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# ENDURANCE NEWS

AUGUST/SEPTEMBER 2012 #81

**Bringing back the tubs!**

## Beat the heat!

(And the competition!)

## Are you doing too much before your race?

## Hammer Nutrition around the world

Singapore, Columbia, New Zealand, and more!

**Product spotlight : Super Antioxidant**

*The informed athlete's advantage since 1992*

## Can coffee help you live longer?





An athlete takes part in the USMS Spring Nationals. Photo : www.wadleyphotography.com



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“I had to fight out wild conditions even by Kona standards to bring home 2nd place in the 30-34 age group and get my ticket punched to return for the World Championships in October with a 4:25:13 at the Ironman 70.3 Hawaii.

I rely on a full line of your products to get me to the start and finish lines: Hammer Whey, Perpetuem, Recoverite, Hammer Bar, Hammer Gel, Endurolytes, Mito Caps, Premium Insurance Caps, Race Caps Supreme, Tissue Rejuvenator, Carlson Salmon Oil, and Race Day Boost. They are all making me into a continually evolving athlete. But what put me over the edge this time was the best pre-race sleep I have ever had with REM Caps, and then a sustained push with Energy Surge tablets during the brutal run course. It was a great day. Your products are flawless.”

- Reilly Smith (to see Reilly's podium picture, turn to page 91)

### ON THE COVER

Brendan Halpin, pro triathlete and top-10 finisher at Ironman Coeur d'Alene. Photo : Tom Robertson



# ENDURANCE NEWS

The informed athlete's advantage since 1992

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## Our Mission

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

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

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

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

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# LETTERS

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



I really enjoyed the "Perpetuem Solids, how to use 'em" article and thought others might benefit from knowing how I use them on my trail runs: just split the tablet with your incisors and hold a half in each cheek while you run. The Solid dissolves nicely over ~30 minutes, keeps the mouth moist and busy with something tasty, and the slow dissolve time gives you a rough sense of how long you've been on the trail.

The 30-minute mark is a nice fuel point, too: Endurolytes, Anti-Fatigue Caps, Endurance Amino, and a Hammer Gel—reload the Perpetuem, and you're good to go!

It all washes down nicely with Endurolytes Fizz, by the way.

Warm Regards,  
Splash Trailhead

*Above: "Splash" (on the right, Lego is on the left in the yellow jacket) just before the 40-mile Uwharrie Mountain Run in February.*

I was reading the latest edition of Endurance News and noticed with a pleasant shock that you're now sponsoring Team CF. I'm a 40-year-old runner and cyclist with cystic fibrosis. Though I'm currently skirting a lung transplant, I continue to do running and cycling events each year to raise money for both the Boomer Esiason Foundation and the Cystic Fibrosis Foundation, with the Aptalis Cycle for Life being the newest addition to my roster. And like last year's ride, I'll be bringing Hammer Nutrition products that have been mainstays since my first marathon in 2005: HEED, Hammer Gel, and Sustained Energy, supplemented with generous amounts of Endurolytes capsules. (As a person with

Hello,  
The article with my testimonial in the June/July issue of EN is very humbling. Thanks for letting me share my story with other Endurance News readers. I hope it gives someone else insight and hope with their own situation. (I was able to qualify for the USAT Age Group Olympic Distance National Championship again this year on June 3, finishing 1st in 55-59 AG!)

I continue to be inspired by my fellow HN athletes who overcome challenges in their lives. May God continue to bless you all at Hammer Nutrition for the good work you do helping others achieve His goals for their health and well-being.

Sincerely,  
Gary Vanderveer  
Chesapeake, VA

I just got the Endurance News magazine, issue 80. I was delighted to see that you did indeed use my picture on page 93! I've had fun showing my non-athletic friends what all is in this magazine. Next, I plan to send you a photo of my husband wearing a Hammer Nutrition shirt. He survived a horrific plane crash, breaking 11 bones, including his back! We are more than grateful for his recovery and the fact that he can still do triathlons!

Thanks again for putting my picture in the magazine.

We are Hammer Nutrition fans,  
Karen and Tommy Vance

CF, I sweat out abnormal amounts of salt above and beyond the regular athlete. I feel that Endurolytes have been a superior strategy.) It's been great, by the way, to be able to pick up Hammer Nutrition products at several area running and cycling shops. I'm enormously pleased that Hammer Nutrition is throwing their support behind Team CF. Every dollar raised is another step toward helping people like me hope for the possibility of a normal lifespan.

Thank you,  
Cris Dopher  
Brooklyn, NY

Read more letters from our readers on page 5 . . .

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



Brian and his son Miles, JV state champion in the Washington High School Cycling League. Photo : courtesy Brian Frank

# Welcome to the 81st issue of Endurance News.

**T**he dog days of summer are finally here and this issue is full, once again, with 100 pages of good stuff. As you enjoy the heart of racing season and the heat that comes with it, I think you'll find this issue extremely timely—it's full of helpful articles and encouraging stories of trials, accomplishments, and victories of Hammer Nutrition athletes from all over the U.S. and around the world. I also have a big announcement that I know all of you will be pleased to read.

Personally, over the past several months, I've been going to events and acting as support crew for my son's budding racing career. I'm really enjoying the role reversal, and I know that he is too. It has afforded us a wealth

of father-son quality time as we travel to and from events, work expos, prep for his races, and just hang out during the abundant "hurry up and wait" periods that go with racing. Connecting with clients, Hammer Nutrition die-hards, and sponsored athletes has been another bonus of our spring and summer exploits.

It has also provided me with much-needed encouragement to persevere through personal trials and tragedies that seem to be coming from every angle. One of those was the passing of Bob Weaver, a dear personal friend, a vital part of the operation here at Hammer Nutrition, a loving father and husband, and one of the noblest, humblest men I've ever met.

Cancer took his life at the young age of 54, the same age my father was when he died in 1991. Both of them were men of honor who lived exemplary lives and played major roles in my life. It would take me pages to enumerate their impact, but I'll save that for another day and another venue. In the meantime, I'm dedicating this issue to their memory.

I know that they both would want me and everyone else here to "keep on keeping on" and do what we've been doing for 25 years: helping athletes just like you achieve success in your athletic pursuits and quest for optimum health. That probably sounds a bit lofty for a guy selling endurance fuels and supplements, but when you read the stories and testimonials that flood into our offices on a daily basis, there's no other way to describe it. With that in mind, I'll return to our regularly scheduled program . . .

## The End of the Big Bags! Back to Tubs

All of you who buy our powdered fuels via the consumer-direct channel will be relieved to know that we've abandoned the big bags. I would like to take this opportunity to apologize to each and every one of you for all of the inconvenience that this failed packaging exercise has caused, and to thank you, once again, for your patience and loyalty as you've endured "the best product in the worst packaging," as many clients put it. At the end of the day, I could not endure the continuously negative, and entirely justified, feedback; it literally hurt me to read those comments and know that I was the cause of so much frustration and angst. It may have taken a lot longer than you'd hoped, but I listened and take full responsibility for this debacle.

It will take a couple of months to run through our inventory of these bags, but all powders produced after July 1 will be run in the old-style tubs—that's right, no more ripped, leaking pouches when you receive your order, failed zippers, or static electricity-charged dust flying all over when you try to put your hand in to get a scoop.

When we embarked on this packaging change almost two years ago, I was certain that it was the way to go from an environmental standpoint and as a way of curbing the ever-rising cost of plastics. However, as you well know, the issues with the bag's durability and resealability, coupled with the fine particle size of our powders, proved insurmountable, for now. So, until and unless these can be overcome in a test environment, I promise that you will not be subjected to this inferior packaging again.

## The Hammer Nutrition Fueling Protocols

Now, back to the lessons I've learned from my recent interactions with so many clients and sponsored athletes. Somehow I like to imagine that, with all of the educational literature we produce advocating our unique "less is best" fueling philosophy and its complimentary components, at the very least, a majority of Hammer Nutrition users have gotten the message. While many of you have in fact successfully

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# LETTERS cont'd



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

In the variable Colorado weather I must be prepared for the unexpected weather change. I am known as the "Hammer Girl" because whenever I show up for workouts, I match head-to-toe in Hammer Nutrition clothing. My clothesline reflects the last week of bike workouts!

Gee, tomorrow is my mountain bike race. Which outfit/kit should I wear? Hmmmm . . . decisions, decisions, decisions. I am sure I will find the perfect solution when I wake and see the weather.

Caroline Smith

I attempted a 50-mile ultra last year and DNF'd around mile 35. There were a few things that led to my DNF and one of them was how I fueled during the race. I was not using Hammer Nutrition products then. Yesterday I ran the Jack Bristol Lake Waramaug 50-mile ultra and completed the race in 11 hours, 7 minutes. I set a goal, created a plan, and executed it semi-flawlessly with your assistance. Through trial and error, I figured out the perfect combination that worked best for me of Perpetuem, Hammer Gel, and Endurolytes to fuel my race. I also used Race Day Boost. I have read *The Endurance Athlete's GUIDE to SUCCESS* and its supplement, and I also read Endurance News magazine. Thank you so much for the great information and products!

James Richard

## Don't pollute your water!



*Chemical-free* Endurolytes Fizz fulfills a crucial component of your fueling by supplying your body with a perfectly balanced, full-spectrum, rapidly assimilated electrolyte source, allowing you to meet your widely variable electrolyte needs with tremendous precision, hour after hour, no matter what the weather throws at you.

**MSRP**  
\$4.95 - 13-Tablet Tube  
\$4.75 - 3 or more  
\$35.95 - 100 Wrapped Singles

Available in Lemon-Lime, Grape, Grapefruit, Mango, Peach, and Unflavored



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adopted lower caloric intake and controlled fluid intake, I continue to see an abundance of our clients struggle with their sodium intake and pre-race meals. Even more so than any other aspect of our fueling philosophy, these two areas seem to be so counterintuitive; contrary to what passes as prevailing wisdom, many of you have not even experimented with our protocols in training. I'm encouraging you to give these two a try in training as you prepare for your big, late-season races. Think about all of our protocols that you have adopted and how well they've worked. Altering your thinking and execution of sodium intake and pre-race/pre-workout meal timing will pay bigger dividends than you may think possible.

### Salt: Less Really is Best

In order to excel in hot-weather events, you should plan on maintaining a low-sodium diet. Your body will not store or allow you to "load" sodium. It just won't. There's also no such thing as a naturally salty sweater. High-sodium diet = high-sodium perspiration and urine, period. Consuming excess sodium is not only bad for your health, but it significantly impairs your ability to withstand heat stress. If you have salt crust building up on your clothing and your skin, all while having to fight off cramps, then this message is for you.

Besides avoiding obviously salty foods like potato chips, be aware that almost all restaurant food and packaged food will be high in sodium. When you travel to events and find it necessary to eat restaurant food, order it with all sauces on the side: dry baked or grilled protein, pasta, salad, etc. Leave the sauces off entirely or apply yourself very, very sparingly. Besides being a healthier way to eat out, it will help you come race day even more.

Another component to the sodium mystery is trying to super hydrate in the days just before a hot-weather event. Suddenly exceeding your body's fluid absorption capabilities causes you to fill and drain your bladder repeatedly and prematurely, and also helps to flush out much of your precious electrolytic minerals. The net effect is that you show up at the starting line with an electrolyte deficit. Instead, keep your fluid intake at your normal daily levels and know that the reduced training and perspiration

levels you'll enjoy during your taper will allow your body to absorb and retain as much fluid as it can.

### Pre-Race Meal—Mystery Solved!

Common thinking and practices by so many endurance athletes goes like this: The night before a race, eat a huge meal—"carbo loading" with two or three plates of food, and eating until you are stuffed. Then, in the morning, have a large breakfast, likely containing oatmeal. Despite suffering the negative consequences of these practices, it seems so logical that athletes continue the practice—I mean, you are going to be depleting and burning a massive amount of calories, so load up. Wrong! What this really does is fills your intestines and preoccupies your body with digesting and eliminating all of these excess calories while you want it to give you its best during the race.

Try this instead the night before and morning of your next big training day: Eat a sensible dinner containing lean protein, low-fiber starch, and some vegetables. Have one plate of food or just enough to feel sated, but not full. Plan to finish eating three hours before you go to bed. In the morning, eat a small breakfast containing 500-600 calories of easily digested food that is low in fiber. This is why I don't eat oatmeal on race mornings or before a big training day; slow transit time through the gut and GI hinders caloric absorption for hours during exercise. On any other day of the week, oatmeal is great. Plan to be done with this meal three hours before your race or training starts. Begin fueling within ten minutes of the start, and continue with your previously determined hourly caloric intake for the duration of the race or exercise period.

After you've tested one or both of these suggestions, let me know how it worked for you; I'll be eager to hear from you. You can reach me by emailing [suggestions@hammernutrition.com](mailto:suggestions@hammernutrition.com).

Before signing off, I'd like to thank you again for your support and encouragement. It means everything to me.

*Brian Frank*

Brian Frank  
Founder

# The bags are a drag!

We're going back to packaging our powdered fuels in tubs!



P. S. We're sorry for the inconvenience the bags caused and thank you for your patience!



**ORDER TODAY!**

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# Forget the "other-ade"!

We're getting rid of the bags and bringing back the tubs . . . yay!



POWDER  
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\$3.25 - Single Serving  
\$2.95 - 6 or more  
\$27.95 - 16 Servings  
\$47.95 - 32 Servings



SOLIDS  
MSRP  
\$3.95 - 6-Tablet Tube  
\$3.50 - 3 or more  
\$37.95 - 90 Tablets

*"I raced an Ironman 70.3 this weekend and finished 3rd in my age group (43 years old)! During the bike portion, my 'gut' stayed calm and 'flat' (not bloated and tight) by using Perpetuem like you suggested, mixing all three hours of fuel in one bottle. I can't believe the difference in the way I felt vs. the 'other-ade' I used in past training and races. Because of the product performing as promised, I am planning to use your vitamin supplements when my current ones run out. I will be a customer for life, and I just want to say thanks!" - Russ*

- Consistent, stable energy
- Easy to digest
- Minimize lean muscle tissue cannibalization



#### SPECIAL OFFER!

Purchase a 16- or 32-serving container of Perpetuem and receive a FREE tube of Perpetuem Solids. Flavor may vary. Limit one. Valid while supplies last. Ad code EN81P. Offer expires 9/6/12. A \$3.95 value!



**ORDER TODAY!**

1.800.336.1977

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# FROM THE SADDLE

*Steve climbs Mount  
Lemmon in Tucson, Arizona.  
Photo : Owen Gue*

BY STEVE BORN

We're at the heart of peak season here at Hammer Nutrition, which of course means that we're mega-busy. The phones at our headquarters are ringing almost constantly, sales of Hammer Nutrition products at retail stores are at an all-time high, and the Hammer Nutrition presence internationally has never been stronger. Needless to say, we're having a banner year in terms of sales, and our growth is continuing at a solid, strong pace. Of course, the primary reason for our success is you. You're the ones buying the products, using and continuing to use them, and recommending them to others. Without you and all that you do for us, we would not be enjoying the success that we are, this year more so than ever. So, speaking on behalf of all of us here at

Hammer Nutrition, please accept our sincerest thanks for your continued patronage and promotion of Hammer Nutrition products!

What else does "peak season" mean? Well, for one, it means that Mary and I are in the midst of the bulk of the 2,500+ events that Hammer Nutrition sponsors annually. June through September, as you'd imagine, are by far the busiest months for events. Long gone are the days when Hammer Nutrition sponsored a few hundred events annually; now we're sponsoring more than double or triple that amount just in August and September! Having been a part of the event sponsorship program pretty much since I began my employment at Hammer Nutrition, being

able to witness this kind of growth is downright exciting. More and more athletes are getting the opportunity to try our superior fuels at these events and, based on the feedback that we routinely receive from event/race directors, they are extremely happy with the product support and personalized service that we provide them.

Additionally, peak season is when the majority of my work-related travel occurs. I've already traveled quite a bit so far this year, with even more events on the horizon that I am looking forward to, especially an international trip that I am super excited about (more on that on page 73). Working at event expos and doing seminars is extremely gratifying for me, partly because I get to go to some pretty cool places, but mainly because I have the unique opportunity to talk with athletes face-to-face, answering their questions about fuels and supplements. Working with athletes in taking the guesswork out of fueling and supplementation, which helps them to enjoy higher quality workouts and better race results, gives me a tremendous amount of satisfaction. I've said this from the beginning and it still holds true today: "I derive just as much pleasure helping other people reach their goals as I do my own; it's the best part of the job."

Are we super busy come peak season? You betcha! However, from our vantage point, it's ALL good. Again, we thank you, our valued clients, for ALL that you do to make it so!

*- continued on page 9*



# FROM THE SADDLE cont'd.

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## Props to two coworkers

Aside from writing articles for Endurance News, I also write much of the content for Retailer News, Retailer Education Series, and Athlete Education Series (the latter one many of you receive on a regular basis). I also respond to questions posted on the Hammer Forum. Obviously, I love to write, and most everyone who knows me is familiar with my enthusiasm when it comes to writing (public speaking as well).

Quite frequently, in meeting Hammer Nutrition athletes at the many events I attend, someone will look at me for a decent period of time before saying, "You're Steve Born, aren't you? I knew it!" They recognize me from my many photos that have appeared in EN, *The Endurance Athlete's GUIDE to SUCCESS*, and numerous other Hammer Nutrition publications throughout the years. I've received so many comments about my writing and how much you all enjoy reading my articles. Naturally, I am very appreciative of these extraordinarily nice compliments; they mean everything to me.

However, before I swell up with pride here (which, of course, I wouldn't

*Steve and Vanessa ("The Green Pen") man the booth at the 24 Hours Round the Clock mountain bike race.*  
Photo: Michael Ann Lee

do . . . it's just not my nature), I want to go on record as saying that pretty much everything I write is not just "by Steve Born"—far from it. Believe me, there's a lot that goes on in the time between my rough draft (and boy, some of them are the very definition of "rough") and the finished article. Two of my coworkers, Vanessa and Kadidja (whom I endearingly refer to as "The Green Pen" and "The Hyphenator" respectively . . . let's just leave it at that!), have been invaluable in helping me with my articles, assisting in ensuring that the content sounds just right, keeping them to a sensible length, and editing for spelling and grammar. So yes, I'm the guy who writes this stuff, and I always appreciate any and all positive feedback regarding my articles. But it is very much a team effort, so I want to thank both Vanessa and Kadidja for their comments, suggestions, feedback, assistance, editing/proofing expertise, and (most of all) their patience. You both rock!

*[Editor's Note: You rock too, Steve! It's a pleasure being your Green Pen and Hyphenator.]*

Just want to thank Steve Born and Hammer Nutrition for all of the help and fuel during the Round the Clock 24 hour mountain bike race in Spokane, WA. Our team, 9.5 Legs, won the 5-man, 250-year class again. Hammer Nutrition products were essential and very helpful to keep the old bodies responding and recovering.

Thanks so much,  
Team 9.5 Legs / Michael Longmire

## Great people, great race, great fun!

For as long as I've been employed at Hammer Nutrition, every Memorial Day weekend finds me in Spokane, WA for the annual 24 Hours Round the Clock mountain bike race. Quite frankly, I'd feel odd if I WASN'T there over that particular weekend! Hammer Nutrition has been a longtime supporter of this great event, and it's one of my favorite trips of the season. Race organizers Wendy Bailey and Gino Lisecki have been friends of ours for a long, long time, and every time I go there for the race they treat me like royalty. (Plus, in recent years, after finding out what a wine aficionado I am, Gino always has a nice bottle of wine or two for me!)

This year's edition of the race was no different; Wendy and Gino had the Hammer Nutrition booth in the absolute perfect spot again and always made sure that I had everything I needed to keep things running smoothly over the course of weekend. As far as the race itself? It's the perfect combination of challenge and tons of fun. As Wendy states, "Plan your Memorial Day weekend now and make the first 3-day weekend of the summer

seriously memorable. We'll give you a weekend of camping, mountain biking, laughing, and huffing and puffing that you'll never forget. Go it alone, or get a team together with your friends, their friends, and anyone else who wants to have nothin' but fun for two solid days." Spot on, Wendy!

They really do put on a first-class event, one that is just a blast to sponsor, and I'm already looking forward to being there

next year. If doing a Memorial Day weekend mountain bike race—either solo or on a team—is something you're interested in doing, I highly recommend heading out to Riverside State Park in Spokane, WA for the 24 Hours Round the Clock. Wendy, Gino, their staff, and volunteers will make sure you have a great experience! For more details about the race, check out <http://www.roundandround.com/RoundTheClock/RoundTheClock.php>.

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# Perpetuem - It's about the calories, not electrolytes!

BY STEVE BORN

**We're getting rid of the bags and bringing back the tubs . . . yay!**



**E**very once in a while we receive questions from clients regarding Perpetuem and whether it contains a complete electrolyte profile, like Endurolytes or HEED do. Yes, Perpetuem does contain some electrolytic minerals; however, unlike HEED, where the mineral content was intentionally added to the formula (each scoop of HEED contains the equivalent of 1 Endurolytes capsule, 1 scoop of Endurolytes Powder, or 1/2 tablet of Endurolytes Fizz), the mineral content in Perpetuem occurs naturally from the components in the product, primarily the sodium phosphate, soy protein, soy lecithin, and maltodextrin. The electrolytes found in Perpetuem were not added intentionally or by design.

Dr. Bill, during his tenure at Hammer Nutrition, fielded this question as well, and in response stated that the electrolytes in Perpetuem "must be described with reservation as a self-contained electrolyte profile," and suggested that "some athletes who use Perpetuem, who normally use only 1-2 Endurolytes per hour, may be able to go without Endurolytes supplementation. All athletes using Perpetuem should trial this suggestion first in training by reducing a former Endurolytes dose 1-2 capsules per hour."

Dr. Misner's key words are "reservation" and "may." He was very cautious in his suggestion that

SOME athletes MAY be able to decrease their dose of Endurolytes. That said, on an ever-increasing basis since 2003 when Perpetuem was introduced, we have found—both in our use of Perpetuem as well as the thousands of athletes who use the product—that it has proven to be unnecessary and not beneficial to decrease Endurolytes intake when using Perpetuem.

Perpetuem is a complete calorie source—complex carbohydrates, soy protein, and a healthy, soy-derived fat—and does not contain a well-balanced electrolytic mineral profile. As such, Perpetuem is to be used in conjunction with Endurolytes, Endurolytes Powder, or Endurolytes Fizz. Keeping these two entities of fueling—calories and electrolytes— independent of each other will allow you to be able to regulate your calorie intake apart from your electrolyte intake, knowing with greater precision precisely how many calories and electrolytes you're consuming on an hourly basis.

The bottom line is that:

- Perpetuem = calories
- Endurolytes = electrolytes

**HN**

### Comparison of mineral content in Perpetuem and Endurolytes

Mineral	Perpetuem (1 scoop)	Endurolytes (1 capsule)
Calcium	18 mg	50 mg
Magnesium	4 mg	25 mg
Potassium	60 mg	25 mg
Sodium	110 mg	40 mg
Chloride	0 mg	60 mg



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## Current favorites

In the previous issue of *Endurance News*, I deviated from selecting either supplements or fuels as my current favorites, and I'm doing the same this issue. Instead, I've selected my favorite 53x11 Coffee, The Big Ring, and an accessory that I don't know how I've lived without for so long, the Hammer Gear Bag.

I'm not a coffee junkie—I don't drink a dozen cups a day. However, I'm one of those people who **MUST** have at least one or two strong, high-quality cups of coffee a day. How bad do I need my coffee? Well, I've somewhat kiddingly said something to the effect of, "If research finds that coffee is truly that bad of a substance, to the point where consuming it causes some sort of terminal illness, I guess that's how I'm going to go out." Fortunately, it turns out that science is finding that there are some pretty positive benefits attributed to the consumption of coffee. (You'll find an article regarding that on page 46.)

All of the 53x11 Coffees are really tasty, but The Big Ring—a low-acidity, medium-roast, Certified Fair Trade, 100% organic Sumatra—is undoubtedly my favorite. It is described as having "a rich syrupy body, unusually concentrated flavor, an earthy herbal aroma, and a long, smooth finish." That's a perfectly accurate description, and I'll just add that it's really, really tasty!

Check out Ry's article on page 45 for more about The Big Ring. Also, we now have free 2 oz. sample bags of The Big Ring, so if you want to try "Steve's favorite cup of joe," request a free sample on your next order.



With all of the traveling I've done lately, the Hammer Gear Bag has become my all-time favorite piece of luggage, no matter what I'm carrying in it—cycling gear, supplements, extra clothing, etc. The lower section of the Hammer Gear Bag easily holds my helmet, shoes, and other cycling-related gear with ease . . . plenty of space, even for my European size 48 shoes (size 13 US)! When I'm not traveling with my bike, I like to use the lower portion of the gear bag for carrying my numerous bottles of supplements. With its heavy-duty plastic bottom, I've yet to have any breakage/spillage issues with anything in that lower section.

The top section is so roomy that I can pack several days worth of clothing in there quite easily. Coming from someone who readily admits to always packing more stuff than I need, that's quite a statement on the Hammer Gear Bag's roominess! I also like the fact that while it's too large to fit into the overhead carry-on compartment on a plane, I can "tag it at the gate" and pick it up on the jetway once the plane lands. Any time I don't have to pay for a checked bag or have to wait for a checked bag to show up on the carousel (assuming it does), I'm a happy guy!

So while the Hammer Gear Bag was designed primarily for carrying your exercise gear—and it's just perfect for that purpose, in terms of design, size, and functionality—it's much more versatile than that. Unless I'm going to be gone for more than a few days, I've found that this bag is the only piece of luggage I need. However you use it, I think you'll find that it's worth every penny.

I hope that your training and racing have been going well, and I wish you the very best for complete success in any events you've got coming up. Always remember that we're here to help you, so if we may be of assistance to you, don't hesitate to call, email, or get on the Hammer Forums. **HN**

# Gear up!



The Hammer Gear Bag is large enough to accommodate all of your gear, giving you an easy way to organize for race days or traveling. The lower compartment with plastic bottom and sides is perfect for keeping shoes, wet gear, or dirty clothing separate from the rest of your equipment.



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# Product Spotlight

## Super Antioxidant

### Superior support to fight free radicals!

BY STEVE BORN

**T**here are many factors that determine the quality of athletic performance and overall health; one that I am especially zealous about is maximizing recovery. Those who know me—especially anyone who’s attended one of my fueling seminars—knows just how much emphasis I place on this particular aspect of athletic performance. Two of the primary factors in ensuring enhanced recovery are:

1. “Refilling the tank” with high-quality carbohydrates and protein. Doing this ASAP after workouts and races allows the body to replenish and increase its stores of glycogen, while also providing the raw materials (the amino acids from protein) to help rebuild muscle tissue and support the immune system. Recoverite, or a Hammer Whey + carbohydrate combination, fulfills this aspect of recovery perfectly.
2. The consumption of a variety of antioxidant nutrients. This helps neutralize the negative effects of free radical buildup, which is crucial for optimizing recovery and immune system functioning.

While the first factor is undoubtedly important, in this article we’ll focus on number two, the intake of antioxidant nutrients and in particular discuss a product that helps fulfill this requirement superbly: Super Antioxidant, formerly known as Super AO. Before going into the specific components of this product, I think it’s important to take a few moments to discuss free radicals and why antioxidant supplementation plays such

a vital role in optimizing both recovery from workouts and races, and overall health.

