

New products for 2013

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ENDURANCE NEWS

FEBRUARY/MARCH 2013 #83

**Maintain
a strong
immune
system**

**How to handle
Preseason**

**Healthy
Eating**

For the winter months!

**CX season
review**

Product spotlight : Premium Insurance Caps

The informed athlete's advantage since 1992





New teammate Doug Shryock, second from right (he forgot all of his spandex that day and was very excited to ride the 53x11 colors), and Hammer Nutrition staffer Phil Grove, far right, line up against the region's finest at the Inland Northwest Cyclocross Finals. Photo : James Richman

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The Hammer Nutrition Promise of Satisfaction

- Products** - Powerful, safe, natural, and undeniably effective! They will do exactly what we say they will and outperform the competition every time . . . Guaranteed!
- Knowledge** - Using our time-tested, science-based fueling protocols will provide you with the best possible performance . . . Guaranteed!
- Service** - Second to none, the best you've ever had! We treat you like you are important to us, because you are . . . Guaranteed!

ON THE COVER

Hammer Nutrition staffer Phil Grove leads series leader Jeremy Pinto through a berm at the Inland Northwest Cyclocross Finals. Jeremy played the final card with two corners to go and made a pass for the win. Photo : James Richman

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.

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LETTERS

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



Mike Hinesh, wearing his favorite racing gear, at the 2012 Virginia Double Iron Triathlon. Photo: Bobby Dyer Photos

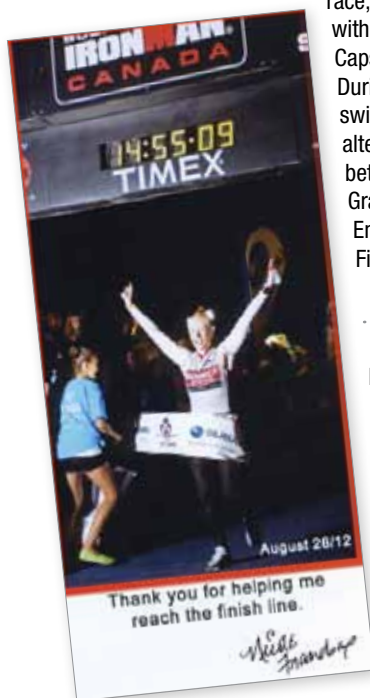
Hammer Nutrition, I just competed in the 2012 Virginia Double Iron Triathlon (4.8-mile swim, 224-mile bike, and a 52.4-mile run). Hammer Nutrition was a sponsor of this race, and I thank you very much for that. It's great to see companies like Hammer Nutrition sponsor the smaller races as well.

Using natural products is one of the reasons why I use Hammer Nutrition—it is nice to know exactly what you are fueling yourself with. I used Hammer Nutrition products to fuel myself throughout the race, starting with three Race Caps Supreme. During the swim I alternated between Grape Endurolytes Fizz,

Strawberry HEED, and Hammer Gels, along with a few Endurolytes. On the bike I used Perpetuem Solids, Hammer Gel, Endurolytes, and Perpetuem. During the run I used Perpetuem, Hammer Gel, and Endurolytes. What I found was that I was not getting hungry; Perpetuem was fueling me just fine.

Now onto the Hammer Nutrition clothing, which I can't say enough great things about! I wore the cycling shorts and jersey during the bike, and when it got cold during the night I put on the thermal jacket and compression socks. For the run I switched to my tri shorts and was so comfortable in the cycling shirt that I ran with it also. Also, thank you Seat Saver! I strongly recommend this product; it lasted the entire 224-mile bike ride. I've used your nutrition products for years and they work GREAT, but your clothing line is outstanding as well.

Thank you,
Mike Hinesh



Dear Hammer Nutrition, Thank you for an amazing product that helped me complete Ironman Canada. I have enjoyed meeting your Whitefish staff in person over these past two years, and love your clothing for racing! Anytime I had a question or concern, you were there to address it.

Thank you for helping me become an Ironman!

Nicole Frandsen
Calgary, AB, Canada



Brian and his son Miles at the Woodland CX. Photo : Dennis Crane Photography

Welcome to the 83rd issue of Endurance News.

It may be a bit late and played out by the time you read this, but I'll say it anyway—Happy New Year! I hope that you reach all of your athletic and health goals for this year. As always, we'll be here to assist you in any way we can to ensure your success. This issue represents the start of our 26th year in business and the 21st year of this publication, which seems noteworthy in this age of "here today, gone tomorrow" companies and products that seem to be popping up with increasing frequency lately. I used to take more notice of these products and lament their poor composition and/or strange similarities to our own pioneering products, but now I simply chuckle and shake my head. I just stay focused on what we are doing and how we can improve our products

and your enjoyment of them.

As you well know if you read my previous columns, 2012 was an amazing year for me and Hammer Nutrition, and covered the spectrum—from the highs of achieving the quarter century mark in business and seeing my son blossom into a fine young man and talented bike racer, to the lows of losing a dear friend and valued staff member. I was grateful to have reached this point, but I am more grateful to be moving on and looking forward to the promise of a better year. Hammer Nutrition enjoyed strong growth in 2012 (primarily on the retail side) as we have every year since our inception, thanks in no small part to your support. This is important to me, not because I value growth itself,

but because I view it as the key indicator that we are doing what we should be and that it finds favor with you. We are all excited about the new products, staff, programs, and directions planned for this year and we are even more eager to see your reaction. Your influence counts, so be sure to use it. You can always reach me by emailing suggestions@hammernutrition.com.

