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# ENDURANCE NEWS

OCTOBER  
NOVEMBER  
DECEMBER 2012  
#82

**'Best by'  
dates are  
back!**

**Pre-race meal**  
(Why less is more!)

**Incorporating  
Complex into  
your workout**

**New vegan  
products!**

**Product spotlight : PSA Caps**

*The informed athlete's advantage since 1992*





Laurie Hug secures a 2nd place podium finish at USMS Summer Nationals.  
Photo : [www.wadleyphotography.com](http://www.wadleyphotography.com)

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### ON THE COVER

Bryan Mickiewicz pushes to a 4th place finish during the Battle the Bear MTB Marathon.  
Photo : MountainMoon Photography

# ENDURANCE NEWS

The informed athlete's advantage since 1992

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## Our Mission

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

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

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

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

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# LETTERS

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



Dear Hammer Team,

I wanted to take a moment to thank you for great products and great support for the military. Last month, a team of eight of us from my Air Force office entered and completed the grueling 4-Days March in Nijmegen, Holland. It was a 4-day, 25 miles/day ruck march in uniform with a pack. Militaries from over 20 countries participated. My personal recovery was greatly aided by Recoverite after each day. Additionally, Endurolytes kept my vitals topped off during the event. Thankfully, it was not blazing hot, but on the warmer days it gave me peace of mind knowing that I was taking care of my body. The 100+ miles culminated with our group finishing well ahead of all other American military contingents.

Thanks again!

Jeremiah Siembida

Dear Steve & Crew,

You are always a pleasure to work with, and we can't thank Hammer Nutrition enough for the support of the Baker City Cycling Classic. We saw a 30% increase in participation this year and are working toward continued growth as we head into the future.

Baker Loves Bikes hopes to continue our relationship with Hammer Nutrition as we feel you are a tremendous help to our event and the racers who take part in it.

Sincerely,  
Brian Vegter,  
Race Director



Hi HN family!

I just read the "Don't be a littering loser" article in the Aug/Sept issue of Endurance News. Thank you so much for publishing this piece and thanks to Steve Born for writing it. I prefer to carry the single pouches on my runs as it's a premeasured amount of Hammer Gel that I know to have during specific time frames. I have NEVER nor would I EVER toss an empty pouch on the ground. (I slip the empty ones in between my sports bra and my top. It's convenient, and I know it'll still be there at the end of my run.)

It is completely unacceptable for people to harm the environment while trying to improve their health and performance. Thanks again for pointing this out to people!

Danielle Godshall





Brian and Soni Frank enjoy a ride around the Flathead Valley. Photo : Miles Frank

# Welcome to the 82nd issue of Endurance News.

**T**his is the final issue of 2012, the 20th anniversary of this publication, and Hammer Nutrition's 25th anniversary in business. As always, we packed this issue full of content that I think you'll enjoy reading as much as we have enjoyed assembling it. It never ceases to amaze me that we can fill 100 pages every 60 days—in fact, we had to go up to 112 for this issue and had to set aside several articles for issue 83, or we'd have had to push it to 124 pages or more.

## 25th Anniversary

For me, 2012 has been fascinating

and amazing. I look back over the past 25 years and relive the journey from our little apartment in San Francisco to our present position, and then flip the perspective over and look far into the

future as to where we might be in 3, 5, or 25 years. As hard as it may seem to believe, after 25 years in the trenches I'm as excited about our next chapter as I can imagine. The desire to continue developing innovative products and finding new ways to help you reach the top step of the podium, be it in a race or in life, is as strong as ever and I think it will be evident to all in the coming months, if it's not already.

Reconnecting with some of my earliest clients, like Randi Young (page 72), and staying connected with so many others I've gotten to know over the last two and a half decades is what I cherish most about this adventure. These enduring

relationships and the memories that go with them cannot be replicated with any amount of capital. They occur over long, long stretches of time. That endurance and longevity is priceless. So, I tip my hat to all of you long-term Hammer Nutrition diehards—you are part of this brand and the culture that connects us all in a familial way. Despite how long this train has been rolling, there's always room for more. The fresh enthusiasm of those of you who have discovered Hammer Nutrition more recently is just as much a part of this and helps to complete the equation—from customer #1 to #225,000—you have a seat at our table and a voice in our meetings. Thank you for being a part of the process and for your enthusiastic support.

## New Products

I'm excited about our new vegan protein bars and vegan protein powder, as well as new flavor variations of existing

- continued on page 5



- continued from page 4

products. Besides being delicious, clean, healthy formulations, they speak to our responsiveness to your input. I have always strived to listen to the collective "voice" of our clients and whenever possible, to give you exactly what you want. So, please keep the feedback coming; you may be surprised to find a product that you requested on the shelves in the future. Your influence counts, so be sure to use it. You can always reach me by emailing [suggestions@hammernutrition.com](mailto:suggestions@hammernutrition.com).

### Bags Out, Tubs Back

Just in case you missed the announcement in the last issue of *Endurance News* or the banner on our website—it's official, we dumped the bags and went back to

the tubs. I shoulder the blame for this packaging fiasco and really appreciate your patience while we tried to make it work. However, I firmly believe that there comes a time to pull the plug, and for us and the big bags, that time was back in July.

### Gluten

One thing that was abundantly obvious from my interaction with athletes at events this summer is that many of you have realized that gluten in your diet may be a problem and are seeking to avoid it. I lost count of how many athletes came up to our table at events and asked which of our products were gluten-free. To which I replied, "All of them!" While I'm very pleased by this awakening, I do fear that some of you may be throwing the proverbial baby out with the bath water. My point is that since less than 1% of the population is actually gluten allergic, the rest of us are simply suffering the effect of gluten overdose from years or lifetimes of excess intake. I am one such person. As such, I'd like to encourage those of you who are not gluten allergic, but are making

a concerted effort to remove gluten from your diet, to think in terms of "low gluten" as opposed to "gluten-free." Since wheat is the main source of gluten, I eat a wheat-free diet, but do eat low-gluten grains like spelt, rye, and barley in its place. You may find that eating a "low-gluten" diet is much more sustainable and enjoyable than going "gluten-free." Think about it.

### Lessons Not Learned

My last thoughts for the year have also been reinforced by all of my client interaction. The lesson not learned by far, far too many athletes is with regards to hydrating in the days before a hot-weather/altitude race. Honestly, there are few things that pain me more than seeing an athlete's "A" race go down the tubes because they tried to "super hydrate" in the 48-72 hours before a race. I feel like a broken record player sometimes—we are not camels, and we cannot "load" or "store" water, especially over such short periods of time. Drastically and suddenly upping your water intake in the days before an event is a recipe for disaster! Not only do you not store that water, but you flush all of your precious electrolytic minerals out of your body. The result is that you show up on the starting line already in the hole and it just gets worse. Please don't let this be you! Instead, maintain steady fluid intake in the pivotal days before your race, and allow the reduced expenditures from your taper to fill your tank as much as your body can.

Enjoy the read, the last few months of 2012, and we'll see you next year for more good times.

Brian Frank  
Founder

# You're invited!

The owner and founder of Hammer Nutrition is inviting you to spend a week with him at his friend's huge trophy home in Tucson, Arizona.

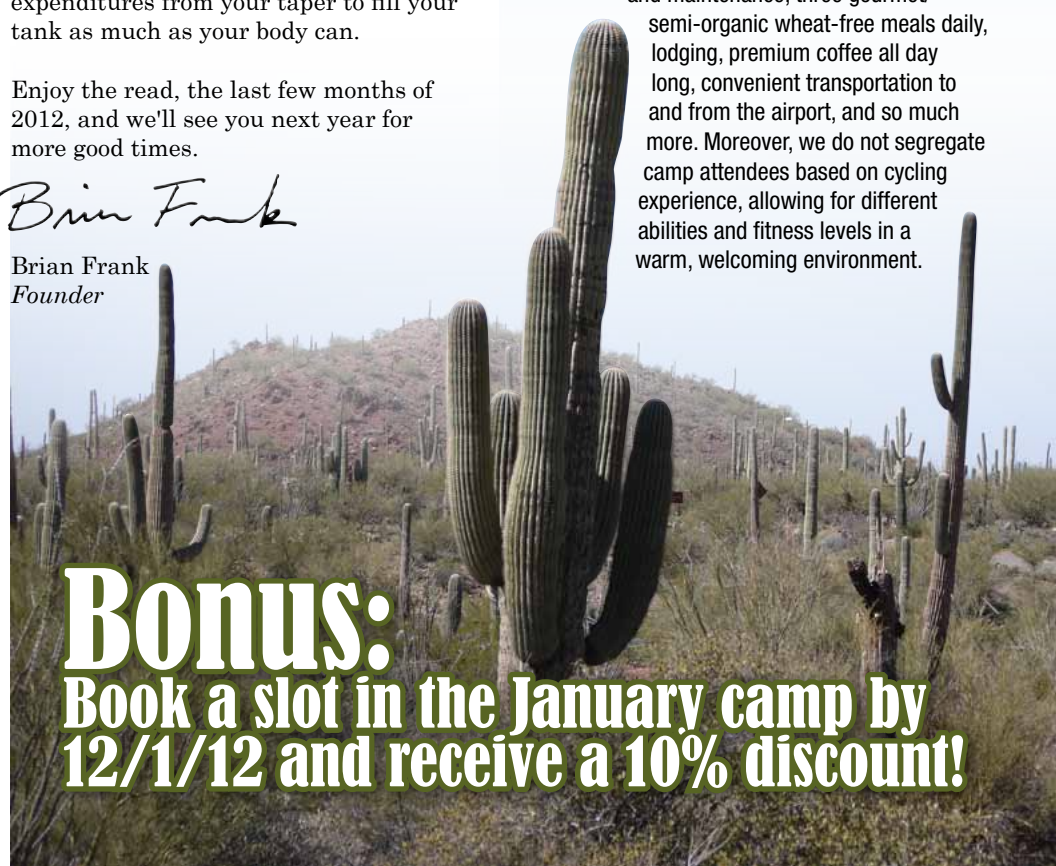
We'll ride bikes, talk shop, and hang out, all day, every day, for a week.

Find out more on pages 24-25 or by calling 1.800.336.1977. There's also lots of additional info on [www.hammernutrition.com](http://www.hammernutrition.com).

Over the past 6-7 years, winter training in Tucson has become rather popular with cyclists and triathletes. During this time, other camp options have sprung up, but the NON-Hammer Camps look something like this: \$1,700 for a 5-day camp with nothing included except the daily ride and evening presentation. Meals, lodging, incidentals, and bike repair/maintenance are extra. Besides the time spent on the bike and evening presentation, you are on your own. That's a lot of downtime in your hotel room.

Conversely, at a Hammer Camp EVERYTHING except airfare is included—with 5-star level service and Montana hospitality: bike building and maintenance, three gourmet/

semi-organic wheat-free meals daily, lodging, premium coffee all day long, convenient transportation to and from the airport, and so much more. Moreover, we do not segregate camp attendees based on cycling experience, allowing for different abilities and fitness levels in a warm, welcoming environment.



## Bonus:

Book a slot in the January camp by 12/1/12 and receive a 10% discount!



# A day with the **DUROS**

BY BRIAN FRANK

**I**n August, Miles and I were able to take a short break from our epic Montana summer to get down to the San Francisco Bay area to visit friends and do some riding. It was a great trip down memory lane for me—jumping into the same weekly group rides, seeing a lot of familiar faces, and doing the same routes that I used to do in the early '90s, before relocating to Whitefish, MT, in 1995. For Miles, it was a big 300-mile training week and an opportunity to become even better acquainted with my riding buddies and all of his new friends on the Tieni Duro junior development team.

Since the Sunday we were in town was not a race weekend, the TD juniors and their mentor/coaches did a fast-paced group ride that we were invited to join. After a quick group picture, Ellis, the

ride leader and one of the older Duros, reviewed the route, reminded everyone to obey all traffic laws, and discussed portions of the route where the road is narrow or other hazards needed special attention. We rolled out with 16 or so juniors and five mentors/coaches . . . the only thing missing was a chase car. Otherwise, the whole thing reminded me of the junior teams I see training on the roads in Italy—passing the passion and lore of cycling down to the next generation—the embodiment of the mentor/protégé relationship. Kudos to Carlo, Jason K., Elaine, Lance, Glen, Andy, and all of the other volunteer staff who help make Tieni Duro one of the best junior rider development teams in the country. Hammer Nutrition is proud to have supported this program since its inception in 2002—ten years and hundreds of lives changed! **HN**

# New vegan products for 2013

BY BRIAN FRANK

Ingredients: Protein Blend (Pea Protein, Organic Brown Rice Protein, Organic Spirulina, Organic Chlorella, Alfalfa), Enzyme Blend (Papain, Amylase, Protease, Bromelain, Lipase, Lactase, Maltase, Cellulase), Natural Vanilla Flavor, Organic Stevia Extract



## Supplement Facts

Serving Size 1 level scoop (31.6g)  
Servings Per Container 26

	Amount Per Serving	%Daily Value
Calories	110	
Calories from Fat	9	
Total Fat	1 g	2%*
Saturated Fat	0 g	0%
Cholesterol	0 mg	0%
Sodium	140 mg	6%
Total Carbohydrate	5 g	2%*
Sugars	2 g	†
Protein	20 g	40%*

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

In the "you asked for it" category, we've been getting a lot of requests for vegan, soy-free proteins, so we've been working feverishly on that project. Beginning in January, we'll have a great tasting, easily dissolving, 100% vegan protein powder in Vanilla, Chocolate, and Strawberry flavors. Ingredients and nutrition facts for all three flavors are similar, so we've listed one below as an example. They will be packaged in 26-serving tubs (not bags), with a retail price of \$47.95, \$44.95 for 3 or more. Single-serving pouches will not be available initially and will be introduced only if demand warrants it.

Next up, we've got two new high protein recovery bars to complement our chewy, grass-fed whey protein-based Hammer Recovery Bar. The first bar is a chocolate-coated peanut butter flavored beauty that melts in your mouth. The second new vegan bar is so low on the sweetness scale that it's almost savory. It's made primarily from almonds with real cacao nibs for some crunch and rich chocolate flavor. This is definitely my new favorite. Both bars supply a nice 15 grams of protein and don't skimp on the healthy fat either. They retail for \$2.95 per bar, \$2.75 when you purchase 12 or more.

Check out the ingredients and details on both bars on page 10. **HN**



# We're here for *all* athletes!

"I am very pleased with your products and customer service! I am not one of your elite endurance athletes. Just a normal 53-year-old who is active, runs a marathon a year, several half marathons, a few sprint tris . . . I am slow, trying to drop some weight, but enjoy being active. When I call Hammer Nutrition, I am treated as though I am an elite endurance athlete! For years I bought online; then I found local stores to buy what I needed, **but I prefer ordering directly and getting specific questions answered.**

Thanks for helping average everyday athletes. Your products work and your customer service is incredible!"

- Daniel R.



Call today for your *free* consultation! 1.800.336.1977



# Be green, use a flask!

BY BRIAN FRANK

**D**espite the fact that most of our clients have an earnest desire to be “green” and less wasteful, we are seeing an ever-increasing number of athletes using disposable single-serving gel packets, all in the name of convenience. Meanwhile, jug, and therefore flask, usage has remained flat or declined during the same period. Having originated the refillable flask and jug concept in 1995 as a highly favorable alternative to single-use, mylar foil pouches, I find this to be more than a little troubling. Finding discarded gel pouches, Hammer Nutrition and other brands alike, on the side of the road everywhere I go is the most bothersome of all. Getting phone calls and emails from irate people complaining about it being our fault that someone dropped an empty pouch on the trail is no fun either.

With certainty, this trend is not good for the environment. I'll also posit that flasks are actually more convenient, if given some serious thought.

However, the preference for pouches is formidable. When pressed for a reason why they use the single-serving packets rather than

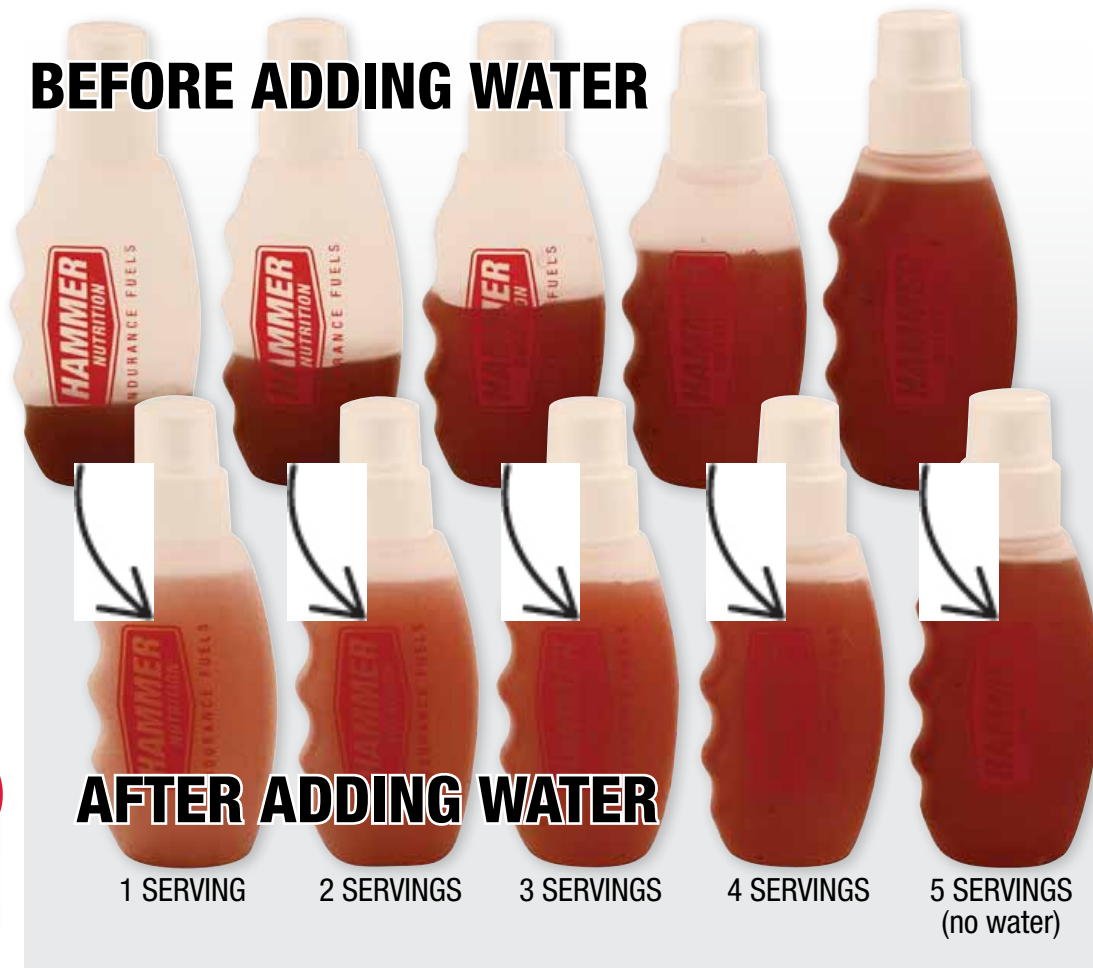


the more economical, reusable flask, gel users cite a variety of reasons: They say that they don't want to waste gel by filling the flask and only using a portion of it during their workout. Only putting one or two servings in the flask is a problem too, because the gel does not come out easily. Then there are the logistical excuses, I mean reasons—"I have nowhere to put the flask", "I don't want to carry it while running," etc. Even for runners, these reasons don't hold up to critical analysis. If you are exercising for less than one hour, there's not a lot of need to take calories with you; just take a good serving of gel before you go out and then drink water, maybe with an Endurolytes Fizz or two while out. For exercise over one hour, the flask is infinitely easier to use than having to retrieve, open, dispose of the tab, consume, replace the spent gel pouch somewhere, etc.

## Flask use made easy - no matter the duration of your workout or event

All one has to do is pour in the desired number of servings for the next workout, and then top it off with water. A one-hour workout would require one or a bit more servings (as shown below); top off with water, shake a couple of times, and then consume the entire contents during that hour workout. The same goes for two-hour or three-hour workouts as well. **HN**

### BEFORE ADDING WATER





# 'Best by' dates coming back to powders and gel!

There's no doubt that our recent change from expiration dates to manufacture dates, as mandated by the FDA, has caused you much confusion.

In what I believe is a win/win solution to this issue (and I hope you will agree), after countless hours of research and back and forth sparring with the FDA and various state agencies, we have determined that we can use the term "Best by" in place of "EXP," since the former is simply suggestive; no one is guaranteeing anything, just suggesting that you consume it before a certain date for best results. We will still be including the manufacture date, albeit in a somewhat encrypted "Julian" form.

Below is an illustration of how the manufacture/ "Best by" dates are displayed on all Hammer Nutrition powders and gel produced after August 16, 2012.

What it used to say:

MFG 011712

What it will say as of 8/16/12:

MFG 011712  
BEST BY 1/2016

**Translation:**

MFG 011712 = January 17, 2012  
BEST BY 1/2016 = January 2016

# Running on?



# Fuel up!



Easily digested for rock-solid energy

Prolonged energy levels

Made with real fruit & wholesome ingredients

Versatile & economical

**MSRP**

\$1.40 - Single Serving  
\$1.30 - 12 or more  
\$7.95 - Sampler  
\$19.95 - 26 Servings  
\$17.95 - 3 or more

Available in Apple-Cinnamon, Banana, Chocolate, Espresso, Montana Huckleberry, Orange, Raspberry, Tropical, Unflavored, Vanilla



**ORDER TODAY!**

1.800.336.1977  
www.hammernutrition.com



# Recovery Bar musings

BY BRIAN FRANK

## Two new Recovery Bars: Yum, Yum!

If you've tried our new Hammer Recovery Bar, you know why they have become so popular, so quickly—they taste great and are full of only the best ingredients. Due to the overwhelmingly positive consumer response, and more than a few requests, we've quickly developed a second and third Recovery Bar, only this time they are vegan, soy-free, and one of them is peanut-free! The new bars are also smaller at 56/57 grams vs. the 75 grams of our first bar.



**Almond/Cacao Vegan Recovery Bar** - Made with almonds, tapioca, pea protein, rice

protein, and cacao nibs (all organic, of course), the result is very pleasing, not at all chewy and not too sweet. Vegans and non-vegans alike will love them. We debuted these bars at Interbike expo in Las Vegas in September and plan to have them in our warehouses for shipment to you by January 2013!



**Chocolate Peanut Vegan Recovery Bar** - This bar is, of course, made with peanuts, has a dark chocolate coating,

and gets its extra protein punch from a combination of tapioca, pea protein, and rice protein. It tastes a lot like our whey-based Hammer Recovery Bar, but it's not, I repeat, not chewy—it almost melts

in your mouth. Did I mention that the taste is beyond awesome? We are hoping to have this bar in stock around the first of the year as well.

## Big, chewy, Peanut Butter-Chocolate Recovery Bar - Update



Despite their popularity, there have been two minor issues with our first Hammer Recovery Bar that we'd like to address:

**Chewy, chewy . . . enjoy?** It's all about preconceived notions and perception. I hate to say it, but it's the nature of the beast—when you put 20 grams of premium, whey protein from grass-fed cows into a bar, it's going to be a chewy and substantial snack or meal replacement . . . not something to be wolfed down in a couple of bites. Slow down and enjoy this delicious "meal replacement."

**Chocolate coating** - Because we use a premium, all-natural, Belgian dark chocolate coating, it will melt in the heat, at which point the sugar and fats separate. When the chocolate cools, it can develop what appears to be a whitish film on the surface of the bar. This is called "blooming." A bar that shows this film, or blooming, is still good, entirely edible, and will taste just as good as it ever did. *HN*

# 100% vegan

protein recovery formula

Coming in 2013!



## Almond Cacao

- Delicious 56-gram bar
- 15 grams of protein
- 100% vegan, organic, kosher
- Peanut-free, soy-free, gluten-free
- \$2.95 MSRP

Calories: 240 / Carbs: 21g  
Protein: 15g / Healthy fats: 11g



## Chocolate Peanut

- Tasty 57-gram bar
- 14 grams of protein
- 100% vegan, organic, kosher
- Soy-free, gluten-free
- \$2.95 MSRP

Calories: 240 / Carbs: 25g  
Protein: 14g / Healthy fats: 10g

And don't forget about our original 75-gram Recovery Bar with a whopping 20 grams of premium whey protein!  
\$3.50 MSRP



Calories: 330 / Carbs: 25g  
Protein: 20g / Healthy fats: 14g

# Start your day off right!

All five Hammer Bar flavors are absolutely delicious and perfect for healthy pre-race meals, post-workout recovery food, or healthy snacks anytime!

- Delicious taste, moist texture
- Natural, all-organic ingredients
- No preservatives, gluten-free

Available in Cashew Coconut, Chocolate Chip, Almond Raisin, Chocolate Chip, Cranberry, and Oatmeal Apple.

MSRP  
\$2.50  
\$2.40 12 or more



## SPECIAL OFFER!

Purchase 12 or more Hammer Bars and receive a FREE packet of Hammer Soy. Ad code EN82FB. Offer expires 11/8/12. A \$2.95 value! Limit one. Valid while supplies last.



**ORDER TODAY!**

1.800.336.1977 / [www.hammernutrition.com](http://www.hammernutrition.com)

**HAMMER**  
NUTRITION

# Brian's summer vacation

If you are like me, you can remember those beginning of the school year essays/reports that we got assigned in English or some other class in grade school: write about what you did over summer vacation. Well, I'm not sure if I had a summer vacation or if it was more of a working tour, but we had a lot of fun and went to several cool venues and events. Here are some photos and extended captions to give you an idea of how I spent my summer, in addition to the usual day-to-day activities of running the company.



## Bozeman

Miles and I rallied the five hours to Bozeman to do the Bohart Bash MTB race. It's one of my favorite drives in Montana for its beautiful scenery. The GAS guys put on a great race, which we of course sponsored—challenging course with lots of high altitude climbing. It was Miles' first race as a Cat 1, so it was 5 laps of fun. Drive on Friday, race on Saturday, drive back to Whitefish—500+ miles in 24 hours.



## Mikey's 70th birthday ride

Mike Freeman and his wife, Nelly, drove up to Whitefish to do some celebratory riding to mark his 70th birthday. We planned to ride the 136-mile Highline loop, but the weather would not cooperate, so we rode around Flathead Lake a couple of times instead. We did several of our other favorite rides together and enjoyed time with our special friends to the fullest. (L-R) Miles, Brian, Mike's grandson Eric Aquino, Mike, and Bill Nicolai.



## Whitefish Stage Race

The first weekend of August was the inaugural Hellroaring MTB Stage Race right in our backyard, which was a nice respite from our weekly road trips during the month of July. The race featured a prologue on the "E-ticket fun factory" Whitefish Trail. Saturday was an epic XC race out in the forests surrounding Tally Lake; it finished off on Sunday with another epic race, up on Big Mountain at Whitefish Mountain Resort. (Right) Miles finishes stage 2.



## Missoula XC

Next up, we took a short trip down to Missoula for the Hammer Nutrition Missoula XC MTB race, the third race in the national series. Hammer Staffers Levi Hoch and Phil Grove competed and added to all of the familiar locals who mixed it up on the extremely challenging UCI-type course—over 1,200 feet of climbing in less than four miles. Ben Horan and his crew worked for months to get the venue and the course ready, and pulled off an epic event.

## Trip to NorCal



Above: Miles and I flew to the Bay Area to do some riding in my old stomping grounds. Dino Martinoli, one of my closest friends in Italy, and his son Nicollo happened to be in town, so we took the opportunity for a little social time with them. As always, Carlo and Patricia Vanini were gracious hosts and made sure everyone had plenty of great food and drink. (L-R) Jason Kent - Tieni Duro mentor, Dino, Nelly, Mike, Nicollo, Miles, Patricia, and Carlo.

Below: On Saturday, we drove to Mill Valley and did the Point Reyes Loop. Of course it was like old times with many familiar faces as we passed groups of riders enjoying the same roads and epic weather. Phil Borghuis, a former Mako teammate of Mike Freeman and someone I used to train with and see at the races, rolled up alongside us, so we stopped to snap this pic. Miles was not even a twinkle in my eye the last time I saw Phil.

## Sun Valley Nationals

Miles, Marshal Opel, and I went to the USAC MTB National Championships in Sun Valley, ID to expo Hammer products and do Compex Active Recovery demos. Miles competed in the 15-16 junior division and had a great experience racing on the national level. We saw lots of friends and Hammer Nutrition fans, and turned a bunch of riders onto the benefits of Compex on crispy, tired legs.



I believe in moderation, including moderation. When it's time to splurge, like once or twice a year, when I get to California, Las Vegas or Tucson, I have to hit up In-N-Out for a double, double, animal style. It's comfort food from high school days growing up in SoCal. Yum!

## Inland Northwest Trials Assoc.

In between all of the other events we attended, I made some time to do a couple of competitions myself. Rob Farrington and I drove to Spokane, WA to compete in Rounds 3 and 4 of the INTA (Inland Northwest Trials Association) observed trials series. I rode in the Advanced class and Rob rode Expert, each winning our category. (Brian Frank, left, and Rob Farrington)



# Product Spotlight

## PSA Caps

### The 'must-have' product for men

BY STEVE BORN

**W**hen we introduced PSA Caps, a male-specific health supplement, we received a reaction similar to the feedback we got when we introduced our weight-loss supplement, Appetat: "Why offer a supplement not specifically for enhancing athletic performance?" However, after several years in the Hammer Nutrition supplement line, PSA Caps has definitely earned its place. Sales continue to increase for this particular product, which we can only surmise is because it just flat-out works, simple as that.

As we mentioned when we first introduced PSA Caps, this is not a supplement that's going to help you to a personal best in your races . . . at least not directly. I know, prostate health is probably something that you and I would rather not think about. However, it's a topic that men just can't afford to ignore, because most of us, if not all of us, are likely to develop prostate enlargement at some point in our lives. It's no longer a stretch to suggest that poor-to-failed prostate health has become almost epidemic. (Is it really

coincidental that the prostate-specific drug commercials you see on TV have increased dramatically in the past few years?)

Here are some eye-opening facts that you may not know about enlarged prostate:

- The prevalence of BPH (discussed in the next section) increases dramatically after the age of 40. (Up to 10% of men in their 30s experience BPH, so it's not just an "after-40" issue.)
- The incidence of BPH is 50% or higher for all men at the age of 50.
  - The percentage increases even more with each passing decade.

After you read the list of discomforts and problems associated with

enlarged prostate, I know that you'll want to do everything you can to prevent them from happening or to relieve current symptoms.

Fortunately, PSA Caps is the product designed precisely for these purposes, and ever since we introduced it a few years ago, thousands of men have benefited greatly. PSA Caps is an all-natural formula that helps reduce the symptoms of BPH and other prostate disorders.