#### Free radicals and antioxidants

Over half a century ago, Dr. Denham Harman first proposed the theory of free radicals and the role they play in age-related diseases. Back then, when aging was primarily believed to be more of a mechanical issue, due simply to many years of wear and tear on the body, Harman’s theory on free radicals was . . . well, radical. Now, however, while there are many factors that contribute to the aging process, the Free Radical Theory of Aging is widely accepted as one of the primary, if not THE primary, concepts as to the cause of accelerated aging and/or age-related diseases.

Researchers Bradford and Allen write, “A free radical is simply a molecule carrying an unpaired electron . . . All free radicals are extremely reactive and will seek out and acquire an electron in any way possible. In the process of acquiring an electron, the free radical . . . will attach itself to another molecule, thereby modifying it biochemically.” [1] Leibovitz and Siegel state: “However, as free radicals (FR) steal an electron from the other molecules,

they convert these molecules into FRs, or break down or alter their chemical structure. Thus, FRs are capable of damaging virtually any biomolecule, including proteins, sugars, fatty acids, and nucleic acids.” [2]

Dr. Misner, in eloquent fashion, provides further information about free radicals and antioxidants:

*For at least the past 20 years, the word antioxidant has become part of the vernacular. Today, the importance of antioxidants has by no means diminished; rather antioxidants are recognized as one of the most important weapons in the fight against disease.*

*Oxygen has the capacity to be both friend and foe. All our physiological processes require oxygen, and it is this that gives us energy.*

*However, by-products of burning oxygen form in the body, similar to the sparks given off by a fire. These little sparks are commonly known as free radicals. When energy fuels are metabolized in the presence of oxygen, 5% of them create molecules that contain an odd number of electrons. The conversion of blood sugar, muscle glycogen, and fatty acids occur by oxidation. During this*



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# The unique & potent Super Antioxidant formula

**SUPEROXIDE DISMUTASE (SOD)** is an enzyme and one of the powerful endogenous (that which occurs naturally in the body) antioxidants. It is responsible for neutralizing the most common free radicals known as superoxide radicals. It also aids the body's utilization of the minerals copper, zinc, and manganese. Dr. Misner writes, "Mice lacking SOD develop a wide range of pathologies, including an acceleration of age-related muscle mass loss, fatigue, cataracts, and a reduced lifespan." The enteric-coated form of SOD in Super Antioxidant allows the nutrient to pass intact through the stomach acid to be absorbed in the small intestines.

**GRAPE SEED EXTRACT** contains high amounts of oligomeric proanthocyanidins (OPC), flavonoids that are believed to be several times more potent than even Vitamin C and E. OPCs are responsible for neutralizing three types of free radicals. In addition, the OPCs in Grape Seed Extract help strengthen and repair connective tissue and are excellent anti-inflammatories.

**L-GLUTATHIONE** is classified as a protein or protein substance, and is produced in the liver from the amino acids cysteine, glutamic acid, and glycine. It is the "base material" for several other key antioxidant enzyme systems: glutathione-peroxidase, glutathione-reductase, and glutathione-transferase. Glutathione is involved in the synthesis and repair of DNA, assists the recycling of vitamins C and E (two antioxidant vitamins), blocks free radical damage, facilitates the transport of amino acids, and plays a critical role in detoxification. Dr. Misner writes, "Decline in glutathione concentrations in intracellular fluids correlate directly with indicators of longevity. Decline in endurance performance may parallel decline in glutathione concentrations imposed by the aging process."

**GINKGO BILOBA** is an herb best known for

its ability to enhance circulation and increase the supply of oxygen to the entire body. This allows it to help relieve muscle pain in addition to its antioxidant benefits. A potential benefit of increased circulation is the ability to speed delivery of antioxidants throughout the body and help eliminate metabolic wastes more quickly.

**GOTU KOLA** is another herb that has antioxidant capabilities as well as aiding in increased circulation. It is believed to be helpful in decreasing fatigue, neutralizing blood acids, promoting wound healing, and optimizing heart and liver function.

*NOTE: Dr. Misner writes, "Ginkgo Biloba coupled with Gotu Kola provides a potentiating action for each of the free radical scavenging agents in Super Antioxidant. When I tested this combination there was a synergistic effect in both performance and recovery."*

**VINPOCETINE** is chemically related to and derived from vincamine, an alkaloid found in the periwinkle plant. Studies with vinpocetine indicate that it can dilate blood vessels, enhance circulation in the brain, improve oxygen utilization, make red blood cells more pliable, and inhibit aggregation of platelets. Vinpocetine also has antioxidant properties.

Supplement Facts	
Serving Size 1 Capsule Servings Per Container 60	
Amount Per Serving	%DV
Full Spectrum Grape Seed Extract (OPC)†	100mg †
L-Glutathione	100mg †
Superoxide Dismutase	60 mg †
Ginkgo Biloba (4:1 standardized extract)	60mg †
Gotu Kola	60mg †
Vinpocetine (Givincol®)	5mg †

Super Antioxidant Super potent indeed!

## QUESTION:

What are the ORAC values of the nutrients contained in the Super Antioxidant formula?

## ANSWER:

Oxygen Radical Absorbency Capacity (ORAC) is a test tube analysis that measures the total "antioxidant power" of foods, nutrients, and other chemical substances. I (Dr. Bill Misner) disclose that a synergistic antioxidant ORAC analysis has not been performed on the combined ingredients list in Super Antioxidant. Individually there are estimates or actual analysis listed for some of these ingredients. When the product was first formulated, the manufacturer informed us that the free radical reducing effect of placing these ingredients [all together] in a compound was extreme.

INGREDIENT	POTENTIAL ORAC
Grape Seed Extract	50,000
Super Oxide Dismutase	12,000+ estimate
L-Glutathione	12,000+ estimate
Ginkgo Biloba	1,800-2,500
Gotu Kola	1,500-2,000 estimate
Vinpocetine	800-1,000 estimate

These numbers are rough estimates of individual ORAC; however, it is not known if, when compounded, the [synergistic] ORAC would be dramatically increased.

process, pairs of hydrogen atoms are released like guided missiles, resembling a minute micro-level war, causing devastating destruction to underlying tissues and cells. If free radicals are not neutralized by on-site antioxidant body stores immediately, tissue damage occurs to absolutely every cell membrane touched by these imbalanced molecular wrecking machines.

Our bodies undergo oxidative stress when the capability of these on-site antioxidant body stores is eclipsed by the number of free radicals being produced. Free radicals are the major cause of aging and degenerative disease in our society. They are continually formed in the body as part of normal biological processes; however, other factors contribute to an overload of free radicals, such as pesticides, cigarette smoke, pollution, alcohol, and foods that are fried at high temperatures or burnt.

Antioxidants have the ability to counteract the damaging effects of these everyday physiological processes; they play a vital role in preventing the onset of numerous chronic diseases such as cancer, stroke, heart disease, Alzheimer's disease, Rheumatoid arthritis, and cataracts.

It should be abundantly clear that allowing free radicals to accumulate and go unchecked—which they easily do, overwhelming the body's built-in antioxidant defenses—is definitely not beneficial for the reasons that Dr. Misner and the previously mentioned nutritional scientists state. Antioxidants are the solution, both from food sources and dietary supplements. Super Antioxidant, a staple in the Hammer Nutrition line, has proven to be one of the most potent products of its type available.

## Summary

Free radicals and the damage they can cause are not to be taken lightly. If you want to experience maximal gains in your training, achieve better race results, and enjoy optimal general health, your diet and supplement program should contain a wide variety

of antioxidants. Super Antioxidant contains a unique blend of antioxidants that will help protect your body from the ravages of free radical damage. It is a product that wonderfully complements other antioxidant-rich Hammer Nutrition supplements such as Premium Insurance Caps, Race Caps Supreme, Mito Caps, and AO Booster.

Super Antioxidant has been a part of the Hammer Nutrition product lineup for a very long time and, even after all these years, is still one of our best-selling products. The reason is simple: it works! The antioxidant potency of Super Antioxidant is best explained by product formulator, Dr. Bill Misner:

*"The combination of the ingredients is a synergistic model that time and dose have been reported effective by myriads of athletes who have used this product. Interestingly, when I first proposed Super Antioxidant's formula to the manufacturer, they advised us that this combination would be too potent an antioxidant for human use. Since I had already tested the ingredients in my own training without side effects, but with good performance results, Brian Frank approved production, and we—as well as thousands and thousands of athletes—have enjoyed using it for years."*

Are you one of those athletes? If not, it's time to include Super Antioxidant in your supplement "arsenal" and allow its antioxidant power to go to work for you!

**HN**

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



# Build stronger immunity!

**Super Antioxidant** is designed to help protect your immune system, enhance circulation, and accelerate recovery, thus preserving all of the hard-earned gains you make in training. The harder you train, the more you need Super Antioxidant in your recovery regimen.

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- Reduce free radical damage
- Improve circulation & cognition

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Honorable mention:

# Overcompensating in the days leading up to a race

The most recent addition to  
*"The 10 Biggest Mistakes Endurance  
Athletes Make"*

(As copied from the 9th Edition of *The Endurance  
Athlete's GUIDE to SUCCESS*, pages 106-129.)

BY STEVE BORN

*Steve's Note: "The 10 Biggest Mistakes Endurance Athletes Make" was the very first article I wrote after commencing my employment at Hammer Nutrition. Actually, to set the story straight, Brian had already written most of it, and asked me to complete it. Since the very first incarnation of The Endurance Athlete's GUIDE to SUCCESS, the ten listed mistakes have never changed; they've always been the same.*

*While working on the 9th edition, I decided that including an "Honorable Mention," one regarding the mistakes athletes make in the days leading up to a race, was merited, simply because so many athletes make them. Me? I led the way in making every mistake listed in the "Honorable Mention" section. Double or triple my calorie intake to carbo load? That was me. Salting everything in sight and drastically increasing my fluid intake in the days prior to a race, under the illusion that my body would store all of the extra sodium and fluid to use during the race? That was me.*

*These mistakes continue to be made by countless numbers of athletes, but that doesn't mean you have to be one of them. Remember, if the hay's not in the barn by now—meaning you're as fit as you can be and have maximized glycogen stores as much as possible via consistent post-workout refueling—there's nothing you can do in the week leading up to the race that will have a positive effect. Follow the advice we recommend regarding fluid, calorie, and sodium intake, give your body the rest it so desperately needs after training, and come race day your body will thank you by performing at its peak. I guarantee it.*

**F**ar too many athletes overdo it in terms of calorie, fluid, and salt consumption in the days leading up to a race, thinking they're getting a head start on their fueling needs come race day. Big mistake! Here are the fueling/diet-specific areas to focus on and our recommendations on how to avoid these commonly made mistakes:

- **FLUIDS** – Don't drink excessive amounts of water in the hopes of having them available for a race. Consumption of roughly 0.5 to 0.6 of your body weight is a good gauge of how much water you should be consuming daily. (Example: A 180 lb/approx 82 kg athlete should drink roughly 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 in the hopes of "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 0-60 minutes after all of your training sessions. 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

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# THE TOP 10

biggest mistakes  
endurance athletes make



OVERVIEW

## What am I doing wrong?

1. If you take all of the years of personal experience we've gained, the hundreds of research papers we've consulted, and the tens of thousands of endurance athletes we've coached, and then ignore every bit of that accumulated wisdom, you'll get the drift of this article.

2. The mistakes that plague endurance athletes are all easily correctable with proper information and a little diligence in preparing your fueling strategy.

3. Many, if not all, of these mistakes come from conventionally accepted practices and advice given by alleged "experts" in the field. Our fueling philosophy often goes against the grain, but not against physiology or successful results.

4. The ten biggest mistakes are:

- Excess Hydration
- Simple Sugar Consumption
- Improper Amounts Of Calories
- Inconsistent Electrolyte Supplementation
- No Protein During Prolonged Exercise
- Too Much Solid Food During Exercise
- Using Something New In A Race Without Having Tested It In Training
- Sticking With Your Game Plan When It's Not Working
- Inadequate Post-Workout Nutrition
- Improper Pre-Race Fueling

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that you eat in the days leading up to a race is either going to be passed through the bowels or stored in adipose cells . . . neither of those things will benefit you.

- **SODIUM** – Don't consume extra sodium (salt) in the hopes of "topping off your body stores" prior to a race. Since the average American already consumes approximately 6,000-8,000 mg per day (if not more), an amount well above the maximum recommended dose of 2,300-2,400 mg per day, there is absolutely no need to increase that amount in the days prior to a race. (Hint: Adopting a low-sodium diet will do wonders for both your health and athletic performance.) High sodium intake 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. Be especially cognizant of the salt content in your foods, especially if you go out to eat. Dining out can easily increase your already-high salt intake dramatically (into double figures!).

On a non-diet/fueling note, 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 a race; however, you can negatively impact your race by training during this time (training meaning anything of significant duration or intensity). As well-known coach Jeff Cuddeback states, "If you think you're going to further your fitness through training the week of your key race, you're sadly mistaken. If you are the type to train right up to the event, you will almost certainly underperform."

The best performances in long-duration events 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. However, your body will not forget all of 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. **HN**

## The 10 Biggest Mistakes Endurance Athletes Make

#1 Excess Hydration

#2 Simple Sugar Consumption

#3 Improper Amounts of Calories

#4 Inconsistent Electrolyte Supplementation

#5 No Protein During Prolonged Exercise

#6 Too Much Solid Food During Exercise

#7 Using Something New In A Race Without Having Tested It In Training

#8 Sticking With Your Game Plan When It's Not Working

#9 Inadequate Post-Workout Nutrition

#10 Improper Pre-Race Fueling

# Am I taking too many Endurolytes?

## A question from the Hammer Forum

BY STEVE BORN



**Join the forum and get your questions answered!**

If you're not yet a member of the Hammer Forums, it's easy to join, there's no cost whatsoever, and there's no annoying pop-ups or commercials. Click "Community" near the top of the Hammer Nutrition website home page, and then choose "Hammer Forums" for information on how to become a member.

## Question

I've had very little issues with cramping since taking Endurolytes on a regular basis. They would usually come on after a particularly hard effort. When that happens now, I immediately take a capsule or two and I'm fine. I have begun to take two per hour during most of my events, as well as one Anti-Fatigue Caps capsule. However, since taking two Endurolytes/hour, I usually end up coated in a fine dusting of salt after my rides. Am I taking too much or should I try for averaging 1.5 per hour? Otherwise, everything is fine with my current dosage.

## ANSWER

If you're not already doing so, I would encourage you to take Endurolytes 15+ minutes prior to your workout or race . . . think of this as a "pre-emptive strike" dose, meaning that you'll have those minerals in your system prior to you truly needing them.

As sweat evaporates, some salt stains on skin and clothing are to be expected. For some people, however, they look like Lot's wife (Biblical reference) in that they are COVERED in salt. This is the body excreting its excess amounts of sodium, be it from the diet (the usual culprit) or from consuming too much salt during the event.

In my opinion, a "fine dusting of salt" isn't problematic. If it was a noticeably higher/thicker amount, then most likely that's your body's way of saying that you're either consuming too much salt in your diet and/

or are taking too much sodium in during exercise.

The real signs of excess sodium (salt) intake is when you exhibit edema-like symptoms, in the form of puffiness in your fingers, hands, wrists, feet, ankles, and even on the cheeks of your face.

Personally, I think that your current dosing is fine.

Sincerely,  
Steve  
HN



**How many should you take?**  
See the recommendations on the facing page!





# ASK DR. BILL

From the archives of Bill Misner, Ph.D.

## Question

### Does exercise reduce age-related mental disease?

#### ANSWER

While limited research is available, evidence indicates that physical and mental activity influences the aging process. Human data shows that executive functions of the type associated with frontal lobe and hippocampal regions of the brain may be selectively maintained or enhanced in humans with higher levels of fitness. Similarly, enhanced performance is observed in aged animals exposed to elevated physical and mental demand, and it appears that the vascular component of the brain response may be driven by physical activity, whereas the neuronal component may reflect learning. Results have implicated neurogenesis, at least in the hippocampus, as a component of the brain response to exercise, with learning-enhancing survival of these neurons. Non-neuronal tissues also respond to experience in the mature brain, indicating that the brain reflects both its recent and its longer history of experience. Preliminary measures of brain function hold promise of increased

interaction between human and animal researchers, and a better understanding of the substrates of experience effects on behavioral performance in aging [1].

The hippocampus plays a prominent role in the brain's ability to learn and remember. When we exercise, the hippocampus is not only positively stimulated by increased nerve growth, it is also better serviced by vascular fuel transit, oxygen delivery, and waste removal. Exercise is a preventative medicine for age-related brain dysfunction disorders ranging from mental-emotional disorders to Alzheimer's disease. It is difficult to understand why some dislike exercise when "the immediately-after good feeling" and other benefits are taken into account. The mind and body are, after all, closely connected; when the physical body is sound, so is the physical part of the mind likely to be more sound. **HM**

#### REFERENCE

[1] Neurobiol Aging 2002 Sep-Oct;23(5):941-55.

## Endurolytes dosage

### Where to start?

 Reprinted from *The Endurance Athlete's GUIDE to SUCCESS*

- Lighter weight athletes: 1-2 capsules or scoops/hour, or 0.5-1 tablet/hour
- Medium weight athletes: 2-3 capsules or scoops/hour, or 1-1.5 tablets/hour
- Larger athletes: 4-6 capsules or scoops/hour, or 2-3 tablets/hour

Remember, these are only suggested starting doses, and the amount you need may be different and may vary from hour to hour.

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# Sorbitol in Endurolytes Fizz

BY STEVE BORN

Over the past few months, Hammer Nutrition has received a number of questions regarding sorbitol and why we use it in Endurolytes Fizz, including a recent email from a client (paraphrased):

*"From what I am gathering, the sorbitol in your Endurolytes Fizz is NOT sourced to be non-GMO. Is that correct? And is it correct that sorbitol is always made from corn (as well as fruits and seaweed)?"*

*I suggest that your company might consider just letting people sweeten a product like this themselves, since we who are concerned for health all have our favorite sweeteners. Also, I'll bet most are suspicious of the industry's sweeteners that have names like "sorbitol" that, even if they are of natural origins, are highly processed. I myself would prefer to buy a product like Endurolytes Fizz with no sweetener, and add my own. I wonder how many people like me will pass on a product when they see "sorbitol" on the list of ingredients."*

In response, we want to share some information about sorbitol and the rationale behind its inclusion in the Endurolytes Fizz formula. Hopefully this

will address any concerns that you may have regarding sorbitol.

## Our reply/thoughts regarding sorbitol

**Where does sorbitol come from?** – The sorbitol used in Endurolytes Fizz, and in the overwhelming majority of products that contain sorbitol, is derived from corn. However, it can be produced from other sources, though to my knowledge this is rare.

**Is it non-GMO?** – We have obtained a letter of GMO Certification verifying that the sorbitol in Endurolytes Fizz is not produced from, nor consists of, genetically modified organisms.

You can rest assured that we only use the finest ingredients in our fuels and supplements. Neither we nor our manufacturers cut corners when it comes to the sourcing of raw materials and ensuring quality control procedures.

**Shying away from a product that contains sorbitol?** – Sorbitol is a much more acceptable, healthy choice in comparison to artificial sweeteners such as Acesulfame K or aspartame, high fructose corn syrup, and similar refined sugars. As a sweetener, it's an especially good choice for an effervescent

product because its dissolution time is significantly less than other sweeteners, such as xylitol. However, sorbitol's primary role in Endurolytes Fizz is as a tablet binder, and only secondarily as a flavor sweetener. Other companies use chemicals such as polyethylene glycol (used when making antifreeze) in their tablet-making process; sorbitol is an unquestionably better option.

**Unsweetened fuels vs. flavored, sweetened fuels?** – The overwhelming majority of athletes we communicate with want some sweetness/ flavor in their sports drink, energy gel, and other fuels. In addition, the natural taste of electrolyte minerals is not very pleasant—most people would agree! In fact, some minerals taste downright awful. That's why we sweeten/ flavor Endurolytes Fizz with a small amount of sorbitol, stevia, and natural flavors.

If a completely unflavored electrolyte replenishment product is desired, your best option would be to use Endurolytes Powder. This form of Endurolytes contains no flavors or sweeteners; we simply add a small amount of glycine, a naturally sweet amino acid, to help take the edge off the taste of the minerals.

## Additional information regarding sorbitol

Sorbitol is classified as a sugar alcohol (polyol) and has properties similar to xylitol, another sugar alcohol commonly used as a sweetener. Like xylitol, sorbitol offers the following benefits and attributes:

- 1) One-third fewer calories than other carbohydrates (2.6 calories per gram versus 4 calories per gram).
- 2) Roughly 60% sweeter than sucrose (table sugar), so only a small amount is necessary to sweeten a product.
- 3) Non-cariogenic and does not contribute to dental plaque or dental carries. It is resistant to metabolism by bacteria in the oral cavity.
- 4) Naturally produced in the body and occurs naturally in many foods including fruits and berries. (NOTE: Sorbitol is derived primarily from the trees of the genus Sorbus.)

Large amounts of sorbitol or xylitol can produce a laxative effect. Realize,

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however, that this usually requires mega-gram amounts taken at one time, not the vastly smaller amounts found in our xylitol- and sorbitol-containing fuels. On average, each Endurolytes Fizz tablet contains approximately 500 mg of sorbitol. What's interesting to note is that a single stick of many brands of sugar-free gum contains 1,250 mg of sorbitol, more than double the amount in each tablet of Endurolytes Fizz.

### The safety of sorbitol

Sorbitol's safety is supported by numerous studies. In developing the current U.S. Food and Drug Administration (FDA) regulation that affirms sorbitol as GRAS ("Generally Recognized as Safe"), the safety data was carefully evaluated by qualified scientists of the Select Committee on GRAS Substances, selected by the Life Sciences Office of the Federation of American Societies for Experimental Biology (FASEB). In the opinion of the Select Committee, there was no evidence demonstrating a hazard when sorbitol was used at current levels or at levels that might be expected in the future. The FDA's regulation for sorbitol requires the following label statement for foods with a reasonably foreseeable consumption resulting in the daily ingestion of 50 grams or more of sorbitol: "Excess consumption may have a laxative effect."

The Joint Food and Agriculture Organization/World Health Organization Expert Committee on Food Additives (JECFA) reviewed the safety data and concluded that sorbitol is safe. JECFA has established an acceptable daily intake (ADI) for sorbitol of "not specified," meaning no limits are placed on its use. An ADI "not specified" is the safest category in which JECFA can place a food ingredient. JECFA's decisions

are often adopted by many small countries that do not have their own agencies to review food additive safety.

The Scientific Committee for Food of the European Union (EU) published a comprehensive assessment of sweeteners in 1985, concluding that sorbitol is acceptable for use, also without setting a limit on its use.

### Summary

Sorbitol, like xylitol and stevia, is an undeniably healthier sweetener than the artificial substances or refined sugars that far too many companies include in their products. That's precisely why—along with the natural flavors we use—these healthy sweeteners are included in Hammer Nutrition fuels. Sorbitol, because of its dual superior tablet-binding and sweetening properties, is the logical, healthier choice for Endurolytes Fizz. **HN**

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SOURCE: <http://www.caloriecontrol.org/sweeteners-and-lite/polyols/sorbitol>



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- Sal C.



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# Don't be a littering loser!



BY STEVE BORN

**B**oy, do we dislike receiving letters like this . . .

*Hey guys, I (we) need your help. I have noticed a dramatic increase in discarded, used packages of energy gels on our local bike path. I have a nice photo of one of your Montana Huckleberry Hammer Gel pouches that was discarded on the path. I would be happy to send it to you on request. I have been riding this path daily for six years, so I have a pretty good feel for what changes and what stays the same. I counted 83 . . . that is 83 discarded packages in a 5-mile stretch! At one rest point I counted six lying on the ground. When did it become OK for bicyclists to litter bike paths? Why is it socially acceptable for six people to stop, rest, and then throw their waste on the ground? I think it would be really nice if you could spearhead a campaign to ask people to take their waste with them and dispose of it properly. You could even have a really cool-looking pouch for holding your energy gel. One side has the new ready-to-use package, the other side holds the empty package. Thanks for your concern.*

-- Chuck Henderson

. . . yet we've been getting them ever since the incarnation of the single-serving pouch. I'm sure other nutritional companies that make single-serving pouches of energy gel have been receiving them as well.

While there is a distinct potential for

littering with single-serving pouches of Hammer Gel, we continue to produce them for a couple of very valid reasons:

- 1) This is the best form in which to provide samples of Hammer Gel for the goody bags that event directors give to their entrants.
- 2) This is the most convenient form of the product to hand off to athletes at race aid stations,
- 3) It is the best way for a Hammer Gel retailer to allow potential customers to try the product—many times several flavors—without the customer having to buy a full 26-serving jug of the product first.
- 4) Pouches are oftentimes the preferable, more convenient form (as compared to carrying a flask of Hammer Gel) for many athletes to use during their training and racing.

While there is no doubt that, for many athletes, the single-serving pouches are oftentimes a more convenient, preferable way to carry Hammer Gel, there is absolutely no reason whatsoever to litter bike paths, streets, running trails, etc. with empty wrappers. As Chuck alludes to, it is NOT socially acceptable; it's just flat-out lazy and downright unacceptable. Bike paths and trails have been closed, and races have been canceled due to this kind of thoughtless behavior. These paths and trails, as well as the roads we ride on, are our sanctuary away from the littered area(s) that usually surround us, so don't

ruin them or have them taken away by indiscriminately tossing aside your empty pouch of gel.

Yes, if you put an empty pouch of Hammer Gel in your jersey, running shirt, or shorts pocket, chances are you're going to get a small amount of sticky gel in your pocket. Deal with it; you're going to have to wash your workout clothes anyway! And if the thought of having a little of the sticky remnants of a pouch of Hammer Gel in your pocket absolutely repels you, that's even more reason for buying a full jug of Hammer Gel and using the Hammer Gel flask. Not only do you save money (because you're not paying for single-serving packaging), you eliminate the "sticky pocket" dilemma.

Friends and valued clients of Hammer Nutrition, we urge you to be proactive in not adding any more litter to an already messy world! If you're going to use Hammer Gel pouches, please don't be a "littering loser." You'll be doing everyone (us included) a favor, and as a result of your efforts we'll hopefully receive an ever-decreasing number of these kinds of letters.

Thank you –  
The staff at Hammer Nutrition  
**HN**



# An epic ride through the wild, wild, windy West

BY CLAY LUNDGREN, Hammer Nutrition Employee

**A** cold, record-setting rainy spring in the Flathead Valley left me totally underprepared for my first RATPOD, a Hammer Nutrition-sponsored 130-mile Ride Around The Pioneers in One Day, starting and finishing in Dillon, MT. In addition to the mileage, temps in the high 80's, over 5,000' of climbing (up to 8,000' elevation), and the most brutal 50 miles of sustained headwind I've ever encountered made this one very long day.

Despite the challenges, this was an awesome ride with mountain scenery, 8-mile climbs, 48 mph descents, very quiet

roads, and great people enthusiastically suffering along with us. While I had been using Hammer Nutrition products long before working here, I had never used all of the products to the greatest benefit. This year at RATPOD I needed all of the help I could get and received that help in the form of Hammer Nutrition fuels, plus consistent use of supplements before and during.

**Throughout the year:** A daily program of Race Caps Supreme/Premium Insurance Caps/Mito Caps

**Before the event:** A 4-day loading of

Race Day Boost.