New Products

Speaking of new products, I'm very pleased to inform you that they are all in stock and ready for purchase. You can read all about them throughout this issue. After the delays we experienced last year in getting our new protein bars on the shelves, I was not about to let that happen again. While we were successful in achieving my goal of having all new products in stock in January, it did not come without

some challenges—the main one being that this first run of Hammer Vegan Recovery Bars are not in their proper wrappers. While that's not much of an issue for those of you who buy direct from us, these bars will not be available in retail locations until April. My apologies to our retailers and those of you who prefer to purchase via that channel. We're doing everything possible to compress this time frame. No matter what the wrapper looks like, or whether you are a vegan or not, these bars are really, really good. Try one (or a dozen!) soon. I can't stop eating the Almond Cacao flavor; it's so lightly sweetened that it's almost savory.

Buy One, Get One Free Hammer Bars

More fun with expiration dates . . . this time it's with Hammer Bars. Last year was not fun in this regard, and it's continuing into 2013; due to the natural, organic nature of our energy bars, they have had a relatively short 12-month expiration date. Normally

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this is not a problem, but last year, with new variations for which we had no sales history, a three-month delay in production at the start of the year, and slightly overzealous projections, we ended the year with hefty overages. The good news is that after ongoing stability testing and a new nitrogen purging system, we are now able to provide an 18-month expiration date on all of our bars produced after Jan. 2, 2013. However, in the meantime, we've got a lot of bars that show an April, May, or June expiration date, even though they are still very edible for at least six months beyond those dates. My solution is to offer them to you for 1/2 price, or really buy one, get one free, until they are gone. If you like our bars, or even if you just can't stand to pass up a great deal, this is your chance to stock up on premium food at bargain basement prices.

By the Numbers

"By the Numbers" is something that I've been wanting to do for years: loosely track the number of wins, podiums, etc., that athletes achieve while being fueled by Hammer Nutrition products. Now that we have a system in place, this data is something that we'll continuously track and share with you. Keep in mind that we've only been tabulating results since mid-August, and these are only what have been submitted by sponsored athletes and a few others, so this data set is by no means complete. With all of those qualifiers in mind, I was a bit surprised to see that we garnered 24 overall wins, 160 age group wins, and 244 podiums! I'm excited to see what the tally is at the end of 2013—and of course, your help is needed. Regardless of whether you sponsor you, or if you wear our clothing or logos or not, if you fuel with Hammer Nutrition and win, please let us know about it so that we can include you in these numbers as a Hammer Nutrition athlete.

Enjoy the read and recycle this issue when you are done by giving it to a friend!



Brian Frank
Proprietor

A Resounding "NO!" to BVO

BY STEVE BORN

Chances are that you're well aware of the garbage that's in many of the popular sports drinks and soft drinks—things like refined sugar, high fructose corn syrup, and artificial flavors, colors, and preservatives, none of which have any business being in your body.

Now, as bad as all of those things are, there's something else that may be lurking in your sports drink (or soft drink, assuming you drink those) that you may not be aware of, a chemical compound that's arguably at or near the top of the list of the worst substances you may (most likely unknowingly) be putting in your body. That substance is brominated vegetable oil, or BVO, which is used as an emulsifier, helping to maintain the uniform appearance of a citrus flavored drink.

Why is bromine so bad for you?

Dr. Bill Misner writes, "Bromine is an anti-thyroid hormone mineral substance. When any form of bromine enters the lungs, stomach, or skin, it displaces iodine. This iodine deficiency leads to an

increased risk for breast ovary, prostate, and thyroid gland cancer."

Another holistic doctor states, "Bromine is an element much like chlorine, but bromine—in any form—has no use at all in your body. It is toxic to your thyroid gland and many other tissues in the human body, such as the breasts, ovaries, prostate, stomach, skin, and ultimately, even your brain."

The bottom line on bromine

In addition to its use in some sports drinks and soft drinks, bromine-based compounds are used in pesticides, certain plastics, swimming pool/hot tub treatment products, some bakery goods, certain medications, and as a flame retardant in various fabrics. As you can see, it's pretty hard NOT to find this toxin in many commonly used items. In fact, it appears to be so prevalent that the last thing you'd want to do is consume it via a sports or soft drink.

HEED – The healthier sports drink option

HEED allows you to maintain optimal hydration status, while providing your body with high-quality calories and a full-spectrum electrolyte profile, without the seemingly increasing list of harmful ingredients, including BVO, that provide absolutely no benefits to you and are harmful to your health. HEED has everything you require in a sports drink and none of the junk your body neither wants nor needs. **HN**



Product Spotlight

Premium Insurance Caps

Your nutrition foundation, now and all year long

BY STEVE BORN

Do you think that your diet provides the optimum amount of all nutrients, and thus you don't bother to take any supplements?

If you answered "Yes," then this is an important article for you to read, one that will help you fully understand the importance of a supplement program with a high-quality multivitamin/mineral supplement as its foundation.

The balanced diet myth

It is virtually impossible to obtain all of the nutrients your body requires from your daily diet, for several reasons:

- Studies show that food alone may not supply all of the micronutrients we need to prevent deficiency, let alone to achieve optimal health.
- Much of our diet comes from foods grown far away, picked when unripe, and then shipped. Nutritional content is questionable and usually depleted.
- Even if we could obtain all of the nutrients we need from our diet, it's unlikely that any of us eats an ideal diet with much consistency.