#### BPH – The male-only malady

As a man ages, it's common for the prostate gland to become enlarged; at some stage in life almost all men are affected. When this occurs—the condition is called benign prostatic hyperplasia (BPH)—it puts pressure on the urethra, the canal that carries urine

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## HOT TIP

### Keep a bottle on your nightstand!

For optimal absorption and best results, PSA Caps should be taken 60 minutes apart from meals, with the dosage recommendation of 1 capsule in the morning and 1 capsule at night. Keeping a bottle of PSA Caps on your nightstand next to your bed makes proper dosing easy! Have a glass of water nearby and take 1 capsule just before you turn out the light at night. When you wake up in the morning, take 1 capsule before you get out of bed.

# The PSA Caps formula

**Beta Sitosterol** – This plant sterol inhibits 5-alpha reductase, the enzyme that converts testosterone to harmful dihydrotestosterone (DHT) and aromatase, an enzyme that catalyzes the conversion of testosterone to unwanted harmful estrogens, estradiol and estrone, elevated levels of which are an underlying cause of enlarged prostate. Beta sitosterol has been reported to reduce BPH-related symptoms, including cancer growths in the prostate gland. Beta sitosterol has been demonstrated to improve urine flow velocity in men with enlarged prostate, while also providing anti-inflammatory effects in prostate tissue, which helps reduce BPH symptoms, enlarged prostate, and potential cancer cell mutations.

**Saw Palmetto extract (*Serenoa repens*)** – The extract from this plant (a creeping palm with a trunk that lies on or just below the ground surface) is arguably the most frequently used herbal treatment for prostate problems, with several research studies demonstrating that a 45-90 day treatment for enlarged prostate leads to a significant clinical improvement. Saw palmetto (320 mg per day) inhibits 5-alpha reductase, the enzyme that catalyzes the conversion of testosterone to dihydrotestosterone (DHT), reducing DHT by 66% in the periurethral region of the prostate gland, and by 50% in the prostate gland. Saw palmetto also reduces epidermal growth factor (EGF). Men using saw palmetto for the treatment of enlarged prostate generally begin to notice relief from their symptoms within the first 30 days of use.

**Stinging Nettle (*Urtica dioica* root extract, 4:1)** – The active ingredient in this herb-like shrub inhibits the ability of epidermal growth factor (EGF) to bind to its receptors in the prostate and to subsequently stimulate the growth of prostate tissue (a key underlying factor in the progression of enlarged prostate). Other uses for stinging nettle include treatment for urinary tract infections, kidney stones, and hay fever.

**Epilobium (small flower willow)** – Epilobium contains two polyphenols (Oenothin A and Oenothin B) that inhibit the 5-alpha reductase enzyme conversion of testosterone to DHT. Epilobium also inhibits aromatase from converting testosterone to estrogens, which happens in older males as they age, helping to reduce harmful DHT, estradiol, and estrone levels, which are known to contribute to prostate-related disorders. Epilobium also inhibits two types of prostaglandins, especially E-2, which have undesirable pro-inflammatory effects.

**Lycopene** – This important phytochemical in the carotenoid group produces the reddish colors in tomatoes, watermelon, pink grapefruit, guava, and papaya. It's a powerful antioxidant that protects the deoxyribonucleic acid (DNA) in lymphocytes (cells found in the blood, lymph, and lymphoid tissues) from oxidative damage. It interferes with the ability of insulin-like Growth Factor-1 (IGF) to stimulate the proliferation of various types of cancers in breast, endometrial, and prostate tissues. Lycopene can remediate male reproductive disorders (erectile dysfunction, reduced sperm motility, and reduced sperm counts) resultant from endurance cycling. In one study, 50 volunteers with low active sperm counts received 8 mg/d of lycopene for one-year. Thirty-five experienced improved sperm count, and 30 had improved functional sperm concentrations. There was a 36% pregnancy rate among the participants' partners by the end of the study.

**Alanine, Glutamic Acid, Glycine** – These amino acids, when taken for 14 days or more, minimized the symptoms of enlarged prostate. In order to positively affect/influence several hormonal pathways involving prostate health, these particular amino acids should be consumed at least one hour before other amino acids (or protein-containing foods) are consumed.

## Real Athletes, Real Results!

### What you're saying about REM Caps

"I wanted to send you a comment on PSA Caps. A little over a year ago I was diagnosed with chronic prostatitis. It has been a very long year of trial and error of different medications, with little improvement. Antibiotics, prescription medications, saddle changes, and really expensive supplements all did very little. It was getting really frustrating; it kept me off the bike, messed with training, and made me generally uncomfortable most of the time.

A couple of months ago I decided to try PSA Caps. Within a week, symptoms seemed to calm down, and a month or so later, I'm almost symptom-free. It's been fantastic, and PSA Caps are now something that I will not go without. No one likes to talk about this condition, but I think it's probably a widespread issue. Most men should definitely add this to their supplement plan!

Thanks for making killer products!"

- Tim Vangilder, Hammer Nutrition-sponsored Troupe Racing Team

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other products?  
Join the discussion  
on the Hammer  
Forums.**

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

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and semen out of the body. Increased pressure on the urethra causes urinary tract discomforts such as retention and urgency. Over time, severe BPH can cause serious problems, including urinary tract infections, bladder or kidney damage, bladder stones, and incontinence. While the cause of BPH is not well understood, it is an extremely important issue for all men to address and resolve before it becomes problematic.

## What causes BPH?

The specific cause(s) of this nearly universal disorder among older men is unknown, but most likely involves hormonal changes. The following three theories, in some combination, identify the main culprits currently being investigated for BPH. The formula of PSA Caps addresses all three.

- 1. Higher estrogen levels within the prostate gland** – Throughout their lives, men produce testosterone, an important male hormone, and small amounts of estrogen, primarily a female hormone. As men age, the amount of active testosterone in the blood decreases, leaving a higher proportion of estrogen. Studies with animal test subjects have suggested that BPH may occur because the higher amount of estrogen within the prostate gland increases the activity of substances that promote cell growth. For centuries it has been known that BPH occurs mainly in older men and that it doesn't develop in men whose testes were removed before puberty. For this reason, some researchers believe that factors related to aging and the testes may spur the development of BPH.
- 2. Increased levels of DHT** – Dihydrotestosterone (DHT) is a substance derived from testosterone in the prostate, which may help control its growth. Most animals lose their ability to produce DHT as they age. However, some research has indicated that even with a drop in the blood's testosterone level, older men continue to produce and accumulate high levels of DHT in the prostate. This accumulation of

DHT may encourage the growth of cells. Scientists have also noted that men who do not produce DHT do not develop BPH.

- 3. "Reawakened" cells** – Some researchers suggest that BPH may develop as a result of "instructions" given to cells early in life. According to this theory, BPH occurs because cells in one section of the gland follow these instructions and "reawaken" later in life. These "reawakened" cells then deliver signals to other cells in the gland, instructing them to grow or making them more sensitive to hormones that influence growth.

## BPH symptoms

Many symptoms of BPH stem from obstruction of the urethra and gradual loss of bladder function, which results in incomplete emptying of the bladder. The symptoms of BPH vary, but the most common ones involve changes or problems with urination, such as:

- Hesitant, interrupted, and/or weak stream
- Urgency and leakage or dribbling
- More frequent urination, especially at night

The size of the prostate does not always determine how severe the obstruction or the symptoms will be. Some men with greatly enlarged glands have little obstruction and few symptoms, while others, whose glands are less enlarged, have more blockage and greater problems. Sometimes a man may not know he has any obstruction until he suddenly experiences complete inability to urinate. Taking over-the-counter cold or allergy medicines may trigger this condition, called acute urinary retention. Such medicines contain a decongestant drug, known as a sympathomimetic. A potential side effect of this drug may be to prevent the bladder sphincter from relaxing and allowing urine to empty. When partial obstruction is present, alcohol, cold temperatures, or a long period of immobility can also bring on urinary retention.

It is important for men to tell their doctor about urinary problems such as those described above. In most cases these symptoms suggest BPH, but they can also signal other, more

serious conditions that require prompt treatment. These conditions, including prostate cancer, can be ruled out only by a doctor's exam. If the bladder is permanently damaged, treatment for BPH may be ineffective. When BPH is found and treated in its earlier stages, there is a lower risk of developing such complications.

## Who needs PSA Caps?

- **Males in their 30s, primarily to help prevent prostate-related problems from occurring** – *Up to 10% of men in their 30s already experience enlarged prostate.*
- **Males age 40 and older (with increasing importance every decade)** – *BPH occurs mostly in men over 50, with 90% of men 85 and older having BPH.*
- **Male cyclists** – *Cycling may increase the risk of nerve damage, impotence, impaired urinary flow, and disorders to the male genital organs, especially the prostate gland.*

If you fit into one or more of these categories, then PSA Caps is a supplement that you absolutely need to include in your daily regimen.

## The benefits are cumulative, so take it daily!

With few exceptions, supplements should be taken daily to achieve optimum benefits. Nowhere is this more important than with a prostate health product. The formulator of PSA Caps, Dr. Bill Misner, provides the following information from his personal testing:

I have been taking PSA Caps since their inception. In April 2004, my PSA (Prostate Specific Antigen) was 1.45, or low-normal reference range (normal = 1.0-4.5). This year marks slightly over a year taking PSA Caps with little to no change in diet or endurance exercise protocols, and PSA levels fell remarkably to a healthy 1.2, a -17.2% decrease in this prostate marker. Lower is better, hence a documented report of one person's beneficial results associated with taking PSA Caps.

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# Man's best friend

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# How to endure for life, not just during your athletic 'peak years'

An athlete who's been running competitively for 55 years looks back—and ahead!

BY ED AYRES

Ed Ayres is the author of *The Longest Race: A Lifelong Runner, an Iconic Ultramarathon, and the Case for Human Endurance*, published in October.

**M**ost of us endurance athletes tend to focus on how well we will perform in the coming months. Endurance records are recorded in minutes and hours, not years or decades. But good nutrition and exercise affect vitality over a lifetime, not just during the months before competition or on race day.

So, what if you perform well in your 20s, 30s, and even 40s, then burn out or have to give it up by the time you're 50? That's what happens to millions, and it's heartbreaking. In a country where people now can expect to live into their 80s or 90s, being forced out of action for the last third of your time on this planet can be one of life's deepest disappointments. But for many of us, that doesn't have to happen.

Over the years, I've discovered some of the key secrets of endurance-sport longevity, and have put them to the ultimate test—my own ability to keep

competing at a high level long after most people my age have had to hang up their shoes, or their bike. Now in my seventh decade of competing, I'm still going strong—and have high hopes of continuing for years to come—and I'd like to help others be able to do so too. This November, I'll be running in America's largest ultramarathon, the JFK 50-Mile. And although the 1,500 entrants are all experienced marathoners or ultrarunners, and most are 20 to 40 years younger, I have good reasons to think I'll be able to keep pace with a majority of them. How? Here are six of my reasons:

**1.** I know that **aging isn't the same as declining**. To recognize this isn't just a conceptual trick, but a powerful mental skill. After some point in your late 30s or early 40s, your times for endurance races will inexorably begin to slow, but it's important to understand that your middle-age performances are not inferior

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to those you achieved in your peak years! Thinking you've started to "lose it" is a spirit-killer, and is biologically incorrect. Rather, look at it this way: an older athlete is a different animal than a young one. The 50- or 60-year-old may be slower by the clock, but—if he has trained his mind as well as his body—is probably wiser and a better survivor, and has manifold abilities to endure the stresses of a troubled world more so than a younger man or woman will have. Different animals can't be compared by the same measures. A bulldog can't run as fast as a greyhound, but that doesn't mean it is an inferior dog, only a different one with different capabilities. In my case, for example, I'm aware that proper rest and recovery are just as important to performance, even during performance, as controlled stressing of the muscles is. So if I'm running a 50-mile, for example, I'll fuel with Perpetuem (I like the unflavored), not only to augment the carbohydrates with protein for the longer-than-marathon haul of the race itself, but to be in better shape for starting recovery in the hours immediately after the finish.

**2. Keep recovery time in synch with performance time.** As the body slows in tempo, it also slows in recovery and regeneration time. A lot of athletes overlook this: they know they can't run or ride as fast as when they were in their 20s or 30s, but still try to maintain the same 7-day-a-week training patterns they did then. I made that mistake for years before I woke up to the fact that after a hard workout or race, or sometimes even after a routine training run, my muscles and blood need more time to bounce back than they did years ago. That posed a problem, because let's say I need a third more regeneration time now than I did in my 20s, yet it's not practical to just shift from working out every 24 hours to doing it every 32 hours—it would be wrecking my normal sleep and work cycles. I found that a workable solution is to simply take days off more often. So, for example, I might run two consecutive days, take off one, then run three and take off one, then repeat—and vary that seven-day sequence according to what my

body is telling me. When I began doing this, total mileage dropped, but my performances actually improved!

**3. Beware of simplistic rules of training,** and keep your mind open to the complexities. Observation #2, above, is a fairly simple one. But the booming sciences of human performance also suggest that "slowing" is not just what happens to cadence and recovery as you get older; it's more complex and multifarious than that. Physiological slowing also plays a role in the performances of young people who have not yet reached their athletic peak. As a runner improves in cardiovascular efficiency, his heart rate slows. An average young adult might have a heart rate of 73 bpm, but the heart rate of an endurance runner, regardless of age, is likely to be much slower, typically around 50 bpm. Mine, when I wake up in the morning, is typically around 40. In effect, the heart is taking a longer rest between contractions in an endurance athlete than it does in the chest of a couch potato. So, again, slowing the recovery between exertions, whether in the hours between workouts or in the one second between heart beats, is not a symptom of decline but of efficiency. As we grow older, we have less time left to live, so paradoxically, we can most appreciate that time by taking more of it to do well what we enjoy most.

**4. Practice patience.** As you grow older, it gets easier to learn patience—and more necessary. Youth is famously imbued with impatience and impulsiveness, and for the young that isn't always bad. But experience brings new perspectives about time. In my book, *The Longest Race*, I have a chapter titled "Learning from Quarterbacks," which examines one of the most fascinating phenomena in all of sports—the concept of "slowing the game." Football is a game of rocket reflexes, and one of the most important skills of a successful player is his ability not just to make his moves quickly, but to slow down his opponents' moves in his perception—to see them in slow-mo. As the sports writer Roy S. Johnson has said, "Great athletes . . . say the game 'slows down' for them, particularly at critical moments. That's why a baseball player or tennis player can read the spin of a baseball or tennis ball when it looks

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## What's under your hood?

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# Study links delta- and gamma-tocopherols with cancer prevention

BY STEVE BORN



**AO Booster is an excellent source of all four tocopherols.**

It is widely known that the vitamin E “family” is made up of four tocopherols and four tocotrienols that provide both specific and synergistic benefits. New research, however, published in the journal *Cancer Prevention Research* [1], indicates that two of the tocopherols—delta and gamma—may be more effective, and thus more advantageous, over “regular” vitamin E (alpha tocopherol, the most common form found in supplements) in helping prevent cancer. Both delta- and gamma-tocopherols are found in a variety of nuts and seeds, and in full-spectrum vitamin E supplements such as AO Booster.

Animal (rat) studies conducted by Dr. Chung S. Yang and associates at the Ernest Mario School of Pharmacy at Rutgers indicate that both gamma- and delta-tocopherol exhibited protective effects against the inception and growth of breast, colon, lung, and prostate cancer. According to Dr. Yang, “When animals are exposed to cancer-causing substances, the group that was fed these tocopherols in their diet had fewer and smaller tumors. When cancer cells were injected into mice, these tocopherols also slowed down the development of tumors.”

Dr. Yang’s research also revealed that delta-tocopherol—more than any other form of vitamin E tested—was the most effective at preventing colon cancer. As a result of these studies, Dr. Yang and his colleagues believe that both

delta-tocopherol and gamma-tocopherol are cancer preventive, whereas alpha-tocopherol may not impart the same benefit. Dr. Yang summarizes this view in stating, “For people who think that they need to take vitamin E supplements, taking a mixture of vitamin E that resembles what is in our diet would be the most prudent supplement to take.”

Most nuts and seeds are good sources of all tocopherols, with walnuts suggested to be the best source for delta-tocopherol and pistachios being an ideal choice for elevating blood levels of gamma-tocopherol.

Another easy way to ensure that you get all four tocopherols—with an emphasis on gamma-tocopherol—and all four tocotrienols is to take AO Booster. Additionally, each capsule provides 10 mg of lutein and 2.5 mg of astaxanthin, both powerful antioxidants and anti-inflammatory nutrients.

According to one nutritional scientist, “To obtain optimal health benefits from vitamin E, a mixture of tocopherols (alpha, beta, delta, and gamma) and tocotrienols (alpha, beta, delta, and gamma) are required. Some of the functions of these vitamin E fractions are similar while others are completely different. When taken together, these various forms of vitamin E work synergistically as a team to provide maximum benefits.” **HN**

**REFERENCE:**

[1] Yang C. S. et al. Does Vitamin E Prevent or Promote Cancer? *Cancer Prevention Research*. Published online April 2012.

Age	Upper Age PSA Level (ng/ml)
40-49	2.5
50-59	3.5
60-69	4.5
70-79	6.5
Dr. Bill (mid 60s)	1.2

Here's another example (courtesy of an email from Dr. Bill) of the cumulative effects of PSA Caps:

One of our clients told me that after taking PSA Caps for only six months, his PSA score dropped 25%. He was in high-normal range to start with, but the 25% drop of one full point in medical circles is properly described as "unheard of."

### Summary

Dr. Misner boldly states, "I conclude that the PSA Caps formula predictably prevents or reduces prostate enlargement and the associated disorders reported to occur in males age 40 and over, especially masters cyclists. This formula presents substances to reduce harmful hormones dihydrotestosterone, estradiol, and estrone both in fatty acid- soluble and water-soluble cellular mediums. Reducing excess age-related 'outlaw' hormones (dihydrotestosterone, estradiol, estrone) will advance a healthy prostate environment and positively affect anabolic muscle growth and recovery cycles."

By taking PSA Caps regularly, you're taking a major step in protecting the health of your prostate. And you can do it without breaking the bank. At \$24.95 per 60-count bottle (a one-month's supply), that's an investment of about 83 cents a day. Buy three or more, and we'll drop the price down to \$22.95 each, which makes each daily dose cost a hair under 77 cents. It's an incredibly inexpensive "insurance policy" for an area of men's health that is undeniably important, so don't put it off! I'm sure you'll agree that's exceptionally reasonable, especially given the importance of prostate health, an issue that you simply can't ignore. **HN**

REFERENCES  
Available upon request

like a blur to the rest of us . . . The fastest way to your goal isn't always fast." Similarly, after the Green Bay quarterback Aaron Rodgers led the Packers to the Super Bowl win in 2011, coach Mike McCarthy commented, "He is at the point in this game that the game has slowed down for him." And how does this apply to a slow-twitch competition like long-distance running or bicycling? The need for an endurance athlete isn't so much to slow down a blur of motion around you as to slow down any sense of urgency or anxiety within. Internal turbulence can be as disruptive to performance as chaotic external forces can. Physiologically, it's not just a matter of good pacing, but of finding the kind of inner calm that allows the highest possible level of both physical and emotional energy efficiency.

### 5.

**Take nutrition seriously**, not just in the training for this year's competition, but for life. While race-day fueling is a big factor in an endurance athlete's performance, it can't fully compensate for a poor diet over a lifetime, but it can provide remarkable gains within a few months. The mainstream American diet fosters ravishing addiction to sugar, salt, and fat—which is detrimental to endurance-sport performance over the long run. A key reason I was attracted to Hammer Nutrition, around seven years ago, was that its experts understand this physiology and don't adulterate their products with excessive sugar or chemicals. I keep my training and racing regimen simple: in a run of 15-26 miles, I'll alternate Lemon-Lime HEED with plain water and Endurolytes. Beyond marathon distance, I'll add Perpetuem to the rotation. Back home after the run, I don't let myself pig out—though I'll usually let myself eat a lot of fruit. And I'm not persuaded by the latest dietary fashions.

Fad diets come and go, but the best nutrition for humans developed over several million years of our evolution as patient, nomadic hunter-gatherers. The best diets are those which most closely replicate what we ate in the wild for hundreds of millennia—what we now call "natural" or minimally processed foods. One of the great virtues of Hammer Nutrition products is that they are consistent with—and effectively complement—proven principles of long-term health and sustenance.

### 6.

**Keep learning or it's the end of the road!** As a guy who's still running mountain-trail ultras in his 70s, I'm astonished at how much I've learned just in the past few months that I didn't know as a dedicated runner now in my 55th consecutive year of competition. Our species evolved not just by exploring the Earth, but by adapting to new environments in an ever-changing world. In practical terms, one way to keep the learning fresh is to keep seeking new places to do training runs, to try races of different distances on different kinds of terrain, and to keep reading about the intriguing new perspectives on human endurance that have been emerging from the fields of evolutionary biology, biomechanics, neuroscience, human ecology, nutrition, sports medicine, and the sociology of sport. What I've discovered, so far, is that while there's no fountain of youth, and no anti-aging pill, there is a secret strategy that does work and is free: continuing to learn with an open mind and an unobstructed heart. **HN**





Left - Mike enjoys a ride around Flathead Lake. Photo : Tony Siorek.  
Right - Mike puts in some training miles during a 2011 Hammer Camp in Tucson, AZ. Photo : Owen Gue



# Cycling skills with Mike Freeman

## Focus on fitness and safety

BY MIKE FREEMAN

**W**ell, fall is upon us. I hope you all have attained all or most of your goals for the 2012 race/cycling season. I have to say, pre-National Masters Road Championships, Team Hammer Nutrition has attained most of our goals set forth at the beginning of the year. We are already looking forward to the 2013 season and the preparation thereof!

As we head into autumn, we all need to do some different activities—a little cross training, for sure. I know cyclocross is on the agenda for many; for the rest of you, I recommend trying to change it up a bit.

For all of us older athletes, I have learned from past off-season experiences to stay at about 70% of peak-season fitness. I know I've said it before, but we need to maintain a higher level than those "kids" who take two months off and get back to desired fitness in three weeks. Trying to regain fitness can be a very painful and lengthy experience for the over-45 crowd—the older you get, the harder it is to get back to competitive levels.

I usually set November 1 to begin my weight program and start base miles on the bike. I have found that early intensity on the bike once a week compliments my base training. This intensity

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will be impromptu during a weekly group ride.

The first of three Hammer Camps, held in Tucson, begins in January. I plan on being at all three. It's a great way to continue or start your early season training. Be ready for base miles galore, excellent healthy meals, and fantastic fellowship.

With that said about off-season fitness, let's look back at the 2012 racing season and another focus in moving forward toward 2013. We all know that cycling, by its very nature, is dangerous. Competition plus poor bike handling makes for a dangerous cocktail and a trip to the hospital. There have been so many crashes, serious injuries, and even deaths this year.

Most of us ride and race for meager prizes, t-shirts, perhaps a little cash, and support. If you think you're a pro, check that paycheck! It's great to race hard, but some of the moves I saw this past season you wouldn't see in the pro peloton: front wheels taken out, head down charges that cause rear-end crashes, and someone running off the road while taking many out with him or her. "That's racing" is a term reserved for losing a sprint, not for justification of causing a crash.

All of us need to be a lot more careful and improve our bike handling skills. By riding head up with no sudden moves to the side, you can prevent a lot of this carnage. The older you get, the longer to heal. It's not just a metaphor—it's the absolute truth!

I hope to see you in Tucson!

Be safe on the road,  
Mike  
HN

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# Hammer Camps

BY VANESSA GAILEY

**C**ome this winter, you'll be daydreaming about spring riding while pedaling through a spin class, and spending free time online browsing the new 2013 saddles, wheels, and other accessories on your wish list for the upcoming cycling season. We know this, because we'll be right there with you. Want to know our secret cure for the winter cycling blues? A week of road riding in southern Arizona at a Hammer Camp!

You'll get a jump on your spring training, renew your mid-winter motivation to maintain your fitness, and the best part, spend the week gaining first-hand knowledge about cycling, training, and nutrition from Cycling House and Hammer Nutrition experts. Our road cycling camps are held at the luxurious Cycling House facility and feature our signature gourmet healthy meals, 5-star service, fully guided and supported daily rides, pro domestiques, onsite massage (extra charge), Complex electrostimulation demos, unlimited supply of Hammer Nutrition fuels and supplements, and plenty of tasty 53x11 Coffee. We often describe Hammer Camp as a fantasy camp for the health-conscious cyclist. But don't just take our word for it. Check out the comments from past Hammer Camp attendees (right). See you in Arizona! **HN**

"(The week was) totally fantastic! I loved the housing concept with roommates for camaraderie. Everyone was fun and very interesting to talk to and be with. **I really appreciated the amount of (Hammer Nutrition) products available for sampling and experimenting.**

That way I was able to dial in to my special needs. The food was awesome in flavor, variety, and health. It was so much fun looking forward to the next meal . . . never boring. I even picked up a few ideas to incorporate at home." - Donna Peters

"I have done this camp two years in a row. The staff of the Cycling House and Hammer Nutrition are so outstanding. My cycling endurance improves, which is great in preparation for race season. I get to travel from the rainy Pacific Northwest to a beautiful home in sunny Arizona in early spring, and **I have so much fun that I have signed up again for next March's camp!**" - Beth Graff

**"This was a really great camp. They keep getting better.** I consider it a privilege to be able to participate in this wonderful week. I guess my enthusiasm for the camp came through because on the final night, Owen gave me the "Happy Camper" award, a Montana belt buckle! Thanks to all at Hammer Nutrition for enabling this joyful experience." - Bill Nicolai

**"The whole Hammer Camp experience was beyond my expectations.** Brian obviously laid out his expectations for his campers, and Owen and his staff delivered. I've done these kinds of training trips, organized by others and/or myself in the U.S. and Europe for 12, years and this was a nice step up for me." - Barney Scheafor

**"I was truly impressed with The Cycling House as our host** and with the one-on-one time with Hammer Nutrition ambassadors. I enjoyed learning some of the core company values from Brian . . . really appreciated that!" - Ryan Correy





# Hammer Camps 2013

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**"(Camp) was absolutely great . . .**

Owen has a unique gift of surrounding himself with the best people. This entire crew was so friendly, easy to be with, and fun to ride with. You guys are the BEST!!!"

- Jon Norris



Photos : Owen Gue

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# Bell Peppers

## The Ring of Sweetness and Nutritional Value

BY WILLIAM GAMONSKI, Reprinted with permission from Life Extension Foundation

Source: Life Extension Foundation Magazine, July 2012 edition, pages 95-98

**W**hile the bell pepper takes a back seat to chili peppers in the research spotlight due to its limited amount of the compound capsaicin, this versatile vegetable shouldn't be overlooked as it possesses an overwhelming abundance of powerful nutrients. With over 30 carotenoids, including lycopene, alpha-carotene, cryptoxanthin, beta-carotene, lutein, and zeaxanthin and rich in flavonoids like luteolin, hesperidin, and quercetin, bell peppers are antioxidant powerhouses. The combination of their

antioxidant potency, along with their high levels of folate, vitamin A, dietary fiber, vitamin E, and vitamin B6 make bell peppers one of the most effective weapons against cancer, cardiovascular disease, eye disorders, and diabetes.[1]

### Bell peppers tale

Bell peppers (*Capsicum annuum*) are part of the Solanaceae family and have been cultivated for thousands of years, beginning in South and Central America before being brought back to Europe from North America by Christopher Columbus. They are grown throughout the world, but mainly in China, Mexico, and in the United States. While green, red, and yellow bell peppers are the most common ones you are going to encounter at your local supermarket, other varieties such as orange, purple, brown, and black are also grown.[1]

### Anti-inflammatory properties

Although bell peppers don't receive recognition as a vitamin C rich food, they contain a wealth of the vitamin, more than twice that found in an average orange.[1] Vitamin C is a vital component of any diet aimed at combating inflammation. A study published in the American Journal of Nutrition revealed that men with a higher dietary intake of vitamin C had lower levels of C-reactive protein (an inflammatory marker) and tissue plasminogen activator (a protein that dissolves clots inside arteries) compared to men with a lower dietary intake.[2]

### Cancer prevention

There have been many studies showing that the nutrients found in bell peppers possess strong anti-cancer activity, particularly in prostate, breast, and lung cancer. Dutch researchers treated a group of mice with human prostate cancer cells, and after feeding them both lycopene and vitamin E, the growth of tumors were reduced by 73%. However, each administered independently showed no effect on tumor size, suggesting a synergistic effect of these two compounds.[3]

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Apigenin is another component of bell peppers that may reduce breast cancer risk associated with hormone replacement therapy, particularly that which involves the use of a synthetic hormone called progestin that has been linked with the increased rate of breast cancer development in postmenopausal women.<sup>4</sup> In a 2011 study published in the journal *Cancer Prevention Research*, researchers exposed rats to the synthetic progestin, medroxyprogesterone acetate (MPA), and then treated one group with apigenin. A second group serving as the control group received progestin (as medroxyprogesterone acetate) without apigenin. At the end of the study, apigenin-treated rats developed fewer breast cancer tumors compared to those that did not receive apigenin.<sup>[5]</sup>

Furthermore, a recent French study involving more than 519,000 people showed a strong connection between vitamin B6 and lung cancer risk. After adjusting for smoking history, researchers discovered a 56% reduction in lung cancer risk in those with the highest plasma vitamin B6 levels.<sup>[6]</sup>

### Cardiovascular benefits

At the heart of bell pepper's benefits is its ability to support cardiovascular health. When plasma LDL cholesterol reacts with reactive oxygen species, it undergoes lipid peroxidation and becomes oxidized. Oxidized LDL cholesterol is more readily attracted to the arterial wall and starts the process known as atherosclerosis.<sup>[7]</sup> Elevated plasma levels of oxidized LDL have been associated with increased risk for cardiovascular disease.<sup>[8]</sup> With their high quercetin and luteolin content, bell peppers might protect against LDL oxidation. Japanese researchers discovered that luteolin ranked first

and quercetin fourth in their ability to inhibit LDL oxidation out of ten tested flavonoids.<sup>[9]</sup>

A separate study suggests that bell peppers can reduce cholesterol oxidation during heating and cooking, according to a study published in the *Journal of Food Science*. Scientists found that cholesterol exposed to sweet bell pepper extracts during heating resulted in 84% of unoxidized cholesterol compared with only 19% for the control.<sup>[10]</sup>

Consuming folate rich foods, such as bell peppers, appears to lower the risk for heart attacks as well. In the Kuopio Ischemic Heart Disease Risk Factor Study, researchers uncovered an association between a higher intake of folate and heart attack risk after analyzing data collected from 1,980 men without heart disease at baseline. Taking into account confounding factors of age, family history of heart disease, BMI status, cardiovascular risk factors, and dietary intake of nutrients over the 10-year study, scientists concluded that those with the highest folate intake were 55% less likely to have a heart attack compared to those with the lowest intake of the vitamin.<sup>[11]</sup>

Folate may also have antihypertensive benefits due to its role in synthesizing nitric oxide, a molecule that dilates endothelial cells and improves blood flow, according to a study published in the journal *Circulation Research*.<sup>[12]</sup>

Although alpha-carotene is a lesser known carotenoid compound than the precursor to vitamin A beta-carotene, it may reduce the risk of mortality from all causes including cardiovascular disease and cancer. In the Third National Health and Nutrition Examination Survey Follow-up Study (NHANES III), the highest blood levels of alpha-carotene reduced the risk of death from all causes by 39% for those with the highest levels

of alpha-carotene.<sup>[13]</sup>

### Diabetes protection

Bell peppers' arsenal of vitamin E, cryptoxanthin and dietary fiber make it a formidable weapon against diabetes risk. In a study performed by Finnish researchers at the National Public Health Institute in Helsinki, Finland involving more than 4,000 people, a diet rich in dietary antioxidants vitamin E and cryptoxanthin was linked to a decreased risk of type 2 diabetes by 31% and 42%, respectively.<sup>[14]</sup>

According to research published in the journal *Diabetes Care*, dietary fiber intake less than 20 grams a day was associated with a significant increase in type 2 diabetes risk in 3,400 older men.<sup>[15]</sup> Scientists also noted that low dietary fiber intake was correlated with increased levels of C-reactive protein and interleukin-6, suggesting that these inflammatory markers might play a role in diabetes development.