**For RATPOD:** Endurolytes, Anti-Fatigue Caps, and Endurance Amino in one-hour ziplock bags in my jersey pocket.

Many thanks to the volunteers and organizers of RATPOD and to Steve and Brian at Hammer Nutrition who made it possible for all four Hammer Nutrition riders to finish this event—even though the headwind resulted in extra busses for the reported third of the field who were overcome by what many called the hardest RATPOD ever. **HN**

The author continues on despite the wind at the 2012 RATPOD.  
Photo : Claire Lundgren



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All of your favorite flavors come in an economical 26-serving jug. Rock-solid energy at an amazing price . . . the benefit to the environment is just an added bonus!

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Mark Stampiglia rides in Moab.  
Photo : courtesy of Mark Stampiglia

# Beat the heat— and the competition!

## Hydration and hot weather adaptation

Excerpts from Hammer Nutrition's knowledge resources on [www.hammernutrition.com](http://www.hammernutrition.com)

*"My 60-year-old partner Gary and I were on a cycling trip to Moab, UT, in June, and while we were riding, the temperatures on the roads reached highs of 110 degrees.*

*We took on the famous 60-mile La Sal mountain loop with a mileage add-on for a total of 85 miles. Although the conditions on the roads were absolutely brutal, I will emphatically say that our ability to do the entire ride without stopping or experiencing muscle cramping was made possible by using Endurolytes capsules, Endurolytes Fizz, and Perpetuem. "*

- Mark Stampiglia, above

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

Unreplenished fluid loss causes endurance athletes several problems:

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

At the very least, excess body fluid loss means premature fatigue and decreased performance. If the loss goes unchecked during extended exercise, the potential for dehydration and its serious consequences increases. Once you get into the dehydration range, you're cooked—literally and figuratively—

collecting a DNF and possibly an IV, too. Your basic strategy for staying cool in the summer months begins with appropriate hydration during exercise.

### Be aware of water weight loss during exercise

A good scale (preferably one that can measure less than one pound increments, such as a balance scale) may well prove to be your most valuable fitness investment. Weigh yourself before and after each outing, carefully noting the time, exertion level, miles, weather, and fluid, fuel, and electrolyte consumption. If you finish weighing the same or more than when you started, you have overhydrated. If you've dropped 3% or more, dehydration has occurred. Up to 2% weight loss is safe and reasonable.

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

Once you begin to log your fluid consumption and weight fluctuations, you'll have the data to accurately calculate your personal needs. Another low-tech hint that makes tracking

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training data much easier: make sure you know the capacity of your water bottles and hydration packs.

### Rehydrate in the correct amounts

As is true with calories and electrolytes, you can't replenish fluids at the same rate that you deplete them; your body simply won't absorb as fast as it loses. Evaporative cooling depletes fluids and electrolytes faster than the body can replenish them. Your body will accept and utilize a certain amount from exogenous (outside) sources, and similar to calories and electrolytes, maintaining fluid intake within a specific range will postpone fatigue and promote peak performance.

Research suggests that while electrolyte needs for individual athletes may vary up to 1000% (tenfold), fluid loss remains fairly constant. Based on this research, along with the thousands of athletes we have monitored:

- For most athletes under most conditions: 20-25 oz./hr. (approx 590-740 ml/hr.)
- For lighter weight athletes, or those exercising in cooler temperatures: 16-18 oz./hr. (approx 473-532 ml/hr.)
- For heavier athletes or athletes competing in hotter conditions: up to 28 oz./hr. (approx 830 ml/hr.)

To avoid dilutional hyponatremia, fluid intake should not routinely exceed 28 oz./hr. (830 ml/hr.). The exceptions are heavier athletes, athletes exercising at extreme levels (prolonged periods at a high percentage of VO<sub>2</sub>Max), and athletes competing in severe environmental conditions. Note that increased fluid intake necessitates an increase in electrolyte replacement as well.

**Bottom line:** A typical water bottle contains 20-25 oz. (approx 590-740 ml), and that's an excellent gauge to work within.

### Adapt to the heat

While there are limits to how much heat the body can withstand during exercise, there are ways by which adaptation to heat stress may be improved.

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

2. Train your body to refuel, rehydrate, and process electrolytes during #1.

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

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

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

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

### Beat the race-day heat

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

• If you're running, take a one-minute walk, douse yourself with water, and take a good drink. If you're cycling, coast or easy spin for a minute. The break from heavy exertion allows dissipation of internal heat. Highly competitive athletes might scoff at walking or coasting, but when it comes to core temperature, nature gives you two choices: cool down or DNF.

• Wear the lightest, most evaporation-friendly clothing you can afford. (Cotton isn't on the list!) Many fibers today provide superior wicking and evaporation that allow your sweat to do the work nature intended. Light-colored clothing is preferable.

• Use cold fluids as much as possible as your body absorbs them more rapidly than warm fluids. Use frozen and insulated water bottles and hydration packs.

• Know the symptoms of overhydration and dehydration. Stop immediately if you feel lightheaded or queasy, or get dry chills. No race or training is worth compromising your health. **HN**

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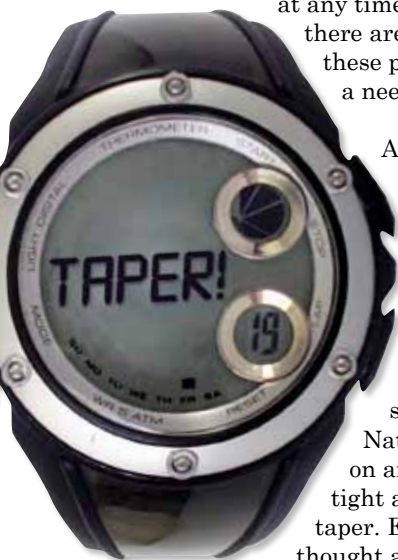
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# OMG . . . it's taper time

BY JIM BRUSKEWITZ

**C**ompex brings some unique qualities to the table that should influence how you approach a taper. Using the device to warm up and recover is straightforward. Since these programs can be ran on any muscle group at any time, even for back-to-back sessions, there are no further guidelines for using these programs during a taper. If there is a need, fulfill it and run a program.



An athlete's needs during a taper can and will change. The body is used to a regular training schedule with a set of workouts that challenge it. The workouts during a taper are much less challenging. The body isn't accustomed to the reduced training load, and it can start to give some confusing messages. I've scrambled to find a chiropractor at Nationals, thought I pulled a muscle on another occasion, and always feel tight and sore in the final days of the taper. Even though I have never even thought about these taper troubles when the gun goes off, the recovery programs are terrific for curing the taper ills and lowering pre-race anxiety.

Certainly, the recovery programs are the most popular. I can't argue with the benefits that these programs yield. However, there is another group of athletes who feel that the strength programs can offer an even bigger advantage; I am a member of this growing group. The strength I feel and measure when using the strength programs to enhance my training and racing is significant. I strength train with Compex throughout the year. Removing Compex strength training from the regular schedule quickly reduces how much muscle can be recruited and the amount of force that can be delivered. It's unsettling to reduce the normal amount of training, but getting tired from training while tapering isn't a good idea. How much should the training be reduced and for how long?

It takes only a few weeks to feel the benefits of Compex strength training. Likewise, it takes only a few weeks for the gains to start melting away. I have noticed the wattage on the bike at race efforts start to drop in one week after stopping Compex strength training. Building strength traditionally with voluntary contractions uses energy stores throughout the body. When the training gets specific near a big race, all of the energy is saved for sport-specific training. This makes sense. Compex strength programs do not tax the cardiovascular system, nor do they tax connective tissue that requires

recovery between sessions. Plus, Compex is more effective at increasing force production than traditional strength training.

## What should the final three weeks of a Compex taper look like?

### 3 Weeks Out

Mon	Tues	Wed	Thurs	Fri & Sat	Sun
Recovery	Strength	Recovery	Strength	Recovery	Strength

### 2 Weeks Out

Mon	Tues	Wed	Thurs	Fri & Sat	Sun
Recovery	Strength	Recovery	Strength	Recovery	Strength

### Race Week

Mon	Tues	Wed	Thurs	Fri & Sat	Sun
Recovery	Recovery	Recovery	Recovery	Recovery	Race!!!!

## Choose from the following Compex Programs:

### Compex Strength Programs:

Strength, Resistance, Endurance

### Compex Recovery Programs:

Active Recovery, Recovery Plus, Massage

## Choose from the following three times/week Compex training schedule:

Tuesday, Thursday, Saturday  
 Tuesday, Thursday, Sunday  
 Tuesday, Friday, Sunday

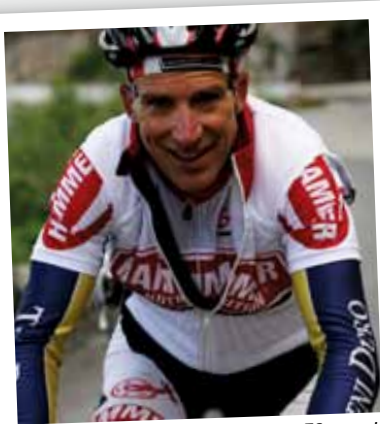
Monday, Wednesday, Friday  
 Monday, Wednesday, Saturday  
 Monday, Thursday, Saturday

You can fine-tune the intensity of the strength work on Compex easily. The stimulation level is divided into 999 steps. For instance, increasing from 21 to 22 is a very small increase in the degree to which the muscle contracts. During a taper we keep our traditional training intensity high, but reduce how long we hold it. The high intensity is often held for very short periods of time. Increasing the intensity for short periods while running a Compex strength program uses the same effective idea. As an example, you can ramp it up for 15 seconds and then back it off for 45 seconds. Consider this to be one repeat, and do eight repeats. By following this routine during the "3 Weeks Out" schedule, you will keep the muscle firing without generating a training load that compromises your recovery. You'll find yourself well-recovered and at your peak strength on race day. **HN**



# Learn from the BEST so that you can be your BEST

## NMES consultations with our experts!



Jim Bruskwitz, NMES expert

### The Primer - \$49.95 (FREE with purchase!)

30-minute consultation

#### Discover the benefits of Compex

To gain the best possible benefits and value from this powerful device, you'll need to become familiar with the basic functions of your NMES, including charging the device, and proper cable and pad connection.

In addition you will learn:

- Navigation through the various programs stored within your unit
- Placement of the electrodes over the muscles you plan to stimulate
- Proper starting level of stimulation for the programs you use daily



### The Competitor - \$79.95

60-minute consultation

#### Integrate NMES into your daily training regimen

This extended consultation includes everything covered in the 30-minute consultation, plus you'll learn how to:

- Use all of the programs on your device
- Time weekly program use to benefit your sport
- Schedule your training utilizing an array of Compex programs to reach your peak at the right time
- Stack NMES workouts on top of conventional workouts to extend training efforts

### The Expert - \$60.00\*

60-minute consultation \*Per hour

#### Become an advanced NMES user

After completing both the 30-minute and 60-minute initial consultations, additional consultation time can be purchased. You'll quickly become an advanced user and get the most out of your Compex device! With our advanced consultation, you'll learn how to:

- Tailor your Compex use to your unique needs
- Evaluate your progress and adapt your program
- Understand how the science and technology of NMES makes the Compex a very powerful tool

# Accessorize your Compex!

Snap Electrode Pads **\$14.95**

(set of four 2"x2" or set of two 2"x4")

Snap-On Conversion Cables **\$44.99**

(for use with Compex Fitness Classic and Sport Classic)

Snap Cables **\$59.99**

(for use with Compex Sport Elite and Compex Performance U.S.)

Belt Clip **\$9.99**

(for use with Compex Sport Elite and Compex Performance U.S.)

Conductivity Gel **\$7.95** 8.5 oz., **\$4.95** 2.0 oz.



"I just wanted to let you know that the **Compex Snap-On Conversion Cable kit is the best!**

I was sold on the convenience of snap leads, but I think the biggest benefit is that snap leads connect in the middle of the pad and don't pull the pad away from the skin like pin leads. With pin leads, I could never effectively use the Spectra conductivity gel because the pad would get pulled away from the skin too easily. With snap leads, I don't have that problem. The improved performance and convenience are more than worth the extra money!" - Carrie C.

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# Giving you the ultimate competitive edge



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## **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 25 years, Hammer Nutrition has been the leader in educating athletes to fuel properly, and since 2006 has been the leader in NMES education in the U.S. Together, Compex and Hammer Nutrition are your best choices 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.



# 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 with five levels of progression that will keep elite athletes challenged with every training session, resulting in a true competitive advantage!

PRICE  
**\$849.00**

*All models include a muscle stimulator, battery charger, user's manual, instructional DVD, electrode placement guidebook, carrying case or bag, electrode lead wires, 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.

PRICE  
**\$579.00**

**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](http://www.hammernutrition.com/NMES) for all of the details.



# Order Today!

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



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electrode pads - FREE  
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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 two-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.

# Training, travel, & balance

BY BRENDAN HALPIN

*The author rides with Kathleen Johnston during this summer's Cycling House Camp in Tuscany.  
Photo : Owen Gue*

**O**ver the past seven weeks I have been in Tucson, AZ; Missoula, MT (one week); Mallorca, Spain (two weeks); Tuscany, Italy (two weeks); Missoula, MT (one day); and Madison, WI (one week). Maintaining my fitness while doing this much traveling oftentimes feels like an overwhelming challenge with no easy solution.

From my experiences, I have found that all components of endurance training revolve around one element: consistency. The first struggle in travel is maintaining the fitness that you

currently have with traditional forms of endurance training, such as swimming, cycling, or running. The difficulty of completing these workouts often lies in the equipment, time, or facilities that you need in order to complete your workouts. Although there are no real answers to any of these challenges, I feel that Hammer Nutrition has some very valuable products to help maintain your fitness and health while traveling.

One of my favorite pieces of equipment that I like to bring with me while traveling is a Compex electrical stimulation unit. More times than not, your body probably needs

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some extra rest, and Compex can provide some beneficial applications to fine-tune your muscles while you are in this brief period of rest. International travel can be especially difficult, and one of my favorite programs to help cope with these problems has been the Massage program on the Compex Elite unit. The constant pulsation and applied hertz of this program provide a very relaxing program that helps break up scar tissue and removes the travel from your legs.

Living in Montana poses a serious problem in the distance you have to travel to get to races, and I use my Compex as much as I can, especially when traveling by car. If you have two drivers, I suggest alternating drivers and running the Active Recovery, Recovery Plus, and Massage programs every few hours. This will also help promote blood flow and eliminate the dead feeling that your legs oftentimes have after long travel. Some other great programs to use while traveling would be the Strength, Resistance, or Endurance. The names speak for themselves, and travel can be a great time to work on those muscle groups that seem to need a little extra help. After completing one of these programs, I suggest running the Massage program once again. Hotel travel can be very difficult, but a combination of Compex and traditional workouts can help maintain your fitness and help to keep you feeling sharp!

The other hidden element of travel is maintaining your health. Travel—especially by plane—can be very difficult because you randomly throw your body into a foreign environment full of all sorts of germs. A change in eating habits and the variety of foods that you are eating also creates a difficult situation for your body. A good place to start is to tuck a bottle of Hammer Nutrition's Soni-Pure hand sanitizer into your bag and use it on a regular basis to help prevent germs from spreading. However, the best piece of advice I can offer would be to take the supplements provided in the Daily Essentials Kit on a regular basis. Premium Insurance Caps provides a healthy dose of complex B vitamins to keep you feeling healthy and provide a solid nutrient foundation that will have you ready for your next challenge. Race Caps Supreme supplies two essential nutrients, CoQ10 and idebenone, which helps provide the antioxidants you need and promotes cardiovascular health. Mito Caps provides lipoic acid, a superior antioxidant that scavenges both water- and fat-soluble free radicals and prolongs the lifespan of your mitochondria. The combination of these three supplements has given me the foundation that I need to stay healthy while I'm on the road. The other key element in using these supplements is consistency. Your body will respond best when it receives a regular dose, and you will be feeling healthy and strong!

All of these products have helped me maintain my fitness and health over the past several weeks while I have traveled throughout the U.S. and the rest of the world. The most difficult part of my journeys included a cancelled flight, which made me spend more time in an airport than I ever care to relive. This was followed by two more nights in hotels followed by one day in Missoula, and then an epic drive in "White Hot," The Cycling House's 15-passenger van to Madison, Wisconsin. Long days and lack of sleep, with a busy work schedule with The Cycling House during camps, left me very vulnerable to sickness, but thanks to Hammer Nutrition I feel like I dodged a real bullet in not getting sick. I hope that this advice finds everyone well as we enter the heart of race season and summer! **HN**

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Scott Gaiser and his son Jeremiah celebrate after their recent Olympic-distance triathlon in Moses Lake, WA. Photo : Heidi Gaiser

# Countdown to Ironman: Training, tapering, and re-evaluating past performances

BY SCOTT GAISER

**A**s I enter the final two weeks of preparation for Ironman Coeur d'Alene, I look forward to the gradual descent in volume as I enter the tapering phase of my training. Still, it is important that I remain consistent and maintain the appropriate intensity in my workouts. My longest weekend rides and runs are past me. My workouts are now generally shorter, but they are filled with some high-intensity sets. As Craig Howie, my previous coach, used to say, "The hay is in the barn," and the most important thing I can do is to stay healthy and get rested.

These final two weeks are always interesting, however, filled with mixed emotions and anxieties. Though I am always happy to be done with the exhausting training sessions and long weekend workouts, there is always this thought in the back of my mind that I should be doing more . . . that because I'm taking it easy, I am losing some

- continued on page 33



fitness. What I find most frustrating (and it is consistently so every time I reach this stage in my training) is the hypersensitive switch that seems to automatically turn on in my mind and body. Every ache seems to be magnified. I notice odd pains in strange places, which leads me to think that after all of this work, some weird injury is going to occur that prevents me from competing. I try to stay focused on the goal by increasing my sleep time and making sure that all of my training efforts are quality workouts.

For past IMs, my typical schedule for the final two weekends included competing in an Olympic-distance triathlon two weeks out and a sprint distance triathlon one week out. These allowed me race-specific preparations and provided short but intense workouts. It also provided an opportunity to test my fitness level and to practice my transitions.

This year, two weekends before IM CDA, my son and I competed in an Olympic-distance tri in Moses Lake, WA. It was my son's first Olympic-distance triathlon and my first opportunity to see if my efforts in training would pay off. It was an auspicious start, as we were already running behind schedule when we got to registration packet pick-up. Thinking that the race started at 9 a.m., we got to transition at 7:40 a.m. I thought it was strange to see so many people with their wetsuits on looking ready to go. Then the race director yelled, "Everyone out of transition in four minutes!" The race started at 8 a.m.

Dispensing of the normal transition-site routine, Jeremiah and I somehow scrambled our way to the water with wetsuits and goggles in place just in time for the start. Despite the morning mix-up, I placed 2nd overall, just 8.2 seconds behind 1st place. I also received everything I wanted from the race: event practice, confidence in my triathlon fitness, and most importantly, a wonderful shared experience with my son.

I plan to skip the sprint-distance triathlon this year in exchange for an easy three-hour bike and transition run. I also need to step back and evaluate my race-day strategy and nutrition plan. In my first three IM competitions, I had relatively positive experiences. Even though there were moments, as in many of my races, when I asked myself why I was there, I never bonked or cramped.

However, I cannot say the same for my next four IMs. Though it is understandable why an old boy coming

## **I am not completely sure of why I have struggled to perform to the best of my ability—was it mental or physical, a lack of proper nutrition and supplementation, too fast of a pace too early, or a combination of these?**

from the cool climates of autumn in Northwest Montana may struggle with the hot, humid conditions of Kona in October, it is still frustrating to have your body be so uncooperative. And, to a certain degree, that has happened in all of my recent IM races.

I am not completely sure of why I have struggled to perform to the best of my ability—was it mental or physical, a lack of proper nutrition and supplementation, too fast of a pace too early, or a combination of these? For the most part I have followed the same nutrition plan for all of my IM races. This year, I hope to take my previous race strategy and nutrition plan off the tracks, evaluate what works for me in training and what I have learned over my many races, and make the appropriate changes on race day.

I think the two primary reasons for my IM bonks in the past were too fast of a pace (especially on the run) and failure to consume enough calories. I found out on my successful attempt at the Swan Crest 100-mile ultra marathon that if you can take in the right amount of calories, your body will keep going. During the Swan Crest I consumed a variety of Hammer Nutrition fuels, and I plan on the same for this year's IM CDA.

In the past I relied on Perpetuem plus a few Hammer Gels during the bike, and then solely Hammer Gel during the run. This year I will use Perpetuem again, consuming a bottle containing approximately 6-7 scoops (910-945 calories) in roughly six hours. I will hopefully go faster than six hours, but want to have enough fuel to last that long, just in case I do end up taking the full six hours. I plan to use Strawberry,

but will have Caffé Latte ready in my bike drop bag. I also will try to consume one to two gels per hour. At the halfway point of the bike I will begin to nibble on a

Cashew Coconut Chocolate Chip Hammer Bar (230 calories), as this is a nice "taste change of pace." The caloric total of Perpetuem and Hammer Bar will supply me with 1040-1175 calories, which will provide me with roughly 173-196 calories per hour, which I believe will be plenty sufficient for me at approximately 158 lbs over the course of six hours (I'll consume less, of course, if I'm not on the bike for the full six hours).

Again, on the run I will consume only Hammer Gel, but I will be more disciplined in making sure that I do it. I also realize it is important for me to drink a sufficient amount of water per hour (especially if it's hot), and as always, I'll be taking 2-4 Endurolytes hourly throughout the day, depending on the heat. Race Day Boost (which I'll load with for four days prior to the event), Endurance Amino, and Anti-Fatigue Caps will also be part of my nutritional arsenal. As far as race-day strategy goes, I'm going to focus on patience, negative splits on everything, running slow to start, and then keeping a smart pace.

As I head into my eighth IM, calling it a "journey" seems like an apt description for an experience that is a result of all of the time and energy spent training for this one event. Thanks for reading, and best wishes in your "journey" and next event! **HN**

**Editor's Note:** Scott's revised fueling plan, change in his pre-IM routine, and race-day strategy paid off June 23 when he crossed the finish line at IM CDA in 2nd place out of 184 finishers in his age group, and 151st overall out of more than 2,400 participants.



FROM THE  
KITCHEN OF  
**LAURA  
LABELLE**

## Green Protein Smoothie

By Laura Labelle

- 1 cup shredded, fresh organic kale (loose, not packed)
- 1 cup frozen pineapple chunks
- 1 cup almond milk
- 1 large ripe banana (I like to freeze my banana chunks)
- 1-2 scoops Hammer Whey Vanilla

This makes 2+ servings. I use it as a meal replacement for breakfast or after a workout.

To make a single serving, halve the amounts of the first three ingredients. It's a delicious way to get protein and a full serving of nutritious leafy greens—in the morning or any time of day!

## Orange Chicken Salad

By Laura Labelle



### Salad

- 4 large oranges, peeled and cut into rounds
- 1 bunch watercress
- 1 large seasonal apple
- 2 grilled, skinless chicken breasts (or 3 thighs de-boned)

Peel oranges and slice into rounds. Another option is to cut oranges into wedges using only the flesh (white part of the rind removed). Wash watercress and spin dry. Remove leaves from stems. (I also like to chop up some of the tender sections of the stems near the leaves, and add them.) Wash apple, core, slice into quarters, and then into thin slices. Tip: Toss apple with some lemon juice to prevent browning.

Grill chicken breasts and let rest for 10 minutes before slicing. (I marinate chicken breasts in lemon, garlic, and parsley before grilling.)

### Dressing

- 2 tablespoons orange juice
- ¼ cup olive oil
- ¼ teaspoon Himalayan salt and fresh ground pepper

Mix all ingredients. *Hint: The Hammer Blender Bottle is perfect for mixing salad dressings!*

### Assembly

Toss all ingredients while chicken is still warm, and then add salad dressing to taste. Enjoy!

## Salmon Cakes

Makes about ten 2 oz. cakes

Here is a great idea for leftover fish. Most people are familiar with salmon and crab cakes, but I have made this dish using tuna, halibut, cod, and snapper. I am sure that you will love this great way to give your leftovers a fresh flavor, in a whole new dish!

- 8 oz. salmon (leftover is my favorite, but canned will do)
- 1 whole large egg
- 2 teaspoons Sriracha sauce
- 1/2 teaspoon salt
- 1/4 cup chopped fresh basil
- 2 tablespoons chopped fresh mint
- 1 cup instant mashed potato (leftover, or instant made with water and olive oil)
- 3 egg whites
- 1/2 cup panko or bread crumbs

Mix all ingredients except egg white and panko crumbs, and scoop out into 2 oz. portions. Roll portions into balls, and coat each in egg whites and then bread crumbs or panko. Press flat and chill.

I like to cook these on the griddle or in a frying pan; however, I think you could bake them too!

### Sauce

- 1/4 cup nonfat yogurt
- 2 tablespoons mayo or Vegemaise
- 1 tablespoon lemon juice
- 1 teaspoon Sriracha sauce
- 1 teaspoon chopped fresh dill





# Vanilla Whey Crepes

By Suzy Degazon

- 1/2 cup sifted all-purpose flour
- 3 tablespoons Hammer Whey Vanilla
- 1 whole egg
- 1 egg yolk
- 1 tablespoon melted, unsalted butter
- A few drops of vanilla, if desired
- 1 cup skim milk

Sift flour. Blend all ingredients together in a blender. Some people like to refrigerate the batter for an hour. I prefer to use all of the ingredients cold from the fridge to save time.

Heat a skillet and spray with oil or put a dab of butter into the pan. When the skillet is heated, pour a small amount of the crepe mix into the hot skillet—crepes are meant to be thin. As soon as they start to bubble, flip over and place on a plate.

I also take these crepes to long races and fill them with almond butter or cream cheese and strawberries. I like to drizzle Montana Huckleberry Hammer Gel or maple syrup on them too. You can also go the English way and eat them with lemon juice!



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## NATE'S CORNER

BY NATE LLERANDI

# Be a blockhead

*Steve's Note: Once again, I've dug into the archives of the numerous "Tip of the Week" emails I have on file from longtime athlete/coach/Hammer Nutrition client, Nate Llerandi. I find that his tips—though oftentimes a few years old—are still completely relative or, at the very least, thought-provoking. Here's one that dates back about four years, and I think it contains some good information worth considering. Enjoy!*

**T**he typical way to approach hard training days is to follow the alternating hard-day/easy-day approach. The premise here is that the 48 hours between hard sessions allows for adequate recovery so that you can be ready to push it again. While this approach can prove to be effective, I think there is a more effective way to approach the balance between your hard days and easy days.

There are schools of thought that suggest the balancing of hard days and easy days should be done in blocks. In this model, hard days should be blocked together in increments followed by equally long blocks of easy recovery days:

- 2 days hard, 2 days easy, 2 days hard, 1 day easy
- Or 3-4 days hard followed by 3-4 days easy

The premise is that by blocking the hard days together, you overload the body. The block of easy days that follow allows the body to recover and super-compensate, which takes you to "the next level" more quickly than the alternating hard/easy approach. I have been following this approach since starting up training again after my end-of-season break. My current ebb and flow is 2 hard days, 2 easy, 2 hard, 1 off. What I have found is that my body is curiously receptive to the second hard day in a row during both blocks in the week. The second workout goes very well. However, I am also ready for the

2-day recovery period. After the second day, I am ready to push hard for another 2 days.