Understand that we're not suggesting that you can neglect your diet, take a handful of pills, and have all of your nutrient needs covered. No supplement program can or should take priority over the consumption of a nutritious, balanced diet. Supplementation means just what the word implies: supplementary. Your primary nutritional goal is to consistently consume a healthy diet.

What comprises a healthy diet?

Eating healthy means consuming a variety of foods—including whole grains and locally grown organic fruits and vegetables as much as possible—and avoiding packaged, processed foods and junk foods. It also means low sodium (2,400 mg or less daily), and avoiding foods containing artificial sweeteners, colors, flavors, and preservatives. Our message, "The quality of the calories you consume always matters," is one you need to take to heart!

Why supplement?

Supplementation fills in where diets fall short, and fall short they will, especially given the high nutrient demands of endurance athletes. So where exactly does regular food consumption fall short?

- Usually not in calories, except during and immediately after endurance exercise
- Rarely in salt
- Often in protein for hard-training athletes
- Seldom in fat, though Omega-3 fatty acids can be an issue for some
- Almost always in micronutrients

Even the best of diets is not enough!

Eating whole foods is unquestionably the best way to supply your body with the myriad plant-derived, health-benefiting phytochemicals; however, today's food supply can't provide enough of the basic, necessary vitamins and minerals. In fact, an ever-increasing body of research suggests that many people's diets are insufficient in supplying enough

nutrients to prevent a deficiency disease.

Did you get that? Forget about providing enough nutrients to promote optimal health—many people do not eat enough quality food to meet the minimal Reference Daily Intake (RDI) micronutrient requirements for preventing deficiency-related disorders. Dr. Bill Misner's hallmark paper, "Food May Not Provide Sufficient Micronutrients to Avoid Deficiency" [1] is but one effort in pointing out this startling problem.

The research of distinguished nutritional scientist Bruce Ames, professor of biochemistry and molecular biology at the University of California, Berkeley, also presents a hypothesis that implies micronutrient deficiency may eventually

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How much should I take?

Athletes younger than 20 years old OR athletes weighing less than 150 lbs

Non-workout days	Workouts under 2 hrs	Workouts over 2 hrs
4-7 capsules daily in divided doses.	4 capsules after workout with Recoverite or food. 1-3 capsules at another time during the day with food.	4-7 capsules (depending on the duration/intensity of the training session) after workout with Recoverite or food. 3 capsules at another time during the day with food.

Athletes weighing more than 150 lbs

Non-workout days	Workouts under 2 hrs	Workouts over 2 hrs
4-7 capsules daily in divided doses.	4 capsules after workout with Recoverite or food. 3 capsules at another time during the day with food.	7 capsules after workout with Recoverite or food. 7 capsules (divided into 2 doses) at other times during the day with food.



Available in two sizes!

- 120 capsules
- 210 capsules

Real Athletes, Real Results!

What you're saying about Premium Insurance Caps

Premium Insurance Caps have been a new addition to my lifestyle, and I believe in them 100%! I have been taking them all year long, and they have kept my immune system strong and all viruses and bacteria at bay.
- Dakota Y.

I have been with Hammer Nutrition since 2008. Every year new products come out that I can't wait to get my hands on and try, yet there has been one that I have always relied on, Premium Insurance Caps. When I raced on the Fuji Test Team in Belgium, I brought them with me and everyone on my team got sick during the season, except me. This was all I needed to convince me that these are simply the best multivitamin on the market. Two years later, I am now training for Ironman and they are always in my bag. I can honestly say that I haven't gotten sick while using PICs. They are my #1 Hammer Nutrition product of choice.
- Nate W.

I am convinced that my consistent supplementation with Hammer Nutrition products, particularly Premium Insurance Caps, has kept me feeling healthy and strong.
- Raymond F.

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deteriorate the quality of whole human cell health. A portion of Professor Ames' abstract reads as follows [2]:

Inadequate dietary intakes of vitamins and minerals are widespread, most likely due to excessive consumption of energy-rich, micronutrient-poor, refined food. Inadequate intakes may result in chronic metabolic disruption, including mitochondrial decay. Deficiencies in many micronutrients cause DNA damage, such as chromosome breaks, in cultured human cells or in vivo. Some of these deficiencies also cause mitochondrial decay with oxidant leakage and cellular aging and are associated with late onset diseases such as cancer.

The Recommended Daily Intake: Recommended for what?

The RDI standard (formerly known as the Recommended Daily Allowance, or RDA) doesn't take into account the higher needs of endurance athletes. Dr. Misner states, "Researchers have established that athletes tend to deplete vitamins, minerals, enzymes, coenzymes, and other substrates more than sedentary people do."

Moreover, conventional standards are tuned to deficiency avoidance rather than optimal health. In the highly recommended book, *The Real Vitamin & Mineral Book: Using supplements for optimum health*, 4th ed. (New York: Avery Publishing Group, 2007), Shari Lieberman, Ph.D., and Nancy Bruning discuss the flaws with the RDIs:

Just like the RDAs, the RDIs have three basic problems: (1) you cannot get all of the nutrients you need from today's food; (2) the RDIs reflect amounts that are adequate to prevent nutrient-deficiency diseases, and are not tailored for individual needs; and (3) the RDIs do not address or consider optimum health or the prevention of degenerative diseases such as cancer and heart disease. In order to attain a state of optimum health and disease prevention, we must take into our bodies optimum—not minimum—amounts of vitamins and minerals.