Caffeic acid, a constituent of bell peppers, might have anti-diabetic potential. In research done at the National Taiwan University in Taipei, Taiwan scientists found that caffeic acid stimulated glucose uptake by increasing the availability of glucose transporters in cells.<sup>[16]</sup>

### Healthy eyes

Two eye carotenoids, lutein and zeaxanthin, present in bell peppers, might protect against common eye diseases including cataracts and age-related macular degeneration. Both are pronounced in the macula lutea region of the retina, protecting photoreceptor cells from damage caused by ultraviolet light.<sup>[17]</sup> A recent study published in the *British Journal of Nutrition* that

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## Bell Pepper Nutritional Facts, One Cup <sup>[20]</sup>

Nutrients	Amount	DV(%)
Vitamin C	190 mg	317%
Vitamin A	4,666 IU	93%
Vitamin B6	0.4 mg	22%
Folate	68.5 mcg	17%
Dietary Fiber	3.1 g	13%
Vitamin E	2.4 mg	12%
Potassium	3.14 mg	9%
Vitamin K	7.3 mcg	9%
Manganese	0.2 mg	8%
Niacin	1.5 mg	7%

## Select the Perfect Bell Pepper <sup>[1]</sup>

- Bell peppers are available all year round, but are in season from July to November.
- Pick colorful, firm, and smooth-skinned bell peppers.
- Avoid bell peppers with bruising, wrinkled skin, or soft spots.
- Place them in a plastic bag and store in refrigerator for up to 7-10 days.



# Yet another reason to avoid aspartame

BY STEVE BORN

**O**f all the junk that one can consume, aspartame ranks at or very near the top. One well-known nutritional scientist stated that aspartame is “by far, the most dangerous substance on the market that is added to foods.”

Findings in a recent study, published as “Aspartame in conjunction with carbohydrate reduces insulin levels during endurance exercise,” provide yet another reason to avoid this artificial sweetener. The abstract itself is far too lengthy to print here (you can find it at [www.jissn.com/content/pdf/1550-2783-9-36.pdf](http://www.jissn.com/content/pdf/1550-2783-9-36.pdf)), but the conclusions are straightforward and to the point: ***Aspartame with carbohydrate significantly lowered insulin levels during exercise versus carbohydrate alone.***

We want, no we NEED, stable insulin and blood glucose levels during exercise. Wildly fluctuating and/or significantly lowered insulin levels negatively impact our workouts and races. That’s a sure way to have a poorer-than-hoped-for workout or race, and that’s precisely what aspartame in a sports fuel can cause.

Unlike numerous energy fuels (sports drinks, gels, bars, effervescent

electrolyte tablets, etc.) that are available to athletes, you will NEVER find aspartame—nor any other artificial sweetener for that matter—in any Hammer Nutrition fuel. This junk has absolutely no business being in your body, due to its negative effects on both athletic performance and overall health. Hammer Nutrition fuels give your body the fuel it craves, without garbage like aspartame that your body neither wants nor needs!

## Additional reading:

"Aspartame Toxicity: Observed Side-Effects From Food & Drink"  
[www.hammernutrition.com/knowledge/aspartame-toxicity-observed-side-effects-from-food-drink.289.html](http://www.hammernutrition.com/knowledge/aspartame-toxicity-observed-side-effects-from-food-drink.289.html)

"Aspartame Hypothesis"  
<http://www.hammernutrition.com/EN/en57/index.html#ASPARTAME>

**HN**

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involved 1,600 men and women showed a strong relationship between higher intakes of lutein and zeaxanthin and lower risk of nuclear cataracts.[18] In addition, a study conducted at the University of Sydney revealed that those taking in the most dietary lutein and zeaxanthin reduced their risk of age-related macular degeneration by 65%.[19]

## Summary

More than just adding color and crunchiness to dishes, bell peppers pack a powerful punch of vitamins, minerals, and antioxidants that protect against the development of heart disease, cancer, and diabetes, three of the most common health problems in America today. Although they don't receive enough attention in the research world, bell peppers should be an integral part of any healthy diet. To receive their amazing health properties, cook stuffed peppers or simply add the nutritious vegetable to salads, sauces, and main dishes. **HN**

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Hammer Nutrition was proud to sponsor all of the record-breaking swims at the Marriott USMS Summer Nationals. Photo : wadleyphotography.com

# USMS Summer Nationals

BY LAURA LABELLE

**S**teve Born and I arrived at USMS Summer Nationals in Omaha, NE, with as much excitement and anticipation about the event as the 850 masters swimmers who would be competing in the Olympic trials pool that weekend. The competition took place only two days after the USA Swimming Olympic Trials; the Olympians headed off to training camp in Colorado, and USMS swimmers poured into the CenturyLink Center July 5-8 to set some new world records and go for the “gold” at Summer Nationals.

The pool was beautiful, and there was definitely a feeling of “this is a special experience” in the air. The arena setting added to the excitement, and the Jumbotron overhead was really fun; you could see the races happening in real time from an aerial perspective.

The Hammer Nutrition booth was located in the most central spot in the arena, between the competition pool and the warm-up pool. We had a continual flow of swimmers and were able to provide a steady supply of healthy fuels to help them in their performances. As usual, we were deluged with all kinds of athletes, from skeptics to first-time Hammer Nutrition users to devoted Hammer Nutrition lovers. By the end of the meet,

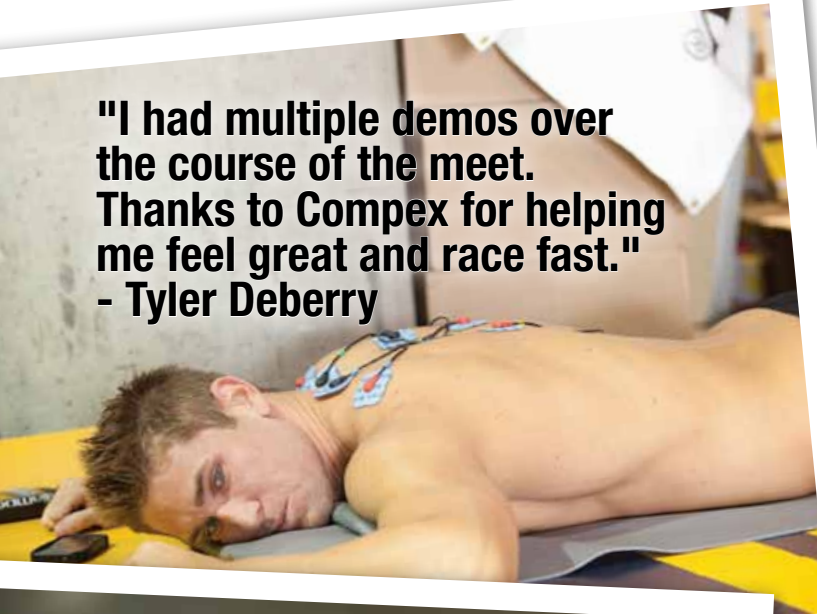
our fan and user base had grown considerably. More than a dozen USMS and worlds records were set during the four-day competition, and Steve and I were happy to assist!

I think the easiest way to introduce our products is to give someone a packet of Hammer Gel. Most people have not eaten in hours before an event, but they are all too conscious of the effects of running out of fuel in a race. Hammer Gel gives a nice, steady source of energy without getting hyped or upsetting the stomach.

We featured Hammer Gel, HEED, and Recoverite, but we were busiest giving free Compex demonstrations. Swimmers stopped by to warm up their muscles before events, and many people put the Compex to the test for recovery to feel fresh for the next day. There was also the occasional athlete who stopped by the booth to use the Compex therapeutically to relieve injuries. Regardless of their reason for trying Compex, all results were the same—people experienced immediate and lasting benefits. **HN**

**Here are what some of our Compex friends had to say:**

**"I had multiple demos over the course of the meet. Thanks to Compex for helping me feel great and race fast."  
- Tyler Deberry**



**"I came by for a Compex demo to loosen up the legs before a race. Thanks Hammer!"  
- Rob Butcher**



**"I like Compex. It serves a dual purpose, helping me warm up and cool down."  
- Mike Powers**

**"I got a treatment on my injured knee on day one of the meet. On day two, it was the only part of my body that was not sore!"  
- Brent Bergstedt**

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# Peak performance every day with Compex

BY JIM BRUSKEWITZ

## What is it?

Compex is a neuromuscular electrical stimulator. As the name suggests, it is involved with stimulating nerves and skeletal muscle. Compex stimulates only motor neurons. These neurons innervate or will stimulate skeletal muscle fibers. What you will notice is the contraction of the muscle. These contractions can be quick and rapid, quick with pauses between contractions, or contractions that are held for seconds at a time. It's this variety of contraction types that will result in improved warming up, strength, and recovery.

## How does it work?

Pads are placed on the skin at each end of the skeletal muscle to be stimulated. There are four channels with lead wires. Each wire is connected to two pads. Very small amounts of current runs from one pad to the next and completes a circuit using the muscle tissue as a conduit. The current runs at specific frequencies (Hz) and pulse durations (microseconds). The motor neurons found within this circuit are stimulated. The muscle fibers innervated by the motor neurons then contract.

Changing the frequencies can change which kinds of muscle fibers are stimulated. Three ranges of frequencies stimulate three kinds of motor neurons-muscle fiber types. A slow twitch muscle fiber will contract at one set of

frequencies while an intermediate fast twitch muscle fiber will contract at a different set of frequencies, Likewise, fast twitch muscle fiber capable of the most rapid contractions has its own set of frequencies that it is sensitive to.

## What can it do?

Compex comes pre-programmed to deliver three types of programs: warm up, strength building, and recovery programs.

Here is what the various programs are designed to do:

**Pre-warm up.** Increases blood flow to the muscle, thereby increasing the temperature of the muscle. All of the reactions associated with a muscular contraction will occur at a faster rate. The muscle will more easily change shape. Neural inhibition is decreased so that more muscle fibers can be recruited when the muscle contracts. Oxygen is released to the muscle at an increased rate.

**Potential.** A short program that puts minimal load on the muscle while speeding the reaction time of a muscular contraction. This program should be used ten minutes prior to a workout or competition.

**Explosive Strength.** Stimulates the fast twitch Type IIb muscle fiber and trains its creatine phosphate energy delivery system. This energy delivery system provides stored energy needed for the first three to five seconds of work while the multi-enzyme mediated anaerobic and aerobic energy delivery systems proceed.

**Strength.** This program trains the Type IIb fast twitch muscle fibers as well.



The **Performance model** has five programs that fall into three categories:

**Warm-Up Category**  
Pre-warm up

**Strength Category**  
Strength  
Resistance  
Endurance

**Recovery Category**  
Active Recovery



The **Sport Elite** has the same programs as the Performance model, plus four more:

**Warm-Up Category**  
Pre-warm up  
Potential

**Strength Category**  
Explosive Strength  
Strength  
Resistance  
Endurance

**Recovery Category**  
Active Recovery  
Recovery Plus  
Massage

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It trains these muscle fibers to deliver energy anaerobically and generate a great deal of force for efforts lasting up to one minute. This is done without cardiovascular or mental fatigue. There is no risk of injury often associated with intense muscular contractions of this kind.

**Resistance.** This program trains the Type IIa fast twitch muscle fibers. This is the most common muscle fiber type in an average individual. These fibers can deliver energy both aerobically and anaerobically. They are well-adapted for delivering energy at a rate fast enough to support very hard efforts that last for 1-5 (8) minutes.

**Endurance.** This program stimulates the Type I slow twitch muscle fibers. These fibers are capable of delivering energy aerobically and therefore are the most used muscle fiber for efforts lasting many minutes to many hours.

**Active Recovery.** This program has three parts to it. The first part with its rapid contractions at 9Hz squeezes the blood out of the capillary beds, flushes out the waste products from the work done, and makes room for fresh blood to supply the muscle with the oxygen and nutrients it needs to recover. The program decreases the frequency every three minutes, moving to frequencies that produce endorphins for an analgesic response and finally a muscle relaxation response from 1Hz to 2Hz frequencies.

**Recovery Plus.** This program has both the flush and

endorphin production parts found in the Active Recovery program. However, there is a greater emphasis on the endorphin production. This program was written to meet the recovery needs of those involved in very hard efforts day after day.

**Massage.** This program is dedicated to endorphin production. Heavy muscles will feel light. Ischemic or knotted muscles will relax to allow better blood flow to the muscle, and sore muscles are relieved.

### Complex is a powerful training tool.

The involuntary contraction from Compex stimulation results from short circuiting the central nervous system. The nerves within the muscle are stimulated. The other nerves in the chain are not. The nerves within the muscle are stimulated along their entire length and sidestep the neural inhibition that may be present. An involuntary contraction from Compex can recruit more of the muscle than a maximal voluntary contraction! Since neural inhibition is removed with repeated stimulation of the nerves, Compex can do a better job of it. Since most increases in strength can be ascribed to removing neural inhibition, an involuntary contraction with Compex can do a better job of building strength than can customary voluntary contractions.

What are you waiting for? **Train, compete, and recover like a pro.** Compex should occupy the top shelf of your training tool box. **HN**

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

## NMES consultations with our experts!

**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:

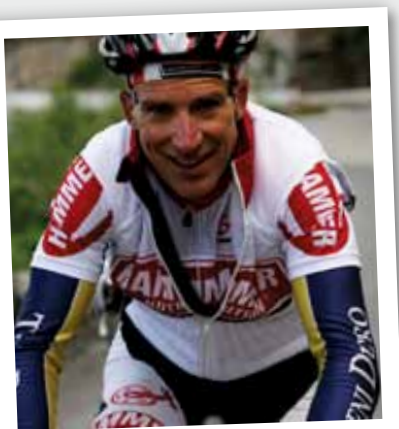
- Use all of the programs on your device
- Time weekly program use to benefit your sport
- Schedule your training utilizing an array of Compex programs to reach your peak at the right time
- Stack NMES workouts on top of conventional workouts to extend training efforts

**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



Jim Bruskwitz, NMES expert





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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**

### Programs include:

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

*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.*

## 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.



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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!

"I was introduced to Compex years ago through Hammer Nutrition. I have used it ever since and cannot emphasize enough how important the device has been to my training and recovery. I use the Active Recovery program a ton, especially at camps or hard training blocks/races. I'll upgrade one of these days, but my older model is still kicking with no issues whatsoever!"

- Gus E.

# Incorporating Compex into your workout

## A question from the Hammer Forum

BY STEVE BORN

*Steve's Note: Normally, I answer questions posted on the Endurance section of the Hammer Nutrition Forums. However, I delved into the Electrical Muscle Stimulation section and, with the help of Compex expert Jim Bruskwitz, answered this client's questions.*

## Question

**I've recently picked up a Compex Sport Elite to help with my recovery, and now that I'm starting to get a bit more active, I'm looking to understand the appropriate timing to take Recoverite now that Compex is part of my workout regimen.**

**I've included some scenarios which I'd like to understand a bit more so I can adjust my workouts/nutrition accordingly:**

**Situation 1:** Is there any need to take a recovery drink when I only do a few Compex Strength/Endurance sessions and don't do any actual running or riding?

### ANSWER

Yes, there is a need to use a recovery drink (Recoverite) that contains both protein and carbohydrates. Since the muscle tissue has been stimulated ("been put through a workout")—and if you increase the amplitude/intensity of the program you're doing you're reaching a wider and deeper range of muscle fibers—some protein afterward would definitely be merited, providing the amino acids your muscle fibers need for reparation purposes. You also need the carbohydrates because you are most definitely tapping into glycogen stores when doing any of the workouts with a Compex strength program (Strength, Resistance, and Endurance). The contraction durations with the warm-up and recovery programs are thousandths of a second and won't fatigue the muscle. With that in mind, the carbohydrate component of Recoverite, consumed after any of the Strength or Endurance programs, will replenish glycogen

stores and should speed recovery. Of all the measures that have been tried to correlate with fatigue, muscle glycogen level is the only one with a significant correlation.

**Situation 2:** If I ride/run and then use Compex for strength or endurance, should I drink Recoverite as soon as I finish my active workout or should I wait until after I finish the Compex program?

### ANSWER

I don't think it really matters. However, if it were me, if the time between the ride/run workout and the Compex Strength or Endurance workout is minimal (say, less than 30 minutes), I'd wait until after completing the Compex program before consuming Recoverite. I don't see any harm in drinking Recoverite after your ride/run workout and prior to the Compex Strength or Endurance workout. However, given the choice I think you'll get more "bang for your buck" drinking Recoverite after the Compex workout, assuming that the time between the two workouts isn't too long.

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**Situation 3:** If I ride/run and then a couple of hours later plan to use the Compex Strength or Endurance program, should I take Recoverite after the ride or wait until after I finish the Compex programs?

### ANSWER

If only to replenish glycogen stores, I would take Recoverite after your ride/run workout, especially because it's going to be 2+ hours prior to the start of a Compex Strength or Endurance program. After the Compex program, you'll probably be ready for a "real food" meal, so my suggestion is to just eat a good-quality meal.

**Situation 4:** After I ride/run, I take Recoverite and use the Compex Active Recovery program. Is this appropriate?

### ANSWER

You could do either: use Recoverite after

the ride/run workout or have it during one of the Compex Active Recovery programs. Personally, I like to get Recoverite into my system 30 minutes or sooner after a glycogen-depleting workout (such as your ride/run workout), so that would be my recommendation.

**Final Question:** The root of all my questions is basically trying to understand if a Compex Strength or Endurance workout is a full workout, or if it is a partial workout so I don't need to worry about ammonia buildup reducing the effectiveness of the Compex session.

### ANSWER

Compared to all of the post-workout benefits provided by the glutamine component in Recoverite, any ammonia "issue" that's attached to it is easily trumped. If there is any reduction in effectiveness of the Compex program via consumption of Recoverite, it would be minimal, at best, and completely overwhelmed by all of the positive benefits that you will accrue. **HN**



**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.

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# Recovering, resting, and racing!

BY BRENDAN HALPIN



The author competes in Ironman Calgary 70.3. Photo : Steve Brown

**M**ore often than not, endurance athletes lose sight of the journey that they are embarking on and only dream about their end result. A personal record, big win, and glory always sound good and can be very appealing. The only problem is that this dream can easily provoke too much hard work and not enough rest and recovery. These are two important elements that oftentimes go forgotten but can be the difference between a great race and an average race.

The most important element in endurance training is, hands down, consistency—both in training and recovery. Most great endurance athletes are not doing all that much more volume, but they are recovering better and getting in more quality sessions than the average Joe. Maximizing the level of quality in each of your training sessions is much more important than adding extra volume. Cyclists have a saying: “Why stand when you can sit? Why sit when you can lay down?” Triathletes are notorious for entering races overcooked and coming out baked and disappointed.

The importance of recovery extends far beyond the first 30 minutes after you complete your workout, but this is a good place to start. You might think that your workout is finished once you stop your watch, but to maximize the benefit of the workout you need to immediately focus on recovery. Fueling and hydrating well during workouts is very important for recovery in future training sessions, but you can also gain a huge boost from a recovery drink or bar. For me, this starts with Recoverite or a Hammer Recovery Bar. “Studies show that consuming the right combo of carbs and protein within 45 minutes after high-intensity or prolonged exercise accelerates muscle repair, reduces inflammation, and improves performance in the next workout,” Robert Portman, author of *Hardwired for Fitness*, states in the February 2012 issue of *Men’s Journal*.

My routine after swims, runs, and bikes is to take in my Recoverite drink as I stretch and roll out my muscles. Building a routine for recovery into your workout will quickly become a habit, and you will experience the immediate benefits in your next training session. The outcome of your next performance extends far beyond immediate recovery.

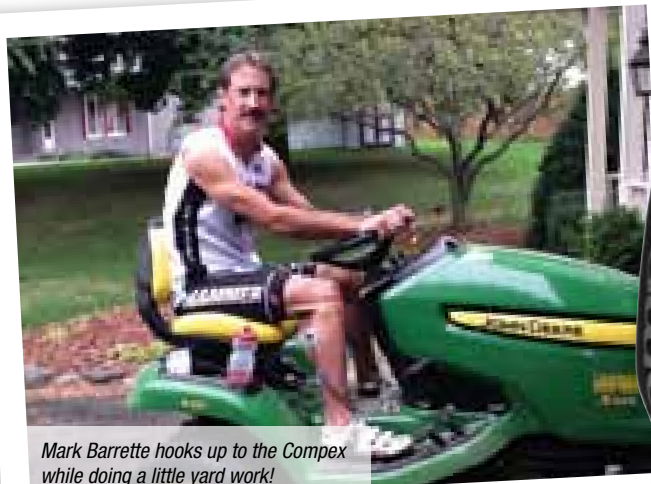
The next element is rest. The importance of rest can be very difficult to comprehend when your normal life is completely full with a busy schedule. Most individuals want to make the most of every training session, so skipping sessions does not seem like an option even when you are exhausted. Many top-level professional endurance athletes enjoy the benefit of having all day to complete their training sessions. This leaves a good portion of the day to rest, relax, and recover. It is very difficult to have enough confidence to know your body well enough to skip a session and just rest! A good compromise for rest

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can be electrical stimulation with Compex. Substituting the occasional training session with extra rest is much easier when you can wire yourself up on the Compex and still get some work in on your muscles using the Strength, Resistance, or Endurance programs. You can also substitute Active Recovery, Recovery Plus, or Massage programs to have a more relaxing Compex session. I feel that the cyclists' rest mantra should be replaced with: "Why stand when you can sit and Compex? Why sit when you can lay down and Compex?" The best part about Compex is that you can use it just about any time you are sitting or lying down. I oftentimes wake up from a nap with the Compex beeping because my Active Recovery session has finished. I really cannot stress how important electrical stimulation could be for the busy athlete, especially one who needs to incorporate more rest and recovery into their training program.

My mantra has become: recover well so that rest leads to your best performance in your race. Next time you are really feeling beat, run down, and just plain exhausted, have the confidence to rest! Rest and recovery away from training sessions might be non-glamorous, but just like nailing race nutrition, this is free speed! Have fun at your upcoming races and remember to rest and recover well! **HN**



Mark Barrette hooks up to the Compex while doing a little yard work!



"My association with Hammer Nutrition started in the late 1990s. At that time, a few of us were experimenting with using a mixture of Sustained Energy and Hammer Gel. I believe Jim Bruskwitz came up with the idea, and we all found that we were stronger and our recovery was much better using the mixture. After having great results from this mixture, I was very intrigued when Jim told me about Hammer Camp. My son and I signed up for the first Hammer Camp, and I can't begin to tell you how much it has enriched our lives and acquainted us with new friends from the Cycling House.

At the first Hammer Camp six years ago, Brian Frank introduced us to Compex NMES. He invited us to give it a try and wanted our opinion as to its effectiveness. On Monday, the first day of camp, I tried it and mentioned to my son that he should give it a try. He was somewhat reluctant and told me that the last time he saw something similar was when he was in high school biology class working on pithed frogs. The next day, those of us who were using Compex all felt stronger and better recovered. Well, by Wednesday my son was one of the first riders to shower and get hooked up on Compex!

During the last seven years I have faithfully used Compex and have noticed that my recovery time between workouts is much better. Also, I routinely monitor my wattage output on a Computrainer and have found that I've gotten stronger as I've gotten older. At 61 years old, I don't race as fast as I did when I was 35, but I am still very competitive in my age group. My wife is so appreciative of Compex because, as you can see from the picture, it fits well in my John Deere lawn tractor. I never complain about mowing the lawn—I just set the Compex on Active Recovery and then mow away.

Last year I was very honored to have Jim and Brian ask me if I would be interested in helping with Compex demos. Since I was working less hours in my profession as a dentist, it was a great opportunity for me to try something new. Jim and I used to do our long runs together, and my ears were always open to his encyclopedia of info as we ran. Likewise, as we demo the Compex, I learn so much from Jim.

I would like to thank Jim and Brian for giving me the opportunity to be more of a part of the Hammer Nutrition family. I am looking forward to meeting and helping more Hammer Nutrition athletes!"  
- Mark Barrette

An advertisement for Hammer Nutrition clothing. It features a red long-sleeve athletic shirt and black athletic shorts. The shirt has "HAMMER NUTRITION" printed on the chest. The shorts have a small Hammer Nutrition logo on the lower right leg. The background is a blurred outdoor scene with trees. Text at the top reads "Just add shoes" in large white letters, with "Premium clothing for fall running" in smaller white letters below it. Price tags are visible: "MSRP \$29.95" for the shirt and "MSRP \$34.95" for the shorts. At the bottom, it says "ORDER TODAY!" and "1.800.336.1977 / www.hammernutrition.com" next to the Hammer Nutrition logo.

# Levi's Après Workout Lesson 'Re-Learned'

BY LEVI HOCH, Hammer Nutrition Client Advisor

The author, aka "The Stache," gets down and dirty at the Early Bird XC.  
Photo : Courtesy Whitefish Mountain Resort.

One of the main fueling recommendations I make on a daily basis as a Hammer Nutrition Client Advisor is that **LESS IS BEST!** When my coworkers and I advise people to keep this essential concept in mind, it's generally in regard to caloric intake—and to an extent, hydration—during endurance exercise. We can't overstate the importance of the less is best philosophy during exercise, but it's also important to remember not to consume too much too quickly immediately following a long or hard workout.

I remember answering a customer support email recently from someone who had experienced stomach discomfort after taking Recoverite immediately following a tough workout. Since I just had a similar experience, the suggestions I relayed to this particular client were fresh on my mind. After a long, hard, hot Saturday ride, I came home to a large bowl of fresh-cut fruit which, after downing a pint glass of two heaping scoops of Recoverite and six or so ounces of water, I promptly devoured. The Recoverite and cold fruit really hit the spot and I found it refreshing, but while I enjoyed it initially, I started getting a bit of a stomach ache from eating and drinking too much too quickly as soon as I walked in the door. I also drank over 20 ounces of water including what I mixed my Recoverite in, because I was thirsty and dehydrated from not drinking as much as I should have on the ride and in the heat.

The lesson I "relearned" and that I want to share with you is to remember to pace yourself and don't eat and drink everything in sight as soon as you finish a long, hard workout. If you've ever written off Recoverite as causing stomach discomfort, you might want to re-evaluate the actual cause of your symptoms and consider trying Recoverite again. Post-exercise stomach distress can be caused by a myriad of things; you owe it to yourself to consider the other possible causes and embrace Recoverite as the single most important product to consume immediately following your training session or race.

I recommend hydrating properly during exercise as outlined in *The Endurance Athlete's GUIDE to SUCCESS* to prevent dehydration and the feeling that you need to slam down a lot of water to rehydrate afterward. When you finish your workout or race, mix your Recoverite in around six ounces of water for ultimate flavor and to avoid stomach discomfort from drinking too much water all at once. Over the course of the next hour or two, you should hydrate and eat a healthy meal, if possible. Also, remember to avoid consuming simple sugars post-exercise (or during) as they don't mix well with the maltodextrin in Recoverite and can cause stomach distress. **HN**



# HOT TIP

**Our recommendation is that niacin supplements or niacin-rich foods be consumed after exercise, but not before. Dr. Bill Misner explains why:**

“Niacin (vitamin B3) reduces serum free fatty acids, increases carbohydrate oxidation rate, increases pyruvate dehydrogenase activation during exercise, and increases the rate of lean muscle amino acid cannibalization for energy production. Taking niacin prior to exercise presents the potential for premature bonking when exercising more than 40 minutes. As an example, consuming an energy fuel with 100% of the Daily Value of niacin (18 mg) during a prolonged workout may actually inhibit performance. Foods rich in niacin include liver, lean meat, poultry, fish, rabbit, nuts, peanuts, yeast, cereals, legumes, asparagus, seeds, milk, and green leafy vegetables. Peak niacin concentrations typically occur five hours after intake.”



REFERENCE:  
Am J Physiol Endocrinol Metab 2003;284 589-596.



**Say 'no' to the couch until you RECOVER RIGHT!**

How well you perform tomorrow depends on how well you recover today, which is why you can't cut corners when it comes to your post-workout fueling. Say "yes" to your Recoverite before you say "yes" to your couch!



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\$2.95 - 6 or more  
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Scott Gaiser closes in on a 2nd place AG finish at Ironman Coeur d'Alene.  
Photo : James Richman

# Good days on the road to Kona

BY SCOTT GAISER

**G**oing into every race, I try to have a mantra in my mind. My goal in doing so is to focus on the key elements that will lead to success. Based upon my past problems and coaching advice from Hammer Nutrition ambassador Jim Bruskevitz, my Ironman Coeur d'Alene mantra was: "Light on my feet, be patient, in the now, and stay focused."

"Light on my feet" was to remind me to take it easy on the bike, to be smooth and efficient, maintaining a higher cadence instead of grinding it out in higher gears. On the run my focus was basically the same: trying to maintain a comfortable cadence with the least amount of effort. "Patience" was probably the single most important factor in my success or failure. There is no doubt that in the past I

expended too much effort in the early stages of all three disciplines. For IM Coeur d'Alene, I knew it was critical to remain patient and to remind myself that it was going to be a long day.

I hoped to negative-split the swim, bike, and run—the run was the most critical. "In the now," a phrase borrowed from Tiger Woods, is always appropriate in competitive events. For me, it means thinking about all of the things mentioned above, and not thinking ahead: no dreaming of the podium if things are going well, or obsessing over something that has gone wrong; making sure I'm taking sips of Perpetuem every 15 to 20 minutes on the bike, and Endurolytes every 30 minutes on the bike and before every water station on the run; and

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taking Endurance Amino, Anti-Fatigue Caps, and Race Caps Supreme every hour. "Stay focused" is my umbrella term, telling me to stay on task, review my mantra often, and do what I enjoy most about the day . . . losing myself completely in the moment of the race.