Easy days can be days completely off or super-easy recovery days. If you get to the second block of hard days and you're not ready to start it, then the issue is most likely that you did not recover properly rather than you pushed too hard during your first block of hard days. When you block together your hard and easy days, the intensity of the recovery has to be inversely proportional to the intensity of the hard work you've just completed. We all tend to forget that the progress we make occurs during the recovery periods after the hard work is done. The harder you work or the longer your work, the longer and easier the recovery needs to be.

For multisport athletes, a mid-week block might make sense: bike hard on Tuesday, swim hard on Wednesday, and run hard on Thursday. Monday and Friday could be the recovery days, and the weekend can be saved for longer training sessions. This is just one example.

I can already tell that this approach will be a shot in the arm to my progress, without putting me into some sort of overtraining hole. As long as I keep the workouts during the recovery blocks short and easy, I am confident that this approach will lead to some great performances next season. **HN**



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# GMOs and corn-derived maltodextrins

BY STEVE BORN

**O**ur Client Advisor staff has fielded this question a few times as of late, so we wanted to share the following with all readers of Endurance News. In a nutshell, the question we receive is something to the effect of, “Is the maltodextrin you use in your fuels derived from GMO-free corn?”

Dr. Bill Misner provides the answer:

*The highly refined, finished maltodextrins in Hammer Nutrition's product line originate from conventionally grown and organically grown corn. These corn maltodextrins are neither certified organic nor certified GMO-free. The refining process converts whole corn to long-chain maltodextrins, which generate a remarkably high glycemic effect through first-pass metabolism. This high glycemic effect resolves high blood sugar turnover depletion during extreme exercise sessions.*

*Some (30-50%) of the corn maltodextrins are GMO-free while I estimate perhaps as much as 70% is exposed to GMO residue in either seed or insecticide. Once GMO-free and GMO corn products are mixed, GMO residue contents are diluted, but still present. The cost for GMO-free maltodextrins is higher than the bulk of crops grown all over our country from mega-farms. Organic crop harvests are significantly less than conventional grown, hence the huge differences in price.*

*PCR (polymerase chain reaction) GMO detection tests done on Hammer Nutrition's maltodextrins*

*[have resulted in] "negative" results. However, this does not imply [that there are] zero GMO-residues, since by more precise measures GMO measures may be detected. The detected levels of GMO-free maltodextrins originate from organically grown crops that must have very-very-low-to-no GMOs based on more precise detection measures before being certified GMO-free. When I suggest that PCR detection is negative, that means there is none detected by the limits of that particular test method. The corn maltodextrins processed via our manufacturer are gluten-free, but cannot be declared GMO-free.*

My interpretation of Dr. Misner's statement is that the maltodextrins from the corn are so highly processed (in order to become maltodextrins) that the potential for any issues associated with GMO-derived corn would be extremely remote, if not altogether nil. The current testing procedures used to detect GMO residues have repeatedly shown that the maltodextrins we use in our fuels are devoid of any measurable amounts of GMOs (in parts per million). That should alleviate any concerns one may have regarding this specific matter.

Even so, it would be great if we were able to get the maltodextrins we use in our fuels only from certified organically grown, certified GMO-free corn. Unfortunately, it is highly unlikely that even a fraction of our maltodextrin needs could be fulfilled solely from certified organic/GMO-free corn. We require a lot of it, and the supply would rarely, if ever, be available. Plus, assuming that we could find a reliable, consistent source of certified organic, certified GMO-

free corn, the cost of the maltodextrins would absolutely skyrocket, meaning a significant price increase in our products.

So does that mean we're cutting corners? Absolutely not. We ALWAYS procure the highest quality raw materials from the most reliable, trustworthy sources, and that includes the maltodextrins we use in our fuels. Additionally, the procedure of extracting the maltodextrins from the corn is a meticulous, multiple-step process, and by the time the "end result" (the maltodextrins) is reached, there are zero-to-near-zero measurable amounts (in parts per million) of GMO residues left.

Believe me, we at Hammer Nutrition admire and respect people who are conscientious about the food and fuel they put in their body. That's been a huge part of our “battle cry” throughout the 25 years we've been in business: we want you to be conscientious about what's in your fuel, and even more so about the food that comprises your daily diet. However, while the former is undeniably important, it's the latter, your diet, that makes up a significantly higher percentage of your daily calorie intake. As such, it has a much greater impact on your overall health, as well as athletic performance. Focus on that first and foremost, what you're consuming in your daily diet, and we'll make sure that the other approximately 10% of your daily calorie intake—the fuels you consume in your training and racing—are the finest, purest, most effective, and most affordable they possibly can be. **HN**



# The Hammer Recovery Bar

Chewy, but oh-so delicious! BY STEVE BORN

The verdict is in on the Hammer Recovery Bar—it's an overwhelming hit! People are gobbling up this delicious post-workout/meal replacement bar like crazy! The feedback has not been 100% positive, however; some people have said that while the Hammer Recovery Bar is indeed outrageously tasty, it's a bit too chewy for them.

The Hammer Recovery Bar's chewy texture is due to the nature and volume of some of its ingredients:

- The density of protein. It includes a whopping 20 grams of a cold-processed whey protein concentrate/isolate blend. This much high-quality protein definitely factors into the potentially extended chewing time required.

- 8 grams of fiber (nearly one-third of Daily Value for a 2,000-calorie diet)

- 14 grams of fat (none of which are in the form of trans fatty acids)

- Organic agave, arguably a bit thicker sweetener than most, but also a much healthier option

The fact that the Hammer Recovery Bar is chewy actually adds to its effectiveness. The longer you chew, the more it stimulates your taste receptors.

This signals the stomach lining to produce hydrochloric acid, which aids in the optimal breakdown, digestion, and absorption of the protein and fat components. Plus, a slightly thicker, chewier texture equates to more calorie satisfaction.

If you're one of our valued clients who thinks the Hammer Recovery Bar is a bit too chewy, when you take into account its healthy ingredients and delicious goodness, we're sure you'll agree that it's definitely worth a little extra "jaw time."



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FROM OUR ATHLETES

# Pit Row



Team FASTPHALT rider, Shane Esposito. Photo : Enrique Ayala

## Racing to victory at Baja 500

### Team FASTPHALT

Team FASTPHALT, the Class 21 team of Jim O'Neal, Shane Esposito, Scott Myers, Ricky Brabec, and Morgan Crawford, put their Hammer Nutrition product supply to the test in June at the Baja 500 in Baja, Mexico. The dry winter created the most brutal course conditions in race history, with more than 450 miles of rough terrain caked in silt and dust. Team Fastphalt, led by O'Neal as the rider of record, finished the event with a Class 21 1st place, beating the 2nd place team by more than 18 minutes! In doing so, O'Neal and his teammates accomplished a staggering 5th place overall. "In a race of this magnitude, you must have the best products and the best riders," Jim shared. "Our teams were fortunate enough to have both. Thank you to Hammer Nutrition for your continued support and for producing such superior products."



Team FASTPHALT rider, Ricky Brabec. Photo : Enrique Ayala



### Dane LaFontaine

Dane LaFontaine warms his bike and preps his gear in anticipation of his start of the 44th SCORE Tecate Baja 500 in June. Bill Lawrence of Rancho Santa Marta Orphanage (brown jacket and cap) is there to assist; Dane competed in the race as a fundraising and awareness platform for the Lawrence family and the 100+ kids they take care of in San Vicente, Baja California, Mexico. Photo : Paige Nelson



### Max Gerston

Hammer Nutrition-sponsored EnduroX rider Max Gerston received his official invite to X Games after his stellar performance at the GEICO AMA EnduroCross series in Las Vegas in May. Max finished 12th position in Las Vegas to take the Junior Championship points lead; in addition to X Games success, Max has his sights on the 2012 MAVTV Junior Championship title (riders 21 years and younger). "I have been training super hard and am excited for X Games," the 20-year-old Arizona native said. "I go through a ton of HEED and Huckleberry Hammer Gel. Those work really well for me, along with the Endurolytes."



# Tracking a stellar season for NWRK

RIGHT : On June 3, the Hammer Nutrition Northwest Race Karts team (NWRK) swept the 125 Stock Honda Shifter race at Puget Sound Go Kart Association (PSGKA) race track in Spanaway, WA. The PSGKA track is a short but very technical track that requires more skill than other tracks. Several in the class could not hold up to the pressure of the race, but for NWRK, Hammer Nutrition products made the difference. At the end of the day, it was all smiles back at the team trailer, with Steve Perdue in 1st place (middle), Dorian Ford in 2nd (left), and Chuck Pierce finishing a strong 3rd (right), all three proud to represent Hammer Nutrition.



BELOW : Hammer Nutrition and NWRK racing team had a double podium with 1st and 2nd place at race #1 of the Gold Cup Series in Richland, WA, in April. That's a lot of high-speed cornering and g-forces, fueled by Hammer Nutrition!



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Athlete Spotlight

**LOUISE**

**FORSLEY**

**X Games Bound!**

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INTERVIEW & INTRO by VANESSA GAILEY

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**late breaking news!**

When the dust settled at X Games Enduro X, Hammer Nutrition sponsored athletes Louise Forsley and Cody Webb were both on the podium sporting Silver Medals. Congrats to both of these young, hard-training riders!

In July 2011, more than 37 million viewers tuned in to X Games 17, and even more are expected to watch the events of X Games 18 this year. At Hammer Nutrition, we'll be watching endurocross competitor Louise Forsley, who we have recently had the pleasure of getting to know and assisting with her fueling and nutrition. Louise, five-time women's mototrials champion and one of the leading women endurocross riders in the world, has blazed a path for women in motorsports, and just a few weeks ago got the official invite to participate in X Games.

We contacted her immediately to offer congratulations and to get a sneak peek into her preparation for X Games.

- continued on the next page



**EN:** It was just announced that you have been invited to compete in Endurocross in the X Games 2012. Congratulations! What came together for you this season to help you succeed in securing this X Games spot?

**louise:** Well, to be honest it has been something that came together over the past ten years. Endurocross is fairly new; I actually just learned what it was all about last summer when I watched it on ESPN at the X Games. Once I saw it, I knew I could be good at it because it seems that the riders who do well have a strong background of mototrials riding, and that is exactly what I have! I signed up for the last three endurocross races of the 2011 season, went to Colorado to ride with a few of the top endurocross riders, and trained my butt off. I did really well at the races, got the attention of the promoters and new sponsors, and continued to train hard with the goal of making it to the X Games!

**EN:** What is your typical training week like as you're preparing for X Games and competition in national motorsports series?

**louise:** My typical training day is a 2-3 hour ride in the morning, followed by a cross-fit class or hike in the afternoon. I do that 4-5 times a week. It's hard on the HEED supply!

**EN:** How big of a role does fueling and nutrition play in your continued success? Also, how do you stay fueled, recover from day to day, AND still manage to adhere to a healthy diet plan when spending so many hours training and traveling to events?

**louise:** I love talking about fueling and nutrition; there's just something about it that I find fun. So this is what I have been doing for the past month: eating clean and consuming smaller meals more often throughout the day. I usually eat 4-5 times a day depending on my training schedule for that day. That has been pretty good for me . . . I was able to drop a few pounds and have pretty consistent energy throughout the day. My struggle with the 3-meal plan was getting too hungry and then overeating. I gain weight very easily, so I really

don't want to overeat. And I try to avoid the cravings and discomfort that come when I don't maintain my blood sugar level. I would like to learn more about the eating plans that Hammer Nutrition suggests!

I have been using Hammer Nutrition products and love them! I drink Endurolytes Fizz before I ride and sometimes after, if it's a long hot day when I might have a headache. During my ride I drink Strawberry HEED—my favorite flavor! Then I have a light lunch: fruit, veggies, V8, nuts, and raisins, or a peanut butter sandwich; I have my workout in the afternoon with more HEED. I drink Chocolate Recoverite once my stomach is settled from the workout. I sometimes struggle with an upset stomach during riding and working out, so getting easy liquid calories with Hammer Nutrition products is really helpful. During my long competitions, I use HEED and Hammer Gel. As for the Hammer Bars, I love them and could eat them all day! I eat the Oatmeal Apple when I have a lighter day of training, and save the chocolate chip ones for competing and long training days.

**EN:** Hammer Nutrition proprietor Brian Frank shared some nutrition and fueling tips with you recently. Care to share this good advice with our readers?

**louise:** "Breakfast like a queen, lunch like a princess, and dinner like a beggar." It totally makes sense because we are fueling our bodies for what we are going to do, so of course breakfast should be the biggest meal since we will have all day to burn it off. Most people don't do too much after dinner, so it doesn't make sense to have a huge meal in the tank to have it just sit there. If you do get hungry, then you can always eat something. My mom is a registered dietitian and she always preached the same thing. Something else I learned from Brian is to eat at least three hours before exercising and then fuel with HEED or Hammer Gel during the workout. And consume a recovery aid within 30 minutes of your workout! Last meal should be three hours before going to bed. Brian also recommends trying to avoid wheat; if you do have it, it should be for breakfast, ideally not for lunch or dinner. This is all something that takes practice!

**EN:** For a 23-year-old athlete, your race resumé is quite lengthy, and includes both national and international events. Of all those accomplishments and challenges, do you have a top two of your most satisfying races?

**louise:** Last year's Las Vegas Endurocross was my most satisfying race. I raced against all of the women invited to the X Games, who were mostly all factory-sponsored Motorcross, GNCC, and Enduro girls. Nobody knew who I was because I come from the small sport of mototrials, so I was just brushed aside as they focused on the well-known women who were at the X Games. I had a bad start and went down in the first corner, and then got stuck behind a lot of bike and girl carnage. But I kept fighting and picked off racers until I finally made it to the front and passed the leader in a difficult rock section. I was so happy to win that I couldn't stop smiling! It was also one of the first times that I won money at a race, so I was really excited to get one of those giant checks! (Giant in size, not amount!) My second most satisfying race was when I wrapped up the New England MotoTrials Championship in 2008. I was riding the Champ (top) class. When I won, I was the overall winner in New England. It was really satisfying being at the top, ahead of all of the men who competed that year.

**EN:** Conversely, what's the worst experience you've ever had in a race, and what did you learn from it?

**louise:** From age 18 to last year, I struggled with an eating disorder. I'm now finally so much more comfortable with food, and more importantly, myself. I wasted two years of riding because I was underfueled and unable to finish competitions. I had one very bad competition in particular in Tennessee, where I ended up going to the emergency room. I was so depleted that I was totally out of touch with my surroundings, my vision was hazy, I couldn't figure out simple things or put sentences together, and I just felt so sick. It was a really terrible feeling. To be honest, it took me a few years to learn, make changes, and get beyond it. But here I am now, in such a good place and having the most success I have ever

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had in my ten years of riding!

**EN:** When you aren't in the middle of race season, you perform stunt shows as the owner of LIFE (Let It Fly Entertainment). When you perform, it's a bit different than competition. All eyes are on you! What techniques do you use to stay calm and keep your nerves under control for performances?

**louise:** I don't really need or use too many techniques, actually. I'm too busy! I have to do almost everything myself from setting up my stunt trailer, setting up the PA system, performing, and announcing at the same time. I guess I finally relax once I get on my bike and start finding my flow in riding.

**EN:** What are some primary tips/helpful hints that you can offer to aspiring motocross athletes, based on your wealth of knowledge and experience?

**louise:** It's all about having fun! If you're not having fun, it's not worth it. I went through a few years of not enjoying training because I was just sick of riding and not having any fun. I changed up a few things and now know what I need to do to keep it fun, like riding with friends and having a fun, challenging gym workout, which for me is cross-fit. I think it's also good to put things into perspective, which is hard because we put so much time and effort into our sport and then get totally disappointed if we don't get the results we would like. You can't let it get you down . . . you just have to know that it will all come together as long as you stay positive, happy, and work at it. Remember, everything happens for a reason! **HN**



Photo : Jim Cotton



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# Shift into The Big Ring

## An introduction to our most popular variety

BY RY WATKINS



From tiny plots scattered over high, terraced plateaus in the Gayo Mountains of Sumatra, Indonesia, originates our best-selling 100% organic, Fair Trade Certified 53x11 Coffee, The Big Ring. This select, hand-sorted coffee is grown under full sun exposure without the additions of synthetic pesticides, chemical fertilizers, or pest control. The island of Sumatra is one of the over 17,000 islands that form the Indonesian island chain and is the ideal setting for this award-winning bean; Sumatra has an ideal climate, abundant rainfall, rich volcanic soil, and perfect equatorial environment—all essential elements in producing a coffee with a rich syrupy body, low-acidity, smoothness, and unusually concentrated flavor.

Sumatran beans are seductive and are one of the great passions of coffee aficionados due to their beautiful aquamarine or jade colorations and authenticating asymmetrical sizes, shapes, and nuances. Beans from Sumatra have always been highly prized, not only because of their unique appearance but also for their deep, rich tones developed during their extended drying periods and increased exposure

to the pulp of the berry. Sumatran beans are always both wet- and dry-hulled, a hybrid coffee processing method in which the coffee is aged for a short period after husking and then dried to low moisture content prior to being washed. The partially dried, unwashed bean is then reintroduced to water and processed with the customary dry hull method. It is this distinctive drying process that creates the sought-after flavors of Sumatran coffees, which are usually enjoyed straight because of their long, smooth finish, but also translate perfectly into a choice espresso shot with a rich, golden crema.

So shift into 53x11 gear and hammer out life to the fullest . . . eating healthy, living happily, practicing a sustainable lifestyle, being your best both on and off your bike, and enjoying the best coffee possible. Add a 12 oz. bag of The Big Ring Sumatra or one of our three other signature 100% organic, Fair Trade Certified coffees to your Hammer Nutrition order today. We guarantee that it will be the best coffee you have ever had!

Drink up, enjoy, and ride ready! **HN**

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# Can coffee help you live longer? Maybe!

BY STEVE BORN

**C**offee has oftentimes gotten a bad rap over the years, with many coffee opponents suggesting any number of potentially negative health issues associated with its consumption. New research, however, seems to be tipping the scales in favor of coffee's beneficial effects, even as profound as a lower risk of death overall compared to non-coffee drinkers.

In an article published in the *New England Journal of Medicine* ("Association of Coffee Drinking with Total and Cause-Specific Mortality" - *N Engl J Med* 2012; 366:1891-1904), researchers from the National Cancer Institute—Neal D. Freedman, Ph.D., Yikyung Park, Sc.D., Christian C. Abnet, Ph.D., Albert R. Hollenbeck, Ph.D., and Rashmi Sinha, Ph.D.—examined the association between coffee drinking and risk of death in U.S. men and women.

Their NIH-AARP Diet and Health Study took place between 1995 and 2008, and involved over 229,000 men and over 173,000 women between the ages of 50 and 71 at the start of the study. During the first year of the

study, coffee intake information was collected by questionnaire; participants' coffee consumption habits were then followed until the end of 2008 (or until their death, if it preceded the end of the study). Of the 400,000+ participants, the overwhelming majority drank 2-3 cups daily. (Approximately 42,000 participants drank no coffee, and roughly 15,000 drank six cups or more a day.)

What the researchers found was quite eye-opening: The association between coffee consumption and a reduction in the risk of death increased with the amount of coffee consumed. Compared to those who did not drink coffee, men who had 2-3 cups per day had a roughly 10% lower risk of death. Women in the study experienced even better results, with about a 13% lower risk of death compared to non-coffee drinkers. Specifically, coffee consumption was linked to a decreased risk of dying from injuries, infections, stroke, and heart disease, though it was not linked to fewer cancer-related deaths.

Dr. Freedman states, "Coffee is one of the most widely consumed beverages in

America, but the association between coffee consumption and risk of death has been unclear. We found coffee consumption to be associated with lower risk of death overall, and of death from a number of different causes. Although we cannot infer a causal relationship between coffee drinking and lower risk of death, we believe these results do provide some reassurance that coffee drinking does not adversely affect health."

Dr. Freedman also alluded to the fact that precisely what the mechanism may be for coffee's beneficial effects remains unclear, especially since there are over 1,000 compounds (phytochemicals) in coffee that may have played a role. However, because the benefits in this particular study were found in those drinking both caffeinated and decaffeinated coffee, it's certainly possible to rule out caffeine.

## Coffee's other potential benefits

In addition to this recent study, previous studies point to other health benefits attributed to the consumption of coffee.

**Type 2 diabetes** – A study in mid-2011 suggests that the chlorogenic acid content in coffee helps to lower the risk of type 2 diabetes by almost two-thirds. This is believed to be due to chlorogenic acid's effect—as well as other compounds, including caffeine, that potentiate its effect—in reducing elevated blood glucose levels, increasing insulin sensitivity, and decreasing storage of fat and carbohydrates. [1]

## Reduction of cancer risk—

- **Prostate cancer:** A study in the *Journal of the National Cancer Institute* reported that men who drank six or more cups of coffee a day had an 18% lower risk of prostate cancer, as well as a 40% lower risk of aggressive or lethal prostate cancer. These results were seen in those consuming either caffeinated or decaffeinated coffee, which indicates that one or more compounds other than caffeine were responsible. [2]

- **Certain breast cancers:** A study reported in *Breast Cancer Research* found that postmenopausal women who consumed five cups of coffee daily had a 57% decrease in their risk of developing non-hormone-responsive breast cancer. [3] The results of another study showed that drinking two or more cups of coffee

- continued on page 48



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daily delayed the onset of breast cancer in women with a certain genetic type. [4]

• **Colorectal cancer:** The data from two dozen studies found up to a 30% lower incidence of colorectal cancer, with the higher percentage among those who drank greater amounts of coffee. Several earlier studies confirm this meta-analysis. This confirms the findings from several earlier studies. [6-9]

• **Liver cancer:** The results of a 2005 study showed that a single cup of coffee daily was associated with a 42% lower risk of liver cancer [10]. Several other studies have reported similar findings [references available upon request].

**Cardiovascular disease** – While blood pressure can rise shortly after drinking coffee, studies suggest that coffee's phytochemicals, primarily chlorogenic acid, help decrease blood pressure over the long term. One study reports that after eight weeks of coffee consumption, blood pressure readings decreased in study participants [11]. One study involving over 40,000 women over a

15-year period found that those who consumed one to three cups of coffee per day had a nearly 25% decreased risk from cardiovascular disease [12].

**Liver disease** – The findings of a study reported in the *Annals of Epidemiology* showed a whopping 84% lower risk of cirrhosis (scarring of the liver) for people who drank four cups of coffee daily [13].

### Summary

These are only a few of the benefits attributed to drinking coffee. Once (and perhaps still) frowned upon for its supposed negative health effects, coffee very much seems to be proving itself to be a healthy beverage, with this latest study arguably being the most profound one to date. Additional studies are needed to confirm Dr. Freedman's and his associates' preliminary findings, but this study's results—as well as other studies linking coffee to beneficially addressing numerous health issues—are undeniably promising.

Loaded with antioxidant power, as well as literally thousands of phytochemicals (it may take science quite a long time to find out all of the benefits they may

provide, alone or in tandem), it seems apparent that having a couple cups of high-quality coffee daily—caffeinated or decaffeinated—may be a very healthy part of one's diet. A quote by Keith Ayoob, associate professor of pediatrics at the Albert Einstein College of Medicine in New York, perhaps states it best: "[Coffee] can be part of a healthy diet and lifestyle and may even contribute to such a lifestyle. I wouldn't want it to push out nutritious foods, but in and of itself, there is no reason to suggest that

drinking coffee is negative, and it may be beneficial." **HN**

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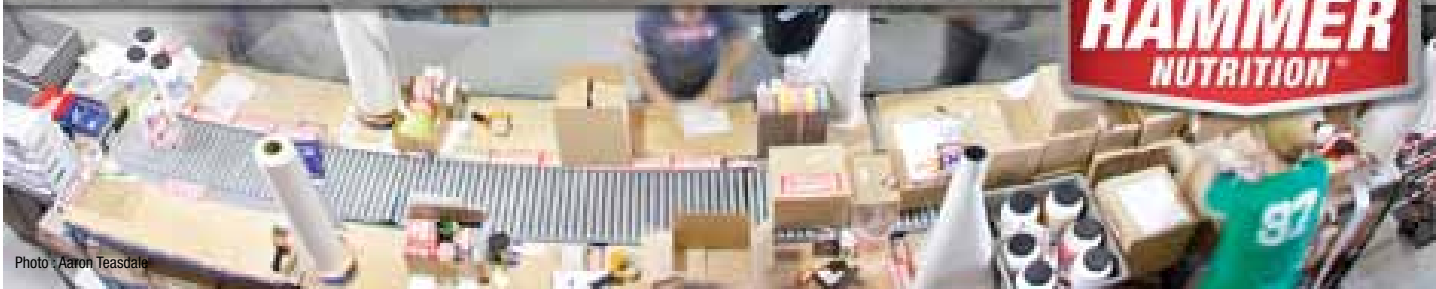


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# 2012 Price List

## 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	\$4.95
	3 @ \$4.75
Endurolytes Fizz - 100 Wrapped Singles	\$35.95

*Fizz Flavors : Grape, Grapefruit, Lemon-Lime, Mango, Peach, Unflavored (13-tablet tube only)*

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

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<b>Kits</b>	
<b>Complete Powder Kit</b>	<b>\$29.95</b> 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.*

<b>Hammer Gel Sampler Kit</b>	<b>\$7.95</b> Save \$4.65
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*1 pouch of each flavor, 9 total.*

<b>New Product Kit</b>	<b>\$21.65</b> Save \$2.65
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*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.*

<b>Long Fueling Starter Kit</b>	<b>\$84.95</b> Save \$21.30
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*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.*

<b>Short Fueling Starter Kit</b>	<b>\$74.95</b> Save \$15.70
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*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.*

<b>1-Month Daily Essentials Kit</b>	<b>\$94.95</b> Save \$11.90
-------------------------------------	-----------------------------

*1 PIC (210), 1 Race Caps Supreme, and 1 Mito Caps.*

<b>3-Month Daily Essentials Kit</b>	<b>\$269.95</b> Save \$41.60
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*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
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*Hammer Lips Flavors : Wildberry, Wintermint*

Pelle Eccellente 0.3 oz.	\$3.95
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Pelle Eccellente 4.0 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

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## 53x11 Coffee

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The Down Shift - 12 oz.	\$13.95
The Early Break - 12 oz.	\$13.95

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Compex Sport Elite	\$849.00
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Charger	\$44.99
Battery Pack	\$49.99
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Snap Electrode Pads (4X - 2"x 2")	\$14.95
	6 @ \$13.50
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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 (2.0 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
Headswats® 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	
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Hammer Patch	\$1.45	
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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
Killer Colas	\$12.95
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

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# 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 6'5"	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

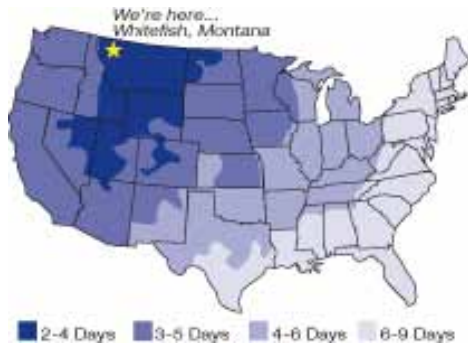
BELLA / Women's Tee Shirts				
	S	M	L	XL
Size	0-4	4-8	8-10	10-12
Bust	31-33	34-36	37-39	39-41

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
Size	38	40	42	44
Chest	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+	<b>FREE!</b>



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*\* 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.
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- 7 - FREE ground shipping on all automatic shipments and one fill-in order per quarter.