Summary

As the new season begins, and especially with this being the time of year when your immune system is arguably the most taxed, consuming a high-quality diet, augmented first and foremost with a potent multivitamin/mineral supplement, is not just a wise strategy, it's a necessity!

It's up to you to take care of the diet part by consistently eating adequate amounts of the highest quality foods possible. For a superior-quality vitamin/mineral supplement, you need to look no further than Premium Insurance Caps. Unlike many vitamin/mineral supplements that contain inadequate RDI amounts of nutrients, Premium Insurance Caps is formulated with Optimum Daily Intake (ODI) amounts of the highest quality vitamins and minerals (plus beneficial auxiliary nutrients), supplying your body with higher amounts of nutrients in the quantities it needs for optimal health. **HN**

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[1] Townsend Letter for Doctors and Patients 261:49-52, April 2005 (available at www.hammernutrition.com/downloads/diet_deficiencies.pdf)
[2] Ames BN, Low micronutrient intake may accelerate the degenerative diseases of aging through allocation of scarce micronutrients by triage. Proc Natl Acad Sci USA, 2006; 103 (47): 17589-94. (Address: Nutrition and Metabolism Center, Children's Hospital of Oakland Research Institute, Oakland, CA 94609, USA). www.ncbi.nlm.nih.gov/pubmed/17101959?dopt=AbstractPlus

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

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

great for young athletes

Premium Insurance Caps is a perfectly acceptable and highly beneficial supplement for teens and preteens! We know that you do your best to make sure your children consume the highest quality diet possible. Still, it's oftentimes difficult to ensure that they're truly receiving adequate nutrient support. As is the case with adults, Premium Insurance Caps helps "bridge the gap" between what your child's diet contains nutrient-wise and what it really should provide.

Our suggested dose for teens and preteens is one capsule of Premium Insurance Caps per 25 pounds of body weight. (Note: This is only recommended for children able to comfortably swallow a capsule.)

Bridge the gap!

Premium Insurance Caps provides a solid nutrient foundation, "bridging the gap" between what you should be getting nutrient-wise from your diet and what you are actually obtaining.

- Superior overall health support
- Fill nutrient gaps in diet
- More energy all day



SPECIAL OFFER!

Purchase either size bottle of Premium Insurance Caps and receive a FREE packet of Hammer Whey. Ad code EN83PIC. Offer expires 3/7/13. A \$3.25 value! Flavor may vary. Limit one. Valid while supplies last.



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\$19.95 - 120 Capsules
\$33.95 - 210 Capsules



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Recovery

A crucial component for success

(As copied from the 9th Edition of *The Endurance Athlete's GUIDE to SUCCESS*, pages 82-85.)

BY STEVE BORN



Why is the superior protein source for recovery

Whey is the superior protein source for recovery. A standard known as Biological Value (BV) is an accurate indicator of biological activity of protein, a scale used to determine the percentage of a given nutrient that the body utilizes. Simply put, BV refers to how well and how quickly your body can actually use the protein that you consume.

Of all protein sources, whey has the highest BV, with whey protein isolate (the purest form of whey protein) having an outstanding rating of 154, and whey protein concentrate having a 104 rating. Egg protein also has an outstanding BV, with whole eggs rating 100 and egg whites (albumin) rated at 88. With a 49 rating, soy protein ranks far below whey protein, making it a less desirable choice for recovery. (When the BV system was introduced, eggs had the highest known BV and thus were given a value of 100. Whey proteins came to researchers' attention later, and they rang up even higher scores. The 154 BV of whey protein isolate and the 104 BV of whey concentrate are in comparison with the original BV benchmark, whole eggs.)

Other standards that evaluate protein quality/effect also show whey to be a superb protein source. One of these methods, the Protein Efficiency Ratio (PER), while it admittedly has limited applications for humans (PER measures the weight gain of experimental growing rats when being fed the test protein), still shows that whey protein ranks the highest, with a rating of 3.6 (soy protein has a rating of 2.1).

Another protein measurement is the Protein Digestibility Corrected Amino Acid Score (PDCAAS). Nutritionists who disqualify the PER method for classifying protein quality (because it only references the amino acid requirements for lab rats) often will use the PDCAAS method for evaluating human

protein requirements. According to this method, which utilizes an amino acid requirement profile derived from human subjects, an ideal protein is one that meets all of the essential amino acid requirements of humans. An ideal protein receives a rating of 1.0. Three protein sources—whey, soy, and egg—all have a 1.0 PDCAAS ranking.

One very important point about whey protein: make sure you use whey protein isolate, not whey protein concentrate. Whey protein isolate is virtually lactose and fat free; many lactose-intolerant people can still use whey protein isolate because it contains only a minuscule amount of lactose. Also, whey isolate checks in at a sturdy 90-97+% protein, whereas whey concentrate contains only 70-80% protein (and, unfortunately, oftentimes less). Simply put, whey protein isolate is a purer protein, and the best protein you can put into your body after a hard workout.

Hammer Whey and the whey protein used in Recoverite come from cows that are not treated with antibiotics. Every load that is taken into the plant for processing is tested for antibiotics and rejected if it contains any. The end product is a pure, undenatured whey protein isolate of the highest quality. It is 98% pure, virtually fat free, and carbohydrate-free. The whey protein isolate in Hammer Whey and Recoverite delivers rich immune-enhancing beta-lactoalbumins and alpha-lactalbumins. Hammer Whey has a unique profile of highly bioavailable protein with immune factors, potent branched chain amino acids (BCAAs), lactoferrin, and immunoglobulins. Independent laboratory tests show the PDCAAS (Protein Digestibility Corrected Amino Acid Score) for the whey protein isolate in Hammer Whey and Recoverite is a whopping 1.14, a score that

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exceeds all of those reported for egg, milk, caseinates, and soy protein.