As it turned out, I had a good day at IM Coeur d'Alene. Though I did not negative-split a single stage of the race, I felt like I stayed true to my mantra. My swim was one of my best Ironman swims to date, especially when you consider that I tried to stay within myself and keep a comfortable pace throughout. On the bike, I tried to keep my cadence around 90 rpm and not push my pace, but after the first lap the hint of oncoming cramping in my quads and a lack of energy had me feeling a little worried. With the help of some swigs of Perpetuem and an Energy Surge under my tongue, however, I got a second wind and ended up feeling good coming off the bike.

As I started the run, I was conscious of starting easy and controlled. I hoped to maintain an 8-minute pace for most of the race and possibly pick it up near the end. Despite my best effort, my first mile was too fast. Though I felt good, past experience (and failure) reinforced the need to dial it back, which I did and ended up running my goal pace for the first seven miles. As I came through town on my first lap, my son informed me that I was in 4th place in my age group. This was encouraging news and provided me with some extra energy, especially as I had hit the proverbial wall in my most recent Ironmans at this point in the race. I didn't hit the wall this time, but I didn't rip up the course either; I wasn't even close to running a negative split. But in the end, I had improved my overall place and finished 2nd in my age group with a time of 10:38:43. I was thrilled with the result and with earning a slot for the Ironman World Championships in Kona. Most rewarding was the feeling that I did the best I could that day.

Hammer Nutrition products played a key role, as always. My race morning started like most of my race mornings, though a little earlier. The alarm rang at 3:45 a.m. I headed into the kitchen to turn on the coffee—my first caffeinated coffee in weeks. I stuck with my traditional pre-race breakfast: a plain bagel with peanut butter and Apple-Cinnamon Hammer

Gel, along with a banana. This marvelous combination has served me well over the years before countless triathlons, marathons, and the like. Then I was out the door for an easy run around the block. With an average 6.5 pre-race porta potty stops, I have found that this early morning jog helps to speed up a very important part of my pre-race preparation.

Next I made sure I had everything: run and bike drop bags, timing chip, wetsuit, etc. It's always a huge fear I will forget something vital and realize it only when I am in the middle of T1 or T2. One nice thing about Ironman is the mandatory bike and bag turn-in the day before the race, so on race morning many of my important race-day items were already on-site.

### Reflection on race day

Despite my happiness with the race result, upon further reflection, there is no doubt I made a number of mistakes. Given my inability to negative split in the bike and run, it is apparent that I need to find a pace that will allow me to maintain a sustainable pace throughout. I executed a good nutrition plan during the race, but after talking to Hammer Nutrition owner and founder Brian Frank after the race, I found that I made a significant error in the days prior to the race. Buying into articles I have read regarding cramping, I increased my consumption of salt in my meals the week before the race. Brian explained why this is counterproductive and why I should actually work to decrease the amount of salt (i.e. sodium) I consume.

Though I feel good about my IM Coeur d'Alene experience, is it possible I could have done significantly better? The question does give me hope that I can finally live up to my own expectations in Hawaii on Oct. 13. If I can train right, eat right, and finally race right, maybe I can achieve that elusive "good day" in Kona!

**HN**

**Editor's Note:** For more information about this topic, please refer to the section entitled "Pre-loading sodium prior to a race? Bad idea!" in the Electrolyte Replenishment article found in *The Endurance Athlete's GUIDE to SUCCESS*.

# Scott's

## Race Fueling Checklist & Logistics

### In my bike bento box

Hammer Gels, a Hammer Bar, Endurolytes, Race Caps Supreme, Endurance Amino, and Anti-Fatigue Caps. All capsules were in separate rubber coin containers of different colors, allowing me to identify the different supplements and for easy access while on the bike.

### In my bike drop bag

I froze one large water bottle containing water, three scoops of Unflavored Perpetuem, and four scoops of Caffé Latte Perpetuem. This bottle went into my bike drop bag along with extras of everything in my bento box.

### In my run belt pouch

Everything that was in my bike bento box minus the Hammer Bar. The supplements were in tiny baggies instead of coin containers, and I also had a flask of Unflavored Hammer Gel, carried on the first part of the run.

### In my run drop bag

Duplicates of everything I carried on the run: flask of Unflavored Gel, two extra Hammer Gels, Endurance Amino, Anti-Fatigue Caps, Endurolytes, and Race Caps Supreme. Other than the flask of gel, everything else was insurance. It is always good to be overprepared, as a multitude of things can happen during the race. This year I pinned some extra mini ziplock bags to my race belt. It turned out to be an efficient way to carry extra supplements; I will definitely do it again.

### In my water bottle on the bike

One large bottle of water with three scoops of Unflavored Perpetuem and four scoops of Strawberry-Vanilla Perpetuem.

FROM THE VEGAN  
KITCHEN OF  
**BILL SIRL**  
Hammer Nutrition Client Advisor



*Yes, those are jumbo vegan hot dogs, perfect for camping!*

## Vegan Stuffed Mushrooms

- 1 Tbsp olive or grapeseed oil
- 2 garlic cloves
- 1/2 cup onion, finely chopped
- 1/4 lb mushrooms, finely chopped
- 1 tsp dried basil
- 1/2 tsp dried thyme
- Pepper
- 1/2 cup chopped walnuts
- 1/2 cup cooked spinach, drained and chopped
- 1 tsp liquid amino
- 1 Tbsp oat bran
- 1 tsp nutritional yeast
- 10-12 large mushrooms (button or mini portobella), stems removed and washed

Preheat oven to 350°F, oil baking sheet, and place whole mushrooms on sheet. Bake for 5 minutes while you sauté the onions, garlic, and chopped mushrooms for 10 minutes. Add basil, thyme, walnuts, spinach, and liquid amino. Pepper to taste. Remove from heat, and add oat bran and nutritional yeast. Mix well and stuff mushrooms. Bake for 6 minutes.

## Portobello Gravy

- 1 container portobello mushroom broth
- 1/2 cup portobello or shitake mushrooms, diced
- 4 oz. tempeh (optional)
- 1/2 cup chopped spinach (optional)
- 1/4 cup diced celery (optional)
- 1/2 yellow onion, diced
- 4-6 cloves garlic, minced
- 3 Tbsp olive or grapeseed oil
- 1/2 tsp paprika
- 1 tsp basil
- 1/2 tsp dill
- 1/2 tsp thyme
- 1/2 tsp rosemary
- 1/2 tsp tarragon
- 1/4 tsp chili powder
- 3 Tbsp warm water
- 2 Tbsp liquid amino
- 1 Tbsp arrowroot powder or corn starch

In a medium sauce pan, heat oil to medium high. Cook onion until translucent. Add garlic and diced mushrooms (as well as optional spinach, tempeh, or celery) and cook 1 more minute. Add broth and spices. Bring to simmer, and reduce heat to low. Combine water, liquid amino, and arrowroot/cornstarch and then stir into broth. Simmer on low for 5 minutes, stirring occasionally. If you prefer a smoother gravy, puree with immersion blender after 15 minutes of the gravy simmering on low.

## Mashed Cauliflower (or Soup!)

- 2 heads cauliflower, broken into florets
- 2 medium potatoes, cubed
- Olive oil cooking spray
- 1/4 cup olive oil
- 1 large onion, chopped
- 6 cloves garlic, chopped
- 8 cups water
- 3 Tbsp curry powder
- 2 Tbsp vegetable bouillon
- 1 tsp garlic powder
- 1 tsp chili powder
- 1 Tbsp paprika
- 2 Tbsp margarine/butter
- Salt and ground black pepper to taste

1. Place the cauliflower florets into a large bowl of lightly salted water; let stand for 20 minutes. Drain well, and arrange

on a sheet of heavy aluminum foil on a baking sheet. Spray olive oil cooking spray evenly on the cauliflower.

2. Preheat the oven's broiler and set oven rack about 6 inches from the heat source. Dust cauliflower with garlic powder, pepper, chili powder, paprika, and 1 Tbsp curry powder.
3. Broil the cauliflower until browned.
4. Bring 8 cups of water and bouillon to boil in a large pot. Season with black pepper and salt or liquid amino.
5. Add roasted cauliflower and potatoes to pot, and simmer until all vegetables are tender, about 30 minutes.
6. Meanwhile, heat olive oil in a skillet, and cook the onion until translucent,

- about 5 minutes; add butter/margarine to pan, stir in garlic, and sauté for about a minute. Set aside.
7. Drain cauliflower and potatoes. Return to pot, and add sautéed onions and garlic. Puree with hand blender until smooth. You may choose to add a small amount of milk/soy milk. (I use a bit of Tofutti cream cheese.) Add remaining curry powder, if desired.

*Notes: Goes great with portobello mushroom gravy! To make as soup, do not pour off water. Just puree all components together with immersion blender.*

# Hammer Whey . . .

## SMOOOOOth-ie

Hammer Whey is ideal for supporting your immune system, enhancing recovery between workouts and races, and helping you obtain the full amount of protein you need daily.

### Make it delicious with a Chocolate Supreme Smoothie!

- 1 large banana
- 1 tablespoon cacao nibs
- 1 tablespoon almond butter
- 1 scoop Chocolate Hammer Whey
- 1 cup chocolate almond, rice, soy, or hemp milk
- 1 cup of ice

Blend and enjoy!!

Recipe by Laura Labelle

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# Pit Row

Photo : Beth Healey

## Warren Healey

I competed in the 2012 Tatts Finke Desert Race, held in Alice Springs, Australia. With roots dating back to 1976, it is an intense two-day off-road desert race that the locals refer to as "There and Back" or simply "Finke." It's a pretty easy format: race as hard as you can for 140 miles to the Finke community of Aputula. Stay the night in a sleeping bag. Race back across the same terrain 140 miles to the finish in Alice Springs. Fastest time wins.

I decided back in October 2011 that I wanted to compete in this race. I am not a pro, nor am I sponsored, so I had a clean slate to choose the best nutrition products for me. Up to this point I had been competing in Enduro style races. I knew desert racing was completely different and that I needed to step up my endurance and nutrition schedule ASAP. I did my research, talked to a bunch of endurance cyclists and a few off-road motorcycle racers, and decided that Hammer Nutrition was for me. Over the next few months of training and racing I decided on a program what would eventually become my "stack" for all my off-road motorcycle racing and riding.

I rode with a hydration pack and consumed one liter per hour for three hours while racing. Since the pit stops were less than one minute long, I needed products that could be easily transported,

wouldn't spoil in the heat, were easily consumed, and didn't fill up my stomach. Hammer Nutrition fit the bill.

My race routine:

- 1 hour to start – Sustained Energy mixed with Hammer Gel and water, 2 Endurolytes capsules
- 15 minutes to start – 1 Hammer Gel, 3 Endurolytes, and 2 Perpetuem Solids
- Start – Water
- Pit #1 @ mile 50 – 1 Hammer Gel, 2 Endurolytes, and 2 Perpetuem Solids (plus fresh goggles and fuel!)
- Pit #2 @ mile 100 – 1 Hammer Gel, 2 Endurolytes and 2 Perpetuem Solids (more fresh goggles and fuel!)
- Finish @ mile 140 – Recoverite shake, Hammer Recovery Bar, 2 Endurolytes, and water
- Overnight recovery – Dinner, Endurolytes Fizz, and water, plus Recoverite shake before bedtime
- Day 2 - Repeat

These products worked perfectly for me. They kept my energy levels up and consistent. After the checkered flag flew and the dust settled (literally), I was happy with 153rd of 519 starting competitors.

- Warren Healey, 2012 Finke Competitor



## Rich Lafferty Riding School

"Thank you, Hammer Nutrition, for all of the HEED. Due to the hot weather we went through quite a bit of Melon HEED. It kept our energy levels up for sure," Rich Lafferty said.

Nationally ranked EnduroX rider **Paddy Hallway** joined the Hammer Nutrition-sponsored Rich Lafferty Riding School last spring as an instructor. "Anyone who has met Paddy knows that he has a great personality and a knack for keeping things light, fun, and positive. So I am pretty pumped on his addition to the RLR Schools team," Rich said. It's no surprise that junior riders at RLR can relate to Paddy; he started riding at five years old and competing at age 12. Now 19, Paddy has an impressive race resume; in 2011, he claimed the 250a National Enduro Championship title, "A" overall winner, and 11th overall in the series. As of press time, he was in 14th overall out of 202 contenders in the National Enduro 2012 Series, with three more races remaining.



# Rick Knoop

## Man and machine vs. the mountain

Congrats to Rick Knoop, fueled by Hammer Nutrition, and the 800+ horsepower Knoop-Mann Special (not fueled by Hammer!) on a solid 12th overall out of 132 finishers and 1st place in the Exhibition class at the Pikes Peak International Hill Climb in August. Though Rick has more than 35 years of racing experience, this was his rookie year at Pikes Peak, the second oldest motorsports race in America featuring 156 switchbacks climbing to above 14,000 feet. This Hammer Nutrition client's racing career includes NASCAR performances and a win at Lemans.

"Once I was invited to race Pikes Peak, I trained specifically for the altitude so my body would be prepared for the thin air in high altitude," said Rick. "That's where Hammer Nutrition products came in. Combining Hammer Nutrition supplements with high-intensity cardio workouts, I was able to increase my endurance and energy levels that led our team to a 1st place class finish with a time just under 11 minutes."

The Knoop-Mann Special, developed from a 1958 Jaguar frame and featuring a large Navy Seal logo, pays tribute to Marines and all other U.S. service personnel. We want people to cheer on the Knoop-Mann Special as it tackles the hill and remember the heroes who dedicated their lives to protecting our country and freedom," said Rick.

"I was referred to Hammer Nutrition products by a good friend of mine who told me it was a must for my training," Rick said. "I'm blown away by the results!"



Photos : Courtesy of TPR&M

# Brian Roper & Max Gerston

Hammer Nutrition-sponsored EnduroX riders Bryan Roper and Max Gerston stopped by Hammer Nutrition headquarters in August on their tour of EnduroX competitions in the Pacific Northwest. After a few days in Whitefish, MT, Bryan and Max headed to Coeur D'Alene EnduroX in Idaho, where Bryan claimed 6th overall in the Pro/Expert 1 class. Bryan, a 19-year-old Arizona native, has become a top five National Trials competitor over the past few years and currently leads the national MAVtv Junior EnduroCross Championship series (riders 21 and under). Max, 20, is hot on his heels, in 2nd place in the series. Max and Bryan both recently made headlines by qualifying for and competing in the 2012 X Games in Los Angeles, CA.

Max reported in from the road shortly after their visit. "I had a ton of fun at Hammer Nutrition headquarters. You guys are an awesome company, and I really like the people running it! Not only did I get to grab a bunch of Hammer Nutrition product, but I got to ride the dirt track next to headquarters as well. It was totally worth the detour to Whitefish! Thanks again!"



Eric Steele finishes the Inaugural Angel Fire 50 Mile Race in Angel Fire, New Mexico, placing 4th Overall in 11:49:39.  
Photo : Polly Choate

## Athlete Spotlight

# Eric Steele

Interview & Intro BY STEVE BORN



It's been awhile since we've featured someone who is both athlete and race director. However, we figured it was time to do a combination athlete/race director "spotlight" article when Eric Steele emailed us regarding support for his upcoming race, the FlatRock 50/25K's. He wrote, "We were one of the first races Steve Born called to sponsor at least ten years ago. I am also an ultrarunner and exclusively use Hammer Nutrition products. So, of course, I preach the gospel of Hammer Nutrition everywhere I go!"

I remember our initial correspondences quite vividly, because not only was I trying to procure sponsorship of Eric's race, but we also had an in-depth talk about his fueling program after his Badwater Ultramarathon finish in 2000.

In Eric's words, "I'm a diehard Hammer Nutrition user/supporter and have been ever since you spent a couple of hours on the phone with me back in 2001 coaching me on what went wrong (and most importantly how to fix it) at Badwater in my 2000 finish."

One of the best things about being involved in the events sponsorship faction of Hammer Nutrition is that, in spite of the fact that we sponsor over 2,400 events annually, we get to know the race directors pretty well, with many of them becoming good friends. With that said, I caught up with my longtime friend, Eric Steele . . .

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## EN: Let's start with your ultrarunning career. When did you get started and are you still competing?

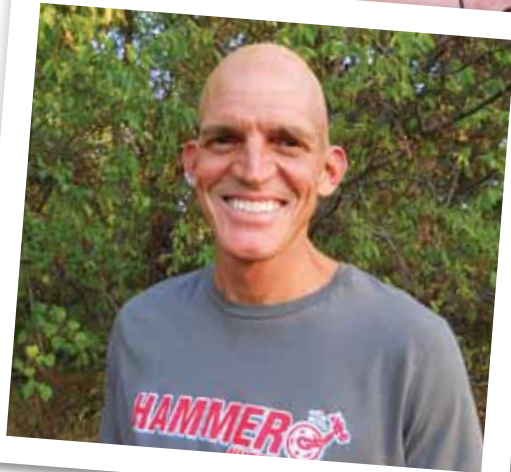
**ERIC:** I've been running since 1992 (ultras since 1994). It all started as somewhat of an "agreement to get fit" with myself and another individual. I went out the door to run that day and never looked back. As most runners experience over a long running career, some years I was way more focused than others. But, when you have that drive, that passion for running, there is no substitute, and if I tended to drift too far away, the passion (and focus training facilitates) has always pulled me back in. It's certainly an addiction, although a very positive one in this case, but an addiction nonetheless. The past two years competing have been truly phenomenal and magical. I attribute a large part of this to Hammer Nutrition's education and massively stepping up my use of Hammer Nutrition fuels and supplements. I am looking forward to many more years participating in one capacity or another in this sport.

## EN: What are some of the highlights of your running career?

**ERIC:** There are so many races that have brought such amazing, positive experiences into my life; it's hard to just talk about a few. That said, some of my proudest accomplishments are Badwater (which I finished in 2000 and then continued on to summit Mt. Whitney, as the race was originally intended); Leadville in 1999—two attempts, third time was a charm; completing 108 miles in a 24-hour track race in Dallas in 1998; and most recently, at the Angel Fire 50 Mile Endurance Race. I had an experience while running the last few miles that reminded me of my true love, commitment, and above all, appreciation for this sport and my ability to continue to run and compete.

## EN: How have Hammer Nutrition products helped you?

**ERIC:** I can sincerely state that Hammer Nutrition products have made a significant difference in my life, in



Above: Eric and 50K competitor Jim Phillips from Springfield, MO, (with his finisher's award) after finishing the 17th Annual FlatRock 50K. Photo : Greg Highberger. Left: Eric prepares for a 2012 event. Photo : Polly Choate

general and especially in my running performance. I have added many additional products over the past couple of years—Energy Surge, Premium Insurance Caps, Race Caps Supreme, Mito Caps, Tissue Rejuvenator, Chromemate, Boron, and more—trying them out and realizing that each one is as good as the next. I joke with my girlfriend all of the time that I need a shirt that reads "Body by Hammer," as I use several of the Hammer Nutrition products (Perpetuem, Hammer Whey, Hammer Bars, and Recoverite) as a meal replacement when an alternate healthy choice is not available.

## EN: Awesome! Now, let's talk about your role as a race director, in particular your race, the FlatRock 50, which we hear nothing but praise for.

**ERIC:** I was the original founder of the Kansas Ultrarunners Society (KUS) in 1995. Our very first event was the FlatRock 50K (Kansas' first and oldest trail ultra) in September of 1995. In the

late '90s and on into the new millennium I directed several other 24/48 hour KUS events, along with helping to launch and provide major support for the first 100-mile ultra in Kansas, The Heartland 100, in 2000-2005.

Due to management disagreements, in 2005 I pulled FlatRock from the KUS venue of races, and we have been on our own ever since. This will be the 18th anniversary for FlatRock, and we have been SOLD OUT for nearly a month now, the first time we have ever sold out our event! (NOTE: Race entry for 2013 will open on October 1, 2012.)

## EN: I've heard that while FlatRock is a really fun, scenic race, it's also pretty darn hard. Why is that?

**ERIC:** I think what I wrote on our website says it pretty well: "Extreme concentration is required when running FlatRock, as you will take very few steps where there will not be some potential obstacle. Most of these will be in the form of rocks. You will very quickly learn why the race motto here at "the Rock" is "If you look up . . . you are going down!" Buyer beware, please. While the trail does not have any long hills, there

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John Hirsch reports from:

# ITU Long Course World Championships in Spain

I love sport, the passion it brings, the challenges and the tests, and the glory and the risk of failure. I love the ritual of races, the community of competition, and how it transcends humanity. It binds and unites us even as we strive on course to divide ourselves from each other during the event. I started triathlon for all of these reasons. This year, I was selected for the U.S. Pro National Team for ITU Long Course World Championships in Basque Country, Spain, to race the world's best on an international stage.

In my prep for this race, I was challenged by the fact that USAT named the team only six weeks prior to the race. Pulling together solid training and racing was a big task, but I was lucky that I was in my mid-season break; while fitness was down a bit, I was rested and motivated. I crammed a ton of hard training in the next four weeks, even winning one race along the way.

The key for that kind of crash training plan, where you go from zero training to 35-40 hours a week, is recovery. Recovery started after each workout with Recoverite. I also consumed my own weight in Hammer Recovery Bars! Lastly, I used REM Caps nightly. I use Hammer Nutrition because these products go beyond other products. Hammer Nutrition adds antioxidants and electrolytes to Recoverite, along with glutamine for enhanced recovery and improved immune function.

Championships came, and the pro men led the way. The swim was long and meaningful, and I made the first group at the start but I have no business being in that group, so I got dropped. I looked for the next group and had a great 1500M. Sadly, crosswinds broke up our group

and I found myself solo. A bit more bad luck hit me when I got to a turn and was sent the wrong way, due to my failure to understand Spanish directions.

Out on the bike I seemed to have dead legs, but felt stronger and stronger as the ride progressed and as I ate Hammer Gel and drank HEED. I just didn't have enough time to get that next gear needed to drill this distance. On the run, I felt like I was flying. The crowds were huge because Europe loves a good race. The spectators were several rows deep, there were grandstands at points . . . it was epic. I'm pretty sure that every Spaniard in every town came out to see the race. At times the crowds were deafening. I ran the first half, 15K in 61:30 (about 6:40 pace), and ran myself into 26th place among the pro men.

It was one of those days when you run and feel like your feet aren't touching the ground. When the reality of physiology gave way to the psychology of big crowds, I stopped bonking by downing two Espresso Hammer Gels. I find them to be the perfect amount of caffeine and calories, and the taste was fitting since I was running through a plaza in Spain, a place famous for sipping café con leche. At 20K into the run I realized that I couldn't catch anyone else, so I just kept an easy tempo to the finish! **HN**



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is an estimated total elevation gain and loss of approximately 3,000 feet for the 50K. Most of these hills are very steep and rocky and are not runnable, unless you can run trails like a mountain goat, due to the treacherous footing. So, please remember to take your time and enjoy the scenery safely, while stopped or moving slowly and cautiously.”

Another example of the difficulty of this race came from a competitor who said, “Wow! Now I know why those runners from Arkansas were so mad at you last year! That's the most challenging race I've ever run, and I've run off and on for 31 years.”

**EN: Among many other things, what makes this race special?**

**ERIC:** We will be awarding buckles for the first time this year to all 50K finishers. We have received a lot of positive feedback about this change. Again this year, we'll keep with our tradition of a pre- AND post-race meal, awesome shirts, and a “Twilight

Zone” atmosphere that you can't find at other races. We will also be “knighting” another runner into the FlatRock “Hall of Pain.” To receive this honor, a participant must complete ten consecutive 50Ks at FlatRock.

Then, later in the evening, we have a campfire for anyone who would like to join us. It's a great time to relax, get to know other participants and the awesome volunteers, and tell a lie or two about your running career! Runners and volunteers truly have an experience at this race that is unforgettable, which is why so many return year after year.

**EN: Aside from continuing your personal running career, what else have you got in the works?**

**ERIC:** I am in the process of launching several other ultras here in Kansas in 2013 and an ultra-race management company called Epic Ultras, along with offering coaching/educational services for newbies and veterans alike. Needless to say, I would like to discuss my continued and ever-expanding partnership with Hammer Nutrition as I expose and

educate many new runners and veterans alike in the upcoming years to my beloved sport of ultrarunning.

**EN: Eric, for now, just know that you can count on our support for your new races, as well as your coaching/ education services. It'll not only be a lot of fun to help out, it'll definitely be a “win-win” situation for all.**

**We have been sponsoring FlatRock for a long, long time, it's been an honor to be a part of this great race all these years, and we look forward to many more years of supporting it!**

**ERIC:** Thank you so much! I am looking forward to a long and continuing relationship with Hammer Nutrition, truly an endurance athlete's best friend!  
**HN**

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



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# The Down Shift

## Decaffeinate the healthy way

BY RY WATKINS



**E**ver wonder how they get the caffeine out of your decaffeinated coffee beans, and if it alters their quality or has possible effects on your health? Many coffee connoisseurs reach for decaf in pursuit of better overall health, but depending on the decaffeination process, that step toward longevity might actually equate to a step backward.

There are several ways to decaffeinate coffee; unfortunately, a majority of those methods involve chemical solvents and can result in a loss of flavor. One such method uses formaldehyde to absorb the caffeine and leaves a chemical residue on the beans.

The good news is that you can enjoy the rich, dark flavor and aroma of 53x11 Coffee without the caffeine and without potentially harmful chemical processing. The Down Shift is made in small batches through an organic process of decaffeinating coffee that uses a natural, water extraction method, which removes the caffeine while still preserving the natural flavors.

Like the other 53x11 Coffees, The Down Shift is Fair Trade Certified and

100% organic. When you're not looking to "Break the Chain," down shift and enjoy this rich, creamy decaffeinated espresso . . . guilt-free, any time of the day! The Down Shift is our signature decaffeinated espresso blend, a version of our most popular espresso (The Chain Breaker) with great notes of deep cinnamon and a wealth of nut flavors. All of these components unite to create a fine espresso to be served on its own or harmonized with milk to accentuate its great depth. Unlike any other espresso roast, this remarkable coffee is a combination of several high-quality Indonesian, African, and Central and South American beans that create an exclusive espresso higher in cup quality than any of the ingredients individually.

So down shift and unwind with peace of mind that your cup of decaf coffee has been processed without the use of solvents that can be harmful to both the end coffee quality and your health! Eat healthy, live happily, practice a sustainable lifestyle, be your best both on and off your bike, and enjoy the best coffee possible. Drink up, enjoy, and ride ready! **HN**

## Now available in ground & whole bean!

All of your favorite blends of 53x11 Coffee are now offered in ground, as well as whole beans!



# Join the club and get discounted clothing!

To some, the idea of a cycling-based coffee company may seem strange, but for those of us at 53x11 Coffee, this is the natural collaboration of two central passions. We promote eating healthy, living happily, practicing a sustainable lifestyle, being your best both on and off your bike, and enjoying the best coffee possible. Whether it's that morning cup before a big ride, or a warm coffee after a hard day in the saddle, the two go together without saying.

On behalf of our fellow cyclists who share this devotion, we have designed the 53x11 Coffee of the Month Club. As a member, you can receive world-class, 100% organic coffee, micro-roasted and delivered fresh to your door automatically each month! Plus, you'll get special member discounts on all of the distinctive 53x11 Coffee clothing, designed by cyclists for cyclists. Express your individuality and appreciation for a great cup of coffee in 53x11 Coffee top-of-the-line apparel. Made in the U.S. with premium-quality fabrics and construction, 53x11 Coffee clothing is both functional and fashionable. Coffee club members enjoy significant savings on clothing—more than 40% off cycling jerseys, bibs, socks, and more!

Share in our passions and join the coffee club today! Shift into 53x11 Coffee gear (and clothing!) and hammer out life to the fullest . . . drink up, enjoy, and *Ride Ready!*

## *Cycling kits!*

**Short Sleeve Jersey**  
Retail price - \$59.95  
**Club member price \$35.37**

**Cycling Bibs**  
Retail price - \$94.95  
**Club member price \$56.02**



## *Tri kits!*

**Tri Top**  
Retail price - \$64.95  
**Club member price \$38.32**

**Tri Shorts**  
Retail price - \$64.95  
**Club member price \$38.32**



All 53x11 Coffee is 100% organic and Fair Trade Certified!



Learn more about the Coffee of the Month Club and the amazing deals today! 1.855.GET5311 (438.5311)  
[www.53x11coffee.com](http://www.53x11coffee.com)



You can also call 1.800.336.1977 or log on to [www.hammernutrition.com](http://www.hammernutrition.com)

### Coffee satisfaction guarantee:

If you are not satisfied with our coffee, send back the remaining beans within 30 days and we'll refund the purchase price.



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for this . . .**



**with this!**



MSRP  
90 Capsules - \$27.95

**Don't let the upcoming holidays derail your weight plans for next season.**

Appestat safely suppresses appetite and increases carbohydrate metabolism, thereby helping to decrease body fat accumulation and weight gain without the use of potentially harmful stimulants. When you start next season already at your ideal weight, you'll be glad you invested a few dollars in Appestat. Happy holidays!



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# NATE'S CORNER

BY NATE LLERANDI

## Ramifications of time off

*Steve's Note: I'm sure glad that I've saved every one of Nate's "Tip of the Week" posts. Although many of his articles are from several years ago—this one dates back to December 2008—I find that the information contained within is still applicable today. I thought this was a particularly timely article as we head into the winter holiday season.*

**D**epending on what you read, you'll find that for every day you take off from training (for whatever reason), it will take you "X" amount of time to regain your fitness. Largely, this information is nonsense and only serves to send athletes into a stressed-out tizzy when faced with relegated time off. Even if that time off comes at the end of the season and before we start preparing for the following season, there is always the niggling feeling that we're taking too much time off and/or losing too much fitness—funny how we always manage to perform well once we're back at it and back to racing.

In fact, short periods of time off can certainly improve your training. This is why it is important to schedule consistent recovery weeks within our training plans. Even a block of days without doing anything is not necessarily detrimental to your fitness. It is not until about ten days of complete inactivity where our fitness starts to take a hit, and even then it's fairly minimal and can be turned around quite quickly and easily.

While by no means comprehensive, here is a short list of some of the things that occur in the body as a complete lack of activity extends from days to weeks:

- Decreased capillary density: 2-3 weeks
- VO2Max decline: 2-4 weeks
- Decreased fat use, increased carbohydrate use: 10 days
- Decrease in mitochondrial ATP production: 3 weeks

- Decrease in strength performance: 4 weeks

These durations are accurate yet approximate. There is no clear-cut timeline for when these changes occur. As with our gains in fitness, our losses are iterative. At first, the losses are slow and gradual. Over long periods of time, there is a more rapid decline before the decline starts to slow again. I like to think of it in terms of 10%-70%-20%. You lose your first 10% of fitness slowly, over several weeks or more. The next 70% is a steeper and accelerated curve before things slow for the final 20%. This continuum can be thought of in terms of one end being your performance at 100% fit with the other end being a couch potato.

