored - 16 Servings	\$25.95
Perpetuem - 32 Servings	\$47.95
Perpetuem Solids - 6 Tablet Tube	\$3.95
	3 @ \$3.50
Perpetuem Solids - 90 Tablets	\$37.95

Perpetuem Flavors : Caffé Latte, Orange-Vanilla, Strawberry-Vanilla

Recoverite - Single Serving	\$3.25
	6 @ \$2.95
Recoverite - 32 Servings	\$54.95

Recoverite Flavors : Chocolate, Citrus, Strawberry

Soy - Single Serving	\$2.95
Soy - 24 Servings	\$31.95
	3 @ \$29.95

Hammer Soy Flavor : Vanilla

Sustained Energy - Single Serving	\$3.25
	6 @ \$2.95
Sustained Energy - 15 Servings	\$32.95
Sustained Energy - 30 Servings	\$54.95
	3 @ \$51.50
Whey - Single Serving	\$3.25
	6 @ \$2.95
Whey - 24 Servings	\$39.95
	3 @ \$37.95

Hammer Whey Flavors : Chai (24-serving only), Chocolate, Unflavored (24-serving only), Vanilla

When ordering multiple single-serving sizes of a product, you may mix and match flavors.

Endurance Supplements

Anti-Fatigue Caps - 90 Capsules	\$18.95
	3 @ \$16.95
A0 Booster - 60 Capsules	\$32.95
	3 @ \$28.95
Appestat - 90 Capsules	\$27.95
Boron - 90 Capsules	\$14.95
Chromemate - 100 Capsules	\$13.95
Digest Caps - 60 Capsules	\$16.95
Endurance Amino - 120 Capsules	\$29.95
Endurance Amino - 240 Capsules	\$52.95
Energy Surge (ATP 100) - 30 Tablets	\$16.95
	3 @ \$14.95

Mito Caps - 90 Capsules	\$24.95
Phytomax - 90 Capsules	\$22.95
	3 @ \$19.95

Premium Insurance Caps - 120 Capsules	\$19.95
Premium Insurance Caps - 210 Capsules	\$33.95
PSA Caps - 60 Capsules	\$24.95
	3 @ \$22.95

Race Caps Supreme - 90 Capsules	\$47.95
	3 @ \$44.95

Race Day Boost - 64 Capsules	\$17.95
Race Day Boost - 32 Servings	\$19.95
REM Caps - 60 Capsules	\$19.95
	3 @ \$17.95

Super Antioxidant - 60 Capsules	\$32.95
	3 @ \$27.95
Tissue Rejuvenator - 120 Capsules	\$28.95
	3 @ \$26.50

Xobaline - 30 Tablets	\$9.95
	3 @ \$7.95

Carlson's Salmon Oil - 60 Capsules	\$7.95
Carlson's Salmon Oil - 180 Capsules	\$19.95
i-Flora - 60 Capsules	\$25.95

Kits

Complete Powder Kit \$29.95 Save \$10.05
 1 packet of each flavor of Recoverite, Sustained Energy, Perpetuem (excluding unflavored), HEED (excluding unflavored), Whey (excluding unflavored and chai), and Soy.

Hammer Gel Sampler Kit \$7.95 Save \$4.65
 1 pouch of each flavor, 9 total.

New Product Kit \$22.95 Save \$4.45
 1 tube of Grape Endurolytes Fizz, 1 tube of Unflavored Endurolytes Fizz, 1 Cranberry Hammer Bar, 1 Oatmeal Apple Hammer Bar, 1 Peanut Butter-Chocolate Recovery Bar, 1 tube of Wildberry Hammer Lips, 1 tube of Wintermint Hammer Lips.

Long Fueling Starter Kit \$84.95 Save \$21.30
 1 jug of Huckleberry Hammer Gel, 8 pouches of Hammer Gel, 6 packets of Sustained Energy, 6 packets of Perpetuem, 3 packets of Recoverite, 1 bottle of Endurolytes, 1 Capsule Dispenser, 1 Flask, 1 Water Bottle, and a Product Usage Manual.

Short Fueling Starter Kit \$74.95 Save \$15.70
 1 jug of Huckleberry Hammer Gel, 8 pouches of Hammer Gel, 12 packets of HEED, 3 packets of Recoverite, 1 bottle of Endurolytes, 1 Capsule Dispenser, 1 Flask, 1 Water Bottle, and a Product Usage Manual.

1-Month Daily Essentials Kit \$94.95 Save \$11.90
 1 PIC (210), 1 Race Caps Supreme, and 1 Mito Caps.

3-Month Daily Essentials Kit \$269.95 Save \$41.60
 3 each of PIC (210), Race Caps Supreme, and Mito Caps.

Body Care

Cool Feet 0.1 oz.	\$1.50
Cool Feet 2.7 oz.	\$15.95
Hammer Balm 0.3 oz.	\$4.95
Hammer Balm 1.5 oz.	\$21.95
Hammer Balm 4.0 oz.	\$34.95
Hammer Lips 0.15 oz.	\$2.95
	6 @ \$2.75

Hammer Lips Flavors : Wildberry, Wintermint

Pelle Eccellente 0.3 oz.	\$3.95
Pelle Eccellente 2 oz.	\$19.95
Pelle Eccellente 4 oz.	\$32.95
Seat Saver 0.3 oz.	\$2.95
Seat Saver 2.0 oz.	\$12.95
Seat Saver 4.0 oz.	\$19.95
Soni-Pure 2.0 oz.	\$9.95

53x11 Coffee

The Big Ring - 12 oz.	\$13.95
The Chain Breaker - 12 oz.	\$13.95
The Down Shift - 12 oz.	\$13.95
The Early Break - 12 oz.	\$13.95

Complex Units & Accessories

Compex Sport Elite	\$849.00
Compex Performance U.S.	\$579.00

SPORT ELITE & PERFORMANCE ACCESSORIES

Charger	\$44.99
Battery Pack	\$49.99
Snap Cables (4)	\$59.99
Snap Electrode Pads (4X - 2"x 2")	\$14.95
	6 @ \$13.50 12 @ \$12.50
Snap Electrode Pads (2X - 2"x 4")	\$14.95
	6 @ \$13.50 12 @ \$12.50

SPORT & FITNESS ACCESSORIES

Charger	\$19.99
Battery Pack	\$39.99
Pin Cables (4)	\$39.99
Snap-On Conversion Cables (4)	\$44.99
Pin Electrode Pads (4X - 2"x 2")	\$9.99
	6 @ \$8.95 12 @ \$7.95
Pin Electrode Pads (2X - 2"x 4")	\$9.99
	6 @ \$8.95 12 @ \$7.95

GENERAL ACCESSORIES

Electrode Placement Guide	\$9.99
Quick Start Guide for Sport Elite	\$14.99
Quick Start Guide for Performance U.S.	\$14.99
Multimedia for Sport Elite	\$14.99
Multimedia for Performance U.S.	\$14.99
Spectra Conductivity Gel (8.5 oz.)	\$7.95
Spectra Conductivity Gel (2 oz.)	\$4.95
Belt Clip	\$9.99
Carrying Pouch	\$19.99
30-Minute Consultation	\$49.95
60-Minute Consultation	\$79.95
Advanced Consultation	\$60.00/hour

2012 Price List continued

Voler Men's Cycling / Tri Clothing

Sleeveless Jersey	\$39.95	s-xl
Short Sleeve Jersey	\$39.95	s-xl
Long Sleeve Jersey	\$59.95	s-xl
Wind Vest	\$43.95	s-xl
Wind Jacket	\$69.95	s-xl
Thermal Vest	\$72.75	s-xl
Thermal Jacket	\$99.95	s-xl
Cycling Shorts	\$68.95	s-xl
Cycling Bibs	\$72.95	s-xl
Cycling Skinsuit	\$99.95	s-xl
Arm Warmers	\$29.95	s-xl
Giordana Cycling Gloves	\$23.95	s-xl
Giordana Winter Cycling Gloves	\$33.50	s-xl
Aero Shoe Covers	\$19.95	s-l
Thermal Booties	\$29.95	s-l
Downhill/BMX Jersey	\$45.95	s-xl
Cyclocross Skinsuit	\$124.95	s-xl
Tri Top	\$42.95	s-xl
Tri Shorts	\$42.95	s-xl
Tri Skinsuit	\$98.50	s-xl

Bergamo Men's Cycling Clothing

Hot Weather Short Sleeve Jersey	\$49.95	s-xl
Hot Weather Long Sleeve Jersey	\$59.95	s-xl
Premium Cycling Bibs	\$83.95	s-xl
Knee Warmers	\$18.95	s/m, l/xl
Leg Warmers	\$21.95	s/m, l/xl

Voler Women's Cycling / Tri Clothing

Short Sleeve Jersey	\$39.95	s-xl
Long Sleeve Jersey	\$59.95	s-xl
Wind Jacket	\$69.95	s-xl
Cycling Shorts	\$62.75	s-xl
Cycling Bibs	\$66.95	s-xl
Arm Warmers	\$29.95	s-l
Tri Top	\$42.95	s-xl
Tri Shorts	\$42.95	s-xl

Voler Kid's Cycling / Tri Clothing

Cycling Jersey	\$27.95	s-xxl
Cycling Shorts	\$27.95	s-xxl
Tri Top	\$27.95	s-xxl
Tri Shorts	\$24.95	s-xxl

Socks

Men's Cycling Socks	\$5.95	m-xl
Women's Cycling Socks	\$5.95	s-l
Unisex 4" Compression Socks	\$13.95	s-xl
Unisex 12" Compression Socks	\$24.95	s-xl

Running Gear

Cool-Tee	\$27.95	s-xl
Long Sleeve T-shirt	\$29.95	s-xl
Singlet	\$24.95	s-xl
Trail Shirt	\$24.95	s-xl
Dryline Zip Shirt	\$49.95	s-xl
Men's Running Shorts	\$34.95	s-xl
Women's T-shirt	\$27.95	s-xl
Women's Running Shorts	\$34.95	s-xl
Women's Running Skirt	\$49.95	xs-xl

Nordic Clothing

Nordic Jersey	\$99.95	s-xl
Nordic Tights	\$89.95	s-xl

Swimwear

Men's Briefs	\$39.95	28-34 <i>even</i>
Men's Jammers	\$44.95	28-34 <i>even</i>
Women's Swimsuit	\$79.95	28-36 <i>even</i>

Tents

Racing Team Tent	\$675.00	10'x10'
Semi-Custom Tent	\$795.00	10'x10'

Headwear

Pace® European Cycling Cap	\$12.95	os
Pace® Mesh Helmet Liner	\$12.95	os
Race Ready® Mesh Cap	\$12.75	os
SweatVac® Ventilator Cap	\$13.95	os
SweatVac® Winter Beanie	\$19.95	os
Halo Headband	\$12.95	os
Halo Headband II	\$12.95	os
Halo Protex	\$21.95	os
Halo Antifreeze	\$16.95	os
Baseball Cap	\$19.95	os
Headswears® Visor	\$14.95	os
Reversible Knit Beanie	\$12.95	os
Latex Swim Cap	\$3.95	os
Silicone Swim Cap	\$9.95	os

Casual Wear

Men's Anniversary Hooded Sweatshirt	\$39.95	s-xl
Men's Anniversary Long Sleeve	\$19.95	s-xl
Men's Anniversary Short Sleeve	\$14.95	s-xl
Men's Fuel Short Sleeve	\$14.95	s-xl
Women's Anniversary Hooded Sweatshirt	\$35.95	s-xl
Women's Anniversary Long Sleeve	\$19.95	s-xl
Women's Anniversary Short Sleeve	\$14.95	s-xl
Women's Dandy Short Sleeve	\$14.95	s-xl
Women's Yoga Pants	\$24.95	s-xl
Kid's Casual Tee	\$12.95	2-12 <i>even</i>

Accessories

Hammer Gear Bag	\$64.95	
Bike Mount Flask Holder	\$12.35	
Double Clip Flask Holder	\$10.75	
Blender Bottle	\$7.95	
Fizz Water Bottle	\$2.95	21 oz.
Hammer Water Bottle	\$3.50	24 oz.
Nalgene Bottle	\$8.95	
Polar Water Bottle	\$10.95	
Small Purist Water Bottle	\$8.95	22 oz.
Large Purist Water Bottle	\$10.95	26 oz.
Hammer Flask	\$1.95	
Gel-Bot Soft Flask	\$9.95	
Tattoos	\$0.35	
Wrap Pack	\$8.35	
Hammer Patch	\$1.45	
Sticker Pack	\$0.50	
HEED Cooler	\$39.95	5 gal.
Pint Glass	\$3.75	
Sport Towel	\$2.95	
Beach Towel	\$29.95	
Hammer Sack	\$8.95	
Hammer Banner	\$25.95	
Bike Mount Tri Box	\$14.95	
Bike Mount Seat Bag	\$13.95	
Gel Pump	\$5.95	
Capsule Dispenser	\$0.50	
Quick Coin	\$0.95	
Large Capsule Organizer	\$4.35	
Small Capsule Organizer	\$2.95	
Zip-Lock Capsule Bag	\$0.10	

Books

Consumer Education Guide	\$2.95
Food Is Your Best Medicine	\$7.95
Endurance Athlete's GUIDE to SUCCESS	\$7.95
Fuels & Supplements	\$4.95
Healing Back Pain	\$11.95
Healthy Bones	\$11.95
Product Usage Manual	\$1.00
Suicide by Sugar	\$12.95
Treat Your Own Back	\$9.95
Treat Your Own Neck	\$9.95
Water: The Shocking Truth	\$11.95

When it comes to fueling, it's easy to get confused.

Let us help show you the way!

9th Edition **GUIDE to SUCCESS**
Hammer Nutrition

MSRP \$7.95

9th Edition of *The Endurance Athlete's GUIDE to SUCCESS*. A comprehensive resource when it comes to proper fueling.

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 www.hammernutrition.com

Apparel Sizing Charts

VOLER / Men's Cycling and Tri Clothing					
Height	Waist	Inseam	Chest	Weight	Size
5'4" to 5'8"	29-31	9	35-37	120-145	Small
5'7" to 5'11"	32-34	9.5	38-40	145-170	Medium
5'10" to 6'2"	35-37	10	40-42	170-190	Large
6'1" to 5'8"	38-41	10.5	42-44	190-220	XL
6'3" and up	42-45	11	44-46	220-250	XXL

VOLER / Women's Cycling and Tri Clothing					
Height	Waist	Hips	Bust	Weight	Size
5'2" and under	22-24	31-32	30-32	95-115	XS (0-2)
5'1" to 5'5"	25-27	34-36	32-34	110-120	Small (4-6)
5'4" to 5'8"	27-29	36-38	34-36	120-145	Medium (8-10)
5'7" to 5'11"	30-32	39-41	36-38	140-165	Large (12-14)
5'10 and up	33-35	42-44	39-41	160-185	XL (16)

Voler Team Apparel offers "European" sizing, which is smaller than U.S. sizing. When choosing Voler racewear, you should go up one size if you are unfamiliar with the smaller European sizing. Likewise, if you are between two sizes, choose the larger size.

VOLER / Kid's Cycling and Tri Clothing					
Age	Small	Medium	Large	X-Large	2X-Large
Age	6-8	8-10	10-12	12-13	13-14
Waist	18-20	20-22	22-24	24-26	26-29
Weight	55-65	65-75	75-85	85-100	100-120
Height	40-45"	45-50"	50-55"	55-60"	60-65"
Chest	25-27	27-29	29-31	31-33	33-35
Inseam	7	7.5	8	8.5	9

GIORDANA / Cycling Gloves	
Size	Measurement
Small	7-7.5"
Med.	8-8.5"
Large	9-9.5"
XL	10-10.5"

Measure around the widest part of the hand, not including the thumb.