Glutathione: The key to optimal immune system support & recovery

Glutathione is a tripeptide consisting of the amino acids glutamic acid, cysteine, and glycine. It is one of the three endogenous (naturally occurring in the body) antioxidants, the other two being catalase and superoxide dismutase. Many researchers rate glutathione as the number one antioxidant. Ward Dean, MD, a leading nutritional scientist, in his brilliant article “Glutathione: Life-Extending ‘Master Antioxidant,’” addresses the importance of glutathione, stating that “Glutathione is present in nearly all living cells, and without it they can’t survive . . . glutathione has major effects on health at the molecular, cellular, and organ levels.”

One of the most important steps we can take to improve our recovery is to enhance/optimize body levels of this important antioxidant, and one of the best ways to do that is by consuming whey protein. Whey protein contains excellent levels of all three of the amino acids that comprise glutathione, as well as high levels of the sulfur-containing amino acids methionine and cysteine. These two amino acids are particularly important for proper immune system function and the body’s production of glutathione. In addition, the amino acid glutamine has also been shown to help raise glutathione levels. (Both Hammer Nutrition whey protein products, Hammer Whey and Recoverite, contain high amounts of glutamine.) **HN**

Whey vs. Soy
Glutathione and amino acid comparisons

Hammer Whey/Recoverite vs. Hammer Soy
A comparison for glutathione production (approximate amounts per gram of protein)

Amino Acid	Whey Isolate	Soy
Cysteine	33 mg	9 mg
Methionine	17 mg	9 mg
Glutamic Acid	103 mg	138 mg
Glutamine	333 mg	10.5 mg

Hammer Whey/Recoverite vs. Hammer Soy
A comparison (approximate amounts per gram of protein) of BCAAs (branched chain amino acids)

Amino Acid	Whey Isolate	Soy
Leucine	100 mg	59 mg
Isoleucine	51 mg	35 mg
Valine	36 mg	36 mg

You know what would go great with that medal around your neck?

This!



- Minimize post-exercise soreness
- Rebuild muscle tissue
- Restore muscle glycogen



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\$2.95 - 6 or more
\$54.95 - 32 Servings

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Is your winter diet weak on produce?



BY MARNI SUMBAL, MS, RD, LD/N

We never want to overlook the importance of sports nutrition before, during, and after training to support exercise-induced stress. But, it is the daily diet that nourishes your mind and body, and supports the many metabolic processes that will help you live a quality-filled life, feeling healthy, fit, and strong. Have you ever considered the fundamental role of fruits and vegetables to allow you to train consistently with phenomenal results? Excessive oxidative stress, a weakened immune system, a foggy brain, overworked muscles, and weak bones can be signs of overtraining or a poorly planned diet that does not support your activity routine. Consider some of the following vitamins and minerals that can help you reach your training and racing goals:

Vitamin/Mineral	Source	Assists with:
Nitrate	beets, arugula, rhubarb	dilation of blood vessels
Probiotics	tempeh, sauerkraut	digestion and a healthy GI tract
Chromium	potatoes, dried parsley, Brussels sprouts	blood sugar control and neurotransmitters involved in memory and muscle function
Folic Acid	spinach, asparagus, papaya, avocado	red blood cell creation and cellular growth
Magnesium	black beans, pumpkin seeds	heart rhythm, muscle and nerve functioning and bone strength
Potassium	mushrooms, sweet potatoes, bananas	fluid balance, blood pressure, and cardiac functioning
Vitamin A	dried basil, butternut squash, carrots, kale	maintenance of optimal vision, healthy skin, and boosting immune system
Vitamin C	bell peppers, broccoli, kiwi, oranges, strawberries	cellular protection from oxidative stress and helping the body form collagen
Iron	potatoes, tofu	red blood cell and energy production
Calcium	dark leafy greens, figs	bone growth, muscle contraction and nerve signal transmissions
Copper	tahini, pasta, sundried tomatoes, marjoram	metabolism of iron and reduction of oxidative stress
Phosphorus	edamame, tomatoes, spinach	regulation of calcium and ATP (energy) production

A common misconception is that fruits and vegetables are “diet” foods. Active individuals of all ages should focus on a balanced diet, considering the wide spectrum of powerful foods that will fuel your lifestyle and help to keep the body in good health. Because every athlete likes a challenge, aim for 11 servings per day of fruits and veggies. (1 serving = ½ cup cooked vegetables, or ½ cup raw vegetables, 1 cup salad greens, 1 piece of fruit, ½ cup fresh fruit, or ¼ cup dried fruit.)

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 Fruits and veggies equals happiness? <http://newyork.cbslocal.com/2012/10/15/fruits-plus-vegetables-equals-happiness/> <<http://newyork.cbslocal.com/2012/10/15/fruits-plus-vegetables-equals-happiness/>>

Shop in season – Popular winter produce includes apples, artichokes, cranberries, broccoli, Brussels sprouts, cabbage, cauliflower, celery/celery root, clementine, grapefruit, kale, kiwi, onions, pomegranates, potatoes (white and sweet), pumpkin, radishes, squash, and tangerines.

Buy frozen – Perfect for smoothies, to add to a stir fry, or to flavor your favorite oatmeal creation, frozen fruits and veggies can be just as nutritious as fresh because freezing helps preserve nutrients when a food is picked at peak freshness.