Always keep in mind that getting to 90% fitness happens fairly quickly. From there, getting to 95% happens more slowly but progress is still quantifiable on a weekly basis. It is the final 2-5% that seems to take an interminable amount of time to gain. Like anything, our training is a process which ebbs and flows. Keep this in mind as you come out of your season-end downtime and as you move further into the holiday season. Allow yourself a little laziness with the realization that you'll be none the worse for wear if you miss a workout or (gasp!) a few days in a row.

Hopefully this info will provide you with a little solace if you have the bad luck to get injured and find yourself having to back off for a prolonged period of time. All will not be lost and you will get your form back fairly quickly! **HN**



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

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

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

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 Flavors : Chocolate, Citrus, Strawberry*

Recoverite - 32 Servings	\$54.95
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*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*

Sustained Energy - 30 Servings	\$32.95
	3 @ \$51.50

*Whey - Single Serving*

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
AO 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*

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

*Premium Insurance Caps - 120 Capsules*

Premium Insurance Caps - 32 Servings	\$19.95
PSA Caps - 60 Capsules	\$33.95
	\$24.95
	3 @ \$22.95

*Race Caps Supreme - 90 Capsules*

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

*Race Day Boost - 64 Capsules*

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

*Super Antioxidant - 60 Capsules*

Super Antioxidant - 60 Capsules	\$32.95
	3 @ \$27.95

*Tissue Rejuvenator - 120 Capsules*

Tissue Rejuvenator - 120 Capsules	\$28.95
	3 @ \$26.50

*Xobaline - 30 Tablets*

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

*Carlson's Salmon Oil - 60 Capsules*

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

*Carlson's Salmon Oil - 180 Capsules*

*i-Flora - 60 Capsules*

*Carlson's Salmon Oil - 60 Capsules*

*Carlson's Salmon Oil - 180 Capsules*

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*Carlson's Salmon Oil - 60 Capsules*

*Carlson's Salmon Oil - 180 Capsules*

*i-Flora - 60 Capsules*

*Carlson's Salmon Oil - 60 Capsules*

*Carlson's Salmon Oil - 180 Capsules*

*i-Flora - 60 Capsules*

## Body Care

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

*Hammer Lips Flavors : Wildberry, Wintermint*

Pelle Eccellente 0.3 oz.	\$3.95
Pelle Eccellente 2.0 oz.	\$19.95
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

## 53x11 Coffee

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

## Complex Units & Accessories

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

### SPORT ELITE & PERFORMANCE ACCESSORIES

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

### SPORT & FITNESS ACCESSORIES

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

### GENERAL ACCESSORIES

Electrode Placement Guide	\$9.99
Quick Start Guide for Sport Elite	\$14.99
Quick Start Guide for Performance U.S.	\$14.99
Multimedia for Sport Elite	\$14.99
Multimedia for Performance U.S.	\$14.99
Spectra Conductivity Gel (8.5 oz.)	\$7.95
Spectra Conductivity Gel (2.0 oz.)	\$4.95
Belt Clip	\$9.99
Carrying Bag	\$19.99
30-Minute Consultation	\$49.95
60-Minute Consultation	\$79.95
Advanced Consultation	\$60.00/hour

## Kits

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

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

**New Product Kit \$21.65 Save \$2.65**  
*1 tube of Grape Endurolytes Fizz, 1 tube of Unflavored Endurolytes Fizz, 1 Cranberry Hammer Bar, 1 Oatmeal Apple Hammer Bar, 1 Peanut Butter-Chocolate Recovery Bar, 1 tube of Wildberry Hammer Lips, 1 tube of Wintermint Hammer Lips.*

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

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

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

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



# 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	
Tattoos	\$0.35	
Wrap Pack	\$8.35	
Hammer Patch	\$1.45	
Sticker Pack	\$0.50	
HEED Cooler	\$39.95	5 gal.
Pint Glass	\$3.75	
Sport Towel	\$2.95	
Beach Towel	\$29.95	
Hammer Sack	\$8.95	
Hammer Banner	\$25.95	
Bike Mount Tri Box	\$14.95	
Bike Mount Seat Bag	\$13.95	
Gel Pump	\$5.95	
Capsule Dispenser	\$0.50	
Quick Coin	\$0.95	
Large Capsule Organizer	\$4.35	
Small Capsule Organizer	\$2.95	
Zip-Lock Capsule Bag	\$0.10	

## Books

Consumer Education Guide	\$2.95
Food Is Your Best Medicine	\$7.95
Endurance Athlete's GUIDE to SUCCESS	\$7.95
Fuels & Supplements	\$4.95
Healing Back Pain	\$11.95
Healthy Bones	\$11.95
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					
Size	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				
Size	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				
Size	S	M	L	XL
Size	3-5	7-9	11-13	15-17
Bust	30-32	33-35	36-37	38-39

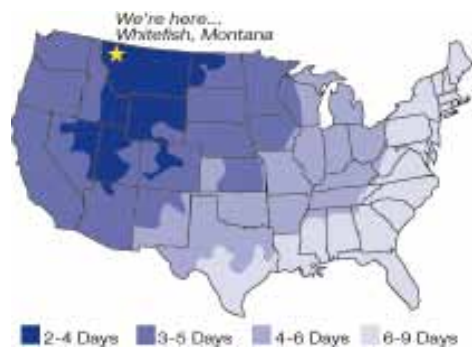
BELLA / Women's Tee Shirts				
Size	S	M	L	XL
Size	0-4	4-8	8-10	10-12
Bust	31-33	34-36	37-39	39-41

BELLA / Men's Tee Shirts				
Chest	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

\$0 to \$39.99  
\$40 to \$99.99  
\$100+

### Ground FedEx

\$4.95  
\$7.95  
**FREE!**

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

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

## How does it work?

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

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



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

## What do you get?

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

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- We get another satisfied client!

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Photo : Dyan Lee

# Kenda/Felt Team's pro contenders

BY CHRIS MAGERL, Manager,  
Kenda/Felt Team

Going short or going long, the Hammer Nutrition-sponsored Kenda/Felt Pro mountain bike team has seen quite a bit of success for the 2012 season, and we still have a few months to go. Whether it was a podium finish in a 100-mile race or a 20-minute short track, Hammer Nutrition has been a key part of our program. As of early September, Colin Cares is in 4th place in the Pro XCT national cross-country series, Amanda Carey leads the National Ultra Endurance (NUE) series, and Drew Edsall is in 2nd place in the men's NUE series.

## Pro MTB stage racer Drew Edsall (PICTURED ABOVE)

**D**rew is new to the Kenda/Felt Team this year, but not new to big miles on the mountain bike. He has finished some of the biggest MTB stage races in the U.S., including Pisgah and the Trans-Sylvania Epic.

"These races are really, really long," said Drew. "Most races are won in 6-9 hours for the men in the 100 mile races, and we are riding hard the entire time. You really have to like to ride your mountain bike to race these. These races are really tough, but I like tough."

Drew won his first NUE earlier this year in Arkansas. At this level, racers have worked out the details on eating and drinking. Drew explains, "My favorite long-race nutritional routine is the following: one bottle of Melon HEED with two scoops, one bottle of Caffé Latte Perpetuem with two scoops, and one bottle of water. I'll take this combination

in every couple of hours."

A lot of learning about nutrition happens in long training rides. "Training for these events is a lot of fun," said Drew. "My weekly volume of training ranges from 8-28 hours. Most of my rides are no shorter than two hours and no longer than seven hours. I'll stick to my race routine most of the time, but for my longer training rides I like to throw in Perpetuem Solids to the mix. I like the taste of them, and they are easy to carry. They have 200 calories per tube, and I can stash 3-4 tubes in one back pocket. That's a ton of calories that are easy to carry and access during a ride."

Drew plans to finish out his summer with at least two more NUE events, U.S. Marathon Nationals, and a three-day stage race in Utah. If things continue as they have been, it will be a very successful end to the season.



Photo : Dyan Lee

# 2011 NUE Series Champion and 2012 contender Amanda Carey

**A**manda's one-day race times are fairly close in duration to Colin's in-season weekly volume. The Breckenridge 100, for example, featured more than 13,700 feet of climbing, and Amanda crossed the line in 1st place at a bit over ten hours.

"My races are long, hard, and painful but also really, really fun," Amanda said. "The nature of a 100-miler makes it a lot more mental than shorter disciplines of mountain bike racing. There's more of a need to think through decisions, tactics, mechanical issues, and of course physical issues. Every 100-mile course is different and offers widely varying terrain and challenges, but the mental challenge is always the same. You have to know how to deal with the times that you feel horrible and the times that you feel good."

"Ultra racing takes a lot of discipline. It takes a huge amount of mental energy to stay on the gas the entire 100 miles. But that's what these races require," says Amanda. "I don't really pace in these

events. I pretty much ride as hard as I can for as long as I can."

Eating right during a long event is a big part of the challenge. "I use HEED, Hammer Gel, Endurolytes, and Recoverite for all of my races, long or short. I also rely heavily on Endurance Amino," Amanda shared. "I keep my 100-mile fueling strategy very simple. I can't really tolerate protein while I am racing, so I'm grateful that Hammer Nutrition has a great line of products that I can use that fulfill my needs without protein."

After stepping off the podium and wrapping up the socializing with the other racers? "REM Caps. It's very hard for me to sleep after a 100-miler, so I use REM Caps to help calm my body down and get a good night's sleep," Amanda said.

Amanda is clearly doing many things right. As of early September she had started seven NUEs, winning six and finishing 2nd in the sixth race.

## Cross-country pro Colin Cares

**F**or Colin, Hammer Nutrition is always along for the ride. "The products are essential to making sure I stay healthy and recovered during training. I take Premium Insurance Caps daily. I typically take a couple of Cashew Coconut Chocolate Chip Hammer Bars on longer training rides, and I always follow rides with Recoverite or a Hammer Recovery Bar," Colin shared. "I think I could live off of Cashew Coconut Chocolate Chip Hammer Bars. They're delicious."

The team's training load is heavy as winter winds down and spring training begins; as race season peaks, the hours of weekly training decreases. "In the early season I typically ride 18-24 hours a week. During the summer, when I'm racing most weekends, my training load decreases to 12-16 hours," Colin said.

When Colin headed to Austria in September as part of Team USA for the UCI Mountain Bike World Championships, Hammer Nutrition products were in his suitcase. "Melon HEED and Espresso Hammer Gel are essential for my cross-country races. They taste great, are easy on the stomach, and provide quick fuel during a cross-country. I also make sure I'm topped off on electrolytes with Endurolytes and Fizz, especially if it's hot out," Colin said.



Photo : Chris Magerl

FROM OUR ATHLETES

# Wedding 'Gels'

My wife and I were married on July 28, and we wanted to pass on a picture of our favors . . . in addition to previously raced-in race bib table numbers and getting married in running shoes, the Hammer Gel favors were a big hit!

We have been using Hammer Nutrition products solely for the past few years with excellent results. Leading up to my fall marathon and my wife's first ultra-marathon (JFK 50 Miler) we have been relying on Perpetuem, Endurolytes, the Daily Essentials, and Tissue Rejuvenator to keep us fueled up and feeling great! Thanks for such a great product line!

- Justin and Gabby Pedersen



# A visit to Hammer HQ!

Hammer Nutrition headquarters is located in beautiful Whitefish, Montana—an outdoorsman's (or woman's) mecca and apparent pitstop to many cross-country cycling enthusiasts. On a sunny day in August we were lucky enough to have two groups roll through. We gave them the grand tour, chatted for a bit, and sent them on their way with Hammer Nutrition samples aplenty! If you're ever in the neighborhood, don't be a stranger! Stop by our headquarters and introduce yourself . . . we'd love to meet you!

*Bottom Left : Aaron Goldstein, Kevin Marriner Jr., and Tyce Herrman. Below : Allen Limberg, Barbara Bradley, Blaine Limberg, and Peter Limberg.*



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# Just another day in the office

BY IAN MALLAMS

**G**rowing up in Whitefish, Mont., I couldn't pass up the opportunity to compete in the solo division of the Glacier Challenge, a seven-leg multisport race with two run legs, two kayak/canoe legs, two road bike legs, and a MTB singletrack leg, for a total of about 50 miles. The Glacier Challenge sounded like just another fast-paced day in the "outdoor office" of training in Montana.

Upon arrival, I pulled out my "briefcase," aka Hammer Nutrition Gear Bag filled with my running flats, cycling shoes, Hammer Gel, and other products. My running, cycling, and paddling projects had all been coming along well this year, and today was the day to put them all together. But I knew I would need ample nutrition to carry out my goals. Thus, I prepared a delicious morning beverage (Caffé Latte Perpetuem) and an iced afternoon drink for when things heated up (Mandarin Orange HEED). I had on my new work attire (Hammer Nutrition tri suit) and was feeling quite snazzy at the start.

I "clocked-in" with a bang and a stampede of competitors for the first run leg. There wasn't much of a warm-up pace, as two teams with ringer runners set the pace. I settled into a group just behind with a few local track stars who were also racing solo. Halfway through, the group picked up

the pace to about a 5:30 mile. It almost seemed surreal to be running this fast knowing what I had left to go, but I had confidence that my training and Hammer Nutrition products would allow me to hold my pace. We came into transition two minutes faster than my PR for this course, but now I could rest the legs and punish the upper body in the canoe.

I took a little extra time to take a healthy swig of Perpetuem and HEED, which would be essential to get me through my day, and some Montana Huckleberry Gel from a flask. Perpetuem has all of the carbs, proteins, and fats that one—needs all in powder form—so I could ingest an all-liquid diet for the race. By the first road leg, my lead gap had increased, and now the Glacier Challenge seemed even more like a solo event.

For the last transition I used only HEED for the 2.5-mile run. I was finally on the homestretch. I picked up the pace with each city block and crossed the finish line in 3:51:01 for the 1st place solo win!

Training is undeniably hard work, but I love my job. As many can attest, training is often harder than racing itself. Racing is purely the payday, but it's the whole pay period that counts. If you are seeking a raise, stronger efforts need to be made on more than just payday. Challenge day, I was again just back in the office, being the best employee I could be and it paid off!

A big thank you to Brian Frank who always comes through with superior nutritional needs. Hammer on! **HN**



## Ian Mallams

Hammer Nutrition-sponsored collegiate skier Ian Mallams is beginning his fourth season on the University of Colorado Nordic team, and has a current record of sixteen top-20 and five top-10 finishes. His impressive high school athletic stats include three-time cross country MVP selection and helping his track team to a state championship in 2006 where he took 4th place as an individual. His 2007 3rd place finish in the 1600m in 4:26 is still a school record at Whitefish High School, here in Montana.

# Proper fueling

## Pre-workout & race suggestions

(As copied from the 9th Edition of *The Endurance Athlete's GUIDE to SUCCESS*, pages 96-105.)

BY STEVE BORN

*Steve's Note: In his welcome letter in the last issue of Endurance News, Brian alluded to this topic and to the fact that, after all of these years, many athletes have not adopted our recommendations regarding pre-exercise fueling. Of all the articles contained in The Endurance Athlete's GUIDE to SUCCESS, these recommendations may seem extremely counterintuitive; this particular article (of which we only have room to reprint a portion of) has, by far, generated the most skepticism of all.*

*However, after 12+ years of working with athletes and convincing them to put these pre-exercise recommendations into practice, not one—and I mean NOT ONE PERSON—has said to me, "It doesn't work." The truth is that though these recommendations may seem counterintuitive intellectually speaking, they make perfect sense physiologically speaking. Give them a thorough, consistent try and I guarantee you will see better performances in your workouts and races.*

### **T**he goal of pre-exercise calorie consumption

Assuming that your workout or race starts in the morning, the purpose of your pre-race meal is to top off liver glycogen stores, which your body has expended during your night of sleep. Muscle glycogen, the first fuel recruited when exercise commences, remains intact overnight. If you had a proper recovery meal after your last workout, you'll have a full load of muscle glycogen on board, which constitutes about 80% of your total glycogen stores. If you didn't re-supply with complex carbs and protein after your last workout, there's nothing you can do about it now; in fact, you'll only hurt yourself by trying. To repeat: during sleep, your liver-stored glycogen maintains proper blood glucose level; you expend many a calorie of your muscle glycogen. You might wake up feeling hungry, and I'll discuss that issue later, but you'll have a full supply of muscle-stored glycogen, your body's first used and main energy source. Your stomach might be saying, "I'm hungry," but your muscles are saying, "Hey, we're good to go!"

With only your liver-stored glycogen to top off, you want a light pre-race nutrition meal. Sports nutrition expert Bill Misner, Ph.D., advises that a pre-workout/race meal should be "an easily digested, high complex carbohydrate meal of between 200-400 calories with a minimum of fiber, simple sugar, and fat." That's hardly what most folks would call a meal, but in terms of pre-exercise fueling, it's meal enough. According to Dr. Misner, fat slows digestion and has no positive influence on fuels metabolized during an event. He further states that a meal high in fiber may "create the call for an unscheduled

and undesirable bathroom break in the middle or near the end of the event."

### **Dr. Misner's rationale - It's all in the timing**

If you consume high glycemic carbohydrates such as simple sugars (or even the preferred complex carbohydrates such as starches and maltodextrins) within three hours of exercise, you can expect the following, with possible negative effects on performance:

1. Rapidly elevated blood sugar causes excess insulin release, leading to hypoglycemia, an abnormally low level of glucose in the blood.
2. High insulin levels inhibit lipid mobilization during aerobic exercise, which means reduced fats-to-fuels conversion. Our ability to utilize stored fatty acids as energy largely determines our performance, which is why we can continue to exercise when our caloric intake falls far below our energy expenditure. We want to enhance, not impede, our stored fat utilization pathways.
3. A high insulin level will induce blood sugar into muscle cells, which increases the rate of carbohydrate metabolism, hence rapid carbohydrate fuel depletion. In simple terms: high insulin means faster muscle glycogen depletion.

You must complete your pre-workout/race fueling three or more hours prior to the start to allow adequate time for insulin and blood glucose to normalize. After three hours, hormonal balance is

- continued on page 65



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restored, and you won't be at risk for increased glycogen depletion. Eating within three hours of a training session or race promotes faster release/depletion of both liver and muscle glycogen and inhibits fat utilization. The combination of accelerated glycogen depletion and disruption of your primary long-distance fuel availability can devastate your performance.

### Are there any exceptions to the three-hour rule?

When you're engaged in training sessions or races in the 90-minute range or shorter (personally, I prefer an hour limit), fasting three hours prior to the start is not necessary. Consuming some easily digested calories an hour or two prior to the start will not negatively affect performance, and may actually enhance it. Here's why:

As we've discussed earlier, when you consume calories sooner than three hours prior to the start of a workout or race, you accelerate the rate at which your body burns its finite amounts of muscle glycogen stores. In events lasting longer than 60-90 minutes, refraining from calorie consumption for the three-hour period prior to the start is crucial because you want to preserve your glycogen stores, not accelerate their depletion. Muscle glycogen is the first fuel that the body will use when exercise commences, and your body only has a limited supply of this premium fuel. If your workout or race goes beyond the 60-90 minute mark, you don't want to do anything that will accelerate muscle glycogen utilization. However, when you consume calories within three hours of a race, that's exactly what will happen; you'll increase the rate at which your glycogen is burned.

During shorter distance races, however, accelerated rates of glycogen depletion/utilization are not problematic. You don't need the calories for energy, but the presence of carbohydrates will elevate glycogen utilization. In a short race, that's what you want.

Dr. Misner explains that prior to shorter-



duration bouts of exercise, "consuming a few easily digested carbohydrates [such as a serving or two of HEED or Hammer Gel] will advance performance, because carbohydrates consumed prior to exercise make the body super-expend its glycogen stores like a flood gate wide open." In other words, if you eat something 1-2 hours prior to the start of a short-duration training session or race, thus causing the insulin "flood gates" to open, yes, you will be depleting your glycogen stores at maximum rates. However, at this distance it's a beneficial effect, as glycogen depletion is not an issue when the workout or race is over within at most 90 minutes.

This advice assumes that you have been effectively refueling your body after each workout, as this is the primary way to increase muscle glycogen (see the article Recovery - A crucial component of athletic success for details).

Bottom line: Fast three hours prior to the start of a longer-duration event (60-90+ minutes). For shorter events, consuming a small amount of fuel an hour to two prior to the start may enhance performance. **HN**

**“**I've spent tens of thousands of dollars over the years on the greatest, latest, fastest (usually carbon) bike gear, but the single most impactful acquisition I ever made was acquiring a copy of your book *"The Endurance Athlete's GUIDE to SUCCESS"* and learning about the most potent weapon of all: proper fueling. Thank you Steve! **”** - Franklin R.

## What to eat and when

1. The title is somewhat of a misnomer, because you don't really need a full-fledged meal before a workout or race, just a snack to top off your liver glycogen. Your muscle glycogen, the first fuel recruited when exercise begins, does not deplete overnight.
2. You don't need a big meal. You don't need much protein, if any. You don't need fiber. You need 200k, if any fat, and you want zero saturated fat. This isn't the time for a fully-balanced, healthy meal. You primarily want easy to digest complex carbs.
3. Whatever you eat, finish it at least three hours before commencing exercise to allow adequate time for digestion, absorption, and your blood glucose regulation system to normalize.
4. Pre-exercise hunger is not a sign of depleted glycogen; you can begin a workout or race when hungry. Once you get going, the hunger will stop. You do, however, want a full load of muscle glycogen, and that only comes from months of endurance training and proper recovery nutrition. You will not gain anything (except weight) by carbohydrate loading before a race.
5. A good pre-exercise snack might consist of a serving or two of Hammer Gel, a serving of Sustained Energy or Perpetuem, a bagel, a baked potato, or some combination of these.

Start reading the full article on page 65

## Pre-workout/ race meal

### Fulfill the carbohydrate+protein recommendation

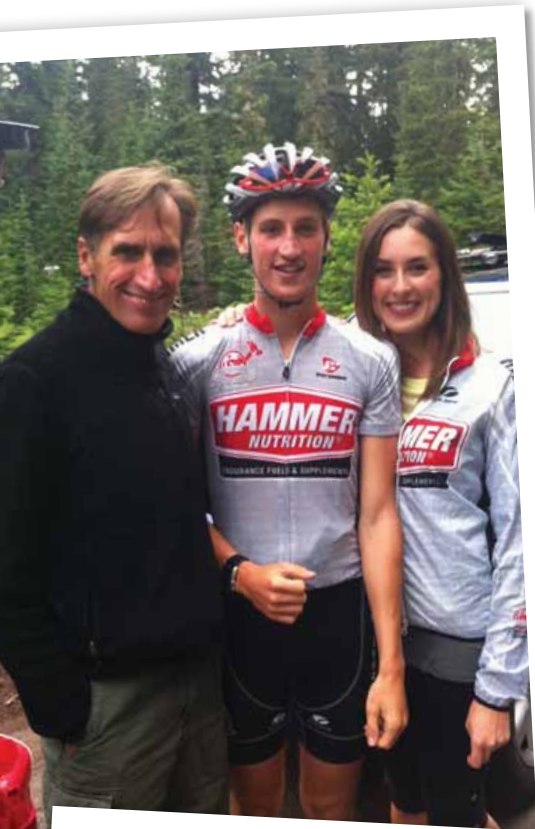
Sustained Energy, which contains both complex carbohydrates and soy protein

Perpetuem, which contains complex carbohydrates, soy protein, and a small donation of healthy fats

A combination of Sustained Energy + Hammer Gel or HEED

# Tales of a Cat 1 roadie

BY MARSHALL OPEL



In July I traveled to the Mountain Bike National Championships in Sun Valley, ID, with Hammer Nutrition founder and owner Brian Frank and his son, Miles. The three of us had a great time, cheering on the racers, handing out samples at the expo, and hanging out with good friends. It was a great trip for me, meeting with so many people who love Hammer Nutrition products and listening to them share their stories about how it has helped them feel great during and after workouts and races. "This is the only stuff that works for me" was a common saying around the fueling station all weekend. Aside from the beautiful training, awesome spectating, and sample station action, the most beneficial part of my trip was the fueling advice from Brian, He, Miles, and I talked at length about proper fueling and recovery techniques that I would need for the up coming Cascade Classic NRC stage race in Oregon. I was amidst heavy training for the fast-approaching race, and Brian encouraged that I get EVERYTHING out of the miles I was putting in on the bike. A large part of this meant conscious timing of my mealtimes with my training and a lot of Hammer Nutrition product.

Bar, which served both as my first hour of fueling and quieted my grumbling stomach! At first, I couldn't quite tell if it was from the beautiful Montana morning or the skipped breakfast, but I knew I was feeling particularly spry that day. My usual morning grogginess was absent and I was having trouble keeping the lid on! Brian advised that I keep my food intake around 200 calories per hour during the workout, as that is the maximum the body can make use of. With several artesian springs along my route, I was able to refill and drink about one 24 oz. bottle per hour. I carried two plastic baggies of drink mix, one had Perpetuem and the other HEED. I had several intervals planned for the second half of the ride to simulate a difficult road stage at Cascade. I switched from my slower-burning bars and Perpetuem to Hammer Gel, HEED, and Energy Surge for the latter portion of my ride. At this point, I had completely forgotten about my missed breakfast and poured everything into each effort of the climb. As per Brian's instructions, I used a few tablets of Energy Surge under my tongue just before my hard efforts, and my last two intervals were faster than my first!



A few days after our time in Idaho, I set out for a particularly hard five-hour ride in the mountains around our hometown of Whitefish. This time I did something I had never done before a big ride, almost unthinkable to me really—I skipped breakfast. Brian told me to be open-minded and just try it. I'm glad we didn't put money on it, because he was right! I rolled out of the driveway around 8 a.m. to beat the heat of the day. A few miles down the road, I pulled out an Oatmeal Apple Hammer

Feeling psyched about a great day's work and ready for the races ahead, I cruised home, still feeling good. I made sure that I got all of the benefits from my day of hard training by downing Recoverite and taking Xobaline as soon as I got off the bike. I followed that up with a sizable meal of quinoa, salmon, and a big salad. I used this fueling approach in the lead up to my big race and without a doubt, felt my legs recovering faster and my rides being more effective.

Why spend all of the time and money on training and racing if you're not going to get the most out of it? Simply said, Hammer Nutrition's fuels and supplements make it easy to reach higher in your training and racing. Using the right products at the right time has helped me get more out of my training as I'm able to dig deeper on my rides and do it again the next day! **HN**

# The pre-race meal

## REAL ATHLETES, REAL RESULTS!

“ Last weekend I followed the article "Proper Fueling - Pre-workout & race suggestions." I skipped breakfast due to time and used a four-hour Sustained Energy/one Hammer Gel mixture in a bottle. I must admit that I was a little apprehensive and my buddies thought I was crazy. The race went well, and I managed to be the first veteran home even after a heavy training load during the week. I'll experiment with Perpetuem this weekend, because it contains healthy lipids (fats) that Sustained Energy does not. Thanks! (The skeptic has been converted!) - Adrian



“ Food intake has always caused me a problem in the past, but for this season I am following Steve Born's advice on how to avoid "The Top 10 - The biggest mistakes an endurance athlete can make," especially #10, "Improper pre-workout/race fueling." For the Tribute Triathlon, I had a very light dinner and for my pre-race meal I had a Hammer Bar several hours before the event—that is it. On the bike I drank HEED. My energy level was very high and I had no issues with cramping. Thank you again, Hammer Nutrition. I am looking forward to my best triathlon season ever. - Chris L.

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FROM OUR ATHLETES

BY MARSHALL OPAL

# Fueling for 14,115'

BY NATE LLERANDI

**H**eading into the Pikes Peak Ascent, I felt I had fine-tuned my fueling strategy. Running up a mountain to over 14,100 feet would entail different requirements than a three-hour bike race. I got most of my fueling correct, but could have done better on hydration and, as it turns out, electrolyte replenishment. The race started at 7 a.m., so I bent the "try to eat at least three hours before" rule and had a Hammer Bar two hours before, upon awaking. Then, 10-15 minutes before race start, I had a single serving of Espresso Hammer Gel. I find this flavor and the added caffeine sits well with my GI tract.

The weather was a bit cool and would get cooler the higher in altitude we got, so I wasn't too worried about electrolyte loss (in hindsight, a mistake). I stuck to straight water via two 21 oz. bottles on a hip holster, and carried a flask of Espresso Hammer Gel. I took a swig at one hour, 1:40, and 2:20. Calorie-wise, it worked great and kept my GI tract from upsetting.

It's challenging to train for nearly three hours of straight vertical ascent. I've done longer runs in the mountains, but never this long going up, up, up. With about an hour left—the final three miles only!—my right calf locked up. I consumed the rest of my second onboard bottle and the cramping started to subside, but did return farther up the mountain. At this point, I had to gut it out as there were no more aid stations. I had not used Endurolytes on my training runs, even those lasting 3+ hours. After consulting with Brian post-race, we came to the conclusion that the intensified effort of racing (compared to training) accelerated my electrolyte depletion and exacerbated the cramping in my calf. Next time, I'll be sure to add Endurolytes Fizz to my fueling strategy!

All in all, a great experience and, as always, being fueled by Hammer Nutrition allows me to have confidence in my fueling strategy so I can concentrate on the task at hand—racing! **HN**

Photo : Courtesy of REV3 Triathlon



In it to  
**WIN** it!

I am a professional triathlete, medical student, and Hammer Nutrition-sponsored athlete. At the beginning of this season, my goal was to win a major professional triathlon. At that point, I had been in the sport for a year and had numerous professional podiums; however, a trip to the top had evaded me throughout 2011.

In 2012, I started my season at Rev3 Costa Rica, confident in my fitness but unsure of how the conditions would affect my performance. Fortunately, I had Endurolytes to help battle the heat and humidity of the Caribbean. Race day temperature was 95 with extremely high humidity. I took Endurolytes on both the bike and run, and the heat never phased me. I stayed hydrated with HEED and managed to break the tape first. I believe a big part of my success was my Hammer Nutrition products, which become even more critical in adverse conditions.

After Costa Rica, I was happy to have met my goal for the year so early in the season, but the experience also made me realize how fun it is to win! I wanted more of that! In August I was also able to win Rev3 Wisconsin by almost six minutes. I had both the fastest bike and fastest run split, and again, I attribute a significant part of this success to my Hammer Nutrition products. In the half distance, nutrition becomes a critical fourth discipline in triathlon. I took five Hammer Gels on the bike and two on the run. I had Endurolytes on the bike, along with HEED. Their unique properties help me avoid abdominal cramping throughout my race, while still being able to take in the nutrition I need to finish such a long event.