DEFEET / Cycling Socks		
Sock Size	Men's Shoe	Women's Shoe
Small	NA	6-8
Medium	7-9	8 1/2 - 10 1/2
Large	9 1/2 - 11 1/2	11 - 13
XLarge	12+	NA

SWIFTWICK / Compression Socks		
Sock Size	Men's Shoe	Women's Shoe
Small	3-5 1/2	5-7 1/2
Medium	6-9 1/2	8-10
Large	10-13	10 1/2-14
XLarge	13 1/2-16	14 1/2-16 1/2

RACE READY / Men's (Unisex)		
Waist	Chest	Size
26-29	34-36	S
30-33	37-39	M
33-35	40-42	L
35-37	43-45	XL

RACE READY / Women's			
Dress Size	Waist	Size	Unisex
Size 4-5	24-27	S	XS
Size 6-8	27-29	M	XS or S
Size 9-12	29-31	L	S or M
Size 12-14	32-34	XL	M or L

BERGAMO / Premium Bibs and Jerseys				
Height	Chest	Waist	Hips	Size
67.5-69.5	34.5-36	30-31.5	34-35.5	Small
69-70.5	36-38	31.5-33	35.5-37	Medium
70-71.5	38-40	33-34.5	37-38.5	Large
71.5-73	40-41	34.5-36	38.5-40	X-Large

Bergamo garments fit a little snug. If you're not sure what size to get or if you're between sizes, please order the next size larger.

TRUWEST / Women's Swimsuit					
	28	30	32	34	36
Size	3-4	5-6	7-8	9-10	11-12
Bust	30	32	34	36	38
Waist	23	24	26	28	30
Hips	32	34	36	38	40

AMERICAN APPAREL / Women's Yoga Pants				
	S	M	L	XL
Size	0-2	4-6	8-10	12-14
Waist	25-26	27-28	30-32	33-35
Inseam	30	32	33	34

American Apparel garments fit snug to flatter almost any body type. If you're not sure what size to get or if you're between sizes, please order the next size larger.

DISTRICT THREADS / Women's Sweatshirt				
	S	M	L	XL
Size	3-5	7-9	11-13	15-17
Bust	30-32	33-35	36-37	38-39

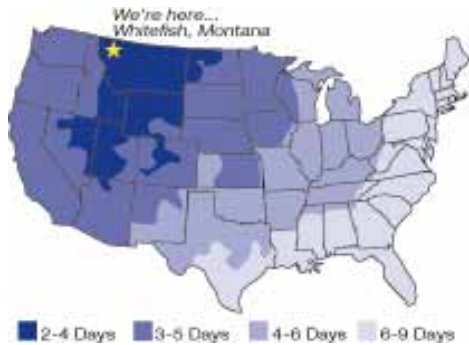
BELLA / Women's Tee Shirts				
	S	M	L	XL
Size	0-4	4-8	8-10	10-12
Bust	31-33	34-36	37-39	39-41

BELLA / Men's Tee Shirts				
	S	M	L	XL
Chest	39-41	41-43	43-45	45-47
Pant	30-31	31-32	33-34	34.5-35

LOUIS GARNEAU / Nordic				
Size	S	M	L	XL
Chest	38	40	42	44
Waist	32	34	36	38
Hips	38	40	42	44
Leg	30	31	32	32

Clothing return policy

Aside from trying on an item for fit (with protective undergarments), all clothing returns must be in new and salable condition, with original tags attached, and enclosed in the original packaging. Clothing items do not qualify for a return or exchange if they have been used, washed, or had the original tags removed. Special Note: Swimwear will be fully inspected upon receipt and a return/exchange may or may not be granted, at the discretion of management.



Shipping Information

Time in transit for packages shipped via ground delivery will range from 2-9 business days, depending on the carrier and distance in transit. If you must have your package by a certain date, call or email to determine whether ground shipping or one of the air delivery options will work best for your needs.

Special Shipping Notes

All orders to Alaska and Hawaii ship via USPS Priority Mail. 2-day and next day air are also available to some locations in these states. Published rates will be charged based on weight and zone of delivery address.

Military Addresses

APO, AE, AP, etc. are sent via USPS mail service. USPS Priority Mail rates will be charged for these shipments.

In a Hurry?

3-day, 2-day, and overnight delivery are available, calculated based on package weight and zone of delivery address, and will be billed at published rates.

International Orders

We ship orders to over 25 foreign countries on a regular basis. Call or email us for a quote on shipping.

Order total	Ground FedEx
\$0 to \$39.99	\$4.95
\$40 to \$99.99	\$7.95
\$100+	FREE!

Get the VIP treatment

Join the HAMMER AUTOSHIP Program today!

What is it?

The HAMMER AUTOSHIP Program offers the ultimate in convenience and VIP treatment with scheduled shipments and discounted pricing.



FREE clothing!

Receive a free Hammer Nutrition clothing kit with your first order! Select one of our sport-specific kits: cycling jersey and shorts, tri jersey and shorts, running top and shorts, or swimwear with a swimcap and a large towel. Ask a Client Advisor for more information.

** If you cancel the autoship program before taking delivery of four consecutive quarterly shipments, we will bill your credit card for the retail cost of the free clothing kit. If you discontinue the program and rejoin within one year, you are not eligible for more free clothing until your fourth consecutive shipment after resuming. Aside from these stipulations, you are free to cancel your participation in this program at any time. Quarterly shipments must total at least \$150 each. Cannot be combined with other offers.*

How does it work?

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

An advisor will 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!

What do you get?

- 1 - A special team of advisors assigned to your account and special access to our experts.
- 2 - Automatic resupply of products every 90 days.
- 3 - On your first AUTOSHIP order, we'll send you a clothing kit (top and bottom) for FREE*.
- 4 - On your second AUTOSHIP order, you'll receive a FREE softgoods item of your choice, up to \$20 in retail value.
- 5 - FREE goodies on every future shipment as well.
- 6 - Discounted pricing, exclusive offers, and much, much more!
- 7 - FREE ground shipping on all automatic shipments and one fill-in order per quarter.

Don't wait any longer, become a **VIP** today!
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with our Athlete Referral Program

Write your name and client number on the cards, and give them to your endurance athlete friends or acquaintances. When a friend you refer to us places his or her first order and mentions your name or client number, everybody wins! Tell enough friends and you may never have to pay for your product . . . how great is that?

It's a win-win-win situation!

- They receive a 15% discount on their first order!
- You get 25% of their order subtotal credited to your account!
- We get another satisfied client!

Start earning free product today!

A Few Restrictions

Shipping charges are not included in discounts or rewards. • We cannot offer retroactive rewards. Your friend must mention your name or client number at the time of ordering. • The person being referred must not have ordered anything from us before. • Do not refer your spouse or have a friend be the new client and place an order for you. • Not applicable to members of the same household. • 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. • This rewards program does not apply to EMS unit purchases. Visit www.hammernutrition.com/deals/ems-referral-program/ for EMS-specific referral program.

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So, you want to hike Pikes Peak?

BY MARYANN GERST



MaryAnn Gerst and Robin Merritt celebrate at the 14,110' summit of Pikes Peak.

It all began with an email from my friend Robin in June, mentioning that she and her husband would be in Colorado Springs for a couple of months. My husband and I would be in Breckenridge during the same time period, so she asked if I would be interested in hiking Pikes Peak the end of August. Not really knowing much about Pikes Peak and being a casual hiker, I answered in the affirmative.

After researching this hike I told her we might want to rethink this insanity. The summit is 14,110' with almost 8,000' vertical ascent over 13 miles. It was described as a grueling yet invigorating hike, not for the faint of heart. Good grief, I'd be 67 years of age in a month, and this seemed way out of my league.

After numerous discussions, we decided to give it a try. We found a 28-point per week, six-week training program on the Pikes Peak Challenge website. I was able to get the necessary points each week, but I ran out of energy anytime I hiked longer than three hours. I was feeling discouraged! My husband, an avid cyclist, told me I wasn't fueling correctly for the amount of exercise I was doing. He gave me Hammer Nutrition's Little Red Book and told me to read it. On my next hike, I traded in my flavored water and

peanut butter sandwich for Hammer Gel, Endurolytes, and Perpetuem. I was amazed at the difference I experienced. Not only did I go twice as far, but I had energy to spare when my hike was over. Robin also switched to my regime and experienced the same benefits. Using our Hammer products, we continued to hike higher and longer.

Then just two weeks prior to our hiking event, I tripped while climbing over my doggie fence. I got nine stitches in my lower shin, crying all the way to the hospital, as I knew this was the END of my Pikes Peak hike! The doctor said I should still be able to do my hike as long as I stayed off my leg for a few days. Four days before the hike I had my stitches taken out and got the official OK to do my trek!

Now all we had to confront was the unpredictable weather. The forecast was 20-30% chance of T-storms. In the Rocky Mountains, this means storms are very probable and weather conditions can deteriorate rapidly. Colorado is famous for apocalyptic lightning storms that can be life threatening.

On August 26 it was raining and Pikes Peak was socked in—not a good sign! We were at the trailhead at 1:30 a.m., hoping to get to the top by noon, before

any storms rolled in. Luckily, the stars were out in all their glory. There was no moon that night and no city lights to detract from a heavenly array of a million sparks of light above us. We only saw one other hiker on the first half of the climb.

We got to Barr Camp, the halfway point, by 6 a.m. We filtered some water, mixed up more Hammer Nutrition drinks, and were back on the trail, feeling great. As we started on the second leg we could see the top of Pikes Peak. Posted mileage signs mark the last three miles. It was a thrill to get to the first sign one—three miles to go and above 11,000'. At the one mile sign reading 13,300', we knew the end was in sight. Our last sign read "The 16 Golden Stairs." As we started the "stairs," a series of short, steep, rocky switchbacks, we could actually see some "small" people at the top and the top portion of the Cog Train. And then voilà, THE TOP! We had made it in ten hours and ten minutes, with energy to spare.

Now I find myself a little sad. No more training schedule, no more worries about the weather, and no more summit to conquer! What's next, Kilimanjaro? Keeping our exercise regime and the use of Hammer Nutrition products, we could do it! **HN**



Dr. Bill does it again!

BY VANESSA GAILEY

Although retired from Hammer Nutrition for a few years now, Dr. Bill Misner has been and will always be part of the Hammer family. Since his retirement, Dr. Bill has invested a large amount of his time conducting personal studies, as well as getting his research and books published. One would think that these pursuits wouldn't leave much time for other endeavors, but if you believe that, you obviously don't know Dr. Bill.

He has been a tremendous athlete most of his life, and his extra dedication to his training in the past few years paid off in a stellar 2011 season, culminating with the U.S. National Trail 50K race in Bend, Oregon on September 22. His time of 6:33:55 set a new age-group course record by over 32 minutes, and was the final win in a series of championship titles.

- May 14 - USA National 15K Trail National Champion (Spokane, WA)
- June 12 - USA National Half-Marathon Trail National Champion (Bend, OR)
- September 24 - USA National 50-Kilometer Trail National Champion (Bend, OR)

His "triple crown" of national championship honors in one year has been accomplished by only one other runner over the age of 70.

Dr. Bill shared a race recap with Hammer headquarters: "The USA National Trail 50K was a very difficult course, which Jesus intervened for me to survive/prevail! It was the hardest race I have ever run; due to the heat, altitude, and 4000' of climbing it caused a blurred visual field, dehydration, hyperthermia, and extraordinary fatigue from mile 17 all the way to the finish. There were times when I thought I could not finish, but the Lord gifted me with a new age-group course record by over 32 minutes."

Congratulations from your Hammer Nutrition family and friends on yet another tremendous race!



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At home on the Texas Range with John 'COWBOY' Collier

BY VANESSA GAILEY

When the sun comes up over the Texas grasslands, chances are good that you'll find John "Cowboy" Collier walking his family's Diamond C Ranch, meticulously tending to the acreage that is both business and home to the Collier family. His family has been a Texas ranching family for more than 81 years.

For John, ranching is far more than a profession, however; it's a passion and a lifestyle, one that he commits to in much the same way that an endurance athlete adheres to a strict diet, training schedule, adequate sleep, and supplementation. In fact, these are the exact steps that John takes year in, year out to ensure that he can meet the demands of ranching. The staff at Hammer Nutrition first assisted John in this endeavor in 2007, when he contacted us after reading Steve Born's article about electrolyte replacement.

"I was trying to find an answer about the causes of the problems I experienced while working, especially during the summer: dizzy spells when I looked up, head rushes when I stood up, and leg cramps (and other muscle cramps). I work outside all day, nearly everyday. I knew I needed electrolytes, and my doctors wanted to run tests that I didn't think were necessary. My search led me to an article by one of Hammer Nutrition's experts, and then to Endurolytes. Within days after their use, all the above problems were gone. I was back to my brush control with my 5-gallon backpack sprayer on or with my chainsaws in our 100-112 degree days."

After enjoying John's friendly correspondence for the past five years, we were pleased to learn that John applies the same "garbage in, garbage out" philosophy to ranching that Hammer Nutrition applies to fueling. Diamond C cattle are grass-fed, and the quality of the grasses they eat is the

main focus of John's ranching efforts. In addition, the Collier family raises cattle with no added hormones, and any that are sick enough to require antibiotics are not harvested for their natural beef products.

"Hammer Nutrition products help me fulfill an ambition of mine. Years ago, Texas grass hit the feet of men as they rode their horses through it. Today Texas is all brush and cacti with very little of the native natural grasses. I spend all the time that I can returning our ranch to the way it looked 200 years ago. And it must be done on foot, because all large equipment disturbs the soil, allowing weeds to grow and choke out the grasses. Then the land goes right back to brush and cacti. It is not easy to grow grass. To erase the abuses our land has incurred may seem impossible, but I will fight to restore it as long as I can.

I have set up my ranch infrastructure so that it is possible for me to do most of my work on foot. I walk a lot all day everyday—sun up to sundown. I built a program for my 67-year-old body that has me performing better than it did 30 years ago. I use 11 Hammer Nutrition products daily. They helped my workouts to become more

beneficial, which helped my strength. And my endurance has increased continually since I started a Hammer fuel (plus healthy eating) program. (Soy protein and five different supplements at breakfast, Hammer Bar for lunch, Whey protein after workouts and at dinner, Endurolytes all day long as my workload and extreme heat dictates, Tissue Rejuvenator at dinner and just before my p.m. nap, Race Caps Supreme before workouts and before my afternoon chores, Hammer Gel as I need energy during my afternoon chores, and Premium Insurance Caps with every meal, including my late night meal.) Hammer Nutrition has added years of productivity to my life.

Metta, my wife of 41 years, and our three children and their spouses all have their own special programs to stay fit. (They have to, since we are referred to as "the skinny family.") They are all now taking some of the Hammer Nutrition products since we are a competitive family, and they don't want old Dad walking off and leaving them behind!"

HN



Achilles' heel

Two years ago at the end of triathlon season, I was diagnosed with a relatively severe partial tear of my Achilles tendon. Initially, my doctors told me it was degenerative and "You'll probably just have to give up all running." Maybe because they weren't runners themselves, they couldn't understand why I thought that never running again was not a good option.

After an initial 12 weeks of physical therapy I was no better. A family friend (an orthopedic surgeon) ultimately found a doctor willing to try Platelet Rich Plasma injections in my Achilles to jump start my body's own healing process. After the injections, six weeks in a boot, and 12+ weeks of physical therapy, I was able to begin running again—very slowly, very short distances—but pain free.

I ran the Orange County Marathon this year—very slowly—but completed the race without complication. I continued training and recently made my first podium finish with 3rd place in my age group at the Imperial Beach Triathlon. In the process I set a PR for the course that I've done more than six times before, even faster than my best pre-injury year 2008.

As a longtime Hammer Nutrition user going back to the old E-Caps days, the whole time I was unable to run or ride, I continued to receive my Hammer Nutrition autoshipments. I could have cancelled them, but they helped to remind me of the lifestyle I was trying to get back. Much to my wife's chagrin, I stored all my Hammer products in the pantry until I could start training again. Well, I'm happy to say I'm back to running and riding, and am working my way through my "back stock."

Here's a picture of me on a run that shows the kind of scene that made me reluctant to give up running. Thanks to Hammer Nutrition for literally always being there.

- Scott Zidbeck



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Pro triathlete Brandon Halpin leading a long ride during the 2011 February Hammer Camp in Tucson.