Create a powerful soup or stew – Time to get out the crockpot! For every 1 cup of broth or 1 can of soup, add 1 cup water and 1-2 cups mixed vegetables. To reduce sodium in canned vegetables, rinse under cold water for about 60 seconds to possibly reduce up to 50% of the sodium listed on the nutrition label.

Shop frequently – To keep you creative in the kitchen, buy staple goods (lean, quality proteins, whole grains, and healthy fats) once a week and plan to do two mini shopping trips each week for fresh produce in order to eliminate waste of perishable foods.

Store properly – Although some foods are best kept outside of the fridge until consumed (potatoes, tomatoes, avocado), many foods will also ripen best outside of the refrigerator before cooling. Your refrigerator should be kept at 40°F or cooler, and the freezer should be kept at 0°F or cooler. Blanch veggies prior to freezing in order to maintain a healthy amount of nutrients. For proper storage, keep whole fruits and veggies in the crisper drawer, and chopped/sliced produce (drizzled with a little lemon juice to prevent browning due to oxidation) in airtight Tupperware containers. Wash whole fruits and veggies prior to consuming. Produce bags (ex. BioFresh) may help prolong the shelf life and maintain freshness of your favorite fruits and veggies.

About the author:

Hammer Nutrition-sponsored athlete Marni Sumbal is a 5x Ironman finisher and a Level 1 USAT Coach. She works as a Clinical Dietitian and is the owner of Trimarni Coaching and Nutrition in the Jacksonville, FL area. Marni is a Registered Dietitian and a Certified Sports Nutritionist (CISSN).



Hammer Whey

The way to stronger immunity

BY STEVE BORN

The article "Recovery – A crucial component for success" from *The Endurance Athlete's GUIDE to SUCCESS* (a portion of which is reprinted on page 10) discusses the three primary aspects of how to recover properly between workouts, allowing you to get the most out of the time, money, and energy spent in training: reparation of lean muscle tissue, glycogen restoration, and maintaining strong immune system functioning. Regarding the latter aspect, there are a number of factors that go into keeping your immune system strong:

- Adequate rest between workouts
- Sufficient amounts of sleep

- Eating a high-quality diet
- Supplementing with a variety of antioxidants

Another factor, oftentimes overlooked, is the consumption of whey protein. At this time of year, when getting sick seems to occur more frequently, whey protein is a powerful ally for your immune system.

Whey protein contains high amounts of the amino acids needed for the production of glutathione, arguably the most important antioxidant there is. At least one study has shown that whey protein elevates glutathione levels more than any other protein source. [1]

Additionally, whey protein has been shown to help fight infections. In one study, animals fed whey protein showed increased immune system function in response to challenges such as salmonella and streptococcus pneumonia. Though other protein sources were tested, this beneficial effect was unique to whey protein. [2]

Lastly, whey protein is more than just amino acids; it is made up of numerous subfractions, including beta-lactoalbumins, alpha-lactalbumins, lactoferrin, and immunoglobulins, all of which possess immune system-boosting properties.

Start the new season off on a positive note by giving your immune system the help it needs, making sure that you include Hammer Whey as part of your "immunity strengthening" arsenal. **HN**

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- [1] Bounous G. and Gold P., Clin. Invest. Med. 1991
 [2] Bounous G., Konshavn P., Gold P. Clin. Invest. Med. 1988

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ASK DR. BILL

From the archives of Bill Misner, Ph.D.

Question

How good is Hammer Vegan Protein?

ANSWER

Introduction: It is no secret that in 2009 I converted to eating only plant food calories. This change was motivated by a four-month review of the science by Dr. Caldwell Esselstyn [1] and Dr. Colin Campbell [2], which they reported in peer-reviewed literature. In addition to the findings of Esselstyn and Campbell, and, in agreement, Dr. Michael Greger [3] further defined the harm from eating animal-sourced proteins and the benefits from consuming plant-sourced proteins.

A protein food's strength or weakness is based on the quality and quantity of its essential amino acid profile for healthful growth effects. For example, soy protein, as well as the rice, pea, and alfalfa components of Hammer Vegan Protein, generates cardiovascular benefits, while whey protein reproduces significant muscle growth effects. Protein quality may therefore be judged by its essential amino acid yield per serving. The body cannot make essential amino acids for itself and is therefore dependent upon dietary sources. (See table at right.)

If you are an endurance athlete running or riding a bike for an hour or more, the best protein source is Hammer Vegan Protein or Hammer Soy, with Hammer Whey as a plausible protein source consumed post-exercise in the 3:1,

carbohydrate/protein product, Recoverite. If you are a strength athlete, competing in short-burst events lasting less than one hour, Hammer Whey protein may be the best choice used to accelerate recovery periods.

Nonessential amino acids are also beneficial for replacing exercise-cannibalized amino acids from muscle mass. Therefore, the amino acid profiles for vegan, soy, and whey proteins may also be compared in terms of their nonessential amino acids donor potency. (See table below.)

These values represent individual amino acid content in Hammer Vegan Protein, Hammer Soy, and Hammer Whey per 26 grams of protein. An argument can be made for consuming whey protein during strength or speed training cycles, and soy during endurance cardio training cycles. Only small portions of protein should be consumed during exercise, which operate to blunt protein deficits created by exercise. During the first 30 minutes after exercise, it is important to consume a meal of no more than 40 grams of protein with 120-160 grams of carbohydrates to refill the lean muscle mass stores for recovery and "muscle growth" after exercise. As far as daily totals are concerned, my personal suggestion—based on exercise-induced lean muscle mass cannibalization rate—is that the endurance athlete should consume an average of 1.0-1.4 grams per kilogram body weight per day, with the lower dosage used on easy workout days and the higher dosage used on longer, harder workout days.