Thank you Hammer Nutrition for helping me break the tape first at both Rev3 Costa Rica and Rev3 Wisconsin this year!

- Nicole Kelleher, professional triathlete

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# 100 miles of guts, grit, and determination

BY RYAN GEIGER  
Hammer Nutrition-sponsored AZ Devo

Photos : Courtesy of AZ Devo



**T**he infamous Leadville 100 Trail mountain bike race, with the most competitors of any 100-miler in the U.S.—I was completely stoked just to get into the race, but I knew I needed to show up in August in great shape just to finish, let alone do well. My prep period was not as long as I had wanted it to be because of a full XC season through mid-July. I took advantage of the time I had though, and did some serious volume. I tried to maintain the snappiness that the XC season had left in my legs but also increase my endurance in a relatively short amount of time.

To be able to recover after my long days, I would always drink a bottle of Recoverite and then cool down with a Complex Active Recovery program. Along with staying fueled on the bike with Perpetuem and Hammer Bars, this was a vital asset to my success. Complex has allowed me to make huge gains in a little amount of time. The Active Recovery program increases blood flow, flushes out lactic acid, and also promotes the release of endorphins, all really good things for a tough training block!

In Leadville, my nutrition plan was relatively simple. I was going to try to drink one bottle of Strawberry-Vanilla Perpetuem along with one Apple-Cinnamon Hammer Gel each hour. At 6:30 a.m., more than 1,000 riders were standing next to their bikes at the start. Now there was nothing left to do but take a few Race Caps Supreme and get ready to go!

After a long 100 miles of fast descents, epic climbs, a few flats, and lots of Perpetuem and Hammer Gel, I put in a good final effort and finished strong. When I crossed that finish line, I was absolutely done; I had left everything out on the course. I could barely stand, and could do nothing but sit on my top tube for a few minutes. I found a spot to sit and downed a bottle of Recoverite. After dinner I crashed out, lying in bed, listening to music, and doing a Complex Recovery Plus Program.

It's hard not be happy after you just finished the Leadville 100! At awards, it was great seeing the champs up on stage and hearing what they had to say. I ended up with a final time of 7:27:38, winning the U19 age group, setting a junior record, and finishing 28th overall. **HN**

# A solid plan for a solid finish at Leadville 100 MTB

BY DAN HENDERSON

**A**fter four years of signing up for the Leadville 100 lottery, I finally got accepted! I was excited and nervous at the same time; it was one of those races that I've had on my "bucket list" for a long time. I have done other epic races, like the BC Bike Race, but never 104 miles in one day on a mountain bike. Though I have done multiple 100+ rides on the road, this race was completely different. I had a goal of the BIG BELT BUCKLE (under nine hours). I had a pretty good idea of the amount of training it would take, and I had my Compex muscle stimulator to help my training and recovery . . . but the big question was, what should I do for my nutrition? Nine hours (hopefully less) on a bike was a complete unknown for me.

I luckily ran into Brian Frank at the Hammer Nutrition booth at the U.S. Nationals in Sun Valley, ID, and had a chance to pick his brain on how to fuel for this race. Based on his advice about pre-race meals three hours or more before race time, and a race fueling strategy, I came up with the following plan:

I woke up at 3 a.m. and had four eggs and toast for breakfast, making sure that I had at least three hours to digest before the start of the race. Fifteen minutes before the race I took a mouthful of Perpetuem Caffé Latte. For the first 28 miles I had two water bottles with plain

water, a flask of Perpetuem, and a flask of Chocolate Hammer Gel, just in case. At the first aid station I grabbed another flask of Perpetuem and put on a 70 oz. hydration pack. I chose a hydration pack for this stretch because it was relatively flat and fast, and I could get plenty of water and Endurolytes before the big climb up Columbine.

At the aid station before Columbine, I switched to two water bottles and another flask of Perpetuem (wanted to carry as little as possible up that long climb). At the aid station after Columbine, I again strapped on a hydration pack and loaded up with water and Endurolytes on the flat, fast section. At the mile 80 aid station, it was back to two bottles and another flask of Perpetuem, because the infamous Powerline climb was next. After Powerline it was smooth sailing to the finish; my legs were tired and the elevation was a formidable foe, but my fueling was right on, and when I attempt Leadville next year I will follow this same fueling protocol.

All that I can say is "THANK YOU BRIAN." With the help of your advice, Hammer Nutrition products, and Compex, I finished in 8:36 minutes! **HN**



"I was introduced to Compex via my doctor while rehabing my knee after my first ACL replacement ten years ago. After my doctor sent me home I immediately bought one from Hammer Nutrition.

Now, I'm a longtime user and believer in Compex. It has significantly enhanced my ability to train, race, and stay healthy. My workout sessions are much more efficient because I can push harder and recover quicker. The Compex device has been instrumental in my overall conditioning and training regimen, as I am always looking for every legal advantage to get stronger and recover quicker so that I can beat my competition. I've had two ACL replacements and have used Compex to rehab both knees by strengthening the muscles around them. It is truly a revolutionary tool for me and my family; we all use it on a consistent basis."

- Dan Henderson  
Skier, MTB racer, road rider, runner

# Where are they now?

## Catching up with Randi Young #2102

With intro by VANESSA GAILEY

For the past 25 years and counting, we've had the pleasure of getting to know some incredible athletes, people who we not only consider longtime clients, but longtime friends as well. We assigned our 208,000th client number in September, and while we celebrate the new customers, it is always fun to catch up with our clients who've been with us for a long, long time as well.

In this issue, we follow up with Randi Young, who celebrated a birthday this year by competing in her first marathon in 18 years, and in doing so rekindled her passion for endurance running. Her story with Hammer Nutrition began in the late 1980s . . .

"Where am I now?" is best answered by looking at where I started. I always like to share this tale in the hopes that it will help someone who is considering quitting smoking.

On April 15, 1984, I celebrated the end of a great ski season in Aspen, CO, by going out to "party" on my way home from the mountain. This meant dancing (in my socks), drinking, and smoking many cigarettes. When midnight rolled around,

I made my way home, carrying skis and walking in ski boots. The next morning, I woke up feeling predictably lousy and smelling like a nasty ashtray. One look in the mirror was enough to convince me that it was time for a change. Actually, I spent a really long time staring at my hung-over reflection, while talking out loud about what an awful person I was—and how much I didn't like myself. Unable to break eye contact with my reflection, it was truly a time for "reflection." I talked to myself until we reached an agreement.

Many people make a resolution to change their lives, only to backslide the next time the opportunity arises. Utterly determined to keep the promises I'd made to that mirror, I decided to use running as my means to quit smoking and partying. Given the ferocity of the

*Randi and her running companion Willow out for a training run. Photo : Terry Young*

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hangover that first day, I waited until April 17 to lace up an old pair of paint-stained sneakers to go for a run. I ran as far and as hard as I could. Then I walked home and measured my effort with the car. One mile.

Each time the urge struck to pick up a cigarette, I ran . . . until my lungs were burning and my resolve returned. Six weeks later, I finished my first 10K race in 48 minutes. One year later, it was a marathon in 3:17. After three years and a couple of months, I ran my first ultramarathon (50 miles in 7:02) and beat all of the men. Five weeks later I ran, and won, the women's division of the Leadville Trail 100 in 24:12.

As a competitive ultrarunner, I was very excited to find out about E-Caps back in the late 1980s. If I remember correctly, I met Brian Frank at the Leadville 100 in 1988. Brian's products became an integral part of my training and racing. Dr. Bill Misner became a friend at one of the 24-hour races I did in Portland. I touted E-Caps to anyone who would listen. All of the ingredients simply made sense, and the advantages were apparent.

For the next six years, I ran all over the world. There were some course records and two competitions in the U.S. team uniform. Twice, I was the U.S. National Champion in the 24-hour event. Finally, after a total of 23 marathons and 28 ultramarathons, it was time for a break. For the next 18 years, there were no running races. There was alpine ski racing, inline skating, rock climbing, mountaineering, snowshoeing, cross-country skiing, horse packing, backpacking, fly fishing, and hiking—but no running races.

On New Year's Day of this year, I woke up wondering how to celebrate my upcoming 60th birthday in style. After realizing that my birthday was on a Sunday, I went on the internet to look for marathons "on the day." There were two races that day. Remarkably, one of them was The Avenue of the Giants in the Humboldt Redwoods of Northern California, the very first marathon I'd ever run in 1985.

I signed up online that day and told everyone who would listen. On the advice of a friend (a very good masters tennis player) I ordered supplements, Hammer

Gel, HEED, and Recoverite from Hammer Nutrition, and embarked on an 18-week training program. Now living in Southwest Colorado, I ran through the winter at elevations ranging from 8,200 to 11,000 feet. In late April, with only eight days left until the race, I managed to turn my foot while scampering across a cattle guard. Although I knew that the injury was not going to get better by race day, I drove to Northern California and ran the marathon anyway. It was alright for the first mile, and then the pain set in. I figure I ran 25.2 miles on my right leg. After crossing the finish line in a painful 4:30, it was time to start healing. I had to get better so that I could redeem myself and run a decent time.

On the advice of my old friend, Brian Frank, I added Tissue Rejuvenator to the regimen and began using Hammer Balm. Three weeks were spent in a walking cast. After nine weeks, I began to hike again and then to run. At the end of July, I covered 14 1/2 miles on gnarly trails and decided to enter a half marathon this fall. The running bug has bitten and I can't get enough. After 18 years away, it feels like a whole new sport. At 60, it's a slower sport than it used to be—but I'm still like a kid playing with her favorite toy.

It's very exciting to see how Hammer Nutrition has grown and stayed true to its beginnings. The expanded product line has been terrific in helping this "masters" runner achieve her goal and heal from an injury. The supplements I use regularly include Premium Insurance Caps, Race Caps Supreme,

Tissue Rejuvenator, Mito Caps, and Boron. My fluid replacement is HEED, either Lemon-Lime or Melon, and my favorite Hammer Gels are Espresso and Montana Huckleberry. For post-workout recovery, Chocolate Recoverite is the greatest!

When I first started to run this past January, it was with water and a peanut butter and jelly burrito. Once I received my Hammer Nutrition products, the change in my energy levels and recovery was almost instant. I don't know why anyone would want to exercise or compete without the obvious advantage

that Hammer Nutrition can provide. It's great to be a part of the "Hammer Nutrition Family.

I'd like to share one last addition to my story: my newest sport, slackline. I've always been game for a new challenge and joked for years that I needed a slackline. My husband didn't realize that it was a joke, so he bought me one for my birthday last year. The first

time I put my foot on the line, it was really freaky. But, not one to back down, I kept at it. It is, perhaps, the most "zen" thing I do. Beginners need to realize that falling is not failure, it is learning. Each time you come off the line, you learn. Staying on the line means utilizing the power of intent. Focus, intent, and stubborn perseverance . . . the best way to get anything done.

Thanks again to Hammer Nutrition!

**HN**



Photo : Terry Young

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**Example:** Chris meets Joe and Jane at a local cycling club ride. They ask Chris what his ultra distance cycling secret is, and Chris tells them about Hammer Gel, Recoverite, and a few other products he highly recommends. Joe places his first order

(Christmas presents for Jane), mentions Chris's name and/or client #, and saves 15% on Jane's presents.

Chris earns 25% of Joe's purchase in referral credit on his Hammer Nutrition account.



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If you have a website or social media page and want to earn free product via referral credits, that's also easy to do:

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- When a new customer visits the site through your link, your customer number will be automatically entered in the referral promo section of the checkout.
- If you wish, add our referral logo ([www.hammernutrition.com/images/logos/referral-discount-display.jpg](http://www.hammernutrition.com/images/logos/referral-discount-display.jpg)) to your website.

You can also earn referral points via email invitations to your friends. More information about that, as well as all of the "fine print" stuff, can be found at [www.hammernutrition.com/deals/referral-program](http://www.hammernutrition.com/deals/referral-program).

*Note: Not all names are accurate; for representation only.*

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“ I developed a knee injury 16 months ago. The first doctor I saw told me I would probably never run again. After seeing two more doctors, I settled on a highly recommended ortho. We waited to see if the swelling and pain would go down; the swelling did but the pain didn't. After three months of waiting, I finally went under for micro fracture surgery. I had used Premium Insurance Caps before; I then added Tissue Rejuvenator at a double level for the first two months and started to bike very lightly in December. I took my recovery with patience and didn't really start training more intensely until April. I never ran those longer miles that everyone thinks we need to complete a Half Ironman. Because of my knee, I kept my miles under ten at a time. I trained hard through the summer months, focusing on my recovery and nutrition. I just completed Ironman Timberman 70.3 in 4:43, a 35-minute PR and a Vegas spot for 2013. **Thanks Hammer Nutrition for helping me out through my surgery and really explaining what each of your products do and how they can help me.**”  
- Steve P., Autoship Client

“ My training and racing came to an abrupt halt earlier this year due to injuries. I continued to take my supplements, but had to change them up a bit since I couldn't train as hard as I would've liked. **Tissue Rejuvenator is the best addition to my daily routine. I have noticed a big difference in the pain and inflammation in my joints in general—from the new injuries, as well as old injuries.** What a difference in mobility and flexibility too! The best part is that I am not taking as many over-the-counter pain medicines as I used to. I highly recommend this product, not only for injuries, but for preventing injuries. This supplement will always be a part of my daily regimen! ”  
- Heather C.



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Sam Naney competes in the Cutthroat Classic, a 12 mile trail race in the North Cascades, finishing 2nd overall. Photo : Kristen Smith - MVSTA

# Preparing for ski season

BY SAM NANEY

Sam Naney is a Hammer Nutrition-sponsored pro skier based out of Mazama, WA. He trains and competes with the Methow Olympic Development Team.

**T**he training regimen of a cross-country skier is unique from all other endurance sports, especially so in one aspect: we only get five months (or so) of the year to actually ski. The rest of the time, we're simulating our sport on rollerskis along your neighborhood roads, bounding up trails with short poles in our hands, enduring lactate baths, or even more awkwardly, balancing on Bosu balls in a local gym and swinging our arms back and forth in rough synchronicity. Basically, we plumb the depths of our imaginations for novel exercises, to ready ourselves for the racing season ahead.

Cross-country ski (or Nordic) racing can easily be regarded as one of the toughest sports in the world. Skiing combines finely rehearsed technical movements alongside a balance of strength, power, and endurance while throwing in aspects of weather and endless equipment variants, just for fun. To train for such a sport requires many years of dedication and a creative mind; no one wants to rollerski every day from April to November. Modern cross-country skiing is very fast (with speeds exceeding 30km/hour) and highly demanding. As such, to be successful you need a firm training base and a keen eye to your nutrition. As a Hammer Nutrition-sponsored pro skier, my spring, summer, and fall seasons are dedicated to a fairly creative "dryland" training regimen.

## Preparing for ski season

When not adhering to a training schedule similar to Sam's, (shown on page 77), how does a multisport athlete go about preparing for a successful winter of skiing, whether it be racing or just fitness? The most important aspects of ski technique lie in one's ability to stand on one leg. Honestly, this is the place where most burgeoning skiers falter. Especially for those who spend their warmer months on a bike, being able to confidently stand on one leg with the bulk of the load carried by the larger hip extensors and abductors (gluteal muscles) is crucial to enjoying a winter of skiing without risk of injury or discomfort.

Some great single-leg exercises are also quite intuitive. In both of the following exercises, the key is to keep the hips squared to the shoulders and feet (perpendicular to forward-facing direction):

**Forward "T"** – Pivot your squared hip over a planted, straight leg and "T" forward with your upper body extending to the front and unweighted leg to the rear. Progress this by holding a medicine ball in your outstretched hands.

**Side lunges** – Start with feet hip-width apart, and lunge slowly to one side, keeping both feet pointed forward. This increases hip abductor (and adductor) strength in a focused manner. You can

- continued on page 77

- continued from page 76

add a weighted bar to increase intensity.

The other important focus should be the core. Given the emphasis on balance and single-leg power in skiing, having a strong core protects the smaller lower back muscles from fatigue or injury.

Finally, a general regimen of upper body exercises—pull ups, dips, push ups, lat pulls, etc.—will help cyclists and runners prepare for the demands that skiing places on these upper extremities.

### Nutrition

As a dedicated Hammer Nutrition athlete, I have a select quiver of products which I consider essential to maintaining performance during a busy racing season. HEED and Recoverite are the staples of any Hammer Nutrition pantry; I use them both on a daily basis to help meet energy demands during a session and to stay recovered after workouts and races. On the road in the winter, I've taken to carrying portions of both in large food storage containers; then, for packing efficiency, I'll stuff a bunch of Hammer Gels into the containers to minimize shaking.

Endurolytes and their fizzy buddies, Endurolytes Fizz, also go into the travel bag. Many people think that these electrolyte supplements are best in hot weather, but for anyone who's ever cramped up toward the end of a hard 50K ski race, you know how essential maintaining a nutrient balance is in winter. As a bonus, Fizz seems to keep my HEED solution in the bottle from freezing as quickly, as well as giving it a nice effervescence.

The rest of my supplements are straightforward but essential: Premium Insurance Caps and Super Antioxidant help keep my immune system at a high level to stave off illness, and Endurance Amino replenishes depleted amino acids following the rigors of a hard race. I've also found that Phytomax is a handy bottle of pills to have; during the winter it's tough to find fresh, tasty vegetables so I'll supplement to offset the loss. Race Caps Supreme and Mito Caps both help to keep my aerobic system firing optimally, and REM Caps are fantastic for those trans-continental trips where your internal clock gets thrown out of whack. Sleep is the king of recovery and these little gems are integral to my sleep.

Finally, I'm a big believer in getting fuel back into your body following a workout. Because the ski trail or race course is often a long drive from the kitchen and your recovery meal, I'll always pack plenty of Hammer Recovery Bars on my trips, to kickstart my refueling following a big effort. I find that if I combine them with a bottle of Recoverite and a dosage of post-workout supplements, I can maintain my energy throughout long race periods.

Ultimately, cross-country skiing is a sport about balance: endurance, strength, power, health, and nutrition must all be synchronous if you're to succeed. Getting the most out of a summer of training and preparing your body for the unique movements and demands of the sport will ensure that you have a fun and fast winter. Hammer on! **HN**

# Sam's dryland training schedule



My training season begins only about two weeks after the previous racing season ends:

**Spring** – High-volume, low-intensity running and strength training until June (15-20 hours/week for pro skiers). Of course, it's necessary to build in some short speedwork and maybe some fun running races, but for now, it's most important to redevelop the aerobic and strength base and to prepare for the real business ahead.

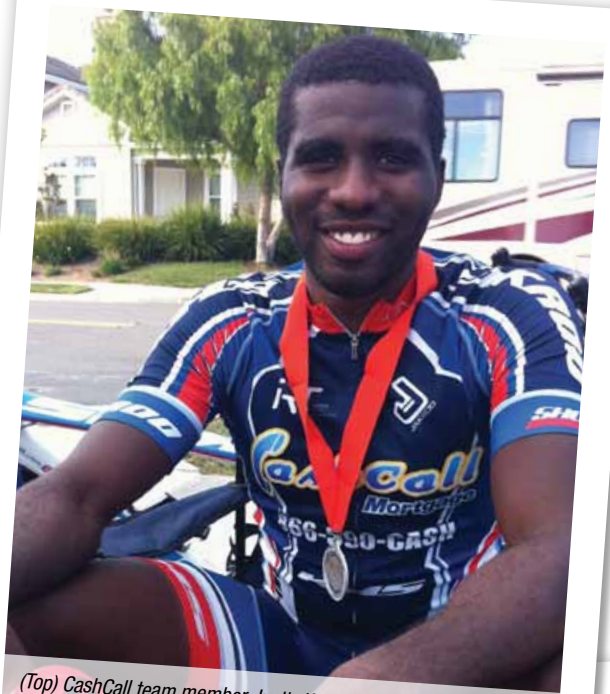
**Early Summer** – Speed and power development by conducting classic track middle-distance runner workouts (on rollerskis) of 200, 400, and 800m repeats. "If you can't ski 1K fast, there's no way you'll ski 50K fast," my coach says, and I know it's the truth.

**Summer** - Short, high-intensity sessions with all emphasis on recruiting more motor units in specific movements. Oftentimes this involves rollerskiing as fast as possible up a steep grade with a 20+ lb weight vest; the additional load requires a comparable addition of muscle to do the work, and trains the body to recruit that power more quickly. The more hard-wired that process is, the quicker I'll be able to draw on it when I need to in a race.

**Fall** - Endurance sessions shorten and intensify, and the intervals become leg-frying and specific. This is also the time of year where I'll start chasing snow to get ready for the season-opening races in late November. From there it's a steady push through Super Tour pro races, North American World Cup competitions, U.S. National Championships, and an extended pro tour until late March where once again the season will end with Super Tour Finals. And then? Two weeks on the beach. Repeat!

# CashCall rides to a podium finish at Ladera Ranch Grand Prix Crit

BY JOY MCCULLOCH



(Top) CashCall team member Justin Williams proudly sports his 2nd place medal. Photo : Courtesy of CashCall Mortgage Cycling. (Bottom) Members of Team CashCall load up on their Hammer Nutrition products. Photo : DMunsonPhoto.com



Ice-cold HEED ready to be consumed by Team CashCall. Photo : Courtesy of CashCall Mortgage Cycling -

**T**he Southern California area posted temperatures above 105° F, and hydrating during training became even more crucial, as did recovery after training. The CashCall Mortgage Cycling Team raced in the Ladera Ranch Grand Prix criterium, lasting 75 minutes. Although the duration may seem short, the effort levels of the athletes are extremely high, and these efforts are only heightened by the stifling heat.

Our team had six riders for the event, with the team goal of winning in the sprint finish by utilizing the horsepower and strength of all six members. At the team meeting prior to the event, each rider put two bottles full of ice-cold HEED on their bikes and a sock full of ice down their jerseys. Each rider had at least two Hammer Gels in their pockets, ready to grab when their energy stores began to dwindle.

Throughout the race, the CashCall riders attacked repeatedly but the moves just would not stick. With eight laps to go, we knew that it would come down

to a field sprint. CashCall put three riders on the front, ramping up the pace to allow our sprinter, Justin Williams, to get into good position for the sprint. With their HEED bottles already drained, the riders were digging deep and feeling the effects of their efforts.

On the last lap, Justin was edged out by a tire for the win, placing 2nd on the day. The race was a great team effort, as each rider played their role toward the end result goal of the team. They all gathered under the team Ez-Ups and were handed ice-cold bottles of Citrus Recoverite to get them well on the way to recovery.

Thank you Hammer Nutrition for keeping our athletes hydrated and energized on the bike and recovered after their big efforts! **HN**

*"Thanks for the quick response. Great customer service as always from Hammer Nutrition." - Stephen B.*

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Photo: Andy Bussell

# Fueled by Hammer Nutrition, Arthur Webb blasts Badwater!

BY STEVE BORN

In my opinion, all athletic achievements are worthy of praise; however, a handful stand out as “one for the ages” accomplishments. This year, at arguably the toughest proving grounds for ultra endurance running, the 135-mile Badwater Ultramarathon, Hammer Nutrition-sponsored Arthur Webb had a “one for the ages” race.

At age 70, “The Grinder” (a longtime and 100% accurate nickname) set an age group record (by more than 15 hours) and personal best in his 15th consecutive Badwater in an astounding time of 33:45:40. That put him in 29th out of 89 starters, and it was a personal record by 12 minutes. All remarkable accomplishments, yes, but perhaps even more impressive, at least in Arthur’s eyes, is that he ran a sub 24-hour time for the 100-mile mark in Badwater, something he’s never done before, reaching that distance in 23:54.

It’s no wonder that so many people respect Arthur. He is a most humble man, but fiercely determined to finish

what he starts. That’s why my favorite quote of his is, “It is all about honoring the human spirit by finishing whatever we start, regardless of the outcome.” As far as his tenacity, another “Grinder” fan stated, “Arthur is the hardest man I have ever met. You can see the fire in his eyes, and Badwater brings out the beast in him.”

In an email I received from Arthur shortly after his magnificent accomplishment, he wrote, “My unannounced objective at Badwater this year—(didn’t want to put the hex on myself, I hate eating crow)—was to raise the bar high by finishing with a bang for my own selfish reasons: the special kids that I run for and to force other athletes to ramp up their training and racing to another level of ‘discomfort’ to reach their potential goals. Hammer Nutrition products were key to making it all happen, and with all of the media attention, hopefully it will help others as well.”

I say, “Mission accomplished, Arthur!” **HN**



# Arthur gives props to the products!

I have been using Hammer Nutrition's Endurolytes for ten years. They are a magical wonder capsule that helps me maintain balance and hydration, and prevents cramping. This year at Badwater, while charging down Townes Pass, hamstring cramping became an issue but, within minutes, a few Endurolytes resolved the problem. I was able to continue surging the entire way for a record-setting performance. I would not run without them. They work.

Training and racing nutrition had always been guesswork until I started sipping on a 250-calorie hourly mix of Perpetuem and Hammer Gel, chased with HEED and water. Performance has dramatically improved as energy levels and a steady pace are maintained during all of my races. Even for the last steep climb at Badwater this year, when the wheels were wobbling off, the Perpetuem and Hammer Gel mix provided enough spark to continue shuffling to a record 33:45 finish time. Thanks to Hammer Nutrition for helping me surpass some lofty goals.

I faithfully started using a full range of Hammer Nutrition products during my training and races a few years ago—Perpetuem, Hammer Gel, HEED, Endurolytes, Race Caps Supreme, Premium Insurance Caps, and Mito Caps—and there has been a remarkable improvement in my times, including two personal records (set when I was a youngster in my fifties) at Badwater this year. Hammer Nutrition products have made me healthier, much stronger, and more vigorous at the ripe old age of 70. Thanks to Hammer Nutrition for confidence-building nutrition and fuels that have worked wonders.

I incorporated Race Caps Supreme, Premium Insurance Caps, and Mito Caps into my daily diet, and I feel 20 years younger, healthier, and much stronger. They have provided the zest

and confidence to ramp up into intense and extensive levels of training, which have resulted in dramatic, enhanced race performance and record times. I have tried many different products during my 35 years of running, but these three Daily Essentials have, by far, made the biggest impact. Thanks to Hammer Nutrition for keeping me young and helping achieve my goals.

Though I have used a variety of Hammer Nutrition products for several years, the missing link was properly addressing the recovery period. I started using Recoverite immediately after every workout, and it has played a huge roll in filling depleted glycogen stores, enabling me to ramp up and maintain an extensive daily training regimen that has resulted in faster record-breaking racing times. Thank you, Hammer Nutrition, for the outstanding products that have sparked this 70-year-old man to reach another level of performance and realize his "potential" goals.



Photo : Andy Bussell

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# Where do you Hammer? 40 marathons in 40 days around Lake Michigan



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Interview & Intro by VANESSA GAILEY

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Photos : Tobin Bennett Photography

When Steve Cannon sprinted the final stretch of his 26.2-mile run on July 5, he was doing far more than completing a marathon—he was completing his 40th consecutive marathon, one every day from Memorial Day weekend through the Fourth of July holiday. Steve became the first person to ever run around Lake Michigan, a total distance of 1,037 miles, and in doing so raised more than \$33,000 for The Lance Armstrong Foundation.

At Hammer Nutrition headquarters, we hear about a lot of epic personal challenges, but Steve's 40 marathons in 40 days raised the bar a bit . . . we had to contact this Hammer Nutrition athlete for a recap and some reflections on his summer "road trip."

- continued on next page

## **W**hat was your initial source of motivation for this run, and what led you to pick the route around Lake Michigan?

**Michigan?** I ran across my home state of Iowa in 2009. That adventure was 11 marathons in 11 days, all to raise money for the Lance Armstrong Foundation. So, my initial motivation was to continue on that journey, find the next challenge that spoke to my soul. Lake Michigan happened really by chance, even though I don't really believe in chance. Friends told me about Indiana Dunes, an amazing place on the south shore of Lake Michigan. After running for four or five hours there, I was completely trashed and decided to take a breather on the lakeshore. It was there that I was really taken by the size of the lake. It dwarfed Chicago. Immediately I thought, I wonder if you could run around this sucker. Turns out, you can!

## **How long have you been a distance runner, and what other "epic" athletic challenges have you completed?**

I think I knew that I was "hooked" after completing The Garden of The Gods 10-Miler in Colorado Springs in 1998. It was by far the hardest thing I had ever tackled. There was a mental and spiritual side to it that I was just scratching the surface of, and that is what moves me today, the mental and spiritual journey that pushing to your limits offers. Let me say this, I believe that the adventure is similar for all athletes; it may just last longer for some than others. The journey you take to complete your first mile or 5K is no less epic than running around Lake Michigan. There is a saying I love. "NEVER apologize for the distance."

In the last 18 years, I have probably completed nearly 100 marathon distance runs. I have biked from Des Moines to the start of the Deadwood Mickleson Trail Marathon (600 miles), ran the marathon, and continued on to do Ride the Rockies. That was a 49-day, 2,000-mile ride with a run or two thrown in along the way.

Ultra running provides the opportunity to really go deep inside and for that reason it has hooked me. In 2003 I took on my first 24-hour run; I dropped out after eight hours. It was great—never apologize for the distance. It was the longest I had ever run at one time. The next year I came back with only one goal, stay on my feet for 24 hours. I did that, running over 100K. The winner nearly

doubled that distance. I was psyched for reaching my goal and inspired by those who went so much farther. In 2009 I took on my home state of Iowa; I completed that 11-day, 292-mile run.

## **It has been one of the hottest summers on record in many places, including around Chicago. How did you battle the heat? Any tips or tricks for this that you learned along the way to share with our readers?**

It actually was THE hottest summer around Chicago. The day I started (May 27) was the hottest May 27 in Chicago's history. Depending on who you believe, it was 103-107°F. It was over 100 degrees on a third of our days. Training is obviously key. The better shape you are in, both physically and mentally, the better you will cope. You have to really be in tune with your body. It's almost impossible for me to eat in those kind of temps. Here's what works for me: hydration is number one! If you wait until you're thirsty to drink, you are already done. Also, electrolyte replacement. For me, on multiple day runs or even long training runs, there's no way I could get by on water alone. You sweat out a lot more than just water. If you don't keep replenishing, you pay for it. Hammer Nutrition has been a HUGE help to me. With their help, educate yourself! Also, get out there in the tough stuff. If you train in the extreme cold and heat, you'll be ready no matter what mother nature throws at you. It's the crazy tough days you'll remember, not the sunny and 60 degree day with no humidity!

## **You knew it would be a physical challenge, but what turned out to be the most difficult aspect of running 40 days straight?**

Turning off the mind is SO much tougher than the physical. If we can let go of what we think we are capable of, our true ability can come through. I believe that each person reading this could do the run I just did. The mind is programmed to keep you safe, and it will do anything to keep you in that safe place. During the early days of the run, it would yell louder and louder each day. You learn to stay in the moment . . . the voices get more and more faint. You go to a place of no thought, you become the run and a part of everything around you. It is an amazing place.