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# Fuel for the pool

## With record holder Diann Uustal

BY DIANN UUSTAL  
with intro by Vanessa Gailey



Photos : courtesy of Diann Uustal

In response to Diann Uustal's EN#80 article about her 13 world records and 38 U.S. records as a USMS swimmer in the past year, Hammer Nutrition received several calls from competitive swimmers who were curious about Diann's fueling strategy. What's her secret? We asked her to share some information . . .

**I**t's fun to know that other swimmers are interested in "Hammering Up" and enjoying the benefits of a fitness-oriented lifestyle, good nutrition, and training!

First and foremost, I eat as sensibly and as close to what's available in nature as possible. No secret there! I try to avoid white stuff—white sugar, white flour, salt, white rice, white potatoes, etc. I am a healthcare professional (medical ethicist and nurse) and value health. I am not fanatical, just very conscientious one meal at a time, and I take supplements specific to my needs and activity level, such as Race Caps Supreme and Super Antioxidant.

I seem to need a lot more protein than many of my friends, so I eat a lot of chicken, fish, dairy products, and whole grains, and I supplement with a Hammer Whey shake in the afternoon if I need it—love the chocolate!

For workouts I have a water bottle with HEED in it. After workouts, I have Recoverite and eat a good breakfast as soon as possible. If a good breakfast is not on the horizon due to my professional schedule, I use Hammer Whey and a

banana as a shake. My biggest concerns are when I am competing. Most meets are all-day events and span about 6-7 hours of competition, oftentimes for two or three consecutive days.

My good friend suggested I present a typical competitive day in an "issue/solution" format:

### ISSUE #1

During a long, all-day meet, I get really hungry, but I don't like racing with food in my stomach, so I use a few Hammer Nutrition products throughout the day. The challenge is to get enough of a complex carbs/protein balance so that I don't get stomach cramps or run out of energy after multiple races.

### SOLUTION #1

HEED! I keep my water bottle filled with a solution of HEED and drink from it all day. It keeps me hydrated, fueled, AND I don't feel hungry!

### SOLUTION #2

HAMMER GEL! I like the taste of Hammer Gel and keep several packets in my swim bag. I take one after a

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race and drink HEED with it. It absolutely keeps my energy up, and I don't get hungry.

### SOLUTION #3

HAMMER BARS! Plenty of carbs to keep me going, no simple sugars, and I don't feel weighed down!

### ISSUE #2

When we do a several thousand-meter workout in the early morning, I want to eat something first, but I don't like to eat a big breakfast.

### SOLUTION

A Hammer Bar on the way to a workout is perfect!

### ISSUE #3

Hard workouts sometime result in aches and pains.

### SOLUTION

In addition to Recoverite, another product I like

is Tissue Rejuvenator. I need an anti-inflammatory regimen sometimes and try to avoid frequent use of NSAIDs.

I use other Hammer Nutrition products too and have ultimate confidence that I am doing the best I can nutritionally with the help of Hammer Nutrition. I hope this helps others figure out what works best for them.

Recently, a woman came up to me at a meet just moments before I was about to race and wanted to know what I eat and what I do that is different. I was focusing and in the zone, but in order not to be rude I tried to superficially answer with "I eat very sensibly, etc." She pursued with, "No, seriously, what do you eat?" I said, "Rocket fuel!" It has become an inside joke and a way of psyching up with my teammates! And yes, Hammer Nutrition is my rocket fuel! **HN**

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# Where are they now?

## Catching up with Dick Lamermayer #2108

BY STEVE BORN

We all have our favorite parts of Endurance News, and the "Where Are They Now?" section is fast becoming my favorite. Why? Because while I've become friends with many of our clients over the years, some of them—including some of our long-time clients—have not had the pleasure of getting to know until recently. This is one of those instances, which is why I'm really excited to have a chance to talk with Dick Lamermayer (last name pronounced "lammer meyer"), and get to know him better.



Dick is actually "Dr. Lamermayer," having been a dentist for over four decades, now retired. He has been a valued client and friend of Hammer Nutrition since 1989. His "hobby" (as he refers to it) is running, and boy, has he done his share! During the latter part of May we learned that he had recently completed his 1200th race. That's not a typo; the man has done 1,200 races to date and has no plans of stopping! When Vanessa and I found out about this amazing athlete, we both looked at each other and said, "He's GOT to be our 'Where Are

They Now?' athlete! What an incredible accomplishment!"

Dick is also an avid birder, with a quest of identifying 600 birds in his lifetime, while also striving to complete 1,300 races. In one of our email correspondences, he wrote, "I will be in Michigan for a couple days early next week looking for the Kirkland Warbler. So the quest between ID'ing 600 lifetime birds and reaching 1,300 races continues . . . but don't get me started on birding!"

Needless to say, he is a fascinating person, and one heck of an athlete. So, with no further ado, I am very excited to have a chance to talk with, and get to know better, someone I'll probably refer to from here on as "The Running Man," Dick Lamermayer . . .

*Dick nears the finish of the Fleet Feet Sports Soldier Field 10 Mile.  
Photo : [www.brightroom.com](http://www.brightroom.com)*

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**STEVE: Dick, could you take us through a bit of the earlier years, mainly what you were doing, how you got into dentistry, and when you started running?**

**DICK:** In 1953, I graduated from Northwestern University Dental School in Chicago. The following two years were spent on active duty in the U.S. Navy aboard a destroyer tender, providing dental care to my shipmates and sailors of numerous destroyer divisions. I maintained by association with the Naval Reserve for 23 years and retired as a Captain in the U.S. Navy Dental Corps.

Upon leaving active duty Navy, my focus was upon marrying my childhood sweetheart and development of a private dental practice. I had no thoughts of a running hobby that would extend over a 32-year period. Our family proliferated to nine children, seven of whom have run one or more marathons. The dental practice in Kenilworth, IL, spanned 43 years.

With running still in the foreground, I was active in Scouting from 1967 until 1983, having served as Scoutmaster for Troop 57 in Glenview, IL, from 1970 to 1983. It was in 1981 that I began my running career with my first race, the "Run for the Zoo," an 8.9-mile race in Chicago.

**STEVE: What was that first race like for you?**

**DICK:** I remember the temperatures being quite hot that day. Additionally, I noted the tremendous variety of runners—tall, short, chubby, slim, and neophytes (I was one of the latter). With so much variety, I kind of felt that it looked as if they let all of the animals out of the nearby zoo! My daughter, who also ran the race, was quick to add that they were doing their best in whatever shape they were. I knew nothing about fueling, hydrating, or conditioning. I just went out and ran! In fact, I ran that race without any fuel or water, and wondered why the hairs on my arms were standing up! I knew that in order to perform better, I had to do a little research in regards to products that would help me achieve greater energy and endurance. My search lead me to Energy Surge

(originally known as ATP100), and other earlier products of Hammer Nutrition.

Not too long after my first race, I completed the Chicago Marathon and did the race again in both 1983 and 1984, the latter year being where my marathon PR of 3:04 was established.

**STEVE: Speaking of PR's, what are yours?**

**DICK:** In addition to the 3:04 marathon, my personal bests are a 1:26 half marathon, a 37:00 10K, and a 19:03 5K.

**STEVE: With 1,200 races (and counting) under your belt, I would imagine it'd be difficult, if not impossible, to remember all of them. Can you give us a little insight as to a slice of your career?**

**DICK:** I have done 40 marathons, including Los Angeles, New York City, and Boston (three times, including the 100th running of the event where it took me 13 minutes just to reach the starting line). I have run a total of 91 half marathons and have done a marathon or half marathon in each state. By the time I heard of the "Fifty Stater Club", it was too late to go back and get them all. So it was marathons in 20 states and half marathons in 30 states.

**STEVE: Could you select a couple of your top running experiences? What made these races special, and why are they in your "top of the heap" list?**

**DICK:** For sure, one was the Alpine Marathon in Switzerland. I trained hard for that one, only to discover that it was not 42K but 67K (some 42 miles), up to

8900'. My wife asked, "How long will that take you?" I replied, "If I finish in 9.5 hours, I'd be happy." It took me 10 hours, 20 minutes. After the race, it felt like the massage therapist put all of my bones on the table, hit each one with a mallet, shoved them back into my body, and sent me on my way.

Another lifetime accomplishment on the list wasn't even a running event, but rather the completion of a half iron distance triathlon in Muncie, IN. I placed 6th out of six in my age category, but was fast enough to be informed that I had qualified for the Kona Ironman. That, I intelligently declined.

**STEVE: What Hammer Nutrition products are currently in the Dick Lamer Mayer "arsenal"?**

**DICK:** I have relied strongly on Hammer Nutrition products throughout my running career. HEED, Recoverite, Hammer Gel, and Energy Surge are always part of each race regimen, plus daily use of Premium



Photo : Therese Conlin

Insurance Caps, Race Caps Supreme (prior to that, the original Race Caps and Enduro Caps combination), Mito Caps, and Tissue Rejuvenator. I use Perpetuem for the longer distances. Interestingly, I've always wondered why some of the products were not available as tablets; I nearly freaked out the first time I spied the Perpetuem Solids!

**STEVE: At the peak of your running career, do you recall how many miles you'd put in during a typical week?**



# Hammer Nutrition goes Mobile!

BY VINCE ARNONE

Out of Hammer Gel? With a few taps on your phone screen, your Hammer Nutrition supply is headed your way! We're celebrating our past 25 years by looking toward the future with the launch of Hammer Nutrition's mobile app site, giving you "on-the-go" accessibility to our products.

Since 1987 we've embraced the changing needs of endurance athletes. Today, more than ever before, time-saving options such as mobile phone applications help you fit everything into your hectic schedule of training, eating healthy, racing, family, and work. Add the Hammer Nutrition mobile app to your phone, and make ordering products an even more accessible, more convenient process.

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## Dealer Locator

Find a dealer near you while on the go.

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Traditional online ordering on your mobile device, or convenient click-to-call option during business hours.

## How to add the Hammer Nutrition app to your phone

1. Visit [www.hammernutrition.com](http://www.hammernutrition.com) on your mobile device.
2. Open the menu on the bottom navigation bar.
3. Select "Add to Home Screen."

The Hammer Nutrition App Bookmark will appear on the home screen of your device!

- continued from page 57

**DICK:** Typically, I'd put in about 35 miles per week, which included racing over the weekend, when training for a marathon. My goal was to run about four 20-milers prior to tapering off as marathon time approached. Speed and interval training occurred Wednesday evenings for well over 20 years with a local running club.

**STEVE:** What's your training schedule look like now, and what are your plans for the future?

**DICK:** Currently, I've scaled back my running to three times weekly, down from five times weekly. I also now line up farther from the start line in races; actually, some of the faster walkers are overtaking me at races. That was kind of a put down when that began to occur; however, I survived that personal humiliation as fellow runners would say, "... at least you're out here doing it."

To answer the "Where am I now" question, I'd say I'm probably in winding-down mode. Nonetheless, once again I will probably place in my age group for the Chicago Area Runners Association Circuit Races this year as I have done for more than 28 years. The age group rankings for me started at 50-54 and now stand at 80-84, so as you can see, I've been doing this for quite a while! Actually, with the large number of runners in the metro area of Chicago, an 85-89 age group has been designated for the past several years. In fact, last week one of our local runners turned 90, so one can always look ahead.

With a prime time of 6:10/mile pace for 5K's and 10K's years ago (opening two miles in under 12 minutes), to somewhat over twice as long at this point, I can look ahead and over the next hill toward the finish line to see if I will reach race number 1,300 in 30 months. With race number 1,203 tomorrow morning (June 10), that's only 97 races to go... as the little red engine said, "Yes, I can, yes I can." **HN**



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BY MIKE FREEMAN

# Cycling skills with Mike Freeman

## Hard training with no cramping

**B**y now, we are all well into our training/racing season, our goals have been set, and we can see the finish line. My primary goal this year is the Masters USA Cycling Road Championships in September. If all of the training pays off, my teammates and I should see some good results. Here's what my typical training week in preparation for Masters Nationals looks like:

**Monday:** Day off the bike. At some point in the day I'll use the Recovery Plus program or Massage program on my Compex unit.

**Tuesday:** Motor pace day, working on leg speed, power, jumps, and sprints. If I can't find someone to motor pace me in a car or motorcycle, I'll do jumps and sprints on my own in the morning, and then join a fast practice criterium in the evening. I'll use one of the Compex Recovery programs after each of the workout sessions.

**Wednesday:** Fast group ride of 2.5-3 hours, with climbing and interval work. My evening workout is one of the Strength programs on the Compex.

**Thursday:** Recovery ride, moderate-to-mild pace of around 1.5-2 hours. That evening I'll have a hands-on massage.

**Friday:** Short ride, with duration and pace dependent on whether I'm racing on Saturday or not. I'll do a Compex Strength program in the evening if I'm not racing Saturday, or one of the Recovery programs in the evening if I am.

**Saturday:** I'll either race or do interval training if not racing. Whether racing or training, I'll use one of the Compex Recovery programs after.

**Sunday:** I'll either race or train. If it's the latter, I'll work on power via hill repeats. I'll do a Compex Strength program in the evening if I'm not racing that day, or one of the Recovery programs in the evening if I do race.

Recovery is the key for me. I work in three-week blocks; however, if I'm tired, I'll recover rather than push through.

You have undoubtedly noticed that the Compex (NMES) programs have become an integral part of my training program. Using these programs has increased my leg strength while allowing me to continue training the following day without the soreness or possible injury that accompanies lifting weights.

In addition to training and making sure that I am recovering adequately between sessions, I am a big proponent of proper diet and supplementation. These are just as vital to my performance as my training program and the equipment I use. While it's possible that several pages could be devoted to my diet and overall supplement program—I take pretty much everything in the Hammer Nutrition line!—I want to focus on cramping in this article. The reason I want to address this particular topic is because I have had some severe cramping issues in the past, and I mean severe with a capital "S"! It was so bad, and my outlook so bleak at times, that I thought I would always have to deal with cramping issues . . . they'd just have to be an undesirable companion in my training and racing. Fortunately, with a lot of time spent evaluating what I was doing in my training, as well as constantly tweaking my fluid and supplement intake (finding out what works for me under a variety of conditions), I've been able to get the

- continued on page 61



- continued from page 60

upper hand on this issue.

I believe that part of the reason I had such bad cramping problems is because my personal physiology, for whatever reason, predisposes me to cramping. (I may be one of those "heavy sweaters" or someone who depletes electrolytic minerals in greater volumes than other athletes do.) Another reason for the painful and sometimes debilitating cramping issues I've experienced has been a result of a relative lack of fitness early in the season . . . sometimes I pushed my body too hard or too long during the early season workout, and that inevitably led to cramping. I love to train, but I've come to realize that I need to be more disciplined and cognizant of what I'm doing in my workouts; their length and intensity have to be appropriate for a given time of the season, especially the early season.

All of the above played a role in the cramping problems I experienced; however, I believe that the primary reason for their frequency and severity was due to an electrolyte imbalance and an excessive amount of ammonia that I produce during intense exercise. I also believe that improper hydration may have played a role, which is why I've not only honed my training program and fitness, I've also worked diligently to get my hydration needs dialed in. You'll find some excellent guidelines for hydration in the article "Hydration - What You Need to Know" in *The Endurance Athlete's GUIDE to SUCCESS*. That information and suggested intakes, which I've fine-tuned to my personal physiology as well as the weather conditions, has definitely helped me get on the right track in terms of how much fluid I needed to consume, both during exercise and throughout the day. I know it will be helpful for you as well.

For now, however, I'd like to talk about two supplements that I am convinced have been primary keys to successfully completing an event, win or not, and in minimizing-to-preventing my cramping issues from occurring: Endurolytes for electrolyte replacement, and Anti-Fatigue Caps to buffer the ammonia produced while burning lean muscle (protein) during exercise. Keeping in mind that everyone is different and experimentation on your part will pay great dividends, I have found—via thorough testing in training—that the following protocol works well for me, weighing in at about 160 pounds most of the time. As you'd expect, variations in heat and humidity may change my dosage slightly.

#### **TRAINING:**

- 3 Endurolytes and 2 Anti-Fatigue Caps 30 minutes prior to the start of the workout. I continue to take the same dose of both products, sometimes increasing the number of Endurolytes I take, every hour during the session.

#### **THE DAY BEFORE THE RACE:**

- Though most athletes may not find it necessary, because of my history of severe cramping, I sometimes start taking these two supplements the day prior to the race. Whether I do that or not depends on the temperature forecast and/or the duration of the race. My dose consists of 3 Endurolytes and 2 Anti-Fatigue Caps, and I'll usually take one dose that day, sometimes two (if the weather is going to be very hot on race day).

#### **RACE DAY:**

- 3 Endurolytes and 2 Anti-Fatigue Caps two hours prior to the race. I take another dose of these two products one hour prior to the start, and another dose ten minutes prior to the start. Seem like a bit much? It may very well be for some athletes, but if you're like me, someone who is extremely susceptible to

cramping, this is a dosing schedule that has helped me significantly.

- Once the race starts, I take the same dose as above—sometimes increasing my Endurolytes dose as necessary—every 45-60 minutes until the end of the race.

Many athletes are so caught up in the race that they fall behind in their fluid and electrolyte intake, or just fail to replace them completely. If this happens to you, I guarantee that your performance will suffer. I know mine will, mainly because I'll be suffering from some extremely painful cramping. In the event that you do fall behind in either fluid or electrolyte intake, there is no "immediate fix," which means that you must back off your pace and intensity a bit, and return to replenishing fluids and electrolytes at a normal rate.

One trick that I use if I feel a cramp coming on is to break open an Endurolytes capsule, keep a little under my tongue, and swallow the remainder. You don't have to wait for the capsule to dissolve to get the benefits. Again, it will take time to recover so you'll have to back off the pedal pressure for a while until your body is ready to go full throttle again. Trust me, it's better to back down than have to abandon.

This is my protocol and it's proven to be very helpful to me. If you're an athlete who, like me, is predisposed to cramping, I really believe that this protocol, or one similar to it, will be helpful to you as well. For more information on cramping (hydration issues as well), go to [www.hammernutrition.com](http://www.hammernutrition.com), click on **PROBLEM SOLVER**, and scroll down from there. You'll enjoy surfing this site for its wealth of information.

Good racing, good luck, and be safe,  
Mike  
**HN**

## **Don't forget the Fizz!**

"I just wanted to say how much I'm loving the Endurolytes Fizz. I mostly run, but I occasionally do hot yoga, bike, hike, etc. When I first started doing hot yoga, I had the hardest time getting through a class. Water never cut it. I switched to a sports drink, and while that helped, I finally found consistent success in Endurolytes Fizz. I also used Endurolytes Fizz before my half marathon in Boulder, CO, a few weeks ago. It was gearing up to be a hot day, and I started the day off right with Endurolytes Fizz. During the race I fueled with Hammer Gel and took four Endurolytes capsules, and I had one of my best half marathons. Thanks for all of your awesome products!" - Heidi Harper



# EPIC JOURNEYS

BY VANESSA GAILEY

## One foot, pedal, or paddle in front of the other

**A**t this very moment, there are athletes scattered across the globe engaged in unfathomable feats of endurance and determination. From one-day epic distances to multi-day and multi-month cross continental journeys, endurance athletes are persevering and accomplishing things once unimaginable. The staff at Hammer Nutrition has assisted a few such individuals recently in preparation for their epic journeys, and we are enjoying monitoring their progress and knowing that Hammer Nutrition products are being put to the test around the world, in every climate, elevation, and means of travel. (Satellite tracking devices make this even more fun; you can track these athletes in real time from your desk—a great motivating force at the end of a work day!)

Meet a few Hammer Nutrition athletes currently on epic journeys, who are experiencing firsthand that the reward is in the journey, not the destination.

### EPIC JOURNEY : Amazon 5000 – For The Cure ATHLETE : Mickey Grosman

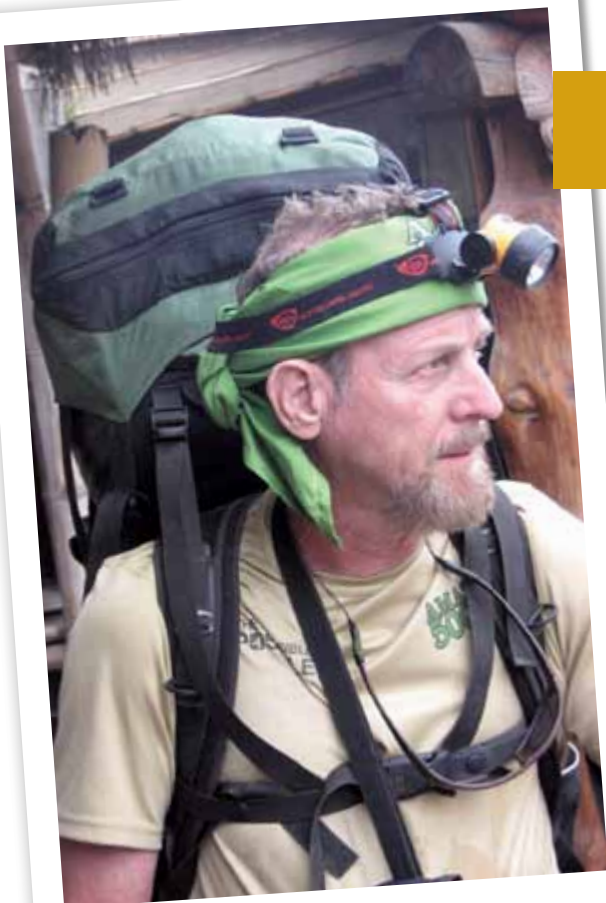


Photo : [www.amazon5000.com](http://www.amazon5000.com)

Hammer Nutrition fuels sent to support his efforts – Endurolytes, Perpetuem, Energy Surge, Hammer Gel, Premium Insurance Caps

In EN#80, we reported on supplying Mickey Grosman's "mission possible" Amazon 5000 trek with plenty of Hammer Nutrition products to keep him and his team well-fueled. The coast-to-coast trek is now underway, and our last contact with his support team reported that leg 5 had just begun. With this leg of the expedition, Mickey and teammates penetrate the dense jungle of Sumaco Park's cloud forest—a location no human has ever crossed before. The locals insist that these mountains and

gorges are impassable. Rachel Perez, Campaign Manager for Mickey's expedition, shared that Mickey and his team suffered a roughly 30-hour stretch in their trek with no food supplies and very little water. "During this unpleasant experience, Hammer Gel was a life-saving element. Not only does Hammer Gel give Mickey the much-needed energy boost he needs on an epic 5,000 mile expedition, but he reports that it is very tasty as well. Thank you Hammer Nutrition!" Rachel reported.



To follow Mickey's epic journey via interactive satellite mapping, visit [www.amazon5000.com](http://www.amazon5000.com). His objective with Amazon 5000 – For the Cure is to raise funds for cancer research and increase global awareness.





Photo : Erin Gorny

## EPIC JOURNEY : Run Across Kansas ATHLETE : Steve Gorny

On June 3, I finished a run across the state of Kansas (from Oklahoma to Nebraska) to raise money for The Michael J. Fox Foundation, in honor of my father who has Parkinson's Disease. I created the event and called it B.R.E.A.K. Parkinson's (which stands for "By Running Entirely Across Kansas"). I ran distances of 50, 51, 53, 52, and 28.7 miles over the span of five days to cover the 234.7 miles from border to border.

My wife Erin, daughter Ellie, and brother Dave were an amazing crew and were always ready with supplies from Hammer Nutrition. A well-planned regimen of Race Caps Supreme, Sustained Energy, Hammer Gel, Endurolytes, Endurolytes Fizz, Hammer Bars, and Recoverite kept me fully

fueled, and I never felt as if I was out of energy. The experience was incredible. Fitness-wise, I remained strong and never felt as if I was going to bonk. On the fourth day of the event, however, blisters became a serious battle. I had a wonderful support crew who assisted on both fueling and medical supplies to get me through the tougher times.

The chance to pair my passion for endurance running with a need to support a cause that is dear to my family resulted in memories that will last a lifetime. Add to it the chance to run the last mile with my 12-year-old daughter, and I doubt I will ever top it. Thanks to all of you at Hammer Nutrition for the efficient fuel along Highway 99.

### How Steve trained for a run across Kansas

I dedicated eight months of training to the multi-day run. Coming off two marathons last fall, I adjusted my training pace and distances. Normally around an 8:30- to 9-minute miler in marathons, I dialed back to around ten minutes per mile. Also, when training for marathons or ultras, I typically have one significant long run per week, followed by a day of rest. For this event, each week on Thursday through Saturday, I ran progressively longer runs. In addition, I ran two 40-mile ultras as part of my training and made sure to work them into busy training weeks.

In order to prepare for the warmer temperatures, I resorted to two-a-day runs twice per week, running 8-12 miles in the morning before work, and then 6-8 miles in the afternoon sun. Having trained through a fairly mild spring, the mid-day running paid off by enabling me to maintain a reasonable pace as the event days wore on.



## EPIC JOURNEY : Reno to the Bering Sea ATHLETE : Adam Bradley

Hammer Nutrition fuels sent to support his efforts – Endurolytes Powder, HEED, Recoverite, Perpetuem, Hammer Bar, Hammer Gel, Endurolytes Fizz, and Hammer Recovery Bar.

This summer, Hammer Nutrition-sponsored athlete Adam Bradley is traversing North America from Reno, CA to the Bering Sea in Alaska—solo and unsupported! Adam was featured in EN#71 in 2010 as our Athlete Spotlight after completing one of his record-breaking fastpacking adventures. For his 2012 epic journey, he'll use three modes of travel to complete the distance:

- Bike:** 2,847 miles
- Hike:** 33 miles
- Canoe:** 1,858 miles
- Total:** 4,738 miles

His route took him by bike through Whitefish, MT, Hammer Nutrition's hometown, just before he continued north into Canada. "Honestly, all of my success since using Hammer Nutrition has come from the quality of HEED, Perpetuem . . . all of the quick energy fuels, plus Endurolytes and Recoverite," Adam said. As of press time, Adam was paddling the Yukon River, approaching Circle, AK.

# Vertically challenged and triumphant!

BY MARGARET THOMPSON, Hammer Nutrition Sponsored Athlete



Margaret and her daughter at Gudy's Rest, Colorado Trail, Durango. Photo : courtesy of Margaret Thompson.



Photo : courtesy of Margaret Thompson

**W**hile at a race in mid-December, a tune-up for Master World Cyclocross Championships, I had a slow speed fall that fractured my hip. On our way to the hospital my friend managed to avoid a car accident, but the fast stop made matters worse. I had just won myself a complete hip replacement!

Less than three months post-surgery, I signed up for a climbing challenge on a cycling and running website called Strava.com. The Specialized Classic Climbing Challenge goaded cyclists to climb a total of 105,312 vertical feet, three times the total feet climbed in the Spring Classic races in Europe, between March 15 and April 30.

Parts of my area feature lots of short steep hills, but no mountains. The roads are paved, close together, and by the beginning of April I was strong enough to exclusively ride up and down. I increased the amount of ride time, and started leapfrogging over the other women in the challenge. With lots of determination I ended up finishing in 5th place of the 541 women who were registered, and 107th of the over 10,000 people overall.