Personal Comments: In 2010, my first year of competition on plant-food proteins (total abstinence of all-animal proteins), I saw my cholesterol drop from 232 to 151, but I could do no better than two age-group silver medals at National 15K Trail and National 5K Cross Country. However, with the belief that the vegan (plant-food proteins only) lifestyle took time, I continued this diet. My cholesterol stayed below 161. Then, in 2011, I won the 70-74 age group USA National Trail Championships in 15K, Half-Marathon, and 50K distances respectfully. Recently, in 2012, I won the 70-74 age-

- continued on page 15

Essential Amino Acids Milligrams per 26 grams

AMINO ACID	VEGAN	SOY	WHEY
Leucine ^{BCAA}	1395	1546	2609
Isoleucine ^{BCAA}	843	921	1333
Valine ^{BCAA}	891	940	942
Methionine	252	245	443
Arginine	1305	1428	480
Histidine	399	489	425
Lysine	1244	1184	2222
Phenylalanine	852	977	831
Tryptophan	191	595	244
TOTALS	7372	9039	10491

Note: BCAA is the acronym for branched chain amino acid.

Amino Acids Milligrams per 26 grams

AMINO ACID	VEGAN	SOY	WHEY
Cysteine	213	244	869
Aspartic Acid	1765	2180	2039
Alanine	743	808	230
Glutamic Acid	2720	3589	2683
Glycine	630	789	78
Proline	818	940	179
Serine	823	977	180
Tyrosine	654	714	172
TOTALS	11291	10241	6430

- continued from page 14

group USA National Trail Marathon Championships.

Disclosure: I supplemented a whole plant-food lifestyle with Hammer Vegan Protein prior to and after the National Trail Marathon Championships. However, what works for me cannot be applied to the whole population of endurance athletes. Nevertheless, the protein quality and quantity of Hammer Vegan Protein is a superb, health-enhancing supplement that may (with time and dose) enhance lean muscle mass potential while reducing excess fat mass. If so, a 6-9 month protocol may result in enhanced performance. **HN**

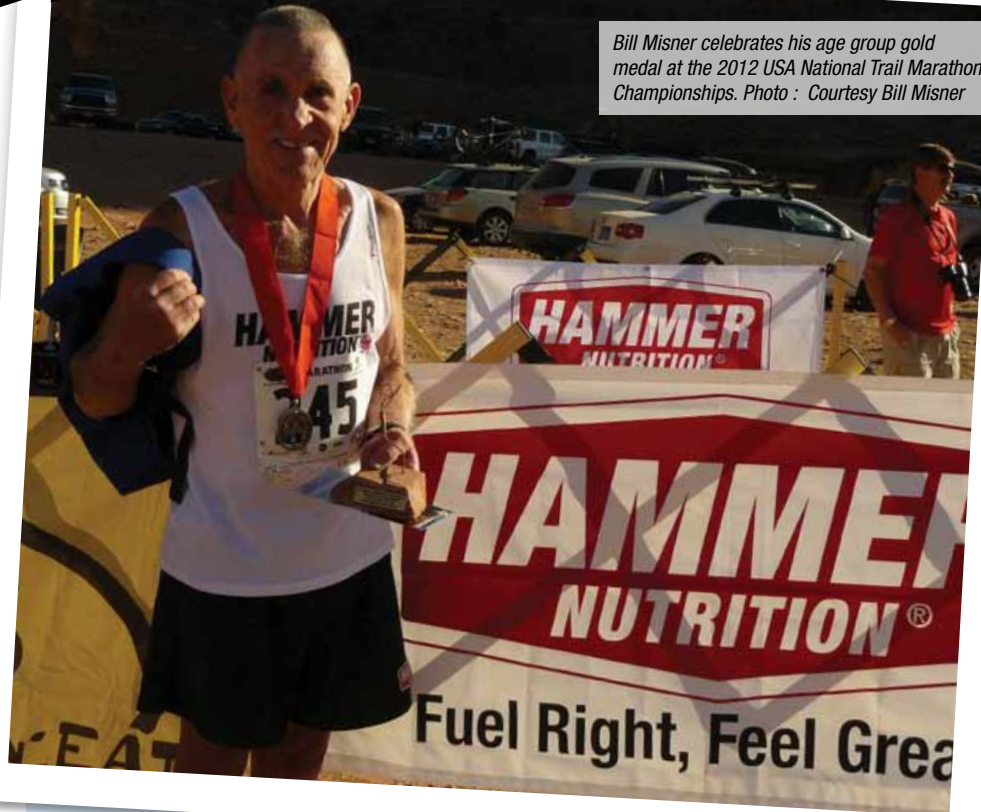
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[1] Dr. Caldwell Esselstyn's groundbreaking program backed by the irrefutable results from 20-year study proving changes in diet and nutrition can actually cure heart disease. Prevent and Reverse Heart Disease, by Caldwell B. Esselstyn, Jr., M.D., <http://www.heartattackproof.com/>

[2] T. Colin Campbell, Ph.D. for over 40 years has been at the forefront of nutrition research. His legacy, The China Study, is the most comprehensive study of health and nutrition ever conducted: <http://www.thechinastudy.com/authors.html>

[3] Dr. Greger demonstrates (with science) that the intake of animal protein associated with heart disease and riggers the release of the cancer-promoting growth hormone IGF-1. He also argues that the intake of plant protein prevents heart disease. Conversely, Greger presents evidence that states the intake of plant protein prevents cancers by inhibiting the release of cancer-promoting hormone IGF-1. Access to Dr. Greger's profound statements are found on the nutrition.org website @ <http://nutritionfacts.org/index.php?s=plant+protein>

Another Successful Athletic ADVENTURE!