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Fueling suggestions for a half or full marathon

BY STEVE BORN

The longer your race, the longer you taper. The shorter your race, the shorter you taper.

We receive a lot of phone calls and emails from runners looking for the best method of fueling for a half or full marathon. This article will present a couple of options that I believe will help take the guesswork out of both pre-race and race fueling so that you can get the very most out of your body, while enjoying the race more. You won't have to worry about running out of energy or suffering GI issues from the wrong fuels or incorrect amounts of the right ones. In fact, you may very well find yourself finishing with a personal best, courtesy of an intelligent training program, tapering wisely before the race, and fueling properly during all of your workouts as well as the race itself. Ready? Let's do it!

Success in your race starts a lot earlier than you think!

The first bit of fueling strategy for completing a half or full marathon successfully and strongly is something you actually do weeks before the race, and that is "refilling the tank" ASAP after all of your workouts leading up to the race. I am zealous about the importance of consistent, proper, immediate post-workout refueling; in fact, I am convinced that it is equally as important as anything you do in the actual workout.

Post-workout refueling is discussed in greater detail in the article "Recovery – A crucial component for success" in *The Endurance Athlete's GUIDE to SUCCESS*, and I encourage you to read and apply the principles outlined in that article. In cutting to the chase, however, the main thing you must do is to replenish your body with adequate amounts of carbohydrates and protein ASAP after all of your workouts. The oft-used phrase, "striking while the iron is hot" absolutely applies to many

aspects of recovery, especially in regard to muscle glycogen synthesis and storage, as well as the rebuilding of lean muscle tissue. So before you get out of your sweaty running clothes, before you hit the shower, and before you get horizontal and relax for a few hours, put some fuel back into your body. Recoverite takes care of this important aspect of athletic performance easily and ideally.

By doing this, you take advantage of the glycogen synthase enzyme when it's most active, and you will enjoy a HUGE advantage over those athletes who either waited too long or blew off post-workout refueling. The combination of your training and consistent post-workout fuel replenishment will increase muscle glycogen stores, muscle glycogen being the first fuel used by the body when exercise begins. Train wisely and refuel consistently after all of your workouts, and you can accrue up to 90 minutes of this premium, ready-to-use fuel. Wait too long to replenish your body with ample amounts of carbohydrates and protein, or neglect to do so entirely, and you'll gain little-to-nothing in the way of increased amounts of muscle glycogen. Which would you rather have when the gun goes off, only a few minutes of on-board fuel or up to 90 minutes? The answer should be a no-brainer!

What to do in the days leading up to the race

1) Avoid the temptation to train too much and/or too close to race day. You will not be able to positively influence your fitness level in the days leading up to the race; however, you can negatively impact your race by training during that time (training meaning anything of significant duration or intensity). Highly respected athlete and coach Nate Llerandi suggests a

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two-week taper for a half marathon and up to a month for a full marathon. Coach Llerandi states, "The longer your race, the longer you taper. The shorter your race, the shorter you taper. The best thing you can do for yourself in the final weeks leading up to a major competition is to rest and relax. This doesn't mean 'kick back in a chair,' but rather significantly cut your volume and slightly increase the intensity of your hard workouts (as they get shorter as well). If you've put the work in and have been honest with your efforts, you'll hit the starting line ready to turn in your best performance to date."

Best results in long-duration events such as half or full marathons are achieved by getting to the starting line well rested rather than razor sharp. In doing so, you may find yourself not hitting on all cylinders during those first few minutes. In fact, you might even struggle a bit at the beginning of the race. However, your body will not forget all the training you've done, and it will absolutely reward you for giving it the time it needed to "soak up" all of that training.

2) In the days leading up to your race, don't let your diet deviate too much from what got you there in the first place.

- **FLUIDS** – Don't drink excessive amounts of water in the hopes of getting a head start on your fluid requirements for the race. Consumption of roughly 0.5-0.6 of your body weight is a good gauge for how much water you should be consuming daily. (Example: A 180-lb athlete should drink approximately 90-108 ounces of water daily.) However, if you haven't been following this recommendation consistently, don't start now, as this will overwhelm your body with too much fluid too soon, which may increase the potential for hyponatremia.
- **CALORIES** – Don't stuff yourself with extra food assuming that you're "carbo loading." The time period for carbohydrate loading (i.e., maximizing muscle glycogen storage capabilities) has, for all intents and purposes, passed. In essence, "carbo loading" is what you did in the first 60 minutes after all your workouts

leading up to the race. That's when the glycogen synthase enzyme—which controls glycogen storage—is most active, and that's how you topped off your glycogen stores. Any excess food you eat in the days leading up to the race is either going to be passed through the bowels or stored in adipose cells . . . neither of those things will benefit you. Now, in the week leading up to the race, if you want to slightly alter the ratio of carbohydrates, protein, and fat you consume—favoring carbohydrates over protein and fat—that's fine; just remember not to over-consume food in general.

- **SODIUM** – Don't consume extra sodium (salt) in the hopes that you'll be topping off your body stores prior to the race. The average American already consumes approximately 6,000-8,000 mg/day (if not more), an amount well above the upper end of the recommended dose of 2,300-2,400 mg/day, so there is absolutely no need to increase that amount in the days prior to the race. (Hint: Adopting a low-sodium diet will do

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wonders for both your health and athletic performance.) High sodium intake, especially in the days leading up to the race, is a recipe for disaster because it will greatly increase the potential for disruption of the hormonal mechanisms that control sodium regulation, recirculation, and conservation. In the days leading up to the race, be especially cognizant of the salt content in your foods, especially if you go out to eat. Restaurant food is oftentimes loaded with sodium, so dining out can dramatically increase your already high salt intake.

What about the night before the race?

Very simple: Eat clean, eat until you're satisfied, and then call it a night. You can't positively affect muscle glycogen storage capabilities the night before the race, a time when the glycogen synthase enzyme is inactive. Consume complex carbohydrates, some high-quality protein, and low-to-no saturated fat. Make sure your meal is low in sodium, and be sure to drink sufficient amounts of water (but not too much). Skip the alcohol, fatty foods, and dessert . . . save those "rewards" for after the race.

What to do the morning of the race

If your race is going to take you more than 60 minutes, do not consume any calories three hours prior to the race. Remember, the first fuel your body will use when the race begins is muscle glycogen—again, this is why consistent post-workout refueling is so vital. Eating a pre-race meal at the wrong time will create an internal "environment" in which your body will burn through its finite stores of glycogen at a much more rapid rate, negatively impacting your performance.

Also, don't sacrifice sleep to eat; it's neither beneficial nor necessary. Instead of eating 1-2 hours prior to your race, a better strategy is to consume 1-2 servings of Hammer Gel approximately 5 minutes prior to the start. That will top off liver glycogen stores nicely (the goal of the pre-race meal) and provide some calories to augment muscle glycogen stores, but without negatively affecting how muscle glycogen is utilized.

What about pre-race hydration?

Either of the following sensible suggestions will satisfy hydration needs without putting you at the risk for overhydration. Keep in mind that these are our recommendations; you need to determine what works best for your system and the particular logistics of the race ahead.

- One liter of water (about 34 oz.) in the two hours prior to the start (about 17 oz./hour), ceasing consumption about 20-30 minutes before the workout or race.
- 10-12 oz. of water each hour up to 30 minutes prior to the start (24-30 oz. total fluid intake).

30-45 minutes prior to the race is Endurolytes time!

I suggest taking a "pre-emptive strike" dose of Endurolytes (with water) about 30 minutes prior to the race. Endurolytes prior to the start will provide electrolytic mineral support for at least the first hour of the race, which will allow you to get into a nice, smooth rhythm during the initial part of the race (which is usually quite hectic), and without having to think about consuming pills.

If you are taking additional supplements such as Endurance Amino or Anti-Fatigue Caps, this is also the time to take your initial dose of those two products.

Fueling for your race: variables that affect fuel selection

When exercise goes beyond two hours, I generally recommend that athletes use a "carb + protein" fuel (Sustained Energy or Perpetuem), either as their sole fuel from beginning to end, or as their primary fuel (roughly 2/3-3/4 of the time). The reason for this recommendation is that once you hit that second hour and beyond, a small percentage (roughly 5-15%) of your energy requirements will be fulfilled from protein. If you don't provide some in the fuel mix, at least part of the time, your body has to cannibalize lean muscle tissue to obtain the amino acids it needs to fulfill that small percentage of its energy requirements.

The last thing you want is to have your body literally digest its own muscle tissue to make fuel, primarily because this increases fatigue-causing ammonia; there is no doubt that excess ammonia is a primary culprit—perhaps THE primary culprit—in premature fatigue

during endurance events. In addition, you'll have broken down a greater volume of muscle tissue, which will prolong recovery time.

Things may (key word "may") be a little different come race day. I believe that a race in the 2-3 hour range such as a half marathon, and races just slightly longer (perhaps in the 3.5-hour range, a finish time typical for many marathoners), are in a "gray area," so to speak. This means you have more fueling options available. You can use:

- 1) A "carb + protein" fuel (Sustained Energy or Perpetuem) as your primary-to-sole fuel
- 2) A "carb only" fuel (Hammer Gel or HEED) as your sole fuel
- 3) A combination of a "carb only" fuel (Hammer Gel or HEED) and Perpetuem Solids

Note: Refer to Hammer Nutrition's Product Usage Manual for hourly dosage suggestions.

What you choose to use as your fuel needs to be based on the following:

- **The duration of the race.** If you're doing a half marathon and plan to have it completed in roughly 3 hours or less, you can do the whole thing on muscle glycogen stores plus a "carb only" fuel (Hammer Gel or HEED). Ditto for a marathon that will be completed in approximately 3.5 hours or less. Yes, you will break down a little lean muscle tissue and produce a bit of excess ammonia during the latter portion of the race. However, in a race that takes 3-3.5 hours (or less), I do not consider the ammonia "issue" to be truly problematic, especially when taking into account the other factors listed below. Why? Because by the time muscle tissue breakdown and ammonia accumulation truly becomes an issue, your race will have long since been completed.

If your race is going to take you longer than 3-or-so hours to complete, then yes, you will want to use Sustained Energy or Perpetuem as your primary-to-sole fuel. A combination of Hammer Gel or HEED + Perpetuem Solids would be acceptable as well. But for efforts lasting 3-3.5 hours—again, taking into account the other variables listed below—I believe it is perfectly

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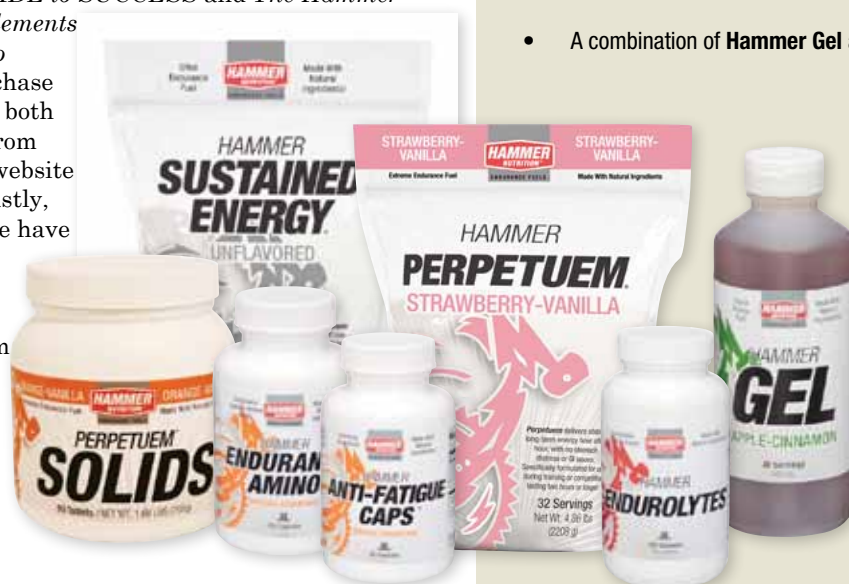
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acceptable to go “carbs only.”

- **How well your body is able to digest a particular fuel.** Running is a more jarring type of exercise than other sports such as road cycling, and this may make it a bit more challenging for runners to digest a concentrated fuel such as Sustained Energy or Perpetuem as compared to Hammer Gel or HEED. To find out how your body responds to a particular fuel, thorough testing in training is essential.
- **The intensity of the effort.** It's a lot easier to digest calories when the pace is more relaxed, which is more typical during a training session than during a race. That's why we suggest having a fueling game plan but to “write it in pencil, not in ink,” meaning caloric intakes that worked during training may not be appropriate during a race; you may need to consume slightly less in a race than you did during training. Increased anxiety, increased pace, and increased potential for dehydration all contribute to the possibility of your digestive system functioning at less than optimal levels. In addition, at the increased pace during a race, more blood is diverted from digestion and directed toward maintaining muscle performance.
- **The weather and how well or poorly you're acclimated to it.** The hotter the weather, the more compromised the digestive system becomes. During hot-weather racing, athletes usually find that they need to increase their water and Endurolytes intake while lowering their caloric intake.
- **The terrain.** A race that involves a lot of climbing or lots of terrain changes almost always diminishes digestive capabilities to some degree.

Summary

As you can see, you have a lot of options available to you, with a number of variables that need to be factored in to determine what works best for you. Testing a variety of these fueling options in your training, under a variety of conditions, will allow you the greatest potential for success come race day. Don't forget Hammer Nutrition's two fantastic knowledge resources: *The Endurance Athlete's GUIDE to SUCCESS* and *The Hammer Nutrition Fuels & Supplements - Everything You Need to Know*. You can also purchase hard copies or download both booklets free of charge from the Hammer Nutrition website (that's right, FREE!). Lastly, please remember that we have a skilled team of client advisors who are ready to help you get your fuel and supplement program dialed in; we're but a phone call or email away! **HN**



What would Steve Born use during a race?

If I was doing a half marathon or marathon, and my finishing time was going to be 3-3.5 hours or less, I personally would follow this protocol:

- 1) No calories for three hours prior to the start, and about 17 oz. of water each hour for the two hours prior to the start.
- 2) An appropriate number of **Endurolytes** 30-45 minutes prior to the start. (Our general recommendation under normal conditions is one capsule for every 50-60 lb of body weight.) I would also take a preemptive strike dosage of two **Anti-Fatigue Caps** and two **Endurance Amino** at this time.
- 3) One serving of **Hammer Gel** no more than five minutes prior to the start.
- 4) One serving of **Hammer Gel** every 20-30 minutes during the race. (Obviously, the amount you use will vary based on your body weight, as well as the aforementioned variables.) Note that it wouldn't be wrong to use **HEED** to obtain your calories and at least some of your electrolytes, not to mention satisfying most-to-all of your hydration requirements. However, I personally prefer to carry and consume my calories in as compact a form as possible (which means flasks or single-serving pouches of **Hammer Gel**), while fulfilling electrolyte needs with **Endurolytes** and satisfying hydration requirements (about 20-25 oz./hour) with water from the aid stations (no sugar-filled sports drinks!).

If my race is going to take longer than 3.5 hours, I would still apply numbers 1, 2, and 3, and I would still fulfill my electrolytic mineral needs via **Endurolytes** and my hydration needs via water from the aid stations. I would also take an hourly dosage of two **Anti-Fatigue Caps** and two **Endurance Amino**. My calorie requirements, however, would be fulfilled from one of these choices:

- Concentrated, multi-hour flasks of **Sustained Energy** or **Perpetuem**, using this fuel as my sole fuel from beginning to end
- Concentrated, multi-hour flasks of **Sustained Energy** or **Perpetuem**, using this fuel as primary fuel (about 2/3-3/4 of the time), with Hammer Gel used on occasion to have a little variety in the menu
- A combination of **Hammer Gel** and **Perpetuem Solids**

As you can see, I have a number of options available, and what I would eventually go with would be determined via thorough testing in training, and by at least some of the earlier-listed variables.