## **You had a great support crew together for this undertaking. Please share some of the logistics of how they**

## **helped you stay fueled and hydrated. What Hammer Nutrition products did you use for your 1,037 mile journey?**

The crew is everything!! My good friend, Jared, crewed me for five days in Iowa and all 40 for Lake Michigan. I couldn't have done it without him. He cooked for me, made every water bottle for me, drilled little holes in all my shoes to deal with the heat, dealt with all my emotional ups and downs . . . you get the picture. Hammer Nutrition was HUGE for me in this endeavor. I literally lived on the products most of every day. The final tally was somewhere around 300-400 water bottles of Perpetuem. I also mixed two bottles of HEED and Hammer Whey at the end of every day. The Endurolytes were also a big part of the daily program. There were days when the heat index was well over 120. I bet I took as many as 20-25 Endurolytes a day on those days. 40 days, 1,037 miles, and not one cramp. I was also able to eat well each night—started the run at 204 pounds, ended it at 204 pounds.

**What's next on your agenda?** I will continue to find ways to adventure and turn that into money for cancer fighters worldwide. I have a doozie in mind for 2013, and I'll need 115 people to help me pull it off. Hopefully we'll have a whole squad of HAMMER-ITES be a part of it. I'll be sharing the details at [www.theruntocurecancer.com](http://www.theruntocurecancer.com) and on FB this fall. Thank you, Hammer Nutrition for fueling my dreams. **HN**



FROM OUR ATHLETES



# Tribute to Hammer Nutrition

BY KATIE PROKO

**W**hen I first met my husband Ben, I thought he was a little strange for always carrying around this “murse” (man+purse), as we call it, full of Hammer Nutrition products. He literally carries a bag that contains almost one of each product Hammer Nutrition has to offer. After trying the products, I completely understand why. Now I help make sure he does not forget his “murse” when we head out for a race, or when we go anywhere, for that matter. Ever since I met my husband, I have not had a terrible race. I attribute this to not only his phenomenal coaching ability, but also the Hammer Nutrition products he introduced me to.

Everyday I have gotten in the habit of taking Premium Insurance Caps, Race Caps Supreme, and Salmon Oil. When my husband and I work out outside, because we live in the urban swamp known as Houston, we take Endurolytes capsules or drink Endurolytes Fizz. Those have saved us from many post-workout headaches. During long workouts, we take Hammer Gels and HEED, which have prevented us

from “bonking.” After workouts we drink Recoverite and take Xobaline, which make us feel (insert opera “hallelujah” here) . . . amazing! And before bed, we take a scoop of Hammer Whey. These habits have helped us optimize our workouts by getting the right nutrition and helping us take our training to the next level, feeling great and recovering fast.

On race days, our Hammer Nutrition products are to us what Michael Jordan’s North Carolina shorts are to him on game day—we must have them. But, unlike Michael Jordan’s shorts, there is no superstition behind the Hammer Nutrition products we take; they just make us feel great and help us reach our potential! We take Endurolytes, Race Caps Supreme, Endurance Amino, and Anti-Fatigue Caps as prescribed before and during races. To meet our caloric needs, we take Perpetuem three hours prior to a long race and HEED/Hammer Gels throughout the course of the race. Immediately following our finish, we

- continued on page 85



not compete—I was simply a spectator. I had never done a triathlon before and went to watch Ben, who I had just started dating at the time. For those of you who do not know, this race is at the end of June, located in the semi-arid environment outside of Lubbock, TX. So it gets hot—

tremendous amount of effort in hotter temperatures, I felt ten times better than I did as a spectator the previous year, and I attribute that to Hammer Nutrition.

With great training and proper nutrition (Hammer Nutrition), Ben and I have been able to accomplish many of our goals as athletes. Between the two of us, we have competed in over 200 multisport races, including several full/half Ironman distances, 6-12 hour adventure races, mountain bike races, duathlons, and sprint races. We have a large collection of 1st through 3rd place hardware, including overall wins and the Coed Champions of the Texas State Championship Adventure Race Series. We have used Hammer Nutrition products every step of the way for workouts, races, and basic daily nutritional needs. To our clients and anyone willing to break a sweat or simply improve their nutritional intake, we recommend Hammer Nutrition.

- continued from page 84

suck down the Recoverite and pop in the Xobaline.

An excellent example on how great of a difference these products make when you consume them vs. when you don't would be my first and second Buffalo Springs Lake Ironman 70.3 experiences. At my first BSL race in June 2010, I did

really HOT! While out there for the duration of his race, I did my best to hang out in the shade and stay hydrated. Following the race, I was exhausted and in need of a long nap. But in June 2011, I did the race, using all of the products listed above. When I crossed the finish line, it was 108 degrees (the second hottest race ever). You would think I would have toppled over, but I felt fine—especially after getting in the Recoverite and Xobaline. Even after expending a

Thank you Hammer!  
Katie and Ben Proko  
**HN**

# Team Hammer celebrates the season on the podium again . . .

(and again . . . and again!)



Photo : Joanie Kelso

Team Hammer Nutrition was well represented in June at the NCNCA (Northern California Nevada Cycling Association) Masters Track and TT State Championships. One month later, they were back on the podium at USA Cycling Masters Track Nationals. The combined efforts of Larry Wolff, Jack Kelso, Jim Fox, and Jay Kenny at these three events led to 16 race medals—and lots of great podium photos!



Photo : Joanie Kelso

## Team Hammer Nutrition Medal Count

	<b>G</b>	<b>S</b>	<b>B</b>	Total
USA Cycling Masters Track Nationals	2	1	2	5
NCNCA Masters TT State Championships	1	2	0	3
NCNCA Masters Track State Championships	6	1	1	8

# Canada

I am so happy to share that my 24 Hours of Adrenalin solo race was successful. I completed 14 laps (about 240K) in 23 hours, 18 minutes and came in 2nd place for solo women! I finished 12th out of 35 solo riders total, including the male racers. I stayed fueled by using HEED and Perpetuem. I also used Race Caps Supreme and Endurolytes during the race. As well, I used Race Day Boost leading up to race day. I know that each of these Hammer Nutrition products had a role in my success.

I had three hard laps related to my diabetes, but was able to sort this out and carry on. I was able to keep a steady pace and eat throughout the race. My pit crew was fabulous and really aided in my success.

It was a terrific experience. I am so happy with my result and would consider doing another one!

Thank you again for your continued support,  
Stephanie Wilkinson



# New Zealand

I have recently been given a regular column in New Zealand Triathlon magazine. It has a readership of 80,000 people! I look forward to sharing experiences from my journey as a professional long course triathlete.



Unfortunately my race year has not been so great. After finishing 2nd place pro at Challenge Wanaka in January, I picked up a knee injury that led to a frustrating 9th place pro/overall at Ironman New Zealand. Due to the injury, I had a very disappointing finish at Challenge Roth in Germany and ended up withdrawing from Ironman Canada to return home to New Zealand for more thorough injury rehabilitation.

The worst of the injury is now past, and I am progressing well toward full volume training. I'm looking forward to racing in New Zealand again soon so that I'll be back out on the race track and flying the flag for Hammer Nutrition!

Thanks for your ongoing support through the year,  
Jamie Whyte  
Hammer Nutrition New Zealand-sponsored pro triathlete



# Singapore

Samuel Lin and Charles Ng of Hammer Nutrition Singapore take a tour of Hammer headquarters with Brian Frank and Brad Lamson.

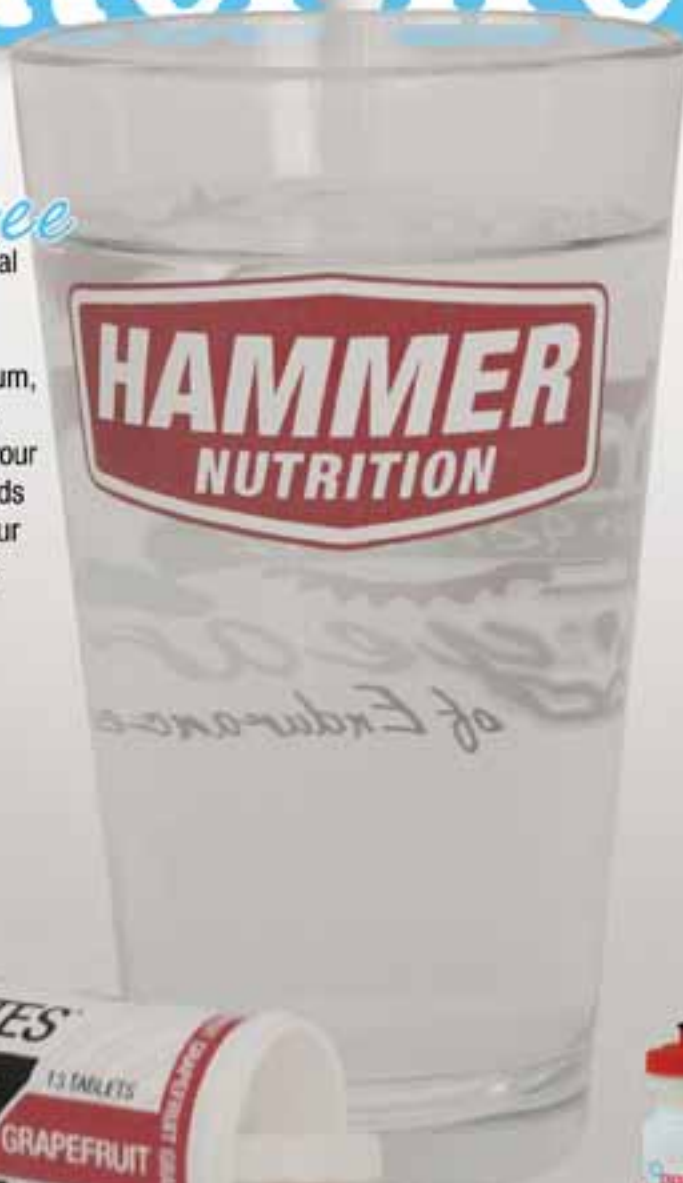
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# ASK DR. BILL

From the archives of  
Bill Misner, Ph.D.

## Question

Can you discuss heat and its effects on supplements and foods? Also, are there any safety concerns in consuming Hammer Gel that has been exposed to heat and sun for an extended period of time?

## ANSWER

The temperature excess that may affect calorie or nutrient structures must be high enough that these high temperatures would have to be purposely applied by cooking. Here are a few thoughts examining how heat affects the structure of macronutrients in whole foods:

### **CARBOHYDRATES [200° - 220°F limit]**

Brian Frank, founder of Hammer Nutrition, once tested a jug of Hammer Gel by leaving it on the hood of a car for over eight hours in the heat with no ill effects. The same Hammer Gel was shelved for almost a year indoors and upon inspection had no harmful mold or bacteria growth. (Like oils, if the maltodextrin-maltrin product darkens or appears smoky in color, it is beginning to gelatinize or form compounds that render it not as good as original.)

The Maillard Reaction (browning) is responsible for bread crusts, chocolate, coffee, dark beers, roasted meats, and other foods. The sequence begins at about 220°F/115°C when a carbohydrate molecule and an amino acid bind together in an unstable structure, producing flavorful byproducts. The involvement of amino acids brings nitrogen and sulfur,

creating meaty and earthy flavors. These reactions create that crust on seared foods and the brown coloring of a good roast as well as multitudes of other browned foods.

Both caramelization and the Maillard Reaction require relatively high temperatures, beginning above the boiling point of water 212°F/100°C. As a result, wet processes such as boiling and steaming do not brown foods because the temperature of the food will only get as high as the 212°F (with slight adjustment due to elevation and atmospheric conditions). Dry methods are able to reach much higher temperatures, allowing the browning reactions to occur. This is why braised foods are usually seared first to create flavors and colors that otherwise won't occur in a wet, low temperature setting.

### **PROTEINS [116°F limit]**

When heat reaches 116°F, the protein structure in enzymes (raw food) begin to vibrate and straighten out, and with time can alter the structure of the protein to a less potent usable protein. When proteins are heated they become denatured (unfolded) and they change texture. Denaturation of proteins involves the disruption and possible destruction of structures. Since denaturation reactions are not strong enough to break the peptide

bonds, the primary structure (sequence of amino acids) remains the same after a denaturation process. Denaturation disrupts the normal alpha-helix and beta sheets in a protein and uncoils it into a random shape. Denaturation occurs because the bonding interactions responsible for the secondary structure (hydrogen bonds to amides) and tertiary structure are disrupted. Heat can be used to disrupt hydrogen bonds and non-polar hydrophobic interactions. This occurs because heat increases the kinetic energy and causes the molecules to vibrate so rapidly and violently that the bonds are disrupted.

The proteins in eggs denature and coagulate during cooking. Other foods are cooked to denature the proteins to make it easier for enzymes to digest them. Cooking destroys glutathione that has been ingested via the diet (although glutathione is normally manufactured endogenously within the body). Excessive heat converts [the amino acid] methionine to methionine sulfone, a useless substance. The heat generated during cooking destroys pangamic acid, proteolytic enzymes, and protease inhibitors. Medical supplies and instruments must be sterilized by heating to denature proteins in bacteria and thus destroy the bacteria.

### **FATS [200°F limit] - Never heat omega-6 or omega-3 fatty acids!**

Cooking destroys both alpha-linolenic acid (LNA) and linoleic acid (LA)—the heat generated during cooking converts these acids to their toxic "trans" forms. The application of heat (above 320°F) converts fatty acids from their normal "cis" form to trans-fatty acids. Smoke point of an oil ruins its original structure, occurring when the applied heat reaches as low as 200°F for some oils and as high as 520°F for others. The smoke point of an oil is the temperature at which the oil begins to decompose and visible fumes (smoke) are given off. The oil begins to breakdown creating acrolein, an obnoxious-smelling compound that darkens the color of the oil. When you cook with polyunsaturated vegetable oils (such as canola, corn, and soy oils), oxidized cholesterol is introduced into your system. As the oil is heated and mixed with oxygen, it goes rancid. Rancid oil is oxidized oil and should NOT be consumed—it leads directly to vascular disease. **HN**

### REFERENCES

Available upon request

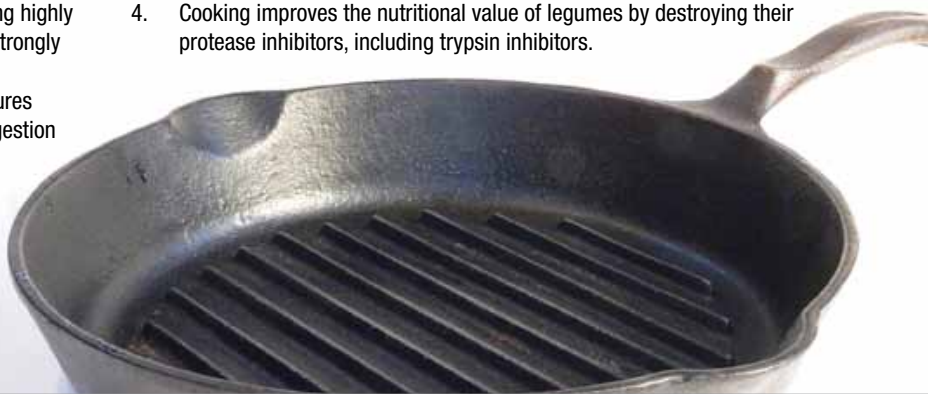


## WHEN [HEAT] COOKING SHOULD NOT BE APPLIED

1. Melatonin supplements (melatonin is found in REM Caps) are susceptible to degeneration if they are exposed to heat.
2. Heat above 122°F destroys Coenzyme Q10, a component in Race Caps Supreme.
3. Heating commercial yogurt kills all beneficial bacteria that may have been present prior to heat treatment.
4. Heat generated during cooking destroys lactobacillus bacteria (found in iFlora and Digest Caps).
5. Cooking foods destroys choline, folic acid, vitamin B1, vitamin B2, vitamin B6, and vitamin B12.
6. Cooking/heat produces highly toxic heterocyclic aromatic amines (HAAs) that are strongly linked to many forms of cancer. Cooking methods that use high levels of heat (such as barbequing) produce the highest levels of HAAs.
7. Cooking methods that employ heat produce smoke containing highly toxic polynuclear aromatic hydrocarbons (PAHs), which are strongly linked to many forms of cancer when ingested or inhaled.
8. Cooking methods that involve the use of very high temperatures increase the cross-linking of proteins and carbohydrates. Ingestion of the advanced glycation end-products (glycotoxins) from foods subjected to high-temperature cooking methods may increase the cross-linking process within the body. Examples of unsafe, high-temperature cooking may include barbequing, frying, grilling, and microwaving.

## WHEN [HEAT] COOKING SHOULD BE APPLIED

1. The heat generated during cooking destroys *Staphylococcus aureus* bacteria; however, the exotoxins that are released by *Staphylococci aureus* require boiling for 30 minutes in order to destroy them.
2. The heat generated during cooking destroys many food toxins: avidin (a dietary glycoprotein present in raw egg whites that depletes the body's biotin reserves), canavanine (present in significant amounts in alfalfa sprouts), and hydrazines (present in significant amounts in raw mushrooms).
3. Although cooking reduces the carotenoid content of food, it also disrupts cell membranes in foods containing carotenoids, thereby "liberating" carotenoids and enhancing their digestibility and absorption/bioavailability rate. (Steve's Note: A good example is tomatoes—their lycopene content is higher when cooked than when raw.)
4. Cooking improves the nutritional value of legumes by destroying their protease inhibitors, including trypsin inhibitors.



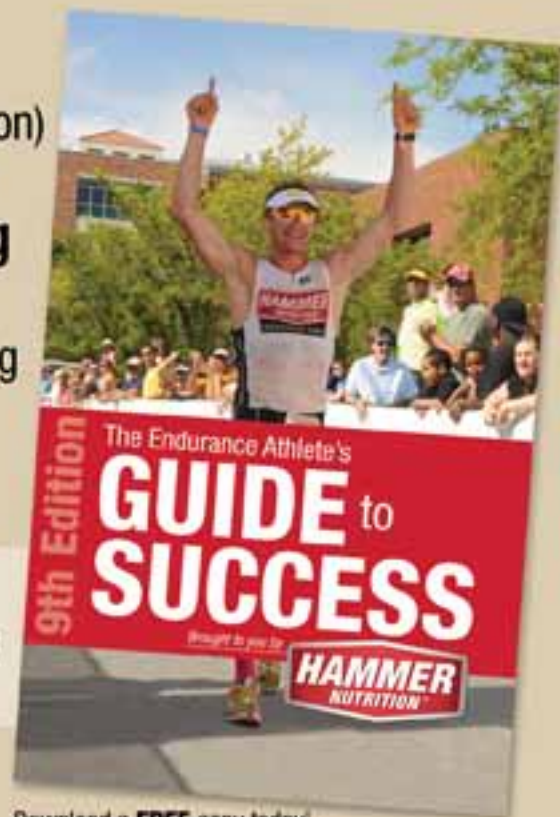
"I've spent tens of thousands of dollars over the years on the greatest, latest, fastest (usually carbon) bike gear, **but the single most impactful acquisition I ever made was acquiring a copy of your book, *The Endurance Athlete's GUIDE to SUCCESS***, and learning about the most potent weapon of all—proper fueling. Thank you Steve!" - Franklin Rice

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Riders gather at the start line of the Hammer Nutrition Criterium, stage two of the Rapha NW Classic Junior Stage Race. Photo : Dennis Crane

## Hammer Nutrition sponsored events!

**A**lthough the season is winding down a bit, at least in comparison to the “summer madness” that appropriately describes managing the number of events we sponsor during June, July, August, and September, we’re still pretty busy. We’ve got a lot of great fall and winter events happening, especially in the realm of ultra running. Check it out!

As always, we’re continually adding to the number of events we sponsor, so keep checking the EVENTS link on [www.hammernutrition.com](http://www.hammernutrition.com) regularly.

**“Having Hammer Nutrition as a sponsor of the Mountains of Misery Challenge Century was great. My husband was introduced to Hammer Nutrition products at his previous MOM rides, and introduced me to the products when we met in 2006. Endurolytes, Hammer Gels, and HEED were essential.”**  
- Gail Callaway

### ULTRA RUNNING

**10/6 – Rock/Creek StumpJump 50K**

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

**10/9 – Arkansas Traveller**

Arkansas – [www.runarkansas.com/AT100.htm](http://www.runarkansas.com/AT100.htm)

**10/12-14 – West Virginia Trilogy**

West Virginia – [www.wvmtr.org/events/west-virginia-trilogy](http://www.wvmtr.org/events/west-virginia-trilogy)

**10/13 – Timp Trail Elk Run 50K & Half Marathon**

Utah – [www.t3triathlon.com/race/timp-trail-50k-a-half](http://www.t3triathlon.com/race/timp-trail-50k-a-half)

**10/13 – Oil Creek 100 Trail Runs (RRCA's 100-mile 2012 National Ultra Championship)**

Pennsylvania – <http://www.oc100.org>

**10/13-14 – Boulder 100 & 50K**

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

**10/19-20 – Pony Express Trail 50 and 100 Mile Endurance Run**

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

**10/20 – Wild Duluth Races 100K, 50K, and 1/2 Marathon**

Minnesota – [www.wildduluthraces.blogspot.com](http://www.wildduluthraces.blogspot.com)

**10/21 – Tussey mOUntaiNBACK 50 Mile Relay and Ultramarathon (USA 50 Mile Championships)**

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

**10/27 – Whiskeytown Trail Runs**

California – [www.sweatrc.com/Whiskeytown\\_Trail\\_Runs](http://www.sweatrc.com/Whiskeytown_Trail_Runs)

**10/27-28 – Javelina Jundred**

Arizona – <http://www.aravaiparunning.com/javelina-jundred>

**11/3 – Ozark Trail 100 Mile Endurance Run**

Missouri – [www.ozarktrail100.com](http://www.ozarktrail100.com)

**11/3-4 – Pinhoti 100**

Alabama – [www.pinhoti100.com](http://www.pinhoti100.com)

**11/11 – Rhode Island 6 Hour Ultra & Relay**  
Rhode Island – [www.better-pace.com/ri-6-hour](http://www.better-pace.com/ri-6-hour)

**11/17 – Canary in the Cave 25K+ Trail Run**  
West Virginia – [www.wvmttr.org](http://www.wvmttr.org)

**11/17 – Wild Hare Trail Run**  
Texas – [www.tejatrails.com](http://www.tejatrails.com)

**11/17-18 – Chimera 100K/100M**  
California – [www.oldgoatrunners.com](http://www.oldgoatrunners.com)

**12/1 – Bigfoot 50K**  
Ohio – [www.oneworldtrailrunning.org/bigfoot-50k](http://www.oneworldtrailrunning.org/bigfoot-50k)

**12/2 – OTHC High Desert Ultra 50K/30K Trail Run**  
California – [www.othc.com/ultra/index.htm](http://www.othc.com/ultra/index.htm)

**12/8 – The Isle du Bois Trail Run**  
Texas – [www.endurancebuzzadventures.com/events/isle-du-bois](http://www.endurancebuzzadventures.com/events/isle-du-bois)

**12/15 – Lookout Mountain 50**  
Tennessee – [www.rockcreek.com/lookout.rco](http://www.rockcreek.com/lookout.rco)

**12/29-1/1/13 – Across The Years 72, 48, 24 Hour Footraces**  
Arizona – [www.aravaiparunning.com/acrosstheyears](http://www.aravaiparunning.com/acrosstheyears)

## TRIATHLONS/DUATHLONS

**10/6 – Great Lakes 100 Mile Triathlon**  
New York – [www.100miletriathlon.com](http://www.100miletriathlon.com)

**10/7 – Oktoberfest Triathlon**  
Texas – [www.itrievents.net/Oktoberfest\\_Triathlon.html](http://www.itrievents.net/Oktoberfest_Triathlon.html)

**10/14 – Bonelli Olympic Distance (BOD) & Steamboat Express Triathlons**  
California – [www.trievents.com](http://www.trievents.com)

**10/14 – Renegade M3 (Magic Mountain Man) Triathlon**  
California – [www.renegaderaceseries.com](http://www.renegaderaceseries.com)

**10/14 – The Atlantic Coast Triathlon**  
Florida – [www.atlanticcoasttriathlon.com](http://www.atlanticcoasttriathlon.com)

**10/20 – PPD Beach 2 Battleship Half Full and Half Iron Distance Triathlon**  
North Carolina – [www.beach2battleship.com](http://www.beach2battleship.com)

**10/20 – Great Floridian Triathlon**  
Florida – [www.greatfloridian.com](http://www.greatfloridian.com)

**11/4 – Oilman Texas Triathlon**  
Texas – [www.out-loud.org](http://www.out-loud.org)

**11/10-11 – HITS Triathlon Series Lake Havasu City**  
Arizona – [www.hitstriathlonseries.com/lake-havasu-city-az](http://www.hitstriathlonseries.com/lake-havasu-city-az)

**11/11 – Miami Man International and Half Iron Distance Triathlon**  
Florida – [www.miamimantriathlon.com](http://www.miamimantriathlon.com)

**12/1-2 – HITS Championship Palm Springs**  
California – [hitstriathlonseries.com/palm-springs-ca-2012](http://hitstriathlonseries.com/palm-springs-ca-2012)

**12/9 – Nutcracker Triathlon**  
New Mexico – [www.trisportcoaching.com](http://www.trisportcoaching.com)

## CYCLING/ULTRA CYCLING

**10/6-8 – Furnace Creek 508**  
California – [www.the508.com](http://www.the508.com)

**10/13-14 – 24 Hours of Booty Atlanta**  
Georgia – [www.24hoursofbooty.org](http://www.24hoursofbooty.org)

**10/13 – Bass Lake Powerhouse Double Century**

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

**10/13 – Double Trouble**  
Oregon – [www.raceacrossoregon.com/double-trouble](http://www.raceacrossoregon.com/double-trouble)

**10/19-20 – Wild Horse Century and Double Century**  
Oklahoma – [www.nucleareventracing.com](http://www.nucleareventracing.com)

**10/27 – Death Valley Century, Ultra Century, and Double Century Fall Edition**  
[www.adventurecorps.com/dvfall](http://www.adventurecorps.com/dvfall)

**11/3 – Tri States Gran Fondo**  
Nevada – [www.tristatesgranfondo.com](http://www.tristatesgranfondo.com)

**11/10 – Solvang's Finest Century**  
California – [www.planetultra.com/portfolio/solvangs-finest-century](http://www.planetultra.com/portfolio/solvangs-finest-century)

## CYCLOCROSS

**10/6, 10/20, 10/27, 11/10, 11/18, 12/1 – Oregon Junior Cyclocross Series**  
Oregon – [www.obra.org/junior\\_cyclocross\\_series/schedule.html](http://www.obra.org/junior_cyclocross_series/schedule.html)

**10/7 – Iron Cross**  
Pennsylvania – [www.ironcrossrace.com](http://www.ironcrossrace.com)

**10/14, 10/21-22, 10/28, 11/11, 11/18, 12/2, 12/9, 12/16 – Bamacross (Alabama Cyclocross Series)**  
Alabama – [www.bamacross.com](http://www.bamacross.com)

**11/24 – Gravel Grovel**  
Indiana – [www.indytriple.tripod.com/gravelgrovel](http://www.indytriple.tripod.com/gravelgrovel)

**Nov/Dec dates TBD – Inland Northwest Cyclocross Series**  
Washington – [www.emdesports.com/events.html](http://www.emdesports.com/events.html)

## MOUNTAIN BIKING

**10/6 – 12 Hours of Stanky Creek**  
Tennessee – [www.stankycreek.com](http://www.stankycreek.com)

**10/6 – Grampian Challenge**  
Michigan – [www.grampianchallenge.com](http://www.grampianchallenge.com)

**10/13 – 8 Hours of Addison Oaks**  
Michigan – [www.funpromotions.com/results/mtb/2012/10-13-12.html](http://www.funpromotions.com/results/mtb/2012/10-13-12.html)

**10/14 – Fast & Furious 2 Hours of Lodi Night Race**  
Virginia – [www.fredevents.org](http://www.fredevents.org)

**10/14 – MoCo Epic**  
Maryland – [www.mocoepic.com](http://www.mocoepic.com)

**10/20 – Lagrange Fall Classic**  
California – [www.teambigfoot.net](http://www.teambigfoot.net)

**10/21 – TBF MTB 50 Miler**  
California – [www.tbfracing.com/events/50milemtb.html](http://www.tbfracing.com/events/50milemtb.html)

**11/3 – Bell's Beer Iceman Cometh Challenge**  
Michigan – [www.iceman.com](http://www.iceman.com)

**11/10 – 12 Hours of Temecula #2**  
California – [www.socalendurance.com/12hrsoftemeculapage1.html](http://www.socalendurance.com/12hrsoftemeculapage1.html)

**11/11 – Sycamore Cycles Swank 65**  
North Carolina – [www.blueridgeadventures.net/swank](http://www.blueridgeadventures.net/swank)

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# Living large in Death Valley

## 12-year-old girl completes double century

BY RICHARD SWAN

Richard Swan is an avid cyclist with five children, all of whom race for Strive Racing. Richard has coached Strive Racing to 11 individual state championship victories.



“You can’t be serious,” the man said disdainfully as he straddled his bike on the starting line. He shot me a quick disapproving look before turning his one raised eyebrow on Moriah. “This little girl is going to try the double century?” His condescending tone made it clear he had already chalked her up as a DNF. At 4’ 7” and 65 pounds, 12-year-old Moriah did look a little on the frail side to be lining up for 200 miles with 9,000 feet of climbing. Moriah looked him in the eye and confidently responded, “Yes, I’m doing the double. It’s gonna be fun.” He just shook his head and clipped in.

Throughout her life, Moriah Swan’s size has resulted in many unmerited, and at times, unkind comments. However, over the years those character-building interactions have fashioned a high level of determination, enabling her to accomplish some pretty amazing feats. Riding for Strive Racing in 2011, Moriah had already tallied up six victories, including two State Championships (TT and Road). Her exceptional season also included 23 podiums, two of which were at the Road Nationals in Augusta, GA. By the end of the year she was ranked in the top 5 in the nation for all three road disciplines (Road, TT, & Crit) including a number one ranking for road. That said, USA Cycling Junior Women races are relatively short in distance and Moriah was an endurance cyclist long before she ever raced. She completed her first century at age ten. She finished multiple centuries the following year at age 11, including the Mt. Laguna Bicycle Classic, which had 11,000 feet of climbing and 20% grades. At age 12 her long ride was up to 150 miles with 12,000 feet of climbing. A double century was inevitably in her future. So now, on October 29, 2011, she stood over her bike on the starting line, ready to tackle AdventureCORPS’ Death Valley Double Century.