This is, of course, something that I had not even dreamed about when I entered the challenge. Once I'd entered, though, I pushed myself to do things that I would not have done otherwise. I rode in abysmal weather, did nothing but climb, descended some steep and scary stuff, and enjoyed almost every demented minute of it.

lots of good products from Hammer Nutrition! My protocol for long rides always consisted of a serving or two of Hammer Gel at the start of a ride. During the rides I drank Perpetuem with Endurolytes Powder. An occasional Espresso Hammer Gel revved me back up if I felt low. Upon return home I dove into a bottle of Recoverite. My supplements include Race Caps Supreme, Anti-Fatigue Caps, Tissue Rejuvenator, Mito Caps, and Energy Surge.

This challenge absolutely hastened my recovery. My goals for 2012 now include the BUMPS series in New England, which is a series of hill climbs. As I did in 2010, I will be representing Hammer Nutrition as a sponsored athlete at both of the races up Mt. Washington, with hopes of breaking the age group record that I set in 2010 of 1:23:28. Basically an uphill time trial, these events demand ideal pacing and require some fine-tuned fueling and hydration. My stomach can be a little sensitive at this pace, so I stick to a serving of Hammer Gel at the start of the race, one 30 minutes into the race, and then one at an hour. I sip on a bottle of water that has been mixed with Endurolytes. Recoverite is a big treat at the top!

The climbing challenge reminded me to go with the process, work hard, and see what happens—to try not to predict the end of the story. Hammer Nutrition fueled me all along the way. Thank you, Hammer Nutrition! **HN**

To accomplish this, I consumed

"Keep up the good work. I love your products." - Kevin M.



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# Rim2Rim2Rim: A 'Grand' adventure



My son Roy R. and I (I'm Roy H.) started on the south rim of the Grand Canyon, went to the north rim, and then back. We left two 10 oz. bottles of HEED one mile off the top, two 26 oz. bottles of HEED three miles down, and two 26 oz. bottles of HEED five miles down for our return trip. We each had two 20 oz. bottles of Strawberry Perpetuem for our run to the bottom, and kept an empty 26 oz. bottle in our vest for the long stretches up the other side. We each carried two 10 oz. flasks of Hammer Gel and four Hammer Bars in case we got a little tired of gel. It reached 100 degrees, and I overheated and got very sick, so when I finally made the top of No. Kaibab Trail I had to recover. I recovered fast but was worried about the So. Rim climb . . . it cooled down and we had no problem.

When we first got to the Grand Canyon before our run, I walked over to it, and it overwhelmed me; I felt dizzy and walked away. Then I began wondering how I was going to run off it, but it turned out OK! *HN*





# Round and round at my first 24

BY VANESSA GAILEY, Hammer staffer

**W**hen you pass a group of four guys around 4 a.m. while mountain biking in the woods in the dark, and then a minute later flip yourself—and your bike—over a sapling evergreen, watching the group of four fly past you in the process, there is nothing you can do but swallow your pride, pick yourself up, get back on, and keep riding. In 24 hours, a lot can happen, such as altercations with small trees, especially when very few of those hours are dedicated to sleep.

I competed in my first 24-hour mountain bike race Memorial Day weekend at 24 Hours Round the Clock in Spokane as a member of the Dirty GRRLS, a 5-woman team. As a Hammer Nutrition Client Advisor and the content manager for Endurance News magazine, I am continually motivated by all of the Hammer Nutrition athletes that I talk to. Last year, after more than eight years since my last race, I started XC mountain bike racing again after being inspired by other Hammer Nutrition athletes. I mainly compete in local, shorter distance events, but I've been happy with my progress and am training with younger, skilled riders who I never thought that I would be able to keep in my sights. When I was asked to join the Dirty GRRLS team I said "Sign me up!"—it was time for me to put MY spring training and fueling strategy to the test.

Hammer Nutrition sponsors Round the Clock every year, and with 840+ participants this year, I knew Steve Born wouldn't mind some assistance at

the Hammer Nutrition tent. On Friday evening and Saturday morning before the race, we helped a steady stream of mountain bikers with last-minute fueling questions. This alone was worth the 5-hour drive to Spokane—I got to meet so many Hammer Nutrition clients and put names with faces. When noon on Saturday rolled around, it was my turn to participate in an epic endurance event.

In preparation for my first 24-hour race, I trained hard, rode as much as possible, and competed in a local XC race of about the same course distance. I had my fueling strategy dialed in and I packed enough product for the weekend to keep my Dirty GRRLS teammates sufficiently fueled as well: HEED, Endurolytes Fizz, Endurolytes capsules, and Recoverite to jump-start recovery during the 4-hour window between laps. The main supply table in camp also held containers of Race Caps Supreme, Endurance Amino, and Anti-Fatigue Caps, which we added to our arsenal.

Sunday afternoon, when it was all said and done, I realized that all of the other aspects of 24-hour racing were just as exhausting and challenging as the actual time on the trail. Essentially you prepare for, and recover from, 4-5 XC races in one 24-hour period, and you help your teammates do the same. The Dirty GRRLS, with the help of our volunteer/coach Inga, clocked some fast lap times and placed 4th out of 12 teams. Did I have fun? Heck yes! Would I do it again? You bet! I hope to be there next year—faster, stronger, and fueled by more of your inspiring athletic achievements! **HN**



## Rockin' with Revel/Rad

Hammer Nutrition-sponsored Revel/Rad Racing always puts together several "rock star" teams for 24 Hours Round the Clock, but this year they truly had a 5-person adult team with a rock star headliner—Foo Fighter bassist Nate Mendel (*above left*). Nate, who raced BMX with Revel/Rad coach Jim Brown (*above right*) in the 1980s, spent the 24 hours with Revel/Rad juniors teams, who were more than excited to share the event with a "real" rock star. The Foo Fighters have won 11 Grammy Awards, including five in 2012. Look for Nate on tour in fall 2012, and perhaps at your next mountain bike event!

*The Dirty GRRLS - Julia O'Shannassy, Savannah Matyas, Inga Ivany (team coach), Ginjer Yachechak, Laura Macready, and Vanessa Gailey. Photo : Steve Hill*







# Where do you Hammer? Circumnavigating the 1,200-mile Florida Coast

BY BILL WHALE with intro by Vanessa Gailey

*Above : Bill with his kayak.*

*Opposite page, top : Bill readies his supplies for his 1,200-mile journey.*

*Opposite page, bottom : Bill's 'fuel station' within his kayak.*

*Photos : courtesy of Bill Whale*

On March 3, Hammer Nutrition athlete Bill Whale completed his first paddle stroke in the Ultimate Florida Challenge (UFC), an expedition-style adventure race for kayaks, canoes, and small sailboats. Twenty-seven days, 5 hours, and 48 minutes later, he arrived at the boat ramp at Ft. Desoto, mission accomplished. Bill and some of his fellow competitors had successfully circumnavigated Florida, covering roughly 1,200 miles (including a 40-mile portage connecting the St. Mary's River to the Suwannee River—Bill says it's a heartbreaker!).

On Day 13 of the UFC, Hammer Nutrition headquarters received a phone call from Bill's wife, Lisa, asking for some mid-race advice for slowing Bill's weight loss and keeping up his energy levels during his long days on the water. Steve Born jumped in, offering his assistance and some kind words of encouragement, from one ultra distance athlete to another. We checked in with Bill after UFC to see how his revised fueling strategy worked when put to the ultimate test of 14 more consecutive days of paddling the Florida coastline.

*-continued on next page*



In preparation for the UFC, I knew from past ultra distance boating races that I needed to figure out my fueling strategy.

My first Watertribe boating event was in 2005, at the 67-mile Ultramarathon, an unsupported, expedition-style paddle. Prior to this, I'd done several long distance biking events and triathlons, so I felt that I had a pretty good understanding of how to fuel. About nine hours into the Ultramarathon, I "bonked." I was able to get to an island and had some idea of what to eat to get my body and my mind back into the game. I lost time sitting on that island but I was able to get back into the race and finish it.

I had experienced bonking before, when I didn't have a fueling plan and was just fueling as I felt the need. In the Ultramarathon, I had a fueling plan and had trained with it, but never longer than six hours. This experience taught me that figuring out a fuel protocol for these long duration endurance events is a lot more complicated than one thinks. When you think about it, it makes sense. You are really changing your body chemistry, and whatever you are putting into your body has to fit into the chemical reaction going on. As I get older, I have found that it is even more important to understand.

There is a tremendous amount of information and products out there, and at first I thought I could figure out my UFC strategy myself. I needed a protocol to start off with that would get me 80% there, and then fine-tune it with my training paddles. I also wanted a protocol that had some experience and data to support it. That is when I turned to Hammer Nutrition.

**Why Hammer Nutrition? Three reasons:**

- 1) They are one of the few companies out there that has experience with multi-day, long endurance events. In fact, a lot of their initial research came from supporting the multi-day bike race called Race Across America.
- 2) Their products are made from high-quality ingredients, and each product seemed to be targeted for a certain benefit. I have always struggled with a product that supposedly does it all. I figure a product that attempts to address all aspects that the body is experiencing might help some, but not very well.

3) Hammer Nutrition offers the ability to discuss fueling problems with their staff who are also



endurance athletes. This came in real handy around day 13 of the UFC. I was having problems with energy and slowing down my weight loss. I was also having problems staying awake from 7-9 in the morning. Sleep paddling is what I call it. It was like my blood sugar just dropped off the chart. I couldn't keep my eyes open and my head up, but I was still paddling—talk about the power of muscle memory!

Lisa, being the supportive wife that she is, got on the phone to Hammer Nutrition and explained the problems I was having. Now, when I call Hammer Nutrition, I usually get one of the athletes on staff who is very knowledgeable and very good. My wife, on the other hand, gets through to Steve Born! The guy's resumé is chock full of long distance events, and he has been inducted into the Ultra Cycling Hall of Fame. He spent 45 minutes on the

phone with her, giving several suggested changes to both my fueling protocol and the food I was eating. These changes were one of the many things that contributed to me finishing the UFC. Thanks Steve!!

For the UFC, I used just about every one of Hammer Nutrition's products. It's hard to believe that even though I was consuming all of this, I was still exerting so much effort that I was losing weight. The one thing that I did in this event that I hadn't done in previous ones was to really hit the vitamin supplements. In an event such as the UFC, your body is really consuming the reserves (body fat, minerals, etc.) it has stored up. In fact, part of the challenge in this event is to start off with enough reserves, but not too much, so that with what you are consuming, your body will have enough to finish the event. Then there are the things your body doesn't have the capability to store, but requires. You better be taking those in, or your body will punish you. I usually ate and drank something every 15 minutes. My fueling station had two rows of holes. These helped me know what I had taken last. When you are fatigued, you must have a simple way of keeping track of stuff, and this is what worked for me.

It has been months since completing the UFC. As I look back on what I put my body through, I am pretty amazed that my body did not have more problems recovering. I am not a doctor, but I really think it was due to the fueling and supplement protocol I used both during the event and post-event. I am now training for a marathon and a long distance open-water swim. I think that every athlete has to find what works for them, but for me, the Hammer Nutrition products and staff's advice worked. **HN**



# Brazil

## Motivated by heart, fueled by Hammer Nutrition

BY MANU VILASECA, Hammer Nutrition Brazil sponsored athlete

**T**he North Face 80K in Ilhabela, São Paulo, Brazil was, in summary, a dream come true for me. We are capable of many things that we never can imagine; we just need to want it!

Under a great amount of heat and humidity, I was equipped at the start of the race for a long journey with Hammer Gel, Perpetuem, HEED, sunscreen, and of course, an iPod with a playlist filled with excitement.

I started off very calm, very focused. I was in fourth position in the beginning, and as the climbs started after 10K, I managed to reach 1st place. When I got to the pavement, I was overtaken by two female runners and started having

stomach pains. At a time like this, it's easy to think that the difficulty came to knock you down and to think about how much it hurts. But I decided to think differently.

We entered the Bonete Trail, and I suddenly started to feel better. That's when I noticed that I was running solo in 2nd place. It was already getting dark, and the heat had diminished. I fueled and hydrated. I knew my body was weak, and I paid attention to not losing energy. I ran ahead and was by myself for a very long time. I crossed waterfalls, ran on top of rocks, up and down, happy with everything that was happening. I thought to myself that I had to seize that moment because it felt so good.

Marked by heavy rain and mud, this year's XTERRA Manaus was a hard-fought battle in the pro women's field, with Hammer Nutrition-sponsored athlete Luzia Bello leading the race until just before the very end. She crossed the line one minute behind winner Shonny VanLandingham. Luzia's 2nd place finish kept her in the top spot as the leading XTERRA Brazil series female, and also qualified her for XTERRA Worlds in Hawaii in October.

### Columbia

I'm on the comeback trail! This was at the Big Crab Triathlon in San Andres, an island off the coast of Colombia. This was my first race after almost two years of inactivity. I used HEED, Hammer Gel, Perpetuem, and Anti-Fatigue Caps.

- Carlos Diego Cadavid, Hammer Nutrition Columbia rep.

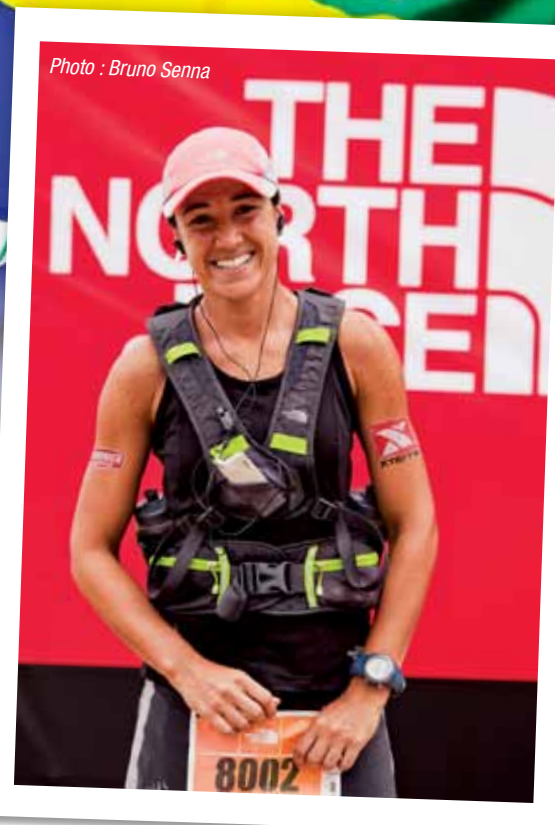


Photo : Bruno Senna

As I reached kilometer 70, the race assistant on the motorcycle told me he would follow me to the finish because I was the leading woman. I didn't know who or where the second place runner was, so I ran very fast, to guarantee that 1st place would be mine.

I don't have many words to translate this victory. In my photos, I have a smile that may express my feelings. I really appreciate Hammer Nutrition's support, and here's my training/race tip: Love your life. Love what you do.



Photo : Divulgação XTerra





# Singapore

**M**y teammate Jeri Collett and I took part in X-PHYSIQUE Adventure Race in Singapore on May 19. For the race, with the help of a street directory and maps, you run around to different checkpoints, doing challenges, mountain biking, canoeing, abseiling, and solving quizzes and mad riddles. All in all, we ran on foot 26 miles, excluding the distance we had to row and bike.

Racing as Team Hammer Nutrition we took 1st place and received \$3,000 worth of prizes; it was really unexpected! We knew we could make podium, but didn't expect to win by a large margin. We used Race Caps Supreme, Race Day Boost, Endurolytes, Endurolytes Fizz (Mango is superb), HEED, and Recoverite. Hammer Nutrition did the job while we pushed our bodies beyond.

Jeri, a Salomon Singapore ultra trail runner, was a fast teammate. Our next races together, but competing as individuals, will be the Borneo 100K, The Most Beautiful Thing Ultra Trail Marathon in September, The North Face 100K Singapore in October, and the Mongolia Sunrise-Sunset 100 Ultra in July.

My 2012 season got off to a great start in January when I completed a 200K run (100K on trail and 100K on road) for two charities that I race for: the Singapore Children's Society and the Australian KIDS Foundation. Throughout the course, I depended heavily on my

support crew (Hammer Nutrition Singapore) and persistently chose HEED (Melon) on most parts of the checkpoints. HEED worked best for me, even in this ultra-endurance event, and I completed the 200K in 29 hours, 52 minutes.

Like any other workout, I took a serving of Recoverite after; I was up for a 10K recovery run the next day feeling fresh as daisies! Recoverite and HEED work best for me as an ultra trail athlete. Thank you folks, down at the Hammer Nutrition "labs," for formulating effective endurance fuels for people like us who simply love what we do. Winning is secondary.

Hammer all the way,  
Ford Lim  
*Hammer Nutrition Singapore sponsored athlete, Ultratrail/ Ultramarathon racing*



# South Africa

**W**hen someone who has previously ran ultra distances in the Sahara Desert and Antarctic wilderness declares an event as "every bit as painful," you know it was a tough race. Ryan "The Sandman" Sandes wasn't showing much pain or discomfort, however, when he collected his golden belt buckle trophy at the finish line of the North Face 100K Australia in May with a stunningly fast time of 9 hours, 22 minutes. Ryan, a Hammer Nutrition South Africa sponsored athlete, competed against a record 1,000+ participants in this year's NF100 Australia.

On his return flight from Australia, Ryan posted the following to his blog: "... a 100km trail race through the Blue Mountains—that was the primary reason for me traveling to Australia, but definitely not the only reason for my trip. Trail running is more than just racing or running. It's about exploring new landscapes, meeting new people, and most importantly, making the most of life."

Ryan is definitely making the most of life . . . and collecting quite a few trophies along the way! He set a new course record with his win at the Hong Kong 100 Ultra Trail Marathon in February, a course with an elevation gain of over 14,500'. In June, he broke another course record with his 2nd place finish at Western States 100-Mile in California. Because of Ryan's busy travel and training schedule, we turned to Ryan's Hammer Nutrition South Africa advisor, Debbi Nathan, to find out what's in Ryan's fuel bag for his 2012 racing season. "We are so incredibly proud of Ryan Sandes, and he is a great Hammer Nutrition ambassador," Debbi said. "Ryan fuels with Perpetuem for all of his training and racing. Hammer Bars remain a firm favorite of his. Recoverite and Hammer Whey are his recovery staples. He also uses Race Day Boost and swears by Endurolytes!"

# The efforts and errors of tri'n

BY LUKE GILLMER,  
Hammer Nutrition Australia  
sponsored athlete

**W**hen I was a teenager, my mum asked if I wanted to try triathlon. She explained what it was, and after about five minutes of contemplation, I headed out the door in my farm boots and ran to the front of our farm and back (about a 2-mile run). I raced for a few years with my old department store mountain bike, some cheap swim briefs, and whatever shoes I had at the time . . . and I loved it.

After attending university, I returned to the sport in 2006. During the 2010 season, I reached a point where I was winning my age group consistently, but there was a gap between my times and pro level results. By making the leap to pro racing, I would be placed in a sink-or-swim situation, and this would help bridge that gap.

With the encouragement of my coach Clint Lien and my wife Meg, I contacted Hammer Nutrition in January 2011 for sponsorship, and they were one of the first companies to offer support. Having a major brand sponsor gave me a great deal of confidence. It was really exciting for me to sign a contract with such a prominent company whose products I use in training and racing. I was (and still am) excited about Perpetuem, which I see as a strong solution to my unique



nutritional needs on race day. I am definitely a high consumption athlete compared to many others, and this product is really a solution to some issues I faced in 2010, especially at the 70.3 Worlds, where I wasn't able to get enough nutrition in during the event and bonked pretty badly. Thanks so much to Hammer Nutrition for your support!

The last 12 months have been incredibly challenging. I took myself off the age group podium and placed myself at the back of the pro pack. I took a major beating in a few races and surprised a few people in others. My results have been mixed but I have received a few top 10 finishes over my first year of racing.

Cracking that top five is the goal and sometimes it feels so far away. One of my best experiences was at the NSW State team camp. An Olympian in hockey spoke to us about his Olympic experience and how he personally dealt with the "failure" of winning the bronze medal when they went with the ambition of winning gold. He read a very famous quote that he and the entire Aussie team received during the Games as inspiration. I had not heard it before (being an Aussie) but I am sure many of you have. I think of this quote

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often about failure . . .

*"It is not the critic who counts, not the one who points out how the strong man stumbles or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly, who errs and comes up short again and again, because there is no effort without error or shortcoming . . ."*

Theodore Roosevelt - 23 April 1910

I am not scared of failure; failure is the only path to success. It hurts but it makes me stronger. A key reason why I love triathlon so much is that I have not been able to be truly successful. In my most recent event at the Busselton 70.3 in Western Australia, I was gutted to finish in a time of 4:20, about 20 minutes off the win, but with about 10K to go I was right where I wanted to be. I fell apart mentally and physically, and limped the last 10K to the line. It took me nearly two weeks to deal with this, but now I am really proud that I gave myself a chance at setting a new PR time. With a mere 10K left, I was on track, and I gave myself every chance of success. I raced without fear. **HN**

# Steve's going global!

I'm heading back to Australia and New Zealand to do a number of fueling seminars. Though it's been quite a while since my last trip, I definitely remember what an incredible time I had, spending quality time with our distributors David Williams (Australia) and Rachael Verry (New Zealand), and getting to meet some wonderful people at the various seminar locations. Australia and New Zealand are loaded with tremendous athletes, and I'm really looking forward to going back to these two beautiful countries and having the opportunity to meet with and talk with all of the seminar attendees.

Thanks to the generous schedule—I'll be gone all of September and a small portion of October—I'll also be able to see more of both countries this time, including the south island of New Zealand, which I was unable to visit on my last trip. I'm also looking forward to a bit of free time between seminars to do some riding and take in a few wineries.

The specific cities and dates for my seminars in New Zealand are yet to be determined, but here is the current schedule for my time in Australia:

- Brisbane – September 6
- Perth – September 8

- Adelaide – September 11
- Melbourne – September 12
- Hobart – September 14
- Canberra – September 16
- Wagga Wagga – September 17
- Sydney – Northern Suburbs – September 18
- Sydney – Southern Suburbs – September 19

When more specific details about these seminars become available, we'll be sure to post them on our Facebook page. Additionally, keep checking the Hammer Nutrition Australia website ([www.hammernutrition.com.au](http://www.hammernutrition.com.au)) and the Hammer Nutrition New Zealand website ([www.hammernutrition.co.nz](http://www.hammernutrition.co.nz)) for more information. **HN**



## Eating on the Run: Biggest Fueling Mistakes

An excerpt from Dan Bleakman's blog post on [ultra168.com](http://ultra168.com)

One of the many athlete blogs we follow at Hammer Nutrition is [ultra168.com](http://ultra168.com), based in Sydney, Australia, and hosted by a few of Team Hammer Nutrition Australia's ultra marathon trail runners. We got to know Andrew Vize, one of [ultra168.com](http://ultra168.com)'s members, after his third consecutive win at the Great North Walk 100 in 2011, and we have been following [ultra168.com](http://ultra168.com) ever since.

Their June 20 blog about "fueling mistakes" caught our attention, because there's no better time than race season to share race day nutrition mishaps with our readers.

"It's an eating competition." That's what Hammer Nutrition Australia athlete Andrew Vize said to me after the North Face 100 this year. It sure is, I thought. I'd barely eaten a thing and suffered severe stomach cramps for about 75K of the race. I'm not exactly sure what happened, to be honest. I have my nutrition for races pretty much down to a tee—bottles of Perpetuem, some Hammer Gel, and then sometimes the odd bit of solid food toward the latter stages. But for some reason, my stomach just wasn't playing ball that day.

In short, it happens to us all, even the elites. In light of this, we ran a "Biggest Fueling Mistakes" competition recently in conjunction with Hammer Nutrition Australia; the winner gets to sit at the seminar table with the godfather of all things food and drink in races, Steve Born, on his Australia seminar tour. We had some great entries and thought it only fair that we shared some with you!

Stephen B.'s is a good lesson for us: Don't make your race drinks too early! "My

worst mistake was for my first marathon. Trouble was I made my sports drinks too many days in advance. When I eventually opened the bottles at the stations, they had fermented in the bottles. I missed out on a few bottles of fuel and suffered from real bad cramps."

Oli Zambon is a well-known runner, but as we said, even the top guys can make the odd mistake here and there. "At *Stromlo 12 Hour*, I decided to use another product instead of Perpetuem, thinking it would be more convenient to carry gels rather than mix Perpetuem through the night. The long night was marked by severe stomach discomfort and eventually, dehydration and 'depletion' from several hours of being unable to assimilate sufficient water and nutrients. Lesson learned: try any new nutrition plans before racing with it, and if that is not possible, stick with what I know! (Even if it takes a couple of extra minutes to mix it!)" **HN**



Photo : courtesy of Stu Downs

# Countdown to a New Zealand 24-hour outdoor track record

BY STUART "STU" DOWNS

**Date:**

April 15-16, 2012

**Location:**

Levin Velodrome, New Zealand

**Track Distance:**

450 meters

**Laps Ridden:**

1,537 complete laps, with an additional 114 meters ridden on lap 1,538

**Distance Ridden:**

691.764 km

**E**ven though the Taupo Challenge weekend is an iconic occasion on the New Zealand cycling calendar, the 2011 edition did not see me riding in its events. My original plan for that November weekend was an attempt at the New Zealand 24-hour (outdoor) velodrome track record, but a combination of poor health, little rest, and bad weather had meant pulling the pin on that attempt.

Instead, I assisted Hammer Nutrition distributor Rachael Verry at the Hammer Nutrition booth at the Taupo Expo and enjoyed helping my fellow cyclists with fueling. With that weekend to reflect on what could have been, I decided to train once again for the outdoor track record, attempting to break longtime Hammer Nutrition athlete and Kiwi endurance cyclist Colin Anderson's record of 673.45K in 24 hours.

On a warm day in April 2012, I made my official record attempt ride. I was very sluggish for the first four hours, but I felt good at eight hours and felt even

better at ten hours. This endless loop took me nowhere, it would seem, but if I tried hard enough it would take me everywhere.

As a Hammer Nutrition New Zealand sponsored athlete, Hammer Nutrition products have been a part of my training since 2008. I use Perpetuem on long rides and HEED for shorter rides. On the 24-hour ride, I used an assortment of food and drinks including Sustained Energy, Perpetuem, and HEED. I also used Hammer Bars, along with both Endurolytes Fizz and Endurolytes capsules. Cramping occurred several times, and this was managed quickly each time.

I had told myself that I'd find out how badly I wanted this at some given point later in the ride. At 18 hours, my entire world closed down to a very small space. My feet were screaming at me, but that was all superficial. My mind was the key. I had an odd sensation that each lap lowered a huge weight onto me

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*I did the Memphis in May Triathlon last weekend in **incredibly hot conditions**. The average temperature on my Garmin for the time I was racing reported 97.5 degrees. **Luckily, I had Endurolytes!** I took four Endurolytes on the 40K bike ride and carried more out of T2 with me so I would have them on the run in the event of cramping. I ended the day 3rd overall and had the fastest run of the day by a minute. **I was able to perform under extreme heat because I had Endurolytes to prevent cramping and keep me hydrated to finish strong.** Thanks Hammer!* - Greg M.

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in sunny Tucson!

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January 21-27 (13 spots available)

February 18-24 (6 spots available)

March 4-10 (9 spots available)

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[www.hammernutrition.com/events/camps](http://www.hammernutrition.com/events/camps)



*"Hammer Camp was good fun and a great place to hang out with people of the same interests." - Donna P.*

*"The camp experience was well thought out." - Barney S.*

*"Both Brian and Jim's informal talks were great (so were those of the Cycling House staff)!"*

Photos : Owen Gue





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mentally—it was like being slowly crushed from above and all you can do is squirm around to become as flat as possible. You think the next lap will be the one that breaks you, but you somehow find a way to get lower. Once things got “very tough,” I was surprised by how much of the effort was in managing my mental energy. Sitting on a bike “alone” for 24 hours is not a good place if ANY negative thoughts enter your head.