Canada, Vegas, Oregon, and back—with a couple wild rides along the way

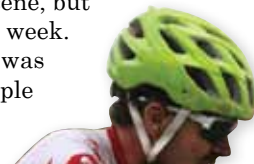
BY PHIL GROVE

In my second crazy, yet rewarding, summer of working beyond full-time and racing bikes for Hammer Nutrition, I've learned one thing above all else when it comes to my racing schedule. There's no such thing as "perfect preparation" for any given race; I need to train when I can and avoid attempting to swim upstream. From May until September, I'm either traveling to my own races or expoing our products at large triathlons, gran fondos, and other endurance-related events across the Western U.S. and British Columbia. Either way, I can expect about 15-25 hours of drive time followed by long days on my feet on any given weekend. This regimen is hardly an "ideal" program for the aspiring mountain bike racer.

This could be troubling to some, but I realized early on that if I let this kind of thing bother me, I would basically never be excited to race. The fact is, for 99% of us, racing is secondary to our livelihood, so there's no such thing as perfect prep. Or, you might say, race day is definitely not related to payday. This isn't to say that I don't have goals, or

that I'm not serious about my racing. I train hard when I get the chance and take advantage of Hammer's complete fueling and supplement line to close the gap between me and some of my rivals who have much more time to train. I can honestly say that I think our products have helped me compete with full-time pros who train at least twice as much as me. But in my crazy life of traveling somewhere every summer weekend, I know that sometimes I'm just not going to be at my best.

2011 was my second year working Interbike, and if one month stands out as a bad time for my racing, it would have to be September. The work trips always seem to take a toll by the end of summer, and the training seems to go by the wayside. Ironman Canada on the last weekend of August can usually be written off as a fun scene, but also as a lost training week. This year, however, I was able to organize a couple fun shop rides during Ironman week with some great Penticton locals. I had no clue that the trails were so good



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in Penticton! Anyway, several thousand miles later (home to Whitefish, out to Seattle, down to Bend for Master's Nationals, back to Seattle, and then back to Whitefish), I showed up in Las Vegas mid-September, running on "E" and just trying to survive the craziness of Interbike.

The first day of the show started at 6:30 a.m. for our Hammer A-Team, with an early arrival to set up our booth and to pass out samples of our new Grape Endurolytes Fizz, plus Cranberry and Oatmeal Apple Hammer Bars. We had a very busy day and left the venue around 5:30 p.m. After a few hours of downtime, I cruised over to the Desert Breeze soccer complex for the annual "Cross Vegas" Cyclocross race. For the second year, on my friend's cross bike and after a very long day at the show, I competed though this is one race I really have no chance of doing well at but can't resist taking part. Compared to 2010, my fifth row starting position was an improvement, and I was eager at the start, moving through the ranks with ease for approximately the first half of the start loop. At this point the day caught up with me and I started "riding in reverse," as the saying goes. I went from somewhere near 50th place to about 100th place in short order, before finally settling in around 80th. I guess I shouldn't feel bad about this performance; the entire field was extremely fast, and very few of my fellow racers had been working Interbike all day. As a good indication of the talent at this race, the top American had to settle for 4th place! So in the end I was pumped that I wasn't dead last, and had an awesome time doing so. The next two days of the show went by a bit easier than the first, but were still very strenuous nonetheless. Combine that with several hours of dancing with my mountain biker friend Heidi at the Sinclair Imports party until an undisclosed time on Thursday night/Friday morning . . . well, let's just say I was hoping for a little shut-eye on my flight to Bend that evening.

I landed in Bend Friday night to find my good buddy and Hammer Nutrition sponsorship coordinator Dustin Phillips waiting for me at the airport. He had arrived a couple days prior to set up our expo and prepare for the Marathon Mountain Bike National Championships, a 54-mile race to be held Saturday morning. Needless to say that after the week in Vegas, I had little-to-no expectations of a good ride the following morning. So when Dustin asked me what I'd like for dinner before our big race, I replied with the only meal I knew that might bring me back from the dead: bacon-wrapped meatloaf, mashed potatoes, and mac 'n' cheese from the amazing Brother Jon's Public House! After making it about 40% of the way through this feast, I was off to sleep for the big race.

I've never been a fan of riding or racing before noon, so I rather reluctantly got out of bed early the next morning and had a nice breakfast of eggs, Greek yogurt with berries, and of course, coffee. I felt surprisingly restored—definitely the meatloaf! A huge thanks to Dustin for picking me up, getting my race packet, and having my bike way

- continued on page 65



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Cycling skills with Mike Freeman

Improving your descending skills

BY MIKE FREEMAN



Descending is one of the most difficult cycling skills to acquire. To do so properly, you need to overcome the fear of speed. Remember that gravity is your enemy uphill, but is a strong ally going downhill. Many a race has been lost on a long, technical descent. Descents are for making up time, not coasting and recovering. Recover on the flat! A small, skilled descending group can go faster than a single person.

I believe that by improving your bike handling skills and understanding the dynamics of how a bike turns you can greatly reduce the fear of increasing your descending speed. It also requires that your bicycle be in good mechanical condition, including tires, wheels, and brakes. Well-maintained, functional equipment instills confidence.

I know that many of you have spent countless hours this winter on your trainer or stationary bike, or cross training off the bike, for obvious reasons. With that said, it is the ideal time to review and process the following information, and then refer to it when you are able to return to cycling outside. For those of us lucky enough to ride outdoors some of the time during the winter, it is a good time to acquire or improve our descending skills on dry roads.

The following basic drills hopefully will help you instill the confidence needed to improve your descending efficiency and bike handling skills.

You'll notice that the word "relax" is an instrumental part of every skill. RELAX. It's the key to the whole package!

Basic Skills for Descending

1. Train on familiar terrain, and RELAX. You must do this to practice comfortably.
2. Lower your center of gravity, and RELAX.
 - a. Stay in the drops, and bend your arms to lower your upper body.
 - b. Stay seated and put most of your weight on the outside leg by pushing down on the outside pedal.
3. Head and "eyes" up, and RELAX.
 - a. Don't target fixate.
 - b. Look through the turn to where you want to go. Your bike will follow.
4. Braking—RELAX.
 - a. Do all your braking before entering the turn, while the bike is upright.
 - b. Stay off the brakes throughout the turn, especially the front brake. You can apply a little rear brake as necessary as you become more comfortable.
5. Cornering technique and countersteering—RELAX.
 - a. Arms must be bent to establish proper leverage.
 - b. Push right to go right, push left to go left.
 - c. Push on the side of the bars in the direction you want to go. This pressure should be smooth and subtle. Pushing on the bar will begin to lean your bike in the direction you want to go. You can practice this in turns on flat ground. The amount of lean needed is determined by your speed: the faster the speed, the more lean required.
 - d. Keep your body centered and let your bike move under you.
6. Corner entry and exit—RELAX.
 - a. For a right turn, start from close to the center line. Countersteer right to the apex. Bring the bike upright to exit the corner. You will drift back toward the center of the lane.
 - b. The same technique is used to turn left, except you will start from the right edge of the road and countersteer left to the apex. Bring the bike upright as you exit the corner.

Terminology & Technique

Target Fixate

Target fixation occurs when the brain is focused so intently on a particular object that awareness of other obstacles is greatly decreased. If you look at an object long enough while you are moving, you will steer directly for it and probably hit it unless you divert your gaze. I'm sure most of you have experienced this mental/physical phenomenon from time to time.

Always keep your vision scanning ahead of you to where you want to be. Look ahead ten feet or more. In cornering, pick the point where you want to enter and finish your turn; look there and then beyond. Distance covered at speed comes quickly, so stay focused.

Conscientiously turn your head in the direction of the turn. Don't rely on just moving your eyes in that direction. You can avoid many bad lines and a possible crash by using this technique.

Practice! You'll be amazed how smoothly and confidently you can enter and exit a turn at speed.

Countersteering

All two-wheeled vehicles require leaning to make an efficient turn. This is especially true as the speed of the vehicle increases, although even at slower speeds when you might turn the front end in the direct of the turn, you will experience some lean as the turn is made.

As speed increases you cannot turn the front end to execute a turn—you must lean the bike in the direction you want to go. To initiate that leaning, push forward on the side of the handle bar that you want to turn in. Push right to go right. As you push you will feel the bike start to lean in that direction. I can't express enough that this motion should be subtle and smooth. If you require more lean to make the turn, continue to push until you can hold the line you want.

Stayed centered and let the bike move under you. Remember: outside pedal and leg down and weighted. As you finish the turn and want to let the bike come upright, just relax the push. Centrifugal force will bring you upright back to center. **HN**



Author Mike Freeman climbs Logan Pass during the 2011 Highline Hammer, prepared to put his descending skills to the test when heading down the other side.
Photo : Angela Miller

- continued from page 63

more dialed in than I usually do. I was as ready to go as it gets at this point in a multi-week adventure.

At the starting line, I looked around at the small pro field of barely 40 guys, and thought to myself, "Gosh, where's the pack fodder?" I saw one or two guys that I knew I could beat. (I was still in the "don't get last" mentality from Cross Vegas.) The field included two Olympians, six-time Leadville winner Dave Weins, several Worlds' team members, and basically a bunch of fast guys who weren't coming off a long week in Vegas. However, this was my third 50-plus mile mountain bike race of the summer, so in addition to HEED, Hammer Gel, Endurolytes, Anti-Fatigue, and Endurance Amino, I had a little experience on my side.

Thankfully the start was fairly neutral; we had about seven miles of asphalt until we hit the singletrack, and this helped a lot. I really wasn't looking forward to the usual insanity that is the start of a mountain bike race. Surprisingly, my legs were feeling good and I slowly started to convince myself that I might have a good race. At one point I even led the entire group—a definite first for me. When we finally hit the dirt, our brief armistice was over, and soon I was engulfed in a cloud of dust as the best of the best tore up the dusty trail. I rode by feel for a bit as best as I could, and after emerging from a few very dusty sections, I knew I was doing pretty well just by the company I had around me.

Continuing on, I was about an hour in, and losing a couple spots to guys who just had a little more power than I could gather. The trouble with longer mountain bike races is staying focused. It's easy to drift off into thoughts completely unrelated to racing, and before you know it, you're not riding very fast. Luckily my teammate Ben Parsons caught up to me as I was beginning to daydream. We rode really well for an hour and change, catching a few guys along the way. My fueling strategy was working great, and other than fumbling some Endurolytes (if it had been hot out, I might have turned around to grab them), everything was going to plan. Due to a brief loss of focus after the second aid station, I was back on my own, but still riding okay. I was hesitant to keep on the throttle

two and a half hours into this race, especially because it's difficult to say how long you're going to be out there.

Earlier in the season, in Butte, I estimated the 50-mile race would take me around four hours to complete. Coincidentally, I rode hard in first place for four hours, at which point I had to throw the reserve chute to avoid a crash landing at the finish 45 minutes later in second place. I wasn't disappointed with this outcome, but it is important to know how long you're going to be out there in a long race.

So getting back to Bend, I was riding a little too conservatively at about mile 40 (not that I really knew what mile I was at), and after losing a couple spots, said enough is enough. Oftentimes it's much easier to just blindly follow a good descender than to choose your own path down the trail. When a couple guys passed me who appeared to be riding really well, I knew I had to latch on all the way to the finish. Upon arrival back at the Old Mill District in Bend, I lost the sprint for 22nd place but was very surprised to see that some of the fastest guys in the country had only recently crossed the line themselves!

It's always easy after a race to think that how you could have gone harder, but this was one of those times where I knew it was true. On a fast course where the local Olympian Adam Craig won in 3 hours, 10 minutes over 54 miles (3:33:33 for this guy), it was more like a really long XC than my 4:45 death march in Butte. After a long summer with about a dozen hard races, my heart and legs were up to the task, but the trick is to ignore the constant signals from my head to slow down. Regardless, this was a huge improvement for me over last year, and the thought that I could have ridden harder leaves me even more excited for another full-throttle year with Hammer Nutrition!

After a little shuttling around of the Big Rig, I had one last flight back to Whitefish to close out a long summer, which gave me a great chance to reflect on all the places we went, and more importantly, all the amazing Hammer fans along the way that make this whole thing possible. Seeing everyone face-to-face is something I wouldn't think of trading, even to have my legs up before a race! **HN**

INTRODUCING Hammer Nutrition 53x11 Coffee!



In a world of hostile takeovers, this was not one of them! We are happy to announce that Hammer Nutrition will be taking over operations for our favorite Fair Trade Certified, organic coffee purveyor, 53x11 Coffee! For some, the idea of a cycling-based coffee company seems strange, but for us it is the natural collaboration of two passions. 53x11 was started by cyclists, for cyclists, and exemplifies the commitment to excellence and love for freedom shared by riders. A good cup of coffee is the perfect complement to a great ride, and we wanted to offer our fellow cyclists, friends, and family the ultimate java. After all, there's nothing like a good cup of joe before and after a ride!

As the new owners of 53x11 Coffee, our first line of business is to give recognition to Evan Lawrence and Owen Gue, the founders of both the 53x11 brand and also The Cycling House, the co-hosts of our winter Hammer Camps! Both Evan and Owen are devoted Hammer Nutrition clients and true protégés of Hammer Nutrition's proprietor Brian Frank and the way of life that accompanies it. It was this loyalty to the Hammer Nutrition ideals that made this transition of tenure practically seamless. So for the thousands of devoted 53x11 Coffee regulars and for those of you who are just now being introduced to the 53x11 brand, it should come as no surprise that our pledge to our customers echoes the ethos of our parent company, Hammer Nutrition: an honest, customer-first business selling top-quality products with superlative customer service! This combination of ideals has made this new venture so exciting and will be the reason that you'll be a fan of 53x11 Coffee after your first cup, guaranteed.

Of course this transition and acquisition has not been entirely without change. The new 53x11 staff has been hard at work completing some much needed updates: revamping the 53x11coffee.com website, rejuvenating the 53x11 brand, and overhauling our operating methods to ensure that all four of our fresh roasted signature blends and our 53x11 gear is always in stock and ready to ship. We also are excited to announce that we have made some subtle design changes to our distinctive Voler "Alter Ego" black 53x11 Coffee/(Hammer Nutrition!) gear, and we invite you to the updated 53x11coffee.com website to explore our redesigned gear and the ultimate convenience of the all NEW 53x11 Coffee of the Month Club!

Yes, a NEW Coffee of the Month Club! Following in the footsteps of our parent company, we wanted to create an ultra convenient continuity program that would allow our customers the same amenities as they enjoy with the Hammer Nutrition Autoship program—this time with 100% organic, Fair Trade Certified 53x11 Coffee roasted fresh and delivered to your door automatically each month! Those of you who are familiar with the Hammer Nutrition

Autoship program know that we would be letting you down if we didn't also include some FREE goodies for being part of the program. So rest assured, you will be treated with the same VIP service, and with your first order you will receive our FREE "Perfect Cup of Coffee" kit (a \$20 value), plus up to \$69.90 off a standard 53x11 clothing kit after your first order! Join today. All you need to do is select the number of bags of each roast you would like, and we will do the rest!

Eat healthy, live happily, practice a sustainable lifestyle, be your best both on and off your bike, and enjoy the finest coffee in the world. Drink up, enjoy, and ride ready!

**For more information:
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THE BIG RING

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PRICE: 12 oz. **\$13.95**

THE CHAIN BREAKER

A medium to darker roast meant for espresso as well as drip. A secret blend that will bend the cranks and break the chain. Made up of beans from four countries to give you a full-bodied flavor. The Chain Breaker coffee is 100% Fair Trade Certified and 100% organic.

PRICE: 12 oz. **\$13.95**

Ultimate Coffee Convenience

53x11 Coffee of the Month Club

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If you've never tasted 53x11 Coffee, you'll be a fan after your first cup, guaranteed. Each 53x11 Fair Trade Certified, 100% organic coffee blend is micro-roasted to our exact specifications. Now you can have these supreme coffee beans automatically shipped to your door each month! All you need to do is select how many bags you would like to receive, in any combination of our delicious blends, and we will do the rest!



"Perfect Cup of Coffee" kit
\$20.85 value - FREE!

Standard clothing kit

**"Perfect Cup of Coffee" Kit consists of a premium coffee mug, mug-top brew unit, and filters. A standard clothing kit is a short sleeve jersey and bib shorts.