Knowing that this double was only 197 miles, we made the decision to do a quick four-mile pre-ride

before heading to the starting line so we could end the day at over 200 miles. When we crossed the finish line 13 hours and 30 minutes later, we were glad we had done so. The “whistle blew” and we were off on our adventure. Moriah and I were accompanied on the ride by Hannah, Moriah’s-15-year-old sister, who one month earlier had become the youngest female to ever complete the Everest Challenge, the hardest two-day stage race in America with 29,000 feet of climbing and multiple trips above 10,000 feet. The opening 68-mile climb up to Scotty’s Castle was incredible. The sun rose on our backs and Death Valley came to life in a glorious display of spectacular beauty. We were living large right through the heart of Death Valley. In this out and back event, the sun is at your back for both the sunrise and the sunset, providing exceptional lighting and panoramic views of the powerful Death Valley desert landscape. In addition, no one puts on an event better than AdventureCORPS, which is why over 300 cyclists from 23 states and four countries came to do this event.

The crux of the ride came at mile 170. The sun was now long gone and we were confronted with having to climb with headlights up a 2,000 foot gain in 6.8 miles via long sections of 8%. The climb is appropriately named Hell’s Gate, and there was some serious gnashing of teeth (and knees) required to get up this final climb. That said, both girls remained strong and assertive all the way to the top, and then on to the finish. The three of us fueled on HEED, Sustained Energy, Hammer Bars, Endurolytes, and Endurance Amino. Hammer Nutrition products were in abundance at every aid station, which worked out perfectly with our fueling plan. The only non-Hammer Nutrition food we consumed were some PB&Js and bananas at mile 125, and a little sip of caffeinated soda at mile 177 to stay alert for the fast, dark descent down to the finish.

There were over 200 cyclists that started this double century. Only 150 finished. Of the 150 that finished, only 25 were women. Moriah’s total time of 13:30 was fast enough to put her 4th out of the 25 women finishers and 42nd out of the 150 finishers. Moriah’s endurance goal for 2012 is to complete the Hammer Nutrition-sponsored Everest Challenge and dislodge her record-holding sister as the youngest female finisher of this insane race. Hammer On! Strive On! **HN**

# Team GMG's winning season

BY VANESSA GAILEY



When Hammer Nutrition/CMG Racing coaches look back on 2012, they'll all have to agree that it was a remarkable race season. The team had a presence in regional events throughout the Pacific Northwest, Idaho, and California, and members competed in Belgium, Holland, Germany, Canada, and Switzerland. And though CMG is a junior development team, their riders competed a majority of the time in senior/adult category divisions. With the exception of Nationals, the Sea Otter Classic, and junior category events attended by the national team in Europe, CMG junior riders participated in senior level Pro I&I events, and the majority of the team victories were at the senior level.

**As of the first week of September, Team CMG riders have celebrated 54 podium placements for the season:**

25	1st Places
10	2nd Places
3	3rd Places
11	4th Places
5	5th Places

## Going pro

### Another CMG rider moves up the ranks

BY VANESSA GAILEY

In July, the official announcement was made that another Team CMG rider was moving up the ranks to professional. Alex Darville signed with top continental team, Bontrager Livestrong Cycling Team.

Alex is no stranger to international competition; in July, he competed as a member of Team USA against 17-18 year olds from around the globe in the Tour de l'Abitibi, a UCI-sanctioned six-day stage race in Quebec. Team USA dominated throughout, and Alex grabbed the orange leader sprint jersey. He

held the 2nd place GC spot after stage six. "I slipped from 2nd to 8th in GC after the race, but a win and the orange points jersey were nice consolation prizes. Team USA ended up getting 1st-3rd in GC and taking every jersey available becoming only the second team ever to sweep those and team GC in the tour's 50 year span. Thank you to Hammer Nutrition for the many delicious flavors of bars and gels, which kept me topped off and ready to race!"

Alex is the fourth rider to come out of the Team CMG program and move up to the professional ranks (Trek-Livestrong, Saxo-Bank Development Team, and Chipolte-Solar World). Former CMG rider, Jacob Rathe, currently races at the very highest professional level, World-Tour, for the Garmin-Sharp Professional Racing Team. **HN**



# From our athletes

Catching up with the stars of tomorrow



## Chase Graham

My son Chase (17) has been using Hammer Nutrition products for two years now. His performance and endurance continues to improve. He is a varsity cross-country runner for Broadneck High School in Annapolis, MD. He placed 1st in his age group at both the Annapolis TriRock Sprint Tri and the Piranha Diamond in the Rough International Tri. He uses Endurolytes Fizz, Hammer Bars, and Hammer Gel.

Thank you Hammer Nutrition!  
Curry Graham (a proud father!)

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



## Joshua Hartman

Joshua Hartman (14) races with the Major Taylor Development Junior Team of Brooklyn, NY. The whole team is fueled by Hammer Nutrition! He finished 4th in the Al Toefield Memorial Road Race, the last in the four-race New York City Cycling Series. Joshua finished 4th in the overall series and was the youngest rider.



## Sydney Rogers

My daughter raced in the Historic Riverton Crit this past summer. She crossed the finish with a huge smile and recovered with a big drink from a Hammer Nutrition bottle.

Thank you Hammer Nutrition!  
- Lee Rogers



**He swims . . .**



**He bikes . . .**



**He runs . . .**



**He places!**

**Logan McHenry**, age 9, with another Top-5 finish at the Tim Kerr Charities IslandKids Triathlon in Avalon, NJ. Photos : Mike McHenry

## Jay & William Hooker

A year or so ago, our son Jay was in Endurance News when he did his first triathlon. Jay used his picture from Endurance News in his school class when they had to bring in a picture demonstrating their commitment to health. Now both William and Jay, ages 6 and 8, are doing tris, and we kitted them out with Hammer Nutrition gear and Montana Huckleberry Hammer Gel mixed with water in their (make that my) gel flasks. What's funny is that they don't want to race unless they have their Hammer Nutrition kits on! Thanks for including them. It's a real motivator for the little ones!  
- John Hooker



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## Daniel Del Monico

Hello! I'm 17 years old, and I am a 2x Pan American and 2x World Brazilian jiu jitsu juvenile champion. I have also competed locally in the men's division and have won, including the 2011 and 2012 FFBJJ Florida State Championships (adult men's division). I have been doing this since I was 14 years old, and to improve my training my dad's friend introduced me to Hammer Nutrition products, and now they're all I use! I have had great results with them.

I train every day under Alliance jiu jitsu (7x world champion team) and work really hard to improve. jiu jitsu is my life, and it is what I will be doing for the rest of my life!



*Daniel with his two Pan Ams and two World Championship medals. ALL 4 are gold!*



## Gibbs brothers

Thanks Hammer Nutrition for making stylish yet affordable kid's clothing. With three very active boys, it is not always easy to find cycling clothes that stay within the budget. My 9-year-old son Brian and my 11-year-old son Eric are sporting their new Hammer Nutrition cycling jerseys!

## Bermuda Bicycle Association's Annual Junior Cycling Camp

Hammer Nutrition was proud to support the Bermuda Bicycle Association's Annual Junior Cycling Camp, held every year in Clearwater, Bermuda. The camp has seen consistent growth in participants, and this year had 33 kids ranging from ages 6 to 13. Throughout the week-long camp, the kids participate in hill climbing challenges, tire change races, group riding, and grass criteriums (a camp favorite). U.S.-based Bermudian cyclist and former Olympian Geri Mewett and Tennessee-based Cat1 cyclist Brad Spears lead the camp each year.

*Photo : Courtesy BBA Junior Camp*







## Coe Sisters

At the St. Alexander Memorial Day 5K and 1K Youth Runs in Villa Park, IL, I ran the 5K and my three daughters ran the 1K, all decked out in our Hammer Nutrition gear.

From left to right, Alyssa Coe (age 9), Ashley Coe (age 7), and Angela Coe (age 5). All three girls won their respective age groups, and Alyssa was the 2nd place overall female.

- Charlie Coe, Hammer Nutrition-sponsored athlete raising future generations of star Hammer Nutrition athletes!



## Kieran & Ian Devere

Kieran was the 1st place female in the 13-15 age group, and Ian was 5th in the 6-8 age group at the "I Can" Triathlon in Fresno, CA.



## Wyatt Allen

Here's a shot of my boy Wyatt at the IronKids Tri last weekend reppin' Hammer Nutrition! A TON of parents came up to us asking about where to get the tri outfit!

- Mike Allen, Hammer Nutrition Autoship Client

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## HAMMERBUCK\$

# Turn race day into **payday!**

Over \$27,000 in cash and credit awarded to 31 winners in 2012 so far . . . **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!"**

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

*Left to right : Just a few of the 2012 Hammerbuck\$ winners : Traci Falbo, Beth Estel, and Greg Taylor*

### **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.

# Hammerbuck \$ winners in 2012



**Andrew Loeb**  
 Ironman 70.3 Buffalo  
 Springs Lake  
 3rd 60-64  
 Louisville Ironman  
 3rd 60-64

**\$375 credit**  
**\$375 credit**

Photo : Tom Chiotti



**Reilly Smith**  
 Ironman 70.3 Muncie  
 2nd 30-34  
 Ironman 70.3  
 Vineman  
 1st 30-40

**\$500 cash**  
**\$750 cash**

Photo : Greg Smith



**Laurie Hug**  
 2011 USAT  
 Long Distance  
 Championships  
 1st 45-49

**\$750**  
**cash**



**Adreinne Hengels**  
 Ironman 70.3  
 Vineman  
 2nd 30-34

**\$1,250**  
**cash**

Photo : Jason Smith



**Charlie Brockus**  
 Ironman 70.3  
 Vineman  
 1st 60-64

**\$1,000**  
**cash**



**Amy Rappaport**  
 2012 USAT Long  
 Course Du Nationals  
 1st 50-54

**\$187.50**  
**credit**

More winners on page 100!

# More winners . . .



Photo : Jeff Henley

**Jodi Ruby**  
Ironman 70.3 Buffalo  
Springs Lake  
3rd 50-54

**\$250  
cash**

**Pat Pepler**  
Ironman 70.3 Racine  
1st 60-64

**\$750  
cash**



Photo : Sean McNamara

**Rhonda  
Claridge**  
Hardrock 100  
2nd women's overall

**\$375  
cash**

**Jolene  
Wilkinson**  
Ironman 70.3 Boise  
2nd 35-39

**\$1,250  
credit**



Photo : Harold Frobisher



**Jessica Imm**  
Ironman 70.3 Racine  
1st 25-29

**\$1,000  
cash**

**CJ Boyenger**  
USA Cycling Track  
Nationals  
2nd Individual Pursuit

**\$250  
cash**



# More winners . . .



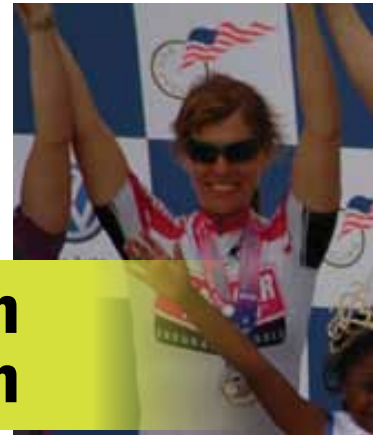
Photo : Jeff Henley

**Jack Kelso**  
USA Cycling Track  
Nationals  
2nd 65-69  
Individual Pursuit 2K

**\$375  
cash**

**Shane Ellis**  
USA Cycling Track  
Nationals  
2nd Individual Pursuit  
and 500 TT

**\$250 cash  
\$375 cash**



**Jennifer  
Razez**  
Ironman 70.3 Boulder  
1st 35-39

**\$1000  
cash**

**Tara Unverzagt**  
USA Cycling Track  
Nationals  
2nd 45-49

**\$1,250  
credit**



"I was first in my age group at Vineman 70.3. On the run I had to carry my own bottle since HEED was NOT on the race course at the aid stations. (I could not drink Gatorade.) Thank you for all of the great products."

**Charlie Brockus**  
HammerBuck\$ winner

"Thanks to Endurolytes, Hammer Gel, and Perpetuem, I finished Ironman Buffalo Springs Lake in 3rd place!"

**Jodi Ruby**  
HammerBuck\$ winner

"Thanks Hammer Nutrition. Your Recoverite and Hammer Whey has done so much in supporting my heavy racing schedule."

**Reilly Smith**  
HammerBuck\$ winner

# FROM OUR ATHLETES



## Dr. Bill Misner

We competed in the inaugural 2012 Healing From Historical Trauma Relay Run. Each runner ran five miles with a couple of bears, golden eagles, bald eagles, and smiles in spite of the National Weather-reported high of 99 degrees in Wellpinit! Team YOYO'T (pictured from L-R : Mike Rembolt, Nora Sherwood, Nora Numkena, LeciaKaren Rembolt, and Bill Misner) consumed Endurolytes Fizz and water to traverse steep 10% climbs and high temperatures. This may have been the eldest team to finish this event with the most runners whose ages averaged highest among all teams. "YOYO'T" is an ancient Spokane Tribe Salish language word meaning "toughest."



## Tia Wright

Regional CrossFit Open, Puyallup, WA. – Tia Wright qualified and quickly moved up to 29th place in an effort to qualify for the 2012 International CrossFit Games. Tia was the youngest competitor at age 20, and this was her second attempt to qualify for Regionals. Tia was coached in her fueling by Brian Frank and the Hammer Nutrition folks in Whitefish, MT. She followed their every recommendation, using HEED, Endurolytes, Hammer Gel, Mito Caps, Endurance Amino, Anti-Fatigue Caps, and Recoverite. The six CrossFit workouts were very strenuous for short periods of time, but she qualified for every workout, progressing up the ladder excluding the final. Hammer Nutrition products definitely helped Tia in this strenuous event. We extend a sincere "thank you" to the Hammer Nutrition folks for what they do. - John Wright

Left to right : John Wright, Tia Wright (holding a Gel pack), and Christian Carlson (new member of Hammer Nutrition-sponsored NWRK team). Photo : Berit Wright



## Connie Price & Cathy Stephens

Hammer Nutrition/FCA Endurance athlete Cathy Stephens (2nd from left) and Hammer Nutrition-sponsored athlete Connie Price (5th from left) join local triathletes for an Ironman training swim in Lake Coeur D'Alene, Idaho.



Connie Price swims in Lake Coeur D'Alene seven days prior to Ironman CDA. Photo : Brittney Price

*"I had been having blood sugar issues with my training and was not going to be able to compete in Ironman CDA 2012. Thanks to Hammer Nutrition and products like Perpetuem, Chromemate, and Hammer Recovery Bars, my doctors have cleared me to race using these products." - Connie Price*

*"I recently added Super Antioxidant to my daily supplementation. WOW...so awesome!!" - Jeremy J.*



## Fernando Hernandez

A podium celebration for a 1st place age group finish at the Memorial Hermann Kemah Triathlon.



## Terry Young

Terry Young celebrates another year of cycling with a birthday tour of Colorado's high country.



## Jason LaFave

In this photo I was getting ready to venture into the water for my first triathlon, the Big Fish Tri. I used Endurolytes Fizz and Hammer Gel during the race en route to a 3rd overall. Not too bad for a runner playing with the big boys! Hammer On!!

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# FROM OUR ATHLETES



Budu Racing's Moses Lake Triathlon. Photo : Joe Brosious.

## Bryan Brosious

With a few solid months of training and consistent use of Recoverite and Hammer Whey, I am starting to feel my summer fitness. All of my racing and training, whether it be a swim meet, triathlon, or bike race, is done exclusively on a liquid diet of Hammer Nutrition products. My staples of Perpetuem and HEED are complemented perfectly by Hammer Gel and Endurolytes Fizz tablets. It's great to have a variety of products that allow me to mix and match flavors, yet still have a reliable fueling plan.



## Josh Heynes

Hammer Nutrition-sponsored athlete Josh Heynes strides out to 9th overall and a 1st place age group finish at Border Wars Sprint Tri.

*"Anti-Fatigue Caps and Endurolytes are part of my pre-race "meal." They help me get through the race without bonking. While others are hurting, I just keep moving forward. HEED is my carry-on-board bike fuel, both during workouts and races, and I add Endurolytes Fizz to it during workouts on the hot, hot days of summer." - Josh*

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Photo : Centurion Cycling

## Susana Garcia Romero

Susana's spring training pays off at the Centurion New York Hill Climb with a 1st place overall female podium finish.

## Albert Frederick

This photo is from the Echo Valley Trail Run in Chelan, WA (at mile 30 of 50). I placed 2nd in my AG, using HEED, Perpetuem, Endurance Amino, Anti-Fatigue Caps, and Endurolytes. Thank you for all of your help!



Photo : Yumay Chang





## Mitch Bernskoetter

I recently participated in the Indian Camp Creek 12 Hour, racing solo division (open class) and was pleased to finish 4th out of 11. I completed 14 laps on an amazingly fun, fast course and covered around 112 miles of singletrack.



## Joanna Bilancieri

I was 1st place across the Molokai Channel for the third time on the Stock Paddleboard—3 for 3! In this 6.5-hour race race, I placed ahead of the next competitor by nearly 19 minutes. My fuel for success: Espresso Hammer Gels, HEED, Endurolytes on the course, Tissue Rejuvenator, Xobaline, and Premium Insurance Caps throughout the season—excellent combination. HEED is a great way to hydrate in the salty conditions of the Pacific Ocean! Thank you, Hammer Nutrition! I could not have done it without you!



## Mike & Matt White

We competed in the Grand Haven (Michigan) Triathlon in July. My son placed 3rd in his age group (7-8) and I won the overall Masters on Sunday's sprint course. It was my son's first race, and he said he loved it and wanted to do another. I think he is hooked.

We love the clothing, and I used Hammer Gel, HEED, and Endurolytes before and during the event. Thanks for the great products. We enjoy spreading the word about Hammer Nutrition and seeing other Hammer Nutrition athletes at the races.



## Wyatt Hornsby

Just wanted you to know how the Leadville Trail Marathon went for me. I finished 21st out of 509 finishers. The race is run between 10,200 and 13,185 feet elevation. I fueled mostly with Hammer Gel and finished strong despite being a tad under the weather. The race is a great training opportunity for the Leadville 100, my next race!



## Alice Kassens

I just broke the women's meet record in 3,000 meters at Sunset Track Series! The photo is of me with my favorite Hammer Nutrition recovery product at Hayward Field in Eugene while on an anniversary trip with my husband. I had just ran the mile at their all-comers meet on the rest day of Olympic Trials!

# FROM OUR ATHLETES



## Andrea Koenig

I did a 102-mile ride from Breckenridge, CO to Edwards, CO, and back. I do an at-least-100-mile ride per month for my UltraMarathon Cycling Association (UMCA) Year-Rounder ride requirements. (Minimum one century per month for a year, and you are awarded a medal. If you do more, you get silver, gold, and platinum recognition within the UMCA. I've gotten "golds" the last two years.)

I've added Mito Caps, AO Booster, Race Caps Supreme, and Super Antioxidant to my regimen this year, and believe that taking these has helped me with my training, racing (bike and ski), and rock climbing. I take two Tissue Rejuvenator in the morning and two at night as well, as I think that helps with treating the pain from my osteoarthritis in my right hip. I also love wearing my Hammer Nutrition kit when I train or do long rides/races. The chamois is comfortable, and the pockets are big enough for all of the things I need for the longer rides.



## Russell DeBarbieris

Russell takes 3rd in the Texas State Individual Time Trial Championship. He was also on the winning team for the Texas State Team Time Trial competition.



## John Lander & Lisa Heisinger

John and Lisa completed the Ironman 70.3 Vineman triathlon on July 15 in Sonoma County, CA. Lisa finished 2nd in her age division (35-39), and John finished 2nd in his age division (70-74). They were both fueled by Hammer Nutrition products.



## Mike Lyle

Hammer Nutrition has helped me once again reach my potential. Love Hammer Nutrition products! (1st place age group, Redondo Beach Triathlon)



## Denise Terry

At NJ State Olympic Triathlon, where I had a 15-minute PR. I loved racing for Hammer Nutrition this weekend! Thanks for the Endurolytes Fizz samples in my last order, by the way. My dad works in the heat and suffers debilitating leg cramps at night, so I gave him a sample to try! No matter what is wrong with someone, I recommend an Endurolytes Fizz tablet. Headache? Have a Fizz. Broken arm? Fizz will fix that!



## Laura Holien

I had a great day at the Spring Meadow Olympic Triathlon . . . despite being up in the middle of the night with a stomach bug. But my Hammer Nutrition products worked great on a sour tummy. All I had was Mito Caps, Endurolytes, Race Caps Supreme, Anti-Fatigue Caps, and a Hammer Gel before the race. I took the supplements again at the beginning and end of the bike, and one Hammer Gel on the bike. Worked perfect! I was very happy with my 2nd place female finish. I can always count on my Hammer Nutrition products . . . no tummy issues in the race!



## Mark Matheson

For my solo 4-6 hour paddles, I usually mix about 3-4 scoops of Sustained Energy and two scoops of Lemon-Lime HEED in two water bottles. I also strap a 3-liter hydration pack to the board for plain water. Doing the Molokai race (32-mile paddleboard race from Molokai across the Kaiwi Channel to Oahu), I have support so I mix a much lighter batch of about two scoops Sustained Energy/one scoop HEED in one bottle, and the other bottle is water. (Since my chin is basically pinned to the chin pad, it is hard to chew very much.) I use Raspberry Hammer Gel at the push to the end of any training run and for the last couple of hours of Molokai. I use a heavy dose of Recoverite after any training paddle and at the Molokai finish. *Note: In 2010, Mark became the first paraplegic athlete to attempt the Molokai 2 Oahu paddleboard race. He finished the race in both 2011 and 2012. Congrats to this Hammer Nutrition-sponsored athlete!*



## Kaleb VanOrt

This year I decided to race back-to-back weekends for the first time in my life. Before I started using Hammer Nutrition products I had a hard time racing two weeks apart. My first race was an 8th place finish at St. Anthony's Triathlon, in a very strong professional field. I took Recoverite immediately following the race and after every workout the following week. I also used Hammer Whey every night before bed. The following weekend I finished 4th at Rev3 Knoxville on a tough course, with once again a strong pro field. These results would not be possible without the benefits of training and recovering with Hammer Nutrition products.

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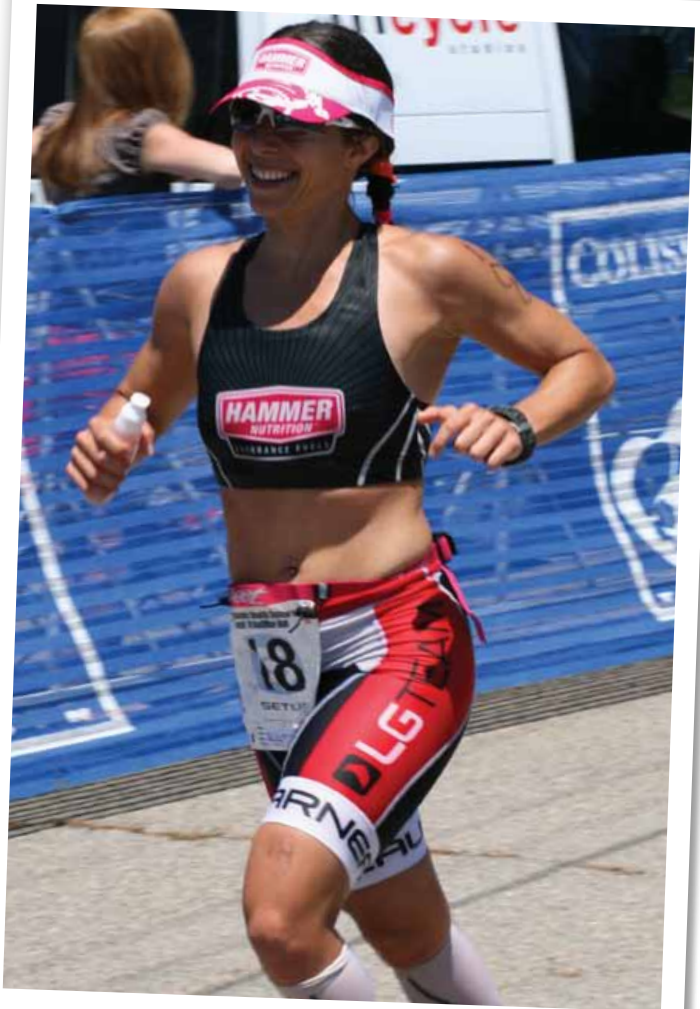
# FROM OUR ATHLETES



## Scott Burry

Scott Burry at the summit of Mt. Brown in Glacier National Park.

*"I always carry Perpetuem for big climbs, plus I use Hammer Gel and Endurolytes. Perpetuem got me to the summit of Mt. Brown that day."*



## Marni Sumbal

With a 6-minute PR on the run, Hammer Nutrition-sponsored Marni Sumbal sprints to 5th place overall female at the Coliseum Rock n' Rollman.

*"I highly recommend Endurolytes Fizz post-workout to help replenish what is lost in sweat. As a RD and exercise physiologist, I recommend Fizz to all of my athletes, especially during the summer training here in Florida. The taste of each Fizz makes for a refreshing drink post-workout to quench thirst and help with recovery. I love Grape, and often mix it with water and then add to my whey recovery smoothie."*



## Jim, Chris, and James Vadas

Jim (72 yrs., 1st 60+), son Chris (49 yrs., 4th 40-49), and grandson James (18 yrs., 1st 14-19) competed in the 2nd Annual Harford County Farm Fair 5K race in Bel Air, MD.



**Another satisfied customer achieving endurance goals with Hammer Gel and Perpetuem. Frank (Sr.) and Franklin Rice Jr. atop Mt. Shasta (14,167 feet) on Father's Day!**



## Dr. Lynn Hansen

My wife and I adopted a sibling group of five to add to our six. All train and are future triathletes. When we do our 9-mile runs, our 6-, 7-, and 8-year-olds run with us!



## Tyler Miller

Hey Hammer Nutrition friends! I had a strong race last weekend at the OBRA (Oregon Bike Race Assoc.) XC State Championships. I took 2nd in Cat 1 and felt strong. The course was tough with tons of climbing and hot weather. Thanks to HEED, Hammer Gel, and Endurolytes I had no issues. Thanks again for all of the support. Hammer on!



## Matt Jasper

I ran a 10-mile race in Waunakee, WI, and finished 3rd place overall with the help of Hammer Gel during the race. I have been using Recoverite and Perpetuem during my training for the last three years and have had success. I have recently introduced HEED and have found great outcomes from it. Keep up the good work with your products!



## Juliane Holz

Ever wondered if horses like Orange-Vanilla Perpetuem? Shortly after this photo was taken, I had to dive through the fence to retrieve my bottle . . . yes, the horse pulled it out of the bottle cage in one move.



## Greg Cousins

We are back from the USA Cycling SE Regional TT Championships in Montgomery, AL, and great news . . . wins for both of us! I was thinking of the folks at Hammer Nutrition and wore my Hammer Nutrition shirt on the podium for a 1st place masters age group finish. It was a tough TT and a pretty big win for me. My wife Sheila received 1st place masters women in her age group as well!

# FROM OUR ATHLETES



## Wesley King

I am a longtime Hammer Nutrition-sponsored athlete and believe that the daily regimen of Premium Insurance Caps, Race Caps Supreme, and Mito Caps has helped keep me performing well as I get older. I use Endurolytes and Anti-Fatigue Caps just before and during events (every hour) and notice that my stamina lasts much longer.

The photo is from the VA State Senior Games held in Richmond, a qualifying event for National State Games in 2013; several athletes came from out of state to try to qualify. I won both events that I entered—gold medals in the time trial and the road race for age group 55-59.

Thanks again for your great products (and gear).



## Jim Kent

I thought I'd send a photo from a just-completed trip to the Canadian Rockies. At right is me at our high camp at 9,400 feet on the Athabasca Glacier with Mount Andromeda in the background. That's your cycling beanie on my head. Just a note of thanks that HEED, Huckleberry Hammer Gel, and Hammer Bars worked great to keep me fueled and climbing.



## John Kahler

John Kahler logs some training miles in the La Sal Mountains near Moab, UT.



## Chris Joyce

The Hardcore 24 Mountain Bike Race – 2nd place, solo male.



## Bruce Saxton

Thanks to all at Hammer Nutrition for making my first road race a positive experience. After over ten years of mountain bike racing and then ten years off from serious racing to do mostly long road rides from 100 to 200 plus miles, I was talked into a road race. For my first race ever I chose the Killington Stage Race in Killington, VT, and am happy to report that I survived, exceeded expectations, and am ready to race again. I didn't have a top-10 performance for the weekend, but I still consider it an accomplishment; racing is hard, as anyone that races can attest too, and Vermont isn't flat. My fueling plan was near perfect, incorporating all I have learned throughout the years: Race Caps Supreme, Endurolytes, Anti-Fatigue Caps, Endurance Amino, Energy Surge, Hammer Gel, HEED, and Recoverite.

The only way I could even consider racing was by staying healthy and maintaining a high level of fitness over the years. And the only way to maintain or even build fitness is by giving yourself the proper fueling and supplementation advantages. It is just not possible to consistently train at high heart rates and durations day in, day out on granola bars and sugary drinks marketed as fuels. You don't need to be a racer either (though how many weeknight rides turn into races at some portion of the ride?) to enjoy the benefits. Hammer Nutrition just makes sense, and the fuels and supplementation products have never let me down! Thanks again.

### ATHLETES . . .

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## Shelley Koenig

I am an endurance obstacle racer/trail runner and have been using Hammer Nutrition products for three years now. I want to thank you for providing a great product without unnecessary sweeteners and additives. I used Hammer Nutrition to help me survive the Spartan Death Race in Pittsfield, VT, finishing in just under 58 hours as 1st place female. I used Hammer Gels with caffeine, a mix of Sustained Energy and HEED, and Endurolytes to keep me going strong and alert through three consecutive days and nights with no rest. No cramps, no stomach distress. Thank you!



## Don Fella

The 6 Hours of Power MTB race was cut short this year due to torrential rains, thunder, and lightning that forced officials to call a 45-minute hold for the safety of all involved. When the race started again, what were once trails had turned into small creeks. Prepackaged Hammer Gel and Hammer Bars came in handy as a quick fuel to grab as I rushed through the drop zone to my waiting wife in the tent we set up. HEED was and is my normal hydration of choice.

I ended up 5th in my age group but within striking distance of both 4th and 3rd place finishers. Next year I plan on quicker stops and less time in the drop zone with a continued focus on increasing my available energy through the correct use of Hammer Nutrition products.

David O'Brien of Hammer Nutrition-sponsored Revel Consulting/Rad Racing NW wins the Men's 15/16 category in the Jim Brown SR Memorial Road Race, stage 3 of the Rapha NW Classic Junior Stage Race. Photo: Amara Edwards

## ENDURANCE NEWS

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