When I passed the existing record, everyone started celebrating . . . but not me. I had been cycling for 23 hours and 20 minutes, and the clock was still ticking. This was not a personal quest to beat Colin’s record. I respect him far too much for that kind of stuff. I was here to do my very best, and giving it everything for the last 40 minutes would be the only fitting way to end this ride.

My last few laps were very special—no pain, no tension, no noise, nothing. In a ride that had been a blur at times, those last moments were nothing more than a flow of colors and shapes, and even the white line I had followed for almost 700K was taking on a life of its own now. I heard the horn signal the end of the ride and clicked into bottom gear. I had finished 40 laps (just over 18K) ahead of Colin’s distance for a total distance of 691.764K. [Editor’s note: That’s an average of 28.82 km per hour for 24 hours!] I was overcome by a deep sense of relief and felt grateful that I had been surrounded by people who cared about this goal as much as I did.

I write this seven weeks after the ride. Looking back, I am very happy for the support that day and I’m also pleased that I was using Hammer Nutrition products. I won’t pretend that my body was happy at all times with eating and drinking, but Hammer Nutrition got me to the finish line, and I truly believe that using Hammer Nutrition products allowed me to do my very best that day. **HN**

## High-salt diets may increase high blood pressure risk

High-salt diets are believed to be responsible for 20-40% of high blood pressure cases in the U.S. Research recently reported in the American Heart Association journal *Circulation* appears to “cement” this belief. The results of this study, which tracked the sodium intake of 5,550+ men and women over the course of nearly 6.5 years, showed that eating a high-salt diet for several years may damage blood vessels, which increases the risk of developing high blood pressure, a major factor for heart disease.

Participants who consumed large amounts of sodium (6,200 mg/

day) were found to have higher levels of two markers of blood vessel damage—albumin in the urine and uric acid blood levels—both of which are associated with increased risk of high blood pressure. These participants had a 21% increase in developing high blood pressure compared to those whose sodium consumption was the least (approximately 2,200 mg/day).

Lead author of the study, Dr. John Forman, stated that the study’s results “add to the considerable evidence that a diet heavy on salt is closely linked to high blood pressure.” **HN**

Source: <http://circ.ahajournals.org/content/125/25/3108>

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Hammer staffers Clay (in red) and Vanessa (in blue) with RATPOD event organizers at the Hammer Nutrition tent. Photo : Chuck Gailey

## We ABSOLUTELY support your sport!

Does anyone sponsor as many events as Hammer Nutrition? Highly unlikely! In 2012 we'll approach or exceed the number of last year's sponsored events. We've already got over 1,650 events on our calendar, with more than 400 happening in the months of August and September alone. By the time we go to press with this issue of EN, those figures will have surely grown. In fact, for the nine weekends that occur in August and September, I predict we'll be sponsoring an average of 50 events or more each weekend. That's a staggeringly high number, which means there's a good chance one or more may be in your area.

Considering the rate that Mary in our event sponsorship department is receiving requests, it's a given that by the end of 2012 we'll have provided more free samples of Hammer Nutrition fuels, informative literature, and goody bags than at any other time in the 25-year history of Hammer Nutrition.

Yes, we fully admit that our "race bag program" is a highly effective marketing tool; however, it is also our way of generously supporting the sports that you participate in. Athletes love seeing Hammer Nutrition products at so many events across the country, and race directors really appreciate being able to provide their race participants with the best quality fuels available. And though sponsoring over 2,500 events annually can be a real challenge, we go to great lengths to give the most personalized service available to both race director and race participant. No doubt about it, we love to sponsor events!

Here is a list of a handful of the events we'll be sponsoring in August and September. Keep checking our constantly updated roster of Hammer Nutrition-sponsored events on the Events Calendar link at [www.hammernutrition.com](http://www.hammernutrition.com) to see if there's one happening near you.

### ROAD CYCLING/ULTRA CYCLING

#### 8/4 – Mount Equinox Uphill Bike Climb

Vermont – [www.gearupforlyme.com](http://www.gearupforlyme.com)

#### 8/11 – Le Tour de Koocanusa

Montana – [www.letourdekoocanusa.com](http://www.letourdekoocanusa.com)

#### 8/11 – Dairyland Dare

Wisconsin – [www.dairylanddare.com](http://www.dairylanddare.com)

#### 8/12 – GranFondo Cannondale Philadelphia

Pennsylvania – [www.granfondo-world.com/en/philadelphia-home](http://www.granfondo-world.com/en/philadelphia-home)

#### 8/24-26 – Hoodoo 500

Utah – [www.hoodoo500.com](http://www.hoodoo500.com)

#### 8/25 – 24 Hours of Booty

Maryland – [www.24hoursofbooty.org](http://www.24hoursofbooty.org)

#### 9/1 – Millport Road Race

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

#### 9/2-8 – Tour of Southern Utah

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

#### 9/15 – White Mountain Double

California/Nevada – [www.ndzone.com/White\\_Mountain\\_1.html](http://www.ndzone.com/White_Mountain_1.html)

#### 9/22 – Tour de Ruidoso Century

New Mexico – [www.bicycleruidoso.com](http://www.bicycleruidoso.com)

#### 9/29 – Temecula Valley Century

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

#### 9/29 – Knoxville Fall Classic Double Century

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

### MOUNTAIN BIKING

#### 8/5 – PV Cycle Derby

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

#### 8/11-12 – Coolest 8 & 24 Hour Race Against Cancer

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

#### 8/11-12 – 24 Hours of Great Glen

New Hampshire – [www.24hoursofgreatglen.com](http://www.24hoursofgreatglen.com)

#### 8/18 – Mt. Ogden 100K at Snowbasin

Utah – [www.mtogden100k.com](http://www.mtogden100k.com)

#### 8/25 – 12 Hours of Pitch Black Singletrack

Wisconsin – [www.wemseries.com](http://www.wemseries.com)

#### 9/2 – Dakota Five-0

South Dakota – [www.dakotafiveo.com](http://www.dakotafiveo.com)

#### 9/8 – Fool's Gold 50 & 100 Mile Mountain Bike Race

Georgia – [www.55nine.com/100.html](http://www.55nine.com/100.html)

#### 9/8-9 – High Cascades 24

Oregon – [www.highcascades24.com](http://www.highcascades24.com)

#### 9/15 – 12 & 24 Hours of Hanson Hills

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

#### 9/22 – 12 Hours of Bradbury Mountain

Maine – [www.cascobayevents.com](http://www.cascobayevents.com)

#### 9/30 – Whiskeytown Classic

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

### ULTRA RUNNING

#### 8/4 – Wild Idaho 50 Mile/50K Endurance Runs

Idaho – [www.runwildidaho.com](http://www.runwildidaho.com)

#### 8/11 – Wildcat Ridge Run

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

#### 8/11 – Mt. Disappointment 50K Endurance Run

California – [www.mtdisappointment50k.com](http://www.mtdisappointment50k.com)

#### 8/18 – Beast of Burden Summer 100 Miler & 24



## Hour Ultra Marathon

New York – [www.summer100.com](http://www.summer100.com)

## 8/26 – Aspen Backcountry Marathon

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

## 8/31 – Once In a BLUE MOON Runs

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

## 9/1 – Capt'n Karl's Night-Time Trail Running

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

## 9/1 – Grand Teton Races

Wyoming – [www.dreamchaserevents.com](http://www.dreamchaserevents.com)

## 9/7-8 – Superior Falls Trail Races

Minnesota – [www.fall.superiortrailrace.com](http://www.fall.superiortrailrace.com)

## 9/8-9 – Plain 100 Endurance Race

Washington – [www.cascaderunningclub.com](http://www.cascaderunningclub.com)

## 9/16 – Buncombe Trails 55K Ultra Trail Run

South Carolina –

[www.ultrasontrails.com/buncombe.html](http://www.ultrasontrails.com/buncombe.html)

## 9/22-23 – North Coast 24-Hour Endurance Run

Ohio – [www.northcoast24.org](http://www.northcoast24.org)

## 9/29 – Lost Sierra 50K Endurance Run

California – [www.sierratrails.org](http://www.sierratrails.org)

## TRIATHLONS/DUATHLONS

### 8/5 – Stratton Mountain Triathlon

Vermont – [www.firm-racing.com](http://www.firm-racing.com)

### 8/11 – Mountain Lakes Triathlon

Alabama – [www.team-magic.com](http://www.team-magic.com)

### 8/12 – Mountain Man Olympic & Half Iron Triathlon

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

### 8/19 – Pigman Long Course and Olympic Triathlon

Iowa – [www.pigmantri.com](http://www.pigmantri.com)

"Many, many thanks for your sponsorship of the **Squaw Peak 50 Mile Trail Run**. Truly one of the best ultras in the country. I fueled solely with Hammer Gel, HEED, and Perpetuem and had a great race!"

- Jim W.

"Just wanted to take a minute to thank you for helping on the **Squaw Peak 50 Mile Trail Run**. It was a hot day and a challenge for all. Your products helped me keep going when things would have fallen apart otherwise. Thanks again for all of the great products and helping with the races."

- Art M.

"Thank you so much for your sponsorship of the **Squaw Peak 50 Mile Trail Run** that was held June 2. I have long been a Hammer Nutrition user and was happy to have HEED available at the aid stations. It was a very hot day, and I used HEED exclusively (instead of

## 8/25 – The Utah Half

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

## 8/26 – MI Titanium Full & Half Distance Triathlons

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

## 9/1 – Delaware Diamondman Triathlon

Delaware – [www.piranha-sports.com](http://www.piranha-sports.com)

## 9/9 – Nutmegman 70.3 Triathlon

Connecticut – [www.endureitmultisports.com](http://www.endureitmultisports.com)

## 9/9 – Toughman Triathlons

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

## 9/15-16 – SavageMan Triathlon Festival

Maryland – [www.savagemantri.org](http://www.savagemantri.org)

## 9/15 – Crescent Moon Triathlon

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

## 9/22 – ChesapeakeMan Endurance Festival

Maryland – [www.tricolumbia.org](http://www.tricolumbia.org)

## 9/29-30 – Atomic Weekend (9/29 - Atomic Sprint Triathlon/Duathlon; 9/30 - Atomic Man Half Iron Triathlon)

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

## 9/30 – Lake Lanier Islands Triathlon

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

plain water) as well as my normal doses of Endurolytes and Anti-Fatigue Caps. After a less-than-ideal SP 50 finish last year, and a couple of tough, hot races earlier this year (during which I cramped badly), I did much better this year and finished feeling really good. I think that having HEED available

all day contributed to my success as the 1st master's female finisher and 3rd female finisher overall. One happy customer here!"

- Sue L.

"I have been running the **Squaw Peak 50 Mile Trail Run** with several family members and friends for many years now. Your

support of this race is greatly appreciated. We all hope the race brings you lots of good PR. We all use and endorse your products throughout the year, and promote you among other friends and runners. Your Hammer Gel got me through another one!"

- Dave M., Shane M., Jodi M., Drew W.



# Where you might find us!

Not only do we sponsor a heck of a lot of events, we travel to and have an expo booth at many of them. (At some of these we'll be rockin' with the oh-so-cool Hammer Nutrition Big Rig!) With more than 2,500 events on our schedule, it's impossible for us to attend even a fraction of them; however, we've been diligently stepping up our efforts to have a presence at more of our sponsored events, where we offer lots of Hammer Nutrition samples and free Complex demos. Here's a tentative schedule of where we're hoping to be in August and September:

### 8/5 – Troika Triathlon (Half Iron distance)

Spokane, WA – [www.troikatriathlon.racesonline.com](http://www.troikatriathlon.racesonline.com)

### 8/11 – Coeur D'Alene Triathlon/Duathlon (Olympic distance)

Coeur d'Alene, ID – [www.cdatriathlon.com](http://www.cdatriathlon.com)

### 8/12 – Sylvania Tri/Du Mideast Region Championships

Sylvania, OH – [www.eliteendeavors.com](http://www.eliteendeavors.com)

### 8/19 – GranFondo Cannondale

Vail, CO – [www.granfondo-world.com/en/vail-home](http://www.granfondo-world.com/en/vail-home)

### 9/1 – Boulder Sunset Triathlon/Duathlon (Sprint, Olympic distances)

Boulder, CO – [www.yourcausesports.org](http://www.yourcausesports.org)

### 9/9 – Big Kahuna Triathlon (Half Iron distance)

Santa Cruz, CA – [www.firstwave-events.com](http://www.firstwave-events.com)

### 9/16 – Echelon Gran Fondo

Palo Alto, CA – [www.echelongranfondo.org/palo\\_alto](http://www.echelongranfondo.org/palo_alto)

### 9/22 – Echelon Gran Fondo

Hood River, OR – [www.echelongranfondo.org/hood\\_river](http://www.echelongranfondo.org/hood_river)

### 9/22-23 – HITS Triathlon Series

Cooperstown, NY – [www.hitstriathlonseries.com/cooperstown-ny](http://www.hitstriathlonseries.com/cooperstown-ny)



Kieran Devere, Wildflower  
Champion. Photo : John Devere

## Junior Athlete Spotlight with Kieran Devere

BY VANESSA GAILEY

**A**t 15 years old, Kieran Devere knows what she loves to do and how to do it fast. Inspired and coached by her father, former pro triathlete John Devere, Kieran is following in her father's footsteps of athletic successes, one podium after another. Since her first race at five years of age, she has been steadily progressing as an accomplished endurance athlete in both triathlon and cycling events.

The Devere family has long been a member of the extended Hammer Nutrition family. In the late '80s, John was one of Hammer Nutrition's first sponsored pro triathletes. We've been following his results for decades, including his 1988 overall win at Wildflower Triathlon. We first heard from Kieran in 2011 after the Silicon Valley Kids Triathlon, one of the largest kids triathlons in the country with 1,000 participants. Kieran was 1st overall female, improving her time from the previous year by over 3 1/2 minutes, and finishing only 0.03 seconds behind the 1st place male finisher.

Like father, like daughter? Only time will tell, but after speaking with Kieran about her dedication to training and proper nutrition, it seems that she has even more than genes and a great coach on her side.

*-continued on next page*



**Tell us a bit about your 2012 racing thus far. Did you expect to see so many podium finishes this early in the season?**

So far this season I've won my age group in three triathlons: Millerton Lake, Sierra Kids Triathlon, and the Mountain Bike Triathlon at Wildflower. I also won the California State Criterium Championships and the California State Time Trial Championships, both in the junior women's 15-16 category. I also won the Snelling Road Race for Junior Women and have placed really well in a number of other events racing against women's fields. I expected somewhat to do well this year, as I've been working hard for the last two years, really learning how to race and focusing on my results.

**What is your favorite type of event, and why?**

I like triathlons the best. I like how I feel after the race; I feel such an accomplishment finishing these races. I also like all three sports that are involved in triathlons.

**How important is nutrition in achieving your goals?**

Nutrition is important to me. I have the same routine that I follow before each of my races. Daily, I focus on eating a very balanced diet. I don't eat any red meat or chicken, but I do eat fish and eggs. I love salads, lots of fresh vegetables, fresh fruits, and pastas.

**What are your favorite Hammer Nutrition products and flavors? How do you fuel for race day?**

I like Lemon-Lime HEED. Before races I always take Race Caps Supreme, two Endurolytes, and Anti-Fatigue Caps. Sometimes I take Energy Surge too. For big races, like Nationals last year, I will pre-load with Race Day Boost. I also like to eat half a Hammer Bar before races . . . usually it's the Cashew Coconut Chocolate Chip flavor.

**Dialing in fueling and making sure you are prepared on race day are just half the battle. How do you**

**overcome race day jitters?**

I try not to think too much about the race or being nervous, and focus more on trying my hardest. I know I've trained hard, so that gives me a certain amount of confidence.

**What do your non-triathlete/non-cyclist friends think about your competitive athlete lifestyle?**

They think I'm crazy! They really do! I miss some things, like birthday parties or just socializing with friends, but I'd rather be competing and staying active on the weekends.

**Is there an athlete who you look up to or who inspires you?**

My dad. He was a pro triathlete and has a lot of race experience and knowledge about triathlons, and racing bikes too. He helps me and gives me advice. My mom also helps me and will run with me some days. I was also impressed watching Jesse Thomas win Wildflower this year. I won my age group in the mountain bike race, and he won the long course race this year.

**Your younger brother, Ian, has competed in a few triathlons and cycling events. What advice do you give him—and other aspiring athletes his age—who are trying to follow in your footsteps?**

Just do your best. Don't get too serious about it, and continue to do what you love. If triathlons or racing bikes is what you love, make it fun.

**What's next on your race calendar?**

I like to have fun at all of my races, but my biggest goal this summer is to place in the top three at the USAT National Championships in the non-drafting race. I also want to do well in the State Road Race Championships at the end of August. *HN*



*Kieran and Ian have some sibling fun after the race. Photo : John Devere*



*Kieran crosses the line at Wildflower. Photo : John Devere*

**UPDATE: Kieran and Ian Devere competed in the Silicon Valley Kids Triathlon in June, an event that sold out at 1,000 participants. Kieran was the 1st place girl overall, winning the 13-15 age group, and Ian was 3rd in the boys 7-8 category.**

# Lighting up the cycling scene with Revel Rad juniors

BY JIM BROWN

Revel Consulting/Rad Racing NW has been lighting up the racing scene in both road and mountain bike events in 2012. Fueled by Hammer Nutrition, racers from ages 10-18 have been going out and giving their best, and as it turns out, giving your best often ends up with riders on the podium.

At the first Seattle Junior Criterium Series race, Revel/Rad won every junior boys category contested. You read that right . . . we won them all: Croix Cameron in the 10/12, Lewis Whiley in the 13/14, Tyler Tangen in the 15/16, and Conor Klupar in the 17/18.

Most recently, new rider Kyle Dickinson notched a gold medal in the boys 10/12 age category in the State Time Trial Championships held in Tenino, WA. Ever-present Lewis scored a silver medal in the same event in the 13/14 age group.

In April a contingent of Revel/Rad racers migrated south to the Hammer Nutrition-sponsored 2012 Sea Otter Classic in Monterey, CA. This is always

a great trip, as we get to say "hi" to many of our sponsor representatives, including Steve and Jim at the Hammer Nutrition booth. David Kirske Jr. decided to ride his bike really fast in the 15/16 MTB race and earned a silver medal for his efforts; we may turn him into a mountain biker someday!

Continuing on with the "dirty" mountain bike side of things, Revel/Rad closed out the Westside MTB series with 10-year-old phenomenon Scott Funston winning the U19 Sport category for the series;

he was racing kids as much as eight years older than him, and is incredibly fast. (Maybe that's why he won the silver medal at CCX Nationals in January!) Racing Expert division, Erik Pitkanen quietly continues to get stronger and stronger; his consistency and strength won him the overall U19 Expert series. He is only 14 years old as well. As always, thank you to Hammer Nutrition. Your products help make what we do possible.



Photo : Laurie O'Brien

## Dominic Falcon

This photo is from last summer's long course Junior Olympics when Dominic was ten years old. He had a good year! Since he doesn't like swimming on a full stomach, Hammer Gel gives him the calories and energy that he needs. His favorite flavors are Espresso, Chocolate, and Apple-Cinnamon.

Dominic is starting to excel in distance events and honestly, we never go to a meet without Hammer Gel! It is a great product.

Thanks and keep it going!  
Mary Falcon

*Editor's Note: Mary is the big sister of John Thometz, one of Brian's best friends from junior high school in Long Beach, California. It really is a small world!*



Photo : Sal Castro

## Cameron Castro

My son Cameron and I raced in the Redondo Beach Triathlon in June. Cameron won his division and is a strong believer in HEED. He will not even try the "other" brands!







## Hayden Price

Photo : Ted Price

My 14-year-old son, Hayden Price, completed his eighth marathon (26.2 mile) today, his second marathon in the last week! Hayden is also competing in several triathlons this year, on his way to doing CDA Ironman at age 18. Thanks once again to Hammer Nutrition!



## The White family

Photo : Sheri White

Jacob (in orange) and Matt (in lime) get ready to cheer on their dad, Mark, at the Hammer Nutrition-sponsored Big Fish Triathlon in June. Mark finished 1st place age group (40-44) and 5th overall. Matt hopes to follow in his footsteps as he trains for his very first triathlon toward the end of the summer.

# Run and hide, Father Time. Run and hide!



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# From our athletes

Catching up with the stars of tomorrow



Photos : courtesy of Mike Weiland

## The Weiland Brother

Sending along a photo of my 7-year-old son, Zeb, as he's crossing the finish line at the 2012 Spring Classic at the Driveway bike race. He was the youth (7-9 year old) winner. He's rocking his Hammer Nutrition shorts, which seem to be his lucky shorts. He took 3rd a couple of weeks ago in the first tri of the year as well. Not to be outdone by their younger brother, Ethan and Jack also race in the Hammer Nutrition shorts.

We want to know what your juniors are up to!

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

## Thompson Jones

Thompson Jones, six years old, raced recently in CYCL's (Charlotte Youth Cycling League) fourth and final race. While he finished 7th in the Boys 7-8 Group, he was 2:30 faster than he was in March, which we think is something to be proud of! He has competed in three races this year and is registered for three more races in August and September. The leagues are providing a great way to introduce him to the concept of speed as his typical rides tend to be more for endurance and skill. For him, most of his rides are between 7-12 miles in the mountain bikers' haven of Bent Creek, NC.

Photo : Avery Jones





## Lovle Barnes

Hello Hammer Nutrition friends,

My 6-year-old daughter, Lovle, and I just raced as a tandem in the 12.5-mile Presque Isle State Park TT in Pennsylvania. She was fueled by and LOVES Apple-Cinnamon Hammer Gel, and I went with the delicious Mandarin Orange HEED. My daughter rides in a Weehoo, which is a single wheel, recumbent-style bike that attaches to my seatpost. She was a constant encourager, helping me to hammer it out while she pedaled her little legs off. We finished in 3rd place with a 20.9 mph average speed. We look forward to racing more together this year and sharing about your excellent products.

I hope others are encouraged to get their children involved in riding/racing. It was not only fun, but actually more rewarding than racing by myself. Too often, we (and I) leave our kids on the sidelines when we don't have to, and we pay the consequences when they get older. I don't want that to happen, and I hope others will see the fun and rewards of getting their kids involved in their own hobbies.

Randy Barnes

## Los Gauchos Boys Soccer

Thanks for your sponsorship of the Los Gauchos soccer team! The boys (as well as the parents) are ecstatic with HEED and the Hammer Nutrition water bottles. I attached a photo from today's tournament game, taken during halftime when the coach was giving them a pep talk. In this tournament, the boys played their hearts out from start to finish of every game, and they steadily improved from game to game. As a former professional cyclist (still a Cat 1 racer and level 1 coach with USA cycling), I have to say that these 11-year-old boys were extremely sportsmanlike and represented you and your product extremely well!

Sean M. Wilson, Ph.D.  
Los Gauchos B99 White  
Soccer Team  
Redlands, CA



Photos : Lee Barnes



*"Our family is extremely thankful for the introduction of HEED. Benny mentioned he did not experience stomach cramps during the game. Normally when he drinks other brands, by halftime he feels the cramping coming on."*

- The Perez Family



## HAMMERBUCK\$

# Turn race day into **payday!**

Over \$28,000 in cash and credit awarded to 35 winners in 2011 . . . **you could be next!**

**You guys are so awesome!  
Your program is allowing  
some swimmers to win the  
first money or product that  
they ever have. Hammer  
Nutrition is way out in  
front of the curve!**

**USMS Hammerbuck\$  
Winner - Bob Strand**

*Above Left to Right : Just a few of the 2011  
Hammerbuck\$ winners: Kayleen Uibel, Steve Gerbig,  
Joel Sothorn, Rhonda Claridge, and Matt Galluzzo.*

### **What it is:**

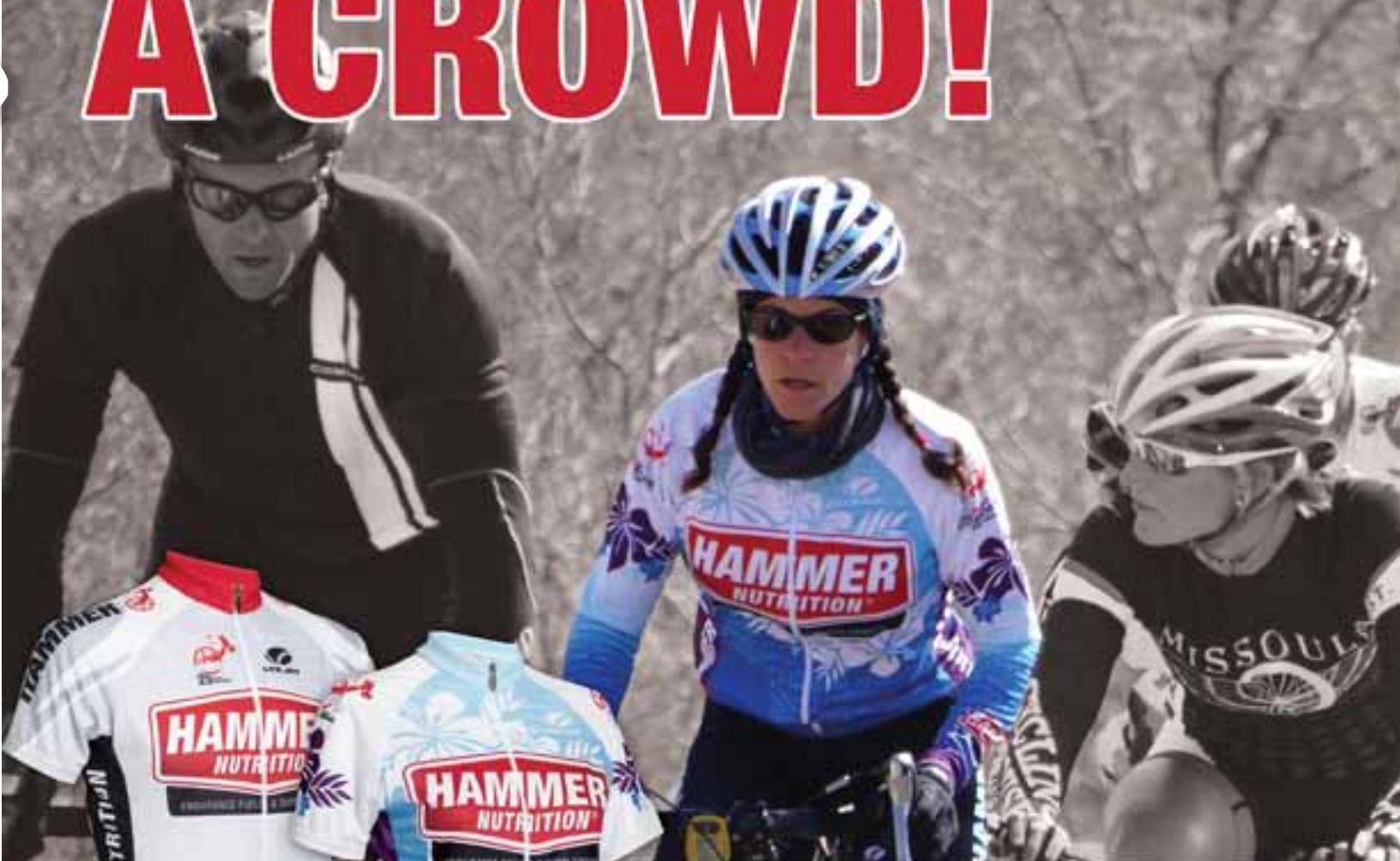
Hammerbuck\$ is a cash and credit contingency program that we began in 2008 as a way of rewarding athletes finishing in the top echelon in specific races who use Hammer Nutrition fuels and supplements and wear Hammer Nutrition logo clothing during the event and while on the podium.