THE EARLY BREAK

A very unique blend that comes from five different countries, our medium-roasted coffee gives you a complex cup with tons of individual bean flavor. Bright, lively, and nutty. A perfect morning cup of coffee. Also 100% Fair Trade Certified and 100% organic.

PRICE: 12 oz. **\$13.95**



THE DOWN SHIFT

Our secret blend is a natural, water-process decaf. This coffee is 100% Fair Trade Certified and 100% organic. It is so good, you'll never know it's decaf. Look for a smooth, full-bodied cup every time.

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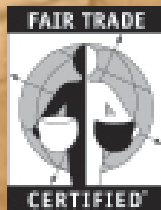


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Where in the world do you Hammer?

Through the Northwest Passage! BY MATTHEW PROVENZANO

Completing the Northwest Passage had been a lifelong dream for the owner (and five-person crew!) of the 117-foot megayacht *Arcadia*. As Chief Engineer I was part of the team who completed an East-West transit through the Arctic and NW Passages in September.

Since the first successful transit of the Passage in 1906, only 158 vessels in total had succeeded, and of those, only 53 were yachts. (The rest were ice breakers or ice class commercial/military vessels). We became the 159th vessel to complete the passage, a sea route through the Arctic Ocean connecting the Atlantic and Pacific Oceans. Our 30-day passage included many detours to explore the region and hike.

I was hired onto *Arcadia* in June of 2010 after a close friend suggested I would be a good fit with the megayacht's captain and avid cyclist, James Pizzaruso. They wanted someone who was fit, and who could work hard and play hard. Unlike a lot of the large super yachts, *Arcadia* keeps moving with a very ambitious itinerary. After leaving Newport, R.I. that July, we headed to Europe for a year of traveling before heading back across the Atlantic to prepare for the NW Passage crossing.

How do I hammer when at sea? I put in hundreds of hours on the trainer to stay in shape for longer rides! The rest of the crew and I do lots of P90X and any other activity we can get our hands on to keep us from going nuts.

Chef Lynn Murray and I are usually the fitness hounds, averaging up to 15 hours a week of training. When we are in port, everyone gets into the game with road and mountain biking as the group's mainstays. James is awesome about giving us the opportunity to get out and explore. Three-hour bike rides through the country roads of Croatia, Montenegro, France, and Spain were the norm for most of the past year! Thankfully, I never miss any Hammer Nutrition products. As Engineer, keeping the Hammer fuel tanks full and inventory stocked at all times is a top priority for me. I have a six-month running supply of all my favorite products stashed under my bunk (Recoverite, Perpetuem, Hammer Gel, Hammer Bars, Race Caps Supreme, Tissue Rejuvenator, and Digest Caps). I am lucky to have an awesome girlfriend who transports suitcases of the products through customs for me. Of course she puts her own "Hammer tax" on each shipment by trying to steal all of my Recoverite!

We supplement anything we are missing in our daily diets with Hammer Nutrition products and items from a few other supplement companies. Now all five members of *Arcadia* are on the Hammer Nutrition program, which makes it a bit more difficult—the others are always trying to raid my stash. I have yet to find another endurance nutrition company and set of products that work as well as Hammer Nutrition. As long as you stay true to the product and the customers, I will stay true to you!

The challenges of working on a boat are endless, whether it is the weather, the ocean, the non-stop schedule, or breaking equipment; there is never any shortage of excitement around here. We run and operate 24/7 when at sea and you have to be ready at all times to get the job done. It's a lot like 24-hour mountain bike racing . . . you are on lap ten, it's the middle of the night, you're gassed and breaking down physically and mentally, and then all hell breaks loose. It starts pouring rain or the bike breaks or worse. At that point you have two options: quit, or dig deep and get the job done. Quitting never sat well with me so "flipping the switch" and finding a way to succeed is the only real option. I attack my job on the boat in the same way. **HN**



Matt parks his trainer on a nearby iceberg while in the Northwest Passage. Photo : Captain James Pizzaruso



Matt tours Vesuvius National Park while the *Arcadia* is in port on Italy's coast.

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**HAMMER
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Winter Sports!

BY STEVE BORN



Nordic skiing gets 'Hammered' again in 2012!

Back in 2002, Hammer Nutrition began sponsoring Nordic (a.k.a. "cross-country") skiing races, with a mere six races sponsored that year. In the last ten years, the popularity of Nordic skiing has grown annually and so too has our support for the ever-increasing number of these athletes and their events; we've nearly quadrupled the number of Nordic races we sponsor.

While we sponsor a number of shorter-distance races throughout the country, our primary focus is on Nordic races that are considered to be marathon distances, those races in the 30K–50K range or longer. A majority of these events are in the American Ski Marathon Series (ASM). One of the sponsorship highlights for Hammer Nutrition is our involvement in the American Birkebeiner in Wisconsin, the largest cross-country ski marathon in North America—over 9,000 participants! HEED has been the official drink mix of this most prestigious race for the past couple years, and is already scheduled to fuel Birkebeiner participants for the next three years.

If you're a Nordic skier, chances are you'll see Hammer Nutrition's presence at one of the major races near you! Here is the list of the ASM races that we plan to support in 2012. (Visit www.xcskiworld.com for more information about the series.) Be sure to check www.hammernutrition.com for additional Nordic races, as well as other winter sports that we are sponsoring.

February 4 – Boulder Mountain Tour – Sun Valley, ID
February 4-5 – City Of Lakes Loppet – Minneapolis, MN
February 11-12 – North American Vasa – Traverse City, MI
February 18 – Minnesota Finlandia - Bemidji, MN
February 25 – American Birkebeiner - Cable/Hayward, WI
March 3 – Yellowstone Rendezvous – West Yellowstone, MT
March 18 – California Gold Rush – Soda Springs, CA

Hammer Nutrition/USSSA Partners again in 2011-2012

There's no denying the ever-increasing popularity of snowshoeing, both as a great form of exercise during the winter months and as a competitive sport. Hammer Nutrition has been honored to partner with the United States Snowshoe Association Inc. (USSSA) for several years, and we're pleased to announce that we are once again the official nutritional sponsor of the qualifying races and the national championship event in the 2012 Dion U.S. National Championship Series.

This season's schedule includes a total of 35 qualifying races (the most in the history of USSSA, I believe), culminating with the National Championships on February 24-26 in Frisco, Colorado. Here's a list of all remaining qualifying races, with more information about each race and the National Championships available at www.snowshoeracing.com.

February 4 – Twin Cities Snowshoe Shuffle – Minneapolis, MN
February 5 – Vermont State Snowshoe Championships – Jeffersonville, VT
February 11 – Camp Saratoga Race – Wilton, NY
February 11 – (Race name TBD) – Tomahawk, WI
February 11 – Pennsylvania State Championships – Drums, PA
February 12 – Highland Forest Snowshoe Race – Fabius, NY
February 12 – Love Me Tender Race – Frisco, CO
February 18 – Fairbanks Snowshoe Classic – Fairbanks, AK
February 18 – California State Championships – Soda Springs, CA
February 19 – New York State Championships – Mannsville, NY

HITS Triathlon Series/Hammer Nutrition Partnership

BY STEVE BORN

As most of you know, we sponsor a lot of events annually, and we genuinely enjoy supporting each and every one of them. Every once in awhile, however, a truly awesome opportunity to partner with a new race or race series comes along. The new HITS Triathlon Series is one of these awesome opportunities, and we are honored to be the nutritional sponsor of what is sure to be a fantastic, professionally organized, participant-friendly series of races.

As stated on the HITS website, their mission is to “produce an exceptional series of triathlons that delivers a challenging multi-sport experience, courses geared to the needs, level of training, endurance capacity and personal goals of each athlete. In addition to providing a product for the seasoned athlete, we believe it's also important to introduce the sport of triathlon to those who may have never thought that they could compete in or complete a triathlon.”

What makes this series unique is that all distances are covered in one weekend. The HITS Triathlon Series is comprised of 13 races, each offering competitions in all of the following distances:

- Open** – 100m swim | 3 mi bike | 1 mi run
- Sprint** – 750m swim | 12.4 mi bike | 3.1 mi run
- Olympic** – 1500m swim | 24.8 mi bike | 6.2 mi run
- Half Iron** – 1.2 mi swim | 56 mi bike | 13.1 mi run
- Full Iron** – 2.4 mi swim | 112 mi bike | 26.2 mi run

By the time you read this, the first two races will have already taken place, with the first in Palm Springs, CA on Dec. 3-4, and the second in Naples, FL on Jan. 7-8.

However, there are still plenty of races remaining for you to choose from:

- Corpus Christi, TX | Feb. 18-19
- Ocala, FL | March 24-25
- Napa Valley, CA | April 14-15
- Marble Falls, TX | April 28-29
- Hunter Mountain, NY | June 9-10
- Fort Collins, CO | July 28-29
- Cable, WI | August 25-26
- Cooperstown, NY | Sept. 22-23
- Traverse City, MI | Oct. 6-7
- Lake Havasu City, AZ | Nov. 10-11
- HITS National Championship (Palm Springs) | Dec. 1-2

We're absolutely psyched to be a part of this great new series! For more information about the HITS Triathlon Series, including detailed information about each race, visit www.hitstriathlonseries.com. **HN**



TOP: Mike Lyle on his way to winning the HITS sprint triathlon.
BOTTOM: Receiving his award from the race director in Palm Desert.

"Pretty darn good for a 51-year-old athlete to win the race overall! Thanks Hammer Nutrition!" - Mike L.

Hong Kong

Congratulations to Hammer Nutrition Hong Kong ambassador and sponsored triathlete Nora Senn on her 3rd place women's finish at Mega Tri Singapore, the longest triathlon event in Singapore, with a 2k swim, 102k bike, and 27k run.

Nora logged a lot of training and competition miles in 2011, and strongly represented Hammer Nutrition by being a tough competitor in the triathlon and adventure racing scene in Southeast Asia. From across the pond, we corresponded with Nora about her experiences and her drive:

"For me, Hong Kong is the perfect place to train. We have so many beautiful trails to run, so many nice beaches to swim, and a lot of interesting areas to cycle. Of course the heat and humidity can be quite difficult, but hey, this is what makes us strong, isn't it?"

I like meeting other athletes, the race atmosphere, the camaraderie during long races, and the strategy that you need to have for long races. My first goal is not to win. I am happy if I end up at the podium, but it's not my primary goal. My goal is always to enjoy what I do. This is also my training method. I have no real training plan, I don't follow the well-known patterns and methods of how one should train for certain races. I know it would make me faster but I prefer to train what I feel like on a particular day. I make sure I never lose my motivation."

She placed 17th overall and 2nd female in the 2011 Hong Kong Ultra 100 marathon trail race with a time of 14:47:00. At HK 100, Nora was able to test her ultra abilities while running through some of Hong Kong's most stunning scenery, including remote beaches and ancient forests. The course, with a cumulative



Photo courtesy of Active Brands Asia Limited


elevation gain of over 4,500 meters, finishes with a descent from Hong Kong's highest peak (Tai Mo Shan).

When asked about her fueling strategy for a race of this intensity and distance, Nora said, "For this race, I started using Sustained Energy, which was brilliant. For long races and training lasting longer than 6 hours, I frequently use Hammer Bars also. I love the Strawberry Recoverite after the finish—I ran faster just to get my Recoverite drink earlier!"

There were other Hong Kong events on her 2011 calendar that were a bit different than your average trail race as well. The Mui Wo to Pui O adventure race challenges participants with 7k of trail running, 1k beach run, and 4k of rock scrambling on ocean coastlines and river gullies. She placed in the top three female finishers. At the TEVA Kayak n' Run she battled soaring temperatures while running/hiking to the top of Mt. Nicholson and completing a 4k ocean kayak leg. At the end of the day, her two-person female team was on the podium as top female team and 3rd place team overall.

"For these shorter/medium races (up to four hours) I really like the Hammer Gel (Raspberry) in a Hammer Nutrition flask. A little sip every once in awhile is perfect. I like the HEED Melon for sprint triathlons, and I use the Endurolytes Fizz (all flavors) daily in nearly all my trainings. I really like the fact that Hammer products are natural. I also like the good description of the products and the use of the products on the website and in the little red booklet," Nora said.

Originally from Switzerland, Nora also went back in to her homeland for her first Ironman (Ironman Zurich in July), and finished 10th in her age group. **HN**



Sämi Nef (left) and teammate Martin Schmid at the TransAlpine Run.

Switzerland

On a high-speed pursuit of the podium

BY VANESSA GAILEY

Many residents of the small city of Uster, Switzerland know Sämi Nef as the very popular, friendly, highly respected, local police officer. The folks at Hammer Nutrition Switzerland, headquartered in Uster, share the community's opinion of Sämi, but add to that list of descriptors: talented ultra trail runner, Hammer Nutrition-sponsored athlete, and avid Hammer Nutrition product user.

When describing Sämi's athletic accomplishments, inevitably a story comes up, not about an organized endurance event, but about a true test of speed and endurance nonetheless. One day, while on duty in Uster, he pursued a suspect who was riding a mountain bike. Sämi was on foot, so the suspect thought he could get away. Of course Sämi actually kept up, and then eventually overtook him and won the pursuit! This doesn't surprise you if you're familiar with his race results. His race titles include 2011 overall winner at the ultra trail run Les Défis du Jubilé in Wallis, Switzerland, a 71 km race with 2,530 meter elevation gain. In addition,

Sämi and Hammer Nutrition teammate Martin Schmid claimed 4th place in the men's team division at TransAlpine Run 2010 in Germany.

According to Kerri Lienhard, Hammer's Swiss distributor, "Sämi stands behind Hammer Nutrition 100%, and consumes more Hammer Nutrition products than anyone I know. He even has Hammer stickers on his holster; I saw this when he was a patrolling police officer during a half marathon. He holds various titles in trail running, and many people respect his accomplishments, so he is a strong representative of Hammer Nutrition in Switzerland.

Sämi fuels with Endurolytes Fizz, Perpetuem Solids, and HEED. He knows how important it is to use Recoverite, and he drinks some before taking his podium place. He also has a pretty decent Perpetuem "cake" recipe that he will pass on to you if you are a law-abiding athlete!" **HN**



In the lands down under

Hammer Nutrition in the Southern Hemisphere



Michelle Bremer, Hammer Nutrition Australia sponsored triathlete and women's overall winner at Ironman Western Australia, finished in 9:25:38. A relative newcomer on Australia's endurance sports scene, Michelle began competing in Ironman competitions only four years ago.

"Heading into Ironman Western Australia, I was completely relaxed and excited. I had a great block of training under my belt, and felt confident of doing a sub 10-hour race. I never expected to win. I had hoped for a top five finish for my first IM, so to actually get an overall win is an absolute amazing feeling! One of my key focuses was getting the nutrition right, so thanks a lot for supplying me with some wonderful product. I find the Perpetuem is truly incredible!"

The crowd support at WA IM was incredible; I think I just got lost in the moment and the hype of the crowd, and tried to block out the pain in my legs, and it worked. At the last km I checked over my shoulder a few times as I really did think that Michelle [2nd place winner] was going to be right there, but she wasn't! So rounding the final corner to the finishing shoot, I then relaxed and soaked up the moment, of not only finishing an Ironman, but winning one! The feeling of grabbing the banner was out of this world!"



Photo : Darryl Carey
darrylcarey.smugmug.com

Southern season underway for Jamie Whyte

Hammer Nutrition New Zealand's Ironman athlete, Jamie Whyte, got his southern hemisphere season underway with a podium 3rd at the annual Tinman Triathlon in Mount Maunganui. We contacted Jamie in December after his podium win for a look at his race season goals. He used Tinman as a lead-in race to the Taupo Half Ironman in December, and then will focus on his big race for the southern summer, Challenge Wanaka, where he will defend his Ironman title in mid-January. Jamie plans to return to North America later in 2012 to compete on the Ironman circuit, including Ironman Canada where he had his IM debut in 2010.

"It has been a good start getting straight back on the podium here in New Zealand. I have a big summer of racing lined up, focusing on defending my Challenge Wanaka title in January and then having my first crack at Ironman New Zealand in March," Jamie shared.

"A huge part of my success over the last four years of professional racing has been from the reliable and highly effective fuelling I get from Hammer Nutrition. I am very fortunate to have Hammer Nutrition's support. I feel extremely confident when pushing myself in training and racing knowing I will not bonk or cramp and will recover well from the big sessions. It is all easy to digest, tastes great, and allows me to concentrate on pushing hard."

Nicholas Rupanza

Hammer Nutrition South Africa sponsored athletes did extremely well in 2011, both at home and abroad. Nicholas Rupanza competed in the Salomon Featherbed Trail Challenge, running the 15k course in the morning and the 10k course in the afternoon. He won both races and smashed two minutes off the previous year's record held by Ryan Sandes.

Photo : courtesy of Hammer Nutrition South Africa



Hammer Nutrition athletes tackle Australia's "Toughest Trail Race": GNW 2011 race report

BY ANDREW VIZE, Ultra runner sponsored by Hammer Nutrition Australia

This was my fourth time racing the GNW 100-mile race. I went into the race with two back-to-back wins so there was a lot of pressure to make it three in a row. The GNW 100 has over 6,800m of vertical gain and loss over 175km, and the weather in Australia in November is typically hot. However, we were presented with milder temperatures this year, and the pre-race hype was that this would be "a fast year." I modified my nutrition slightly by adding in a little more gel per hour to keep the pace up, and this worked perfectly.

At the 100km point, I was second to Matt Cooper, and we headed off into the night with our pacers.

The race was truly on. I overtook Matt approximately 60km from the finish and managed to hold onto a slim lead, winning in a course record time of 22:02. Matt finished 20 minutes later and both of us ran a massive PR and beat the previous course record.

My fuel was entirely liquid with the occasional nibble on a Hammer Bar; Perpetuem and Hammer Gels work seamlessly for me. I discovered Hammer Nutrition a few years ago. I had heard of a few athletes overseas using a "liquid" fuel and did my research, discovering Perpetuem. A colleague at work who cycles told me about Recoverite and how well it works for him. I used it after a run each night, and the results were fantastic. Now, as a Hammer Nutrition sponsored athlete, I abide by the rule, "don't try anything new on race day" so I fuel the same in training as I do in racing. It's very simple thanks to the range of Hammer Nutrition products! **HN**



Hammer Nutrition-sponsored Andrew Vize breaks the 100-mile course record by 88 minutes and also places first overall for the third year in a row at the GNW 2011 ultra trail race, Australia's toughest trail race. Photos: Terry and Emily Petherbridge



Matt Cooper (right) extends a big "thank you" to his race pacer Rob Mason after finishing 2nd place at the GNW100. Photo: Courtesy of GNW100

I just wanted to take the time to thank you for your quality and unparalleled performance products. I am an ultra trail runner from the Southern Highlands of NSW, Australia, and recently converted to use your products, specifically Perpetuem, Endurolytes, HEED, and Hammer Bars. The amazing part for me was that I am not the biggest fan normally of these kinds of products and utilize more whole foods in race diet.

After reading about your product line I decided to use all four products above in the GNW 100-mile ultra . . . against all race rules I know (but without much choice) I had never used these before race day, except to find out what kind of consistency the Perpetuem would be like in a bottle. I ran the event almost four hours quicker than last year, breaking the 100-mile record by over an hour and finishing 2nd by 15 minutes to Andrew Vize (another ultra runner who uses your products). I didn't have any nutrition, cramps, or dehydration problems. The other benefit for me was that as soon as I finished the race I was able to return to my normal nutrition, without any of the previously experienced stomach unsettledness . . . another testament to Hammer.

Now that I know the absolute quality of your products, I will train and utilize them as much as possible and also pass on high recommendations to other endurance athletes I am affiliated with. Please pass on these thanks to the entire team at Hammer Nutrition. I look forward to continual support from your advanced nutritional endurance products.

*Kindest Regards,
Matt Cooper*

(Matt Cooper is currently training for the Alpine Challenge 100 Mile, The North Face 100, and several other ultra events. Hammer Nutrition client advisors have been helping him dial in his fueling and recovery strategy for 2012.)

Tales from the Nevada trails: A record-breaking summer

BY VANESSA GAILEY

In the early 1900s, the challenge of traversing Nevada would have been in surviving the elements: extreme heat, rattlesnakes, and other inherent dangers of such remote, pristine country. For two determined ultra distance athletes in 2011, the challenges were essentially the same as they crossed the state, one on foot, one by mountain bike.

Ultrarunner Brian Stark was the first to successfully smash a record, exclusively fueling on Hammer Nutrition products (Perpetuem powder and Solids, Recoverite, Hammer Gel, and Hammer Bars).

In July, Brian completed the 496 miles with 37,000' of climbing in 11 days, 7 hours, and 28 minutes, setting a new record for the fastest crossing of Nevada on the American Discovery Trail. He started at the Utah/Nevada line and finished at the California/Nevada line. He ran in approximately 4-hour increments, with 50 miles per day as his pace strategy. The Nevada leg of the ADT crosses five wilderness areas, six Nevada State Parks, and 15 mountain ranges. This section of the ADT is rugged, the trails are occasionally overgrown, and the nearest towns are oftentimes hundreds of miles away.

Trevor Oxborrow, set up aid stations along Brian's route and cooked meals for the runner at the end of each day. In August, it was Trevor's turn to set a cross-Nevada record, starting in Lake Tahoe and traversing via mountain bike to the Nevada/Utah line in 5 days, 1 hour, and 32 minutes. Trevor was on a 12 hour-a-day, Perpetuem-powered pedaling schedule. His route followed the Mountain Bike Nevada route, one of the longest off-road routes in any state in the contiguous U.S. This route is being evaluated by the ADT Society as an alternative route across Nevada for mountain bikes, as parts of the ADT cross wilderness areas closed to bike and other mechanized forms of transportation. **HN**

Nevada's ADT coordinator Ted Oxborrow and his son,



Trevor Oxborrow hits the Utah-Nevada border on his record mountain bike across Nevada. Photos : Ted Oxborrow



Brian Stark enjoys the vistas on his 500-mile ADT Cross Nevada run. Photo : Courtesy of Ted Oxborrow



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A wheel good time

Aspen unicyclist and ski patroller Mike Tierney captured our attention last September when he set out on a sea-to-summit unicycle ride up famed hillclimb Mauna Kea in Hawaii. For those of you not familiar with this volcano, it is the highest point in the Hawaiian Islands at 13,796' and has a rating of 29.6 on the Dutch magazine *Fiets* difficulty index. To give you a point of reference, the *Fiets* index, which rates the difficulty of climbs, ranks the Tour de France's L'Alpe d'Huez at 9.14. Mauna Kea is not an easy bike ride, whether you are on two wheels or one!

Mike trained for his attempt on the high-elevation Continental Divide passes throughout Colorado near his hometown of Aspen. He adhered to a Hammer Nutrition fueling and recovery regime. On September 12, after 11 hours that included sections of 18% grade, he popped out of the clouds, took in the epic view, and celebrated his new world record as the first unicyclist to complete the climb up Mauna Kea. **HN**

Mike Tierney celebrates at the summit of Mauna Kea.

“ Life is so good as an athlete, and being prepared helps me succeed. I have an extreme passion for climbing mountains on my unicycles. None of my amazing climbs, including Mauna Kea, could have been completed without the proper mental, physical, and nutritional approach, which included Hammer Nutrition.

I learned to ride a unicycle at age ten, when a friend and I challenged each other one summer. That lasted about two years, and then I moved on to road biking and skiing. Fast forward 31 years later to 2001, when my wife, Annie, brought home a unicycle from a garage sale. (She had seen photos of me as a child on a unicycle.) I got right on it and rode off into the sunset—you never forget how!

Even though I broke that one fairly quickly, I got the bug to continue. After researching and trying a few unicycles and wheel sizes, I purchased a 36" wheel. We gear by wheel diameter, so this bigger wheel took me further and higher. I started tackling the high mountain passes of Colorado, and having success.

What was missing was a good nutrition regimen. I also researched that and found Hammer Nutrition. I purchased a few fuels and liked the results I was having. I have to be gluten-free, so Hammer Nutrition is a perfect fit for my needs.

In 2004, I decided to compete in the North American Unicycling Championships, and won my age group events for track, but was not as fast as the younger sprinters. The competition then moved to the mountains for road/off-road events, and I crossed the finish line first, crushing the next competitor by over 2 ½ minutes! I couldn't believe that I won, a 45-year-old beating the entire field. I was a North American unicycling champion.

Since then, I have entered many hill climbing events, typically being the only unicyclist. I was the first unicyclist to compete in the Iron Horse Bicycle Classic and Mt. Washington Hillclimb, to name a few.

Hammer Nutrition has been the major player in my nutritional regimen. Mauna Kea could have not been done without Hammer Nutrition products on board. Race Day Boost helps me get on track before the event, Hammer Gel and the perfect mix of HEED and Perpetuem keep me firing on all cylinders, Endurolytes save me from cramping on these massive mountains, and at the end of each of these endurance events, Recoverite is the best! For the best night's rest before and after a major event, REM Caps will do the trick. Thank you, Hammer Nutrition, for helping me succeed. **”**

Greg Pressler's Death Valley Cup



TOP: Greg Pressler at the 2011 AdventureCORPS Badwater Ultramarathon finish line. Photo: Chris Kostman / Badwater.com.
 BOTTOM: At the 508 awards ceremony with the race director, Chris Kostman. Photo: Jeff Bell / the508.com



Although it goes without saying, I'm going to say it: There is no way possible I could have achieved my completion of the Death Valley Cup in 2011 without your longtime guidance and the help of the myriad of Hammer Nutrition products I consume.

From my Daily Essentials to my race day bag-of-tricks, I always enter races knowing my nutritional needs are covered . . . even if my training has been less than optimal.

At Badwater, I nearly threw caution to the wind and altered my eating plan. But sticking to my guns (and Hammer Gel, Perpetuem, and Endurolytes) saved my bacon and got me to the finish. At Furnace Creek 508, I vowed to ride the Hammer Nutrition bandwagon all the way to Twentynine Palms, a strategy that added my name as the 18th person to achieve the ridiculous feat of doing both races in the same calendar year.

What's next for me in the athletic arena, I cannot yet say. However, I can confidently tell you this: Whatever path I choose to follow on the endurance road, my mission will continue to be fueled by desire, the quest for excellence, and products made by Hammer Nutrition.

As always, I value your guidance, inspiration, and friendship.

*With much gratitude,
 Greg Pressler*

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Hammer Recovery Bar

A solid choice for enhanced recovery

BY STEVE BORN

NOTE: At Hammer Nutrition, new products don't hit the shelves until every detail is perfect, from ingredients to packaging. The Hammer Recovery Bar is currently in its final production phase, and we hope to have it available for March delivery. We promise, it will be well worth the wait!

When we first introduced this new bar at the Interbike Trade Expo in Las Vegas last September, we were pretty sure that it would go over well. A peanut butter-chocolate bar? How can you go wrong with that? We had 5,000 Hammer Recovery Bars, which we cut into hors d'oeuvre-sized pieces and served on trays, and to say that this bar was a smash hit at the show is an understatement. Whether as something to have with coffee at the beginning of a long Interbike day, or as a snack to tide one over as the day wore on, people gobbled literally thousands of these tasty bars. Based on the 100% positive feedback from those who gave the Hammer Recovery Bar a try, we know we've hit a home run on this product. We think you'll agree!

The Hammer Recovery Bar is a formidable, hunger-satisfying 75 grams, significantly larger than the "regular" Hammer Bars that weigh in at 50 grams each. The Hammer Recovery Bar contains 25 grams of carbohydrates (none from refined sugar), 20 grams of a cold-processed whey protein blend derived from grass-fed cows, a substantial eight grams of fiber (just about one-third of your daily requirements!), and ample amounts of healthy fats (NO trans fats).

Other features of the Hammer Recovery Bar

- 70% organic ingredients
- GMO-free
- Gluten-free
- Kosher Dairy Certified
- Fortified with vitamins and minerals – an especially good source of calcium, magnesium, and potassium
- Added amounts of amino acids with post-exercise benefits (L-glutamine, L-arginine, L-leucine, L-valine, and L-isoleucine)
- An enzyme blend containing papain, amylase, protease, bromelain, lipase, lactase, maltase, and cellulase for maximum nutrient absorption
- Contains inulin fiber, a carbohydrate and fructooligosaccharide (FOS) derived from chicory roots and other natural sources. As a prebiotic, inulin fiber stimulates the growth of friendly, healthy intestinal bacteria that support good colon health. Since it also has a very low glycemic index, it is suitable for many people who are on restricted diets.

All of these features help separate the Hammer Recovery Bar from other bars on the market; it's definitely not a candy bar disguised as an energy bar. Additionally, you don't have to sacrifice taste for quality—as so many people at Interbike can attest to, the Hammer Recovery Bar is addictively delicious! **HN**

When to use the Hammer Recovery Bar

- **As a recovery fuel, when you prefer solid food over a drink mix**
- **As a second meal after your immediate post-workout/race bottle of Recoverite**
- **As an occasional snack to bolster your daily protein intake**

Because of its high protein content, as well as the added glutamine component, we don't recommend consuming the Hammer Recovery Bar during exercise. If solid food is desired during prolonged bouts of exercise, any one of the flavors of "regular" Hammer Bars or Perpetuum Solids will fit the bill perfectly!

Remember that what you put into your body greatly determines what you get out of it. While the Hammer Recovery Bar may not be the least expensive bar available to you, when you look at the quality of the ingredients, as well as the size of the bar (it really will knock out any hunger pangs you may be experiencing), we're sure you'll agree that it's worth every penny. As with all Hammer Nutrition products, we guarantee your satisfaction 100% with the Hammer Recovery Bar. They're utterly delicious—come on, they're peanut butter-chocolate, you can't go wrong!—and very nutritious so you'll want to stock up today.



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- High-quality whey protein
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Whether on its own as a solid-food recovery fuel, a second meal after your immediate post-workout/race bottle of Recoverite, or as an occasional snack to bolster your daily protein intake, the Hammer Recovery Bar fits the bill perfectly!

Good things are worth waiting for! Available this spring!



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Replenishment vs. replacement

(as copied from the 9th Edition of *The Endurance Athlete's GUIDE to SUCCESS*, pages 13-20)

BY STEVE BORN

Loss vs. assimilation

What can your body really handle?

SUBSTANCE	RATE LOSS/hr	ASSIMILATION RATE
Fluids (ml)	1000-3000 (30-90 oz)	500-830 (17-28 oz)
Sodium (mg)	2000	500-700
Calories	700-900	240-280

Below are the corresponding replenishment values that we have observed for the average-size endurance athlete (160-165 lb/72.5-75 kg) who is fit and acclimatized (+/-5%):

SUBSTANCE	IDEAL REPLENISHMENT
Fluids	20-33%
Sodium	20-35%
Fuels (Calories)	30-40%

References:
 • Noakes T.D., 2003, *Lore of Running*, Leisure Press, Champaign Illinois. Pages 768-770 29 published and unpublished papers cited on fuels, fluids, electrolyte issues during endurance exercise.
 • Moodley D. et al., 1992, Exogenous carbohydrate oxidation during prolonged exercise. The effect of carbohydrate type and solution concentration. Unpublished manuscript in #1 above.
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 • Sweating: Its composition and effects on body fluids. Costill DL, 1977 & 1982, *Annals of the New York Academy of Sciences*, 301, p.162.
 • American Dietetics Association Position Statement
 • American College of Sports Medicine Position Statement



At Hammer Nutrition, we consistently deal with many fueling myths, and I'd rate the "replace what you lose" approach as probably the worst offender of all. Many organizations and alleged experts continue to recommend that athletes need to replace what they expend during exercise in equal or near-equal amounts, hour after hour. They cite data such as "you lose up to two grams of sodium per hour, burn up to 900 calories hourly, and sweat up to two liters an hour" to defend their position. Even worse, sometimes they don't give any numeric guidelines, just vague statements like "take salt tablets" or "drink as much as you can." Sadly, far too many athletes fuel their bodies exactly this way and they get only poorer-than-expected results or a DNF to show for their efforts.