### **Start winning today:**

If you're ready to be a Hammerbuck\$ winner, go to . . .  
**[www.hammernutrition.com/deals/hammer-bucks/](http://www.hammernutrition.com/deals/hammer-bucks/)**  
for complete details, including requirements, a listing of eligible events, prize payouts, and more.



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Greg celebrates his win at the Kansas 70.3. Photo : Kristen Taylor

## Hammerbuck\$ Spotlight

# Greg Taylor

### Kona-bound, again



Ironman 70.3 Kansas  
1st place 55-59

**\$1,500 credit**

In 1989 I qualified for Kona for the first time. In October 2011, 20 Ironman Hawaii races later, I shared the clear waters of Kailua Bay with 1,800 other triathletes, absorbing the sights and sounds of 10,000 spectators jamming the seawall while waiting for the crack of the start cannon. After one hour and seven minutes of swimming upstream in more congestion than I had yet experienced, I followed the steps out of the water to the chaos of the change tent, donned my Hammer Nutrition short sleeve jersey to match my AWESOME Hammer Nutrition Bergamo bib shorts, ran to my bike, and began a long, hard day.

Staying at pace is nearly a reflex for me, but nutrition requires constant thinking. Immediately and continuously I took in Apple-Cinnamon Hammer Gel and water with Endurolytes Fizz. Perpetuem Solids gave me something to chew. Of course I prepped with Race Day Boost, and took Endurance Amino and Race Caps Supreme throughout the day. I felt good until mile 80, when my power dropped about 25 watts. I attribute this to a lapse in nutrition on the windswept descent from Havi. I simply went for

more calories and found that my watts came back by mile 95. Did I mention that I had more Hammer Nutrition goods in my special needs bag at the turnaround at about mile 60? Give me Hammer Gel, or give me a bonk! I took the lead in the run, kept "Hammering," and finished 1st place in my age group (55-59).

Kansas 70.3 2012 was held in 30 mph gusty winds and 92 degree temps with cloudless skies. Hammer Gel, Endurolytes Fizz, Race Day Boost, Race Caps Supreme, and Endurance Amino were the mainstay of my nutrition, fueling me to another 1st place age group finish.

In training and after races I always finish with Recoverite. Hammer Bars are great snacks throughout the day. I will be trying the Hammer Recovery Bar on my next order. I am just beginning to add Hammer Whey to my bedtime routine.

While there are a few more races in the Midwest this year that will see me in my Hammer Nutrition gear, Vegas 70.3 and Kona are the main focus. Knowing that I can count on my nutrition is a huge stress relief! **HN**



**Sean Lewis**  
Ironman Austin 70.3  
2nd place 40-44  
Ironman Texas 70.3  
1st place 45-49

**\$2,250 credit**

**Adrienne Hengels**  
Ironman Hawaii 70.3  
1st Female Amateur

**\$1,500 credit**





# Hammerbuck \$ winners in 2012

The following athletes all earned Hammerbuck\$ at the 2012 US Master Swim Spring Nationals (Short Course). Congratulations!

## Hubie Kerns

2nd Place -  
50 Yard Breaststroke Finals  
100 Yard Breaststroke Finals

**\$750 cash**



## Beth Estel

1st Place -  
50/100/200 Yard Breaststroke  
1st Place - 100 IM

**\$1,500 cash**



## Stacy Sweetser

1st Place - 100 Yard IM  
2nd Place - 50 Yard Butterfly

**\$1,375 cash**



## Glenn Gruber

3rd Place - 200 Yard IM

**\$125 cash**

## Laurie Hug

1st Place - 200 Yard IM  
2nd Place - 500 Free

**\$1,250 cash**



More winners  
on page 91!



# FROM OUR ATHLETES



I ran a PR for the Lake Wobegon Marathon in Minnesota and nailed the supplements. I am 32, 144 lb, and ran it in 3:24. Here is what I used (includes time, mile, and product). I thought you guys would like this. It worked perfect for me!

- 1 Hammer Gel, 3 Endurolytes prior to race
- 13 min., 1.7 miles, water
- 32 min., 4 miles, Hammer Gel
- 44 min., 5.5 miles, water
- 60 min., 7.6 miles, Perpetuem and 3 Endurolytes
- 1:19, 9.9 miles, water
- 1:40, 12.7 miles, Hammer Gel
- 2:05, 15.7 miles, Perpetuem and 3 Endurolytes
- 2:24, 18.1 miles, Hammer Gel
- 2:43, 20.4 miles, water
- 3:07, 23.4 miles, Perpetuem and 3 Endurolytes
- 3:22, 25.3 miles, water

I have tried other supplements during race day and have problems with cramping. This time I only used Hammer Nutrition products, and the results were great. My goal was to run a 8:15 pace, but I felt great so I pushed my pace to 7:49. I felt good enough that I ran my last mile in just over seven minutes. Hammer Nutrition made a HUGE difference in this race.

- Christopher Blasko

Photo : JoAnna Blasko



## Brian McCulloch

Brian McCulloch, with the help of his fellow CashCall Cycling teammates, turned dreams and goals into reality with his 1st place finish at the California/Nevada State Championship road race in June.



## Iain Banks

Hammer Nutrition-sponsored ABRT Elite Team captain Iain Banks placed 18th out of 250 competitors in his age group at Ironman St. George in May.

"I loved using the Hammer Nutrition compression socks, both on the bike and run. I used Hammer Nutrition products for my electrolyte needs and Hammer Gel on the run. Love Hammer Nutrition!"



## Jeff Yoder

I am not a sponsored athlete (yet!), but I wanted to thank you and provide an update on my first sanctioned event using your products. I completed my first duathlon, the St. Vincent Duathlon, finishing 1st in my age group and 10th overall. I preloaded with Race Day Boost four days ahead, used Endurolytes, Anti-Fatigue Caps, and Endurance Amino before the event, and HEED on the bike ride. I also grabbed a Huckleberry Hammer Gel at the start of the final run. The last two miles were difficult, but I finished and lived to tell about it! (Photo is of me and friend/coworker Sean McDuffee.)



# More Hammerbuck \$ winners!

Photo : Sherry LaFreniere



**Jolene Wilkinson**  
Ironman Florida 70.3  
1st place 35-39

**\$1,000 cash**

**Reilly Smith**  
Ironman Honu 70.3  
2nd place 30-34

**\$500 cash**

Photo : David Lee



You could be next!

Photo : Kurt Preston



**Stephan Schwarze**  
Ironman St. George 70.3  
3rd place 45-49

**\$250 cash**

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# FROM OUR ATHLETES



Photo : Brandon Fuller

## Wyatt Hornsby

Hey Hammer Nutrition,  
Thanks for fueling me at the Cheyenne Mountain 50K in Colorado, where I finished 5th overall and took 35 minutes off my time last year! I used Hammer Gels, HEED, and Endurolytes, and it all worked perfectly! My fueling plan was simple: a Hammer Gel and 2-3 Endurolytes every hour. The gels gave me energy and the Endurolytes helped keep my muscles working well. At the aid stations, I drank HEED (they mixed it perfectly). I had two PB&J quarters and a half of a muffin. I carried an empty bottle that I occasionally had the aid station volunteers fill a quarter-full so that I could get my Hammer Gels in my system faster.

Wyatt Hornsby, a proud Hammer Nutrition sponsored athlete!

## Rod Wilson (right)

With 85+ degree weather, the 2012 American Zofingen Long Course Duathlon was a challenging day. I fueled with Hammer Gel, Perpetuem, and HEED. With this combo, my performance stayed consistent. Out of 67 entries in the Long Course, 13 DNF'd. I was able to keep it together with a 9:22 finish and a 3rd place in my AG. This kind of heat this early in New England brings the best out of all of us, and Hammer Nutrition fuels pulled through again!

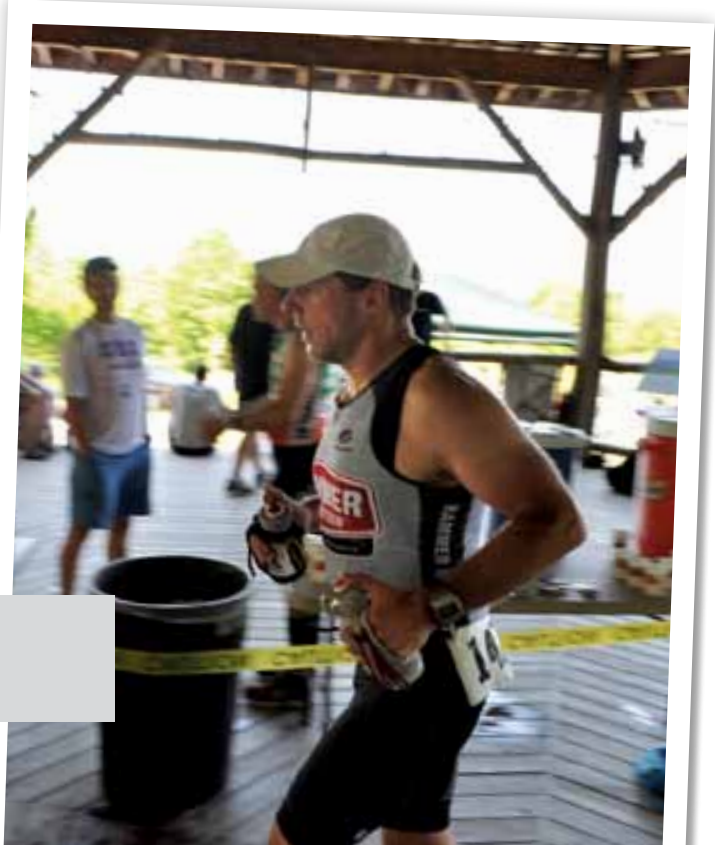
Photo : Rod Wilson heads out for the final leg of American Zofingen Duathlon, a 15-mile trail run.



## Cathy Stephens

Attached is a photo at the end of a pretty tough ride. I'm very happy with my results and I am LOVING the new Hammer Recovery Bar!

Cathy Stephens, Hammer Nutrition sponsored athlete



Send us your news today at  
[athleteupdates@hammernutrition.com](mailto:athleteupdates@hammernutrition.com)





Photo : Chris Souder

## Craig Dander

Some lifelong buddies and I climbed Glacier Point at Yosemite yesterday and then continued on to Nevada Falls, shown in the background. Round trip, it's 14.2 miles of hiking with about 3,300 feet of elevation gain. I fueled on Perpetuem, Raspberry Hammer Gel, and dried fruit. Thanks Hammer Nutrition!



Photo : Craig Thompson

## John and Calvin Kahler

John and Calvin Kahler celebrate Calvin's first duathlon and John's 2nd place overall finish at Greenswell Darby "Spring for SIDS" Duathlon.



## Tyler Miller

I took my mom (Dani Miller) out to the Mom's Day Dash 5K in beautiful Bend, OR. We had a blast and even scored a post-race mimosa! Thanks Hammer Nutrition!

## Dr. Caroline Colonna



**XTERRA PRO triathlete, Hammer Nutrition sponsored athlete, 2010 XTERRA WORLD CHAMPION Women 45-49**

I just got back from the ITU Cross World Triathlon Championships. I got 15th in the Elite field. I was happy given that I am almost twice the age of my competitors for the most part! For training and racing I use Race Caps Supreme before, and Perpetuem, Endurolytes, and Hammer Gels during. For big races I usually do the Race Day Boost pre-loading as well. I recently added Anti-Fatigue Caps and Endurance Amino before, during, and after long workouts. They seem to help with keeping me from cramping during the run.

Photo : Trey Garman/XTERRA



## Carolyn Blasch

On race day at the Ice Age Trail 13.1, they had listed me as 2nd (I have the award to prove it) but online race results rank me 3rd in my age group and 8th overall woman. Thanks, Hammer Nutrition, for sponsoring this race! Everyone loved the HEED (especially the Mandarin Orange!). I volunteered at the race as well!



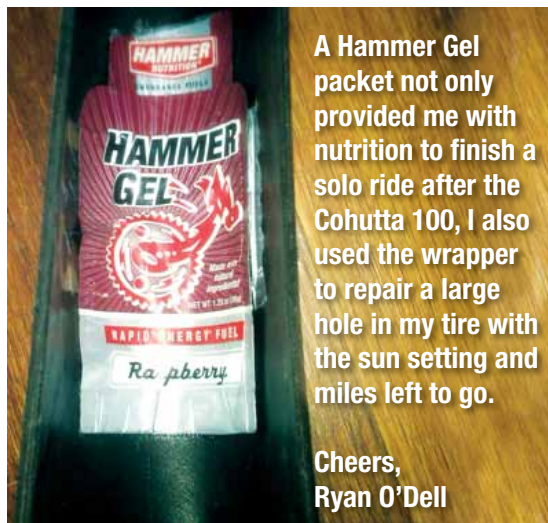
# FROM OUR ATHLETES



Photo : Janice Miller

## Laura Holien

What a day for the Don't Fence Me In 30K in Helena, MT! I ran in a Hammer Nutrition tri kit and felt great, finishing 2nd in my age group and 8th overall female! (The jersey pockets worked perfect for carrying Hammer Gels and one flask.) I woke up and took Hammer Nutrition supplements including Mito Caps, Endurolytes, Race Caps Supreme, and Anti-Fatigue Caps, and then took the same one hour and two hours into the race, which I finished in 3:09. That was ten minutes faster than last year and I felt great. I had no tummy issues, but did cramp a little on the downhill into the finish, which I think was due to dehydration. Thankfully, Hammer Nutrition sponsored the race so I was able to get some HEED at the two aid stations. Overall, I'm very happy with the race and no stomach problems at all . . . perfect fueling for keeping pace unlike bonking last year. Thanks so much!



A Hammer Gel packet not only provided me with nutrition to finish a solo ride after the Cohutta 100, I also used the wrapper to repair a large hole in my tire with the sun setting and miles left to go.

Cheers,  
Ryan O'Dell



## Angela and Neil Wilson

The picture is from an adventure race where we placed 2nd. We were close behind the 1st place team, but the canoes got us—that is not my strong area!

We love Hammer Nutrition products. They're all we use for our training and races!

## Bruce Balch

I participated in the USAT National Duathlon Championships in April in Tucson, AZ. The event was a 5K run, 35K bike, 5K run. Thanks to Hammer Nutrition, I was able to take the National Championship in the 50-54 age group and place 19th overall out of almost 600 athletes. I used a full spectrum of Hammer Nutrition products as I prepared for and competed in the event. It was a blessed day all around!



Photo : Laura Balch





## David Silvers

12 Hours of Stoney Creek was my first race of the year. My goals for this race were: 1) do not get hurt (always #1), and 2) get 12-13 laps in, win age group, and not worry about the overall. I felt extremely strong all day. I was using Hammer Nutrition products, and nothing else. I started with Race Caps Supreme (2 caps) and then used concentrated Perpetuem (5 scoops per 16 oz.), HEED, and Hammer Gel as my fuel. I took Anti-Fatigue Caps and Endurance Amino, one every hour, and lastly Recoverite plus some Hammer Whey at the end for my recovery cocktail. No cramps or bonks, nothing but feeling good. I took 1st in my age group and 4th overall!

Photo : Mike Silvers



## Michele Kisel

I just returned home from San Francisco where I ran in the Diva's Half Marathon at 33 weeks pregnant! During the race I used two Grape Endurolytes Fizz, three servings of Apple-Cinnamon Hammer Gel, and one Chocolate Chip Hammer Bar. After the race I was sure to take my Xobaline. Even though I have been limited in what Hammer Nutrition products I can take during pregnancy, I have been using Endurolytes Fizz, Hammer Gel, and Xobaline daily during my swims, jogs, and trainer rides. I'm doing Irongirl Atlanta in a few weeks, and I'll have to send you some pictures of a big pregnant lady rocking the Hammer Nutrition gear!

*Editors Note: Congratulations Michele, you look amazing! We're definitely all for staying fit throughout pregnancy, and we encourage every woman to get consent from her health care provider before continuing any exercise regimen during her pregnancy.*

## Melissa Norland

Hammer Nutrition-sponsored athlete Melissa Norland was the third female to finish the Beaver Freezer Sprint Tri, securing her podium spot at this Corvallis, OR, event.

Photo : Travis Vitek/Beaver Freezer



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# FROM OUR ATHLETES



## The Billings Bandits

As a team we consumed two 32-serving containers of Recoverite in four games during the Montana Senior Olympics. The reduction in soreness and stiffness was a major benefit! Personally, I started using Hammer Nutrition products in the spring of 2011, so this last hockey season was my first season of incorporating Hammer Nutrition. I feel that Hammer Nutrition has helped me compete against the twenty- and thirtysomethings in our local league and maintain a triathlon base.

Jim Thomas-DeJongh  
Billings Bandit hockey team



## Evan Wilson

Thank you! This order is going to be a HUGE surprise for Evan (my “boy-toy” of 33 years)! The economy is affecting us; prostate cancer along with no vehicle makes each day a challenge. As a result, he rides his mountain bike (at least 60-90 miles a week, rain or shine) since I totaled his van. He is proud and won't ask for anything from anyone. Friends and neighbors bring their various bicycles to Evan for total repair or assembly, and his “pay” is to see them riding and happy again! He is more than pleased to represent Hammer Nutrition products, though the gear he ordered previously is about to give out before long, since he faithfully wears it and rides every chance he gets. He rides for health, constantly trying to accomplish a bit more each time out. Not only does he respect others, including hikers, but he stops to pick up litter along his travels. I dearly love him and I wanted to tell somebody just how much I am so proud of him!  
Thanks, Sherri Wilson

*Note: Evan received a 2012 Hammer Nutrition cycling kit, t-shirt, and some new water bottles to make his commutes and trail rides even more fun, compliments of the staff at Hammer Nutrition! Hammer on, Evan!*

## Don Fella

Thank you for helping me to finish my first event as a Hammer Nutrition sponsored athlete, the Mohican 100. Having the event sponsored by Hammer Nutrition made my job easier, since I could get the fuel I needed at the aid stations and didn't have to carry as much on me or in my drop bags. Other racers who did not use Hammer dropped out of the race due to “gut rot” but I just filled my water bottles with HEED, grabbed Hammer Gel, Hammer Bars, Endurolytes, and Perpetuem, and kept on riding. Thank you for your continued support. As you can see, I was dressed in Hammer Nutrition gear from head to toe—and proud of it!



## James Richman

I ran a 2:57 at the Couer D'Alene Marathon for a 1st place AG finish. I was fueled by Tropical Hammer Gel the whole way, with HEED at the aid stations.







## Leslie Newman

Photo : Timothy Dahl

I recently rode Mountains of Misery in Blacksburg, VA, wearing my new Hammer Nutrition kit. I rode 103 miles in 6:53:26, placing 60th out of 330 century riders—not bad for a 53 year old. This is a tough ride with the last three miles up to a mountain top finish. Hammer Gel and Perpetuem gave me the fuel I needed to finish. And I have to say that the new Hammer Nutrition bibs were extremely comfortable. I had no issues, even after all that time in the saddle. Thanks for your great products!



Photo : Tony Peroutky

## Ben Bruce

Lake Wobegon Trail Marathon was a 7-minute PR for me. I used Race Day Boost prior to the race, and the results show that it works. During the race I consumed three Montana Huckleberry Hammer Gels. Overall, Lake Wobegon was a great race for me, and I truly believe that Hammer Nutrition products assisted me in reaching my goal.



Photo : Julie Holtz

## Darin Beane

Ironman St. George has been called one of the hardest Ironmans ever. I know I could not have finished it without using Hammer Nutrition products during my training and the race itself. I have been using Hammer Nutrition products since the E-Caps days. From HEED, Tissue Rejuvenator, Perpetuem Solids, and of course Hammer Gel (Montana Huckleberry), to the comfortable clothing, I use it all!

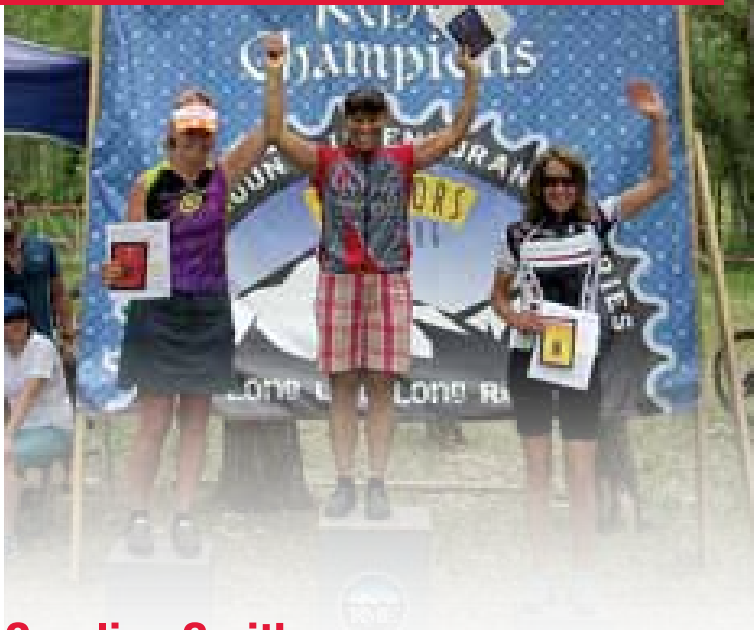


## Randi Young

Randi Young, longtime Hammer Nutrition client, supports RAAM competitors as they make their way through South Fork, CO.



# FROM OUR ATHLETES



## Caroline Smith

The Battle of the Bear went well, outside of a few blips in the road! It had started to sprinkle rain right when we rolled out, and the cloud cover was a blessing as it was hot!

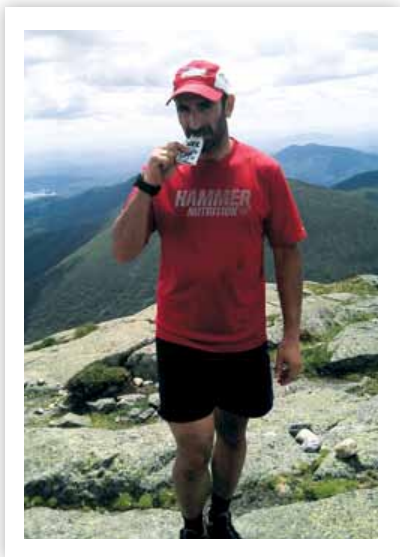
They let the single speeds go in front of us, so I caught the back of the packers and got stuck for a while before I could pass. I picked up the pace and climbed strong, and then dropped a chain on the second lap. I also got a cramp in my groin, which I have never gotten before (could have used one more Endurolytes!), and had to step off the bike for a few seconds. I ended up 5th

overall in sport women and won the 50-59 age group. I wanted to break 2 hours and did a 1:38:12, even with all the blips! The next closest woman in my age bracket was 20 minutes back.

It felt good to push myself and see where I was at. I was glad to represent Hammer Nutrition, and at the announcement of my age bracket when I got on the podium, the announcer said, "Boy, don't let anyone tell you they get slower as they age. She was in the top 5 today! Great race, Caroline."

## Paul Monaco

That's me on Mt. Marcy (highest peak in NY) on our mission to complete a 25-mile rock scramble, climb, hike, and trail run called "The Grand Traverse," rated third hardest day hike in the U.S. by Backpacker magazine. It was approximately 10 1/2 hours, 11 peaks, 10,200' elevation gain, 18,900' elevation change . . . fueled by Hammer Nutrition I attacked this challenge and got it done very successfully. No pain, only gain! Thanks Hammer! Now I am Hammerin' on to the next challenge.



## Team Hammer

Photo : Joanie Kelso

At NCNCA masters district TT championships, Team Hammer scored 1st and 2nd in the 65-69 category (1st place Jack Kelso, 2nd place Jim Fox).



## Lawrence Bowers

Just prior to my AutoBahn drive, I completed two hours of swim drills at the Ramstein AB Aquatic Center in Germany, followed by a 50-minute run around the base. During the exercise, I fueled with HEED and took Anti-Fatigue Caps and Endurance Amino. Note: The drive was all legal, and I did not feed the Hammer Gel to the car!





## Eric Tadt

Photo : Laura Jefferson

I ran the Kettle Moraine 100 Endurance Run on June 2 in a new PR of 22:13:33! I finished 17th overall out of 118 finishers (209 starters), and 6th in the Open Male Division (ages 18 - 39) out of 31 finishers (58 starters).

It was my best ultra yet! Almost a 3.5 hour PR from my 2010 finish! I have never felt so satisfied with a racing performance. I fueled on Perpetuem in multi-hour bottles with Endurolytes every 20 minutes. I had a couple of Espresso Hammer Gels to up the caffeine intake in the late afternoon. I snacked on bananas, oranges, and watermelon at the aid stations as well. I had absolutely zero dizziness or cramps.

I was able to run at the full potential of my training and it felt great.

## Ray and Anna Fortner

My daughter Anna Fortner and I took second place in the 8-hour Coed category of the Hammerstein 8-24. We did 96 miles and climbed 13,000' in 7 hours, 26 minutes. HEED, Hammer Gel, Anti-Fatigue Caps, and Endurolytes kept us feeling strong!

## ATHLETES . . .

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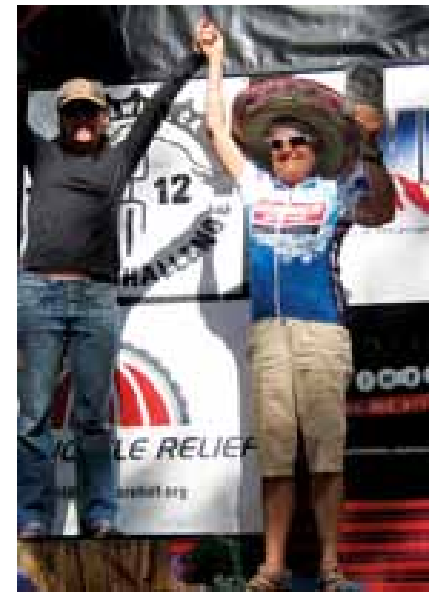
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Photo : Andrea Augustine

## Doug Augustine

Hammer Nutrition ambassador and 53x11 Coffee connoisseur Doug Augustine has graced the pages of many Hammer Nutrition brochures and publications, and his sons James (eight months old) and Grant (eight years old) show that being photogenic runs in the family! At right, after a long, hot day at the 2012 Boston Marathon, the Augustine family celebrates Doug's time of 3:23 (with no hydration or cramping issues)! At left, sweet baby James shows his appreciation for a packet of HEED.



## Wendy Skean (above)

The Idyllwild Spring Challenge was my second race on my new singlespeed bike. I raced in Open Women SS, placing 2nd. It was a great all-singletrack, 18-mile course. I was very pleased with my recovery from Whiskey 25 the week before. As always, Hammer Nutrition products kept me in the game!



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*Daryl Smith paddles out for a training day off the coast of Maui. Photo : courtesy of Daryl Smith.*