The figures that the "replacement" proponents cite are often valid: a vigorously exercising athlete, especially a big guy, can really expend significant amounts of fluids, calories, and sodium. We don't argue at all with most expenditure figures. However, expenditure just isn't the appropriate measure to guide your fueling, it is what you can effectively assimilate. Don't go by what you burn/lose, but rather what the body can reasonably absorb and process during any given period of time.

What this means is that the body cannot replace fluids and nutrients at the same rate it depletes them. Yes, the body needs your assistance in replenishing what it loses, but that donation must be in amounts that cooperate with normal body mechanisms, not in amounts that override them. Here's an important fact to keep in mind: at an easy aerobic pace, the metabolic rate increases 1200-2000% over the sedentary state. As a result, the body goes into "survival mode," where blood volume is routed to working muscles, fluids are used for evaporative cooling mechanisms, and oxygen is routed to the brain, heart, and other internal organisms. With all of this going on, your body isn't terribly interested in handling large quantities of calories, fluids, and electrolytes; its priorities lie elsewhere.



Pick up *The Endurance Athlete's GUIDE to SUCCESS* today to find this and many other articles with in-depth fueling information to help you train and race to your highest potential. Available in hardcopy for \$7.95 and as a FREE download at www.hammernutrition.com.

Your body already “knows” it is unable to immediately replenish calories, fluids, and electrolytes at the same rate it uses/loses them, and it has the ability to effectively deal with this issue. That’s why we don’t recommend trying to replace hourly losses of calories, fluids, and electrolytes with loss amounts. Instead, we recommend smaller replenishment amounts that cooperate with normal body mechanisms.

What does research show regarding replenishment?

The ‘Loss vs. Assimilation’ table is a suggested comparison showing approximated upper values for what is lost during prolonged endurance exercise to the maximal amount that can be successfully absorbed, replaced, and routed into the energy cycle for the average-size endurance athlete (160-165 lb/72.5-75 kg) who is fit and acclimatized.

As you can see, there is a tremendous difference between what is lost and what can effectively be replenished during exercise. For calories, on average only 30-40% of what is utilized (“burned”) can be efficiently replenished. In general, fluids are replenished at a rate of only 20-33% of what is spent, and sodium 20-35%. What’s important to keep in mind is that the body is keenly sensitive to this, recognizing its inability to replenish what it loses at anywhere near the rate that it’s losing it.

For example, body fat stores satisfy upwards of two-thirds of energy requirements, very easily making up the difference between what is burned and what the body can accept in

replenishment. For the majority of athletes, caloric oxidation rate and gastric absorption rate typically allow for no more than 280 calories per hour—at the most—to be consumed for successful gastric absorption to energy transfer. Consuming greater than 280 cal/hr increases the potential for a number of stomach/digestive distress issues.

In regards to body fluid volume and serum sodium concentration, both are controlled to a degree by hormone pathways between the brain and internal organs.

As Dr. Misner stated, the body has remarkably complex and efficient “built-in” survival safeguards that very capably deal with the difference between what it loses and what it can accept in replenishment. The various systems involved are complex, but the bottom line is that only a relatively small consumption will keep you going. On the other hand, over-consumption can easily throw the systems out of whack.

This is why we are so adamant about the “less is best” way of fueling. For example, if you err on the “not enough” side in regards to calories, that’s a very easy problem to fix – you simply consume more calories. However, if you over-supply your body with too many calories, that’s a much harder (and longer) problem to resolve (at the very least you’ll have to deal with an upset stomach for quite awhile). The simple truth is that once excess amounts of calories, fluids, and/or sodium are in your body they’re not coming out, at least not the way that you want them to! Bottom line? Over-supplying your body will absolutely not enhance athletic performance but will most definitely inhibit-or-ruin it.

Of course, there are many individual variations that you will need to consider (age, weight, training/racing stress, fitness, acclimatization levels, weather conditions) to determine what works best for you. Some athletes will need less than these suggested amounts, a handful slightly more. Certain circumstances require flexibility; for instance, hot weather and high-impact exercise, such as the run portion of a long-distance triathlon. Hot weather usually means lower hourly calorie intake, a slightly higher fluid intake, and an increased electrolyte intake. High impact exercise such as running does better with roughly 30%-50% lower caloric intake per hour than what you’d consume during a less jarring exercise such as cycling.

All of this said, the figures listed make good starting points for determining your ideal intakes for varying conditions and circumstances. **HN**

some of Keeping it local!

Junior soccer teams in Montana's Flathead Valley (home of Hammer Nutrition) put in some serious practice overtime this past season to score high rankings in both the western conference and state championships. Dustin Phillips of Hammer Nutrition helped a few local teams kick-off the season right by holding team fueling workshops and providing the teams with plenty of Hammer Nutrition products. "For four years I have given high school fueling seminars. The 2011 crop of soccer players were the most educated and interactive yet," Dustin said. "That dedication was reflected in the form of a state title for the Whitefish boys and title runs for the Whitefish and Flathead girls' soccer teams. Can't wait for next year!"

Sam Donaldson of the Hammer Nutrition-sponsored Whitefish Bulldogs broke the Montana State scoring record with 25 goals in one season—pretty incredible and he is only a junior!

"Coming into my ninth season as head soccer coach of the Whitefish Bulldogs boy's soccer team, I have long known of the disinformation out there about proper game day nutrition and hydration. High school athletes struggle with poor day-to-day nutrition to meet the demands of a high level performance obligation that our soccer program instills upon them. Wendy Farrens, the Bulldogs girls coach, came to me with the idea of having Dustin Phillips of Hammer Nutrition come talk to us about general nutritional guidelines for our high performance athletes. Dustin met with both programs and answered many questions about 24-hour pre-game nutrition, game day nutrition and hydration, and post-game nutrition. Hammer Nutrition also provided sponsored team product pricing for our 2011 season.

With a very slim budget, we purchased HEED to replace our very popular sports drink mix. Each member had an individual packet of HEED to consume pre-game in their very own Hammer Nutrition bottles, and they consumed them throughout our warm up workout as well.

We also purchased larger packets to use in our 5-gallon team coolers for during games. As a team, we experienced an amazing season taking the Montana State Championship home this year! I have no doubt in my mind that our athletes were preparing to perform to the best of their abilities with the help of HEED. Thanks so much for being a part of a very special season for the 2011 Bulldogs."

- Coach O'Brien Byrd



"I took Hammer Gel before my games and drank HEED before and during half. All season long I never got tired. I normally play the full 80 minutes of a game, and even after the games were over, I didn't crash like I used to before Hammer Nutrition. Thanks!" - Kayla Simmes, Whitefish Bulldogs #7

Kayla's brother also plays for the Bulldogs. "He has Celiac disease, so it was great for him that your products are gluten-free," their mother said. "Also, as a soccer mom, I appreciated the lack of 'crash,' as my children don't take as long to recuperate after their games."

The Flathead Bravettes soccer team, an all-female team ranging in ages from 14-18, placed 2nd in Montana's western conference and 4th at state in 2011. Hammer Nutrition is a proud supporter of their efforts and looks forward to seeing the Bravettes in action again next year. Under the direction of coach Scott Warnell, the team practiced 4-5 days a week and played 1-2 games each week from August through October. With such a demanding schedule, the staff at Hammer Nutrition headquarters knew the Bravettes would put our fuels to good use.

"In soccer, we are always working toward better endurance. Energy levels are always a concern. The average soccer player runs five miles in a game, plus there are no time-outs. Game play only stops when the ball goes out of bounds. I definitely saw a difference in my players from using your products, and we didn't have to ask them to use them. They went right for the Hammer Gel at halftime. Also, the state tournament was three games in three days, and most of our players used Recoverite to bounce back each day."

- Coach Scott Warnell

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From our athletes

Catching up with the stars of tomorrow



Erik Armes

Just wanted to give you an update on my son, Erik Armes (Hammer Nutrition user and freshman at Kubasaki High School in Japan).

We recently went to Tokyo so that he could participate with his team in the Far East Cross Country Championships. This event brings together the top five male and female runners from each high school throughout Asia. In total, 75 male runners took part in the event. Erik won the 5km event and is now the 2011 Far East Cross Country Champion and helped lead his team to the following:

- 1st Place Team Overall (Boys)
- 1st Place Team Relay Overall
- 1st Place Team Overall for the meet

This has not happened in 30 years for Kubasaki High School!

- Stephen Armes, Hammer Nutrition sponsored athlete



Travis Luther

of Hammer Nutrition-sponsored Revel/Rad claims a solid "W" in a huge 10-12 age group field at Ft. Steilacoom during the Seattle Cyclocross Series.

AAA Tri Team

Thank you for your great support in 2011. We had our last team race yesterday at TRI Cooter. I know 2012 will be twice as good for us, and our relationship with Hammer Nutrition will only grow.

We want to know what your juniors are up to! Send your latest news to: athleteupdates@hammernutrition.com.



Steve Fisher

U23 star Steve Fisher of the Hammer Nutrition-sponsored Revel/Rad Racing Team battled it out with the big boys during the Seattle Cyclocross Series at Ft. Steilacom and won the Elite race.



Alyssa Coe

Alyssa Coe (age 8) enjoyed a nice start to the fall racing season. Alyssa earned 1st place honors in the girls division of the Labor of Love 1K (Downers Grove, IL). A week later, she raced her way to a 4th place finish in the junior girls division of the Hy-Vee IronKids Madison, qualifying for the IronKids National Championship—not bad for only her second triathlon. Alyssa credits both her HEED and her Hammer Nutrition gear as key contributors to her racing success. Hammer On!



Hannah Swan

The Everest Challenge, a Hammer Nutrition-sponsored event, is the most insanely difficult two-day road cycling stage race in the U.S.: 208 miles, 29,000' of climbing, multiple trips to 10,000' elevation, 20+ mile long climbs, and unrelenting sections of double digit grades. It is the ultimate test of endurance. Of the 335 participants this year, 300 were men. It is not a race for 15-year-old girls, but then again, Hannah Swan is not your average 15 year old. At the 2011 EC, she became the youngest female ever to finish and was the fifth fastest female on day two.

2011 season going into the EC—Riding for Strive Racing, she tallied up ten wins and 18 podiums, including all three road state championships (Women's 15-16 Road, Crit, & TT) and a top ten finish at Nationals at age 14, while racing Women's 15-16.

Day one—15,000' of climbing in 7 hours, 22 minutes, fueled by HEED, Sustained Energy, Hammer Bars, Endurolytes, and Endurance Amino. Hammer Nutrition products were in abundance at every aid station, which worked out perfectly with our fueling plan. At the finish line, she drank Recoverite and then drank another one an hour later. Thank you, Hammer!

Day two—14,000' hanging with the lead group of elite women climbers

until there were only four others remaining. Her time of 5:47:00 was the fifth fastest of all the women that day, and faster than five of the eight Pro/1/2 riders. Her overall time of 13:09:00 earned her 9th place amongst the 35 women starters.

Hannah has three younger sisters who all race and were genuinely excited for her, but they are also determined not to let that record last for too long. Strive On! Hammer On!

*About the Author:
Richard Swan is the father of five children, all of whom race on Strive Racing. He can be reached at info@StriveRacing.com.*





Wyatt Perry

My 5-year-old son, Wyatt, is hooked on your products. He tells everyone that they help him go fast and concentrate. His favorites are any flavor Endurolytes Fizz during long runs, swimming, and mountain bike rides; a squirt or two of Montana Huckleberry Gel before karate; and an Orange-Vanilla Perpetuem Solid as needed.

I have included two pictures of Wyatt in his Hammer Nutrition gear. The first one is of him finishing his first lap toward his goal of moving 500 miles this school year as part of his school's 100-mile club. The second is of him finishing in 1st place in the 5-mile ride at Lucerne Valley's Ride in the Rocks mountain bike fundraiser that Hammer Nutrition has sponsored in the past. The little guy riding next to him is a friend who joined him for the final stretch to the finish line, but was not racing. (He had a borrowed number plate.) Notice that no one else is near them. Wyatt came in several minutes ahead of his competition.

We have also discovered that Hammer Balm is awesome for those nasty middle of the night growing pains. Thank you for all of your great products that help us get through the day and all of our athletic endeavors!

- Victoria Perry



Baron Roberts

Baron raced the little kids race and took it upon himself to go two more laps for 1st place. Then they let him race with the bigger kids, and he got 3rd. We looked all over the place for a kid's jersey and shorts, and ran across your kit in the catalog.

P.S. He LOVES Hammer Gel!

Owen Medrano

Recently my son did his first kids triathlon. He did great and finished in 4th place in the I Tri'd Kids Triathlon in Davie, Florida in the 8-year-old age group.

- Sara Medrano



Photos : MSF Photography

Hunter Ruddell

Ten-year-old Hunter Ruddell represented Hammer Nutrition and the Kickstand/OR at a cyclocross race in Cuba, N.M. Hunter has been racing 'cross for three years, and has been using HEED and Recoverite for as many years. Hunter trains and races with his father, Gary.



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Matt Galluzzo
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Ironman 70.3 Timberman
2nd place in 18-24 age group



Mallory Dunn
\$500 cash

USAT National Triathlon
Championship
2nd place in 25-29 age group



Dustin Phillips
\$250 cash

USA Cycling
National Championship
3rd place in 30-34 age group

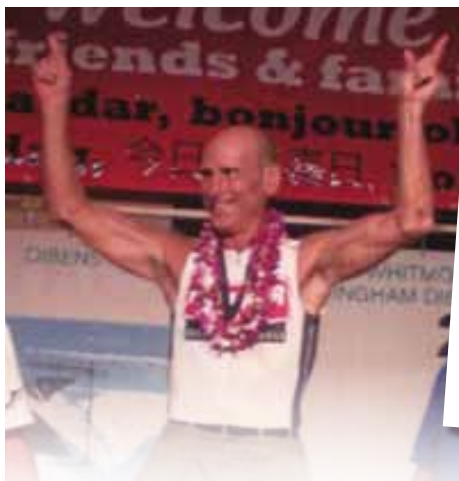
Over **\$28,000** in cash and credit given out in 2011 . . . you could be next.



Steve Gerbig
Joel Sothern*

\$1125 cash

Furnace Creek 508
1st place overall - 2-man team
**Joel also won \$500 for his 1st place solo finish at the Hoodoo 500!*



John Stover
\$250 cash

XTERRA World Championship
1st place Men's 70+



Rose Grant
\$1,000 cash

USA Cycling
National Championship
1st place in 24-29 age group



Steve Smith

\$500 cash

USAT Age Group National Championships
2nd place in 60-64 age group



Susan Langheim

\$500 cash

Ironman 70.3 Miami
2nd place in 50-54 age group



Kayleen Uibel

\$500 cash

Grand Columbian Super Tri
1st place female overall

\$500 cash

Great Floridian Ultra Distance Triathlon
2nd place female overall



Robert 'PoDog' Vogler

\$1,000 cash

Arkansas Traveller 100 Mile Trail Run
1st place overall

Congratulations also goes to :

Rhonda Claridge - 2nd place overall woman at the Leadville Trail 100 - \$500 cash.

Richard Shields - 3rd place Master's 65-69 Road Race and Crit at USA Cycling Masters Road Nationals - \$500 cash.

Jack Kelso - 2nd place Master's 65-69 Road Race at USA Cycling Masters Track Nationals and 2nd place Master's 65-69 Road Race at USA Cycling Masters Road Nationals - \$625 cash.

Team 4 Raw Milk Cats - 1st place women's 2-person team at RAAM - \$1,500 cash.



Marie Repec

\$750 credit

Ironman Arizona
2nd place in 35-39 age group



Katie Bergan Jeanine Spence

\$250 cash

Furnace Creek 508
1st place - 2-woman team



Julie Malliet-Nowak

\$750 cash

USAT Long Course Triathlon Halfmax National Championships
1st place in 50-54 age group

FROM OUR ATHLETES



Mike Lyle

Mike Lyle, 51, sprints to a 1st place overall finish at the Amica 19.7 Phoenix.



Mike O'Connor

Last month I hiked another section of the Appalachian Trail. I hiked 155 miles and climbed 26,400 feet in 12 days, ending my section in the middle of the Green Mountain National Park in Vermont. It's getting harder and steeper the farther north I go.

Thank GOD for Recoverite! I took a single serving every day when I reached my stopping point. What a difference it makes. I woke up each morning refreshed and ready to go again with very little soreness. This stuff really works!



Eric Tadt

Eric tadt nears the finish line of the Twin Cities Marathon with a time of 3:04:17.

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Joe Sauerbrey

Just writing to let Hammer Nutrition know how I did in my recent Triple Iron.

The Swim: I did very well this year on the swim, my fastest swim time of 4:33:00. I was stoked when I got out of the water, tired but happy.

The Bike: It was ok, but I hit the wall at about 2 a.m. I really wanted to stop and crawl into my tent, but my wife talked me into toughing it out. I wasn't too happy with my bike time . . . a lame 25 1/2 hours.

The Run: It went pretty well. It was hot when I started at about 1 p.m. on Saturday. I slowly knocked out the marathons, and when I had four miles (two laps) left, I was spent. Nothing left in the legs, but my wife told me if I could push it I would beat last year's time of 53:57:47. I told her I didn't want to push it and kill myself. The last four miles took me about 90 minutes to cover. I crossed the line in 53:58:44. I really tried to tie last year's time

when I saw how close it would be! I think I went from a 20-minute mile to an 18-minute mile "kick" for the last 1,000 feet. I'd like to go back and beat my time.

I'd like to thank Hammer Nutrition for all of the support and the awesome products that I used during the race. The Perpetuem Solids worked great, along with the regular Perpetuem. During the 421.8 miles that I covered, I would also take Race Caps Supreme, Endurance Amino, Endurolytes, and Anti-Fatigue Caps every hour along with my favorite Apple-Cinnamon Hammer Gel. Hammer Nutrition products haven't failed me during my last three Triple Iron triathlons. I will definitely keep on using them!

Thanks again,
Joe

Photo : Andrew Cloer



Chad Williams

In this photo I was four months post cancer surgery, competing in my first crit race since the diagnosis. This was at the tail end of a breakaway that was doomed to fail, but man, it felt good to be out there. Hammer Nutrition products are the best!

"Great product plus amazing customer service . . . what a combo!" - Dave A.

FROM OUR ATHLETES



Running for a higher purpose

I'm 57 years old and ran my first marathon in February 2000. I have run 82 marathons and approximately 64 ultras, including two 100-milers, since then. I started when I was pastoring a small church and ran my first two marathons to inspire and raise money to pay off a \$78,000 debt the church had. For the next seven years, I continued raising donations for many causes at each run and got the name "Running Preacher" by the local media here in Odessa, Texas. About four years ago I "retired" as an active pastor and have continued my running for various causes, and have established the Running Preacher Ministries as a vehicle "to inspire fitness for all ages to help somebody."

I have used your products for many years, and they have helped tremendously in keeping me going, recovering, and healthy. I carry Endurolytes in my short pocket in your capsule dispenser, and have a pack around my waist where I store my hourly dosage of Race Caps Supreme, Mito Caps, Anti-Fatigue Caps, Tissue Rejuvenator (every three hours), Xobaline (every four hours), and Perpetuem/Hammer Bars to keep me going. I also use Recoverite after every race and workout, and use the Chocolate Whey (1 scoop to 6 oz. water) for a couple of days after a race.

For all the causes and needs "Running Preacher" has brought awareness to, there's been approximately \$500,000 raised over the past ten years.

Thanks Hammer Nutrition!
David Johnson

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FROM OUR ATHLETES

Congrats to Hammer Nutrition-sponsored Bev Enslow on her 2011 XTERRA USA Championship age group win.

To earn that national title once is a great accomplishment, but to claim it six years in a row plus hold the 2010 XTERRA World Championship title . . . we are in awe of this Hammerbuck\$ winner!

"I believe that Hammer Nutrition fuels and Endurolytes made all the difference in the world for this race," Bev said a few days after the 2011 championships in Ogden, Utah. "I took a one-minute lead off the bike and stretched it to nearly five minutes by the end of the run. This was my sixth consecutive national XTERRA Championship. It was a tough one, being that I was the oldest in my age group and 'youngsters' are rising to the challenge. Training smart and staying young with proper nutrition and excellent supplements (thanks go to Hammer Nutrition!) are secrets to my longevity."

XTERRA national age group champion Bev Enslow celebrates with husband Alan at the finish line. Photo : Chris Enslow



Going to extremes

I wanted to let you guys know about my engagement and wedding that took place this year. These events definitely hindered my ability to race, but I still believe that Hammer Nutrition products helped me stay healthy and focused throughout. Back in March, I applied to an Extreme Proposal Contest with Good Morning America on ABC. I must have submitted a good letter, because they actually chose me. A producer from GMA helped me set up and carry out my marriage proposal while skydiving. My girlfriend (now my wife) said, "Yes," and GMA then helped us plan an extreme wedding. To bad I wasn't wearing Hammer Nutrition appare!!

Kyle Monroe,
Hammer Nutrition Client





Ed Burgess and friends

Here is a photo of me, Mayor Daryl Bush, and friend Dan Yost after riding in the Perris Centennial 100-mile bike ride on October 1, 2011.

The city of Perris, CA is celebrating their 100th year anniversary, which included this bike ride as well as other great activities coinciding with the Southern California State Fair.

Since the ride, Dan has become a firm believer in Hammer Nutrition products. I kept him fueled with HEED, Endurolytes, Race Caps Supreme, and Mito Caps prior to and on the day of the event. Best of all, Dan had only been riding four months!



Steve Speirs

Steve Speirs receives his 1st place award for the Gibbet 50 miler . . . with a time of 6:56:53.



\$52,000 for the kids

Although the ride was tiring, hot, and at times almost impossible, and even when our legs were so sore we thought we couldn't go on, the one thing that kept us going were the 180 local children we had cheering us on back at home—and of course the Hammer Nutrition fuel helped us too! In all, we rode over 500 miles, and climbed over 22,000 vertical feet over four mountain passes in four days. With Hammer Nutrition's help, we raised over \$52,000 for the Boys and Girls Club of Kootenai County, Idaho, so it was all extremely worthwhile!

Ian Martin, Sheri Martin, George Rohlinger, Kris Stanton, Greg Gervais, and Terri Gervais



29T2

I serve as co-captain for the Twentynine Palms Triathlon Team (29T2). 29T2 now caters to endurance athletes of all sports, fitness levels, and experience. We have over 70 athletes on base, and our teams are growing with another 20 athletes worldwide. We represent the United States Marine Corps and United States Navy at events in California, Arizona, and Nevada. The team membership is open to civilians and the military. We use Hammer Nutrition products for our nutritional needs. We've been on the autoship program for several years with great results.

Thanks!
Don Tolbert

FROM OUR ATHLETES



Jim Donaldson

Another fun day in the woods at The Iceman mountain bike race in Travers City, Michigan. Iceman is a 30-mile point-to-point race with almost 5,000 participants, and I finished 5th in the 65-69 age group. I had no problems at all thanks to all the Hammer Nutrition products I used!



Sarah Bruns

Sarah Bruns has a Hammer Gel after hiking the 15,100' Mt. Kyanjin in the upper Himalayas, Nepal.



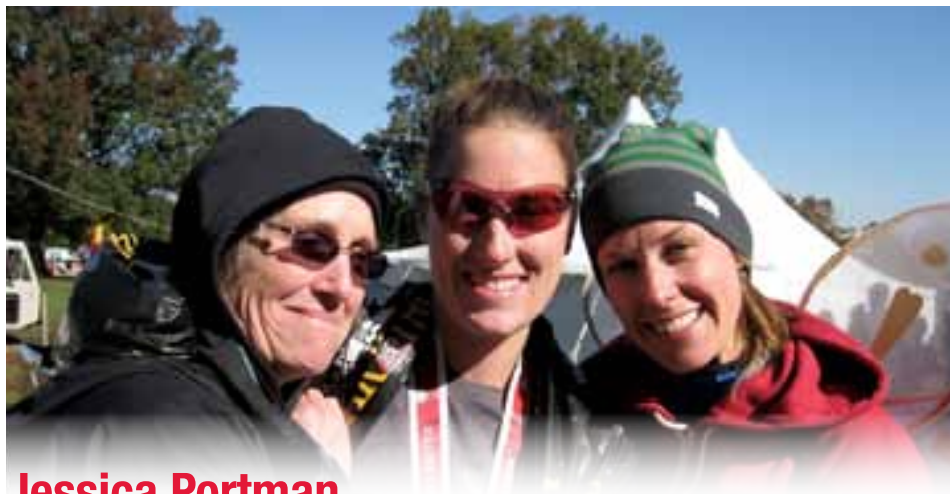
Suzy Degazon

Well, my 14th Ultraman is in the bag. I survived day 1 and finished day 3; unfortunately on day 2 I had ten miles to do on a descent to Hawi. The winds were 50 mph side gusts and I made the decision that it was better to live and tell the tale than descend and maybe end up in a wooden box. I really did not stand a chance in that wind and was being blown across the road, so safety to me was more important. However I got up on day 3 and ran a 10-hour, 14 minute double marathon. When I crossed the finish line on day 3, Dan greeted me with his Hammer outfit and told me he put on this shirt to wait for me to cross the line! I am recovering and loving life. Thank You for ALL your support!



Greg Jancaitis

This was my fourth marathon distance race of the season, and each time I fine-tuned my nutrition just a little more. Thanks to this, the Landmine was a complete success! I knew the race should take about four hours, so I fueled for the event with two 2-hour bottles of Perpetuem, Endurolytes Fizz in my hydration pack, Endurolytes as needed, and Hammer Gel in a flask to supplement my energy. The nutrition aspect of my race went FLAWLESS! NO cramps throughout the event. NO energy highs/lows. As the end of the race neared I was able to slowly pick off one rider after another, catching 2nd place within the last few miles as he was doubled over with leg cramps. Fueling right with Hammer Nutrition helped me secure a 2nd place finish in a fast field on a tough course. Thank you, Hammer Nutrition!



Jessica Portman

Wanted to extend a heartfelt thank you to Hammer Nutrition! After running the Marine Corps Marathon in D.C. last year, I was diagnosed with diabetes and my whole race preparation regimen was turned upside-down. With the help of the brilliant folks at your headquarters, I successfully trained for this year's Marine Corps using a combination of Hammer Gel, HEED, Perpetuem, and Endurolytes. Hammer Nutrition's Perpetuem and Endurolytes helped me reach a 3:16 PR at this year's marathon! "Thank you" just doesn't seem to be enough! The photo is of my mom, me, and my sister. (They ran the 10K, and my dad, also a diabetic, was still out on the marathon course!)

ATHLETES . . .

Send your latest news to:
athleteupdates@hammernutrition.com.



Stephen, Erik, and Ryan Armes

Erik, Ryan, and I closed out the 2011 triathlon season at the Torii Triathlon here in Japan last weekend. The Torii Triathlon is advertised as the premier triathlon in the area because it brings out the best athletes from the region. The event this year consisted of a 1500m ocean swim (longer than advertised due to a course change), 30 km bike, and a 5km run.

It is a very spectator-friendly race because of the two-lap swim course, eight-lap bike course, and one-lap run course. World record holder and professional swimmer Mary Mohler had an amazing swim and led out of the water, but Erik and I kept pressing and tried to stay in the same zip code. After T1 and an initial hard effort on the bike, Erik and I came together and found ourselves at the lead of the race with a small group not far behind. Going into the run we still had a small lead, but pushed the pace hard to increase the gap over the chase pack. As we came within sight of the finish line, we had built up a good lead so we decided to enjoy the remaining few meters, slow down, and cross the finish line together. Ryan (12 years old) also finished strong with a 4th place finish in the 17 and under division.

Thank you to Hammer Nutrition for a phenomenal 2011 season!



Matt Jasper

Three weeks ago I finished my second Ironman in Madison, Wisconsin. With the help of Hammer Nutrition I was able to successfully accomplish my goal. I finished in 11:44:38. Using Perpetueum and Endurolytes made it possible for me to keep pushing through the tough course. Thank you, Hammer Nutrition, for the awesome product.



Wesley King

The Virginia BAR road series is over for the year and I ended up 3rd in the Master's 50+ category! The picture is from the VA State TT Championship where I was 4th in my age group. Used Race Day Boost and rode to a 25mph average! Been a Hammer Nutrition athlete for years now and credit much of my success to the Daily Essentials, which I do use EVERY day.

Thank you for great products and support,
Wesley King

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FROM OUR ATHLETES



Bagram Training Team

My team and I enjoy your Hammer Nutrition products so much that we thought we would go all out on a marathon run here in Afghanistan. It really is about time that there's a product out there that works! I especially enjoy the Recoverite. Between P90X and weekly runs, I never finish off any exercise without "recovering right." So thank you and your Hammer Nutrition team for a great product and support!

From the Bagram Training Team, thanks for a superb product,
Jeff Myers, Teel Clark, Ryan Ward, Michael Wilger, Janis Anderson, Adam Stafford



Travis Peacock

I was the runner for the relay team that took 2nd overall at the Rev3 70.3 Anderson, SC. I averaged 6:29 miles for the 13.1-mile run, and used Hammer Gel Apple-Cinnamon and HEED to make it happen. Hammer On! Photo : Scott Brooks

Send us your news at athleteupdates@hammernutrition.com



Caroline Smith

I led a ride in Winter Park. We rode a loop first and then headed up Berthoud Pass. The weather was already hitting winter! Snow on the top of the peaks, spitting snow and rain on us climbing, but as a friend says "There is no such thing as bad weather, just bad clothing." I called it right as I was "as happy as a clam in butter!" Thought you would enjoy this picture taken at the top!



Gus Ellison

After a season of hard training, Hammer Nutrition-sponsored Gus Ellison stayed in the top of the field at Ironman 70.3 Timberman, finishing 33rd overall and 3rd men's 35-39. Photo : Jen Ellison

Aubrey Cook

I was giving my nutrition and fueling strategies some thought recently, and came to the conclusion that I'm not sure what I would do without Hammer Nutrition Whey Protein! After my morning swim sessions I load up my cereal with the vanilla protein powder; not only does it make breakfast taste delicious, it gives me peace of mind. As a vegetarian athlete, it hasn't always been easy giving my body enough protein and amino acids. Hammer Nutrition has totally changed that!



Garrett D'Alessandro

Garrett D'Alessandro finished 5th in the 50-54 age group at the TimberMan Ironman 70.3.



Amy Rappaport

Racing after a year of injury, Amy finished 2nd in the GranitMan Triathlon.



Suzanne Endsley

Suzanne Endsley celebrates a 1st place division finish at the Rev3 in Portland.



Kirt Smith

I just wanted to drop a note to say thanks to the Hammer Nutrition team for such great products! I recently competed in the Over the Hump Mountain bike race series and took a podium position. A special thanks to the Autoship team. I enjoyed wearing the complimentary Hammer Nutrition race kit. I didn't start off so well in the series, but a little before the halfway point of the 12 races, I started training more and utilizing Hammer Nutrition fuels, and my results improved drastically. I ended up pulling off 3rd in my category!



Gary Clayton

My spin on Hammer Nutrition. I truly love your products!
"Wow Gary! Now that's dedication!" - Hammer staff



Mike Arenberg

I had the race of my life at the 2011 Furnace Creek 508! After 41 years of endurance racing, 42 marathons, 15 Ironmans, and now 2 Furnace Creek finishes, this was the best I have ever been. 14th overall, 11th male, 3rd in the 50+ age group!

I rode faster over the last 252.5 miles than anyone in my age group. Only six in the entire race rode faster over the last 255 miles than I did. My nutrition was spot on. Thanks for all your help!
Mike "Siberian Husky" Arenberg

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