Bill Misner celebrates his age group gold medal at the 2012 USA National Trail Marathon Championships. Photo : Courtesy Bill Misner



I had competed in many trail races, ranging from 15-50K, but none like this one. The 2012 USA National Trail Marathon Championships in Moab, Utah, is best categorized as an "adventure race." The course is highly technical, with miles of deep sand beds and three locations with roped repelling and climbing (not something I had ever done until this event, nor is it something I ever want to do again!). There were several places where runners had to climb sheer rock precipices using long ladders secured by bolts into the rock walls. There were also numerous places where we were forced to crawl or sit-and-scoot on our backsides to descend huge rocks and boulders over slickrock boulder surfaces. There were heights . . . ledges where we had to walk single file, some more than 1,500 feet above the valley floor (high enough to parachute). One two-mile section was so steep that not one runner could run it, instead walking single file. The dangerous combination of sheer difficulty along with a highly technical nature must classify it as the most challenging event I have run in 32 years of competitive racing!

I am sincerely thankful to have survived. Winning a gold medal in my age group (with a finish time of 6:17:49) and the title of USA National Trail Marathon 70-74 AG Champion is but "icing on the cake," secondary to having survived, finishing on foot well under the 7 hour, 45 minute cut-off time. There were 401 runners who attempted this race, and only 305 of us finished within the required cut-off time. To some, these finisher times might appear to be slow, but over 25% of the course cannot be traversed running, which helps to explain an almost unheard of elevated 23% who failed to meet the cut-off time.



NOW AVAILABLE!

Hammer Vegan Protein

BY STEVE BORN

The finest, most delicious all-vegetable protein available!

Many of you, our valued clients, have been asking for a vegan-friendly protein, one that was not just devoid of dairy-derived protein, but soy protein as well. Because we want everything to be up to our exacting standards of quality, it usually takes quite a bit of time to get a new product's formula and taste just right. The wait was definitely worth it, however; Hammer Vegan Protein is another "home run" product.



Containing not one but five types of nutrient-dense, GMO-free, gluten-free, vegan-friendly protein, Hammer Vegan Protein is the perfect, delicious choice for anyone desiring a high-quality, dairy-free protein. Hammer Vegan Protein contains no soy, so it can be used with no issues by those who have soy intolerances or allergies. A powerhouse of quality nutrition—vitamins, minerals, RNA/DNA, essential fatty acids, and more—Hammer Vegan Protein is a unique blend of alkaline protein sources, highly desirable for helping maintain overall health. To ensure efficient and complete digestion, a variety of digestive enzymes are also included in the formula.

Hammer Vegan Protein Sources

Pea Protein is an easily digested protein containing

an excellent amino acid profile; it's a rich source of the amino acids leucine, isoleucine, valine (the three branched chain amino acids), lysine, arginine, and glutamine. An interesting characteristic of pea protein is that it assists in lowering levels of grehlin, an appetite-stimulating peptide. The result of pea protein consumption is an increased potential for feeling satiated, thus helping to prevent overeating.

Organic Brown Rice Protein is arguably the most hypoallergenic protein, which is especially important for anyone who suffers from chronic food allergies. When combined with pea protein, the two form a complete protein source, containing all essential amino acids and nonessential amino acids. Like pea protein, it is also very easy to digest and has the highest Biological Value (BV) of any vegetable protein source.

Organic Spirulina, a microscopic single-celled algae, is a complete protein source and has the highest concentration of protein by weight of any food. Considered by many to be THE superfood of superfoods, spirulina is vitamin- and mineral-dense, and is rich in enzymes and antioxidants such as superoxide dismutase. It's a potent source of chlorophyll (second only to chlorella) and essential fatty acids. Spirulina is also considered to be a blood-building nutrient, primarily due to its polypeptide content (called phycocyanin). Additionally, spirulina is believed to help maintain digestive system health by serving as a food/fuel source for beneficial intestinal flora.

Chlorella is another single-celled algae and, like spirulina, is a complete

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protein, loaded with chlorophyll and essential fatty acids. Chlorella is perhaps the most vitamin- and mineral-dense “green food” available, including a complete B vitamin profile. (Chlorella has more vitamin B12 by weight than liver!) Chlorella also contains naturally occurring RNA and DNA for assisting in cellular growth and repair, and is considered an “eye health” nutrient, courtesy of its plentiful amounts of beta-carotene and lutein. Lastly, chlorella has gained a reputation as an excellent detoxifying agent; it is purported to have the ability to bind to heavy metals as well as other toxic substances in the bowels.

Alfalfa is an excellent source of amino acids and is an ideal food source of many vitamins and minerals including vitamin K, suggested to be highly beneficial for arterial health. Research suggests that vitamin K directs calcium to the bone, and keeps it there and out of the linings of arteries, thus aiding in the prevention of arterial calcification and arteriosclerosis. Alfalfa is also considered to be a helpful nutrient for lowering cholesterol levels.

Summary

Packed with a significant 20 grams of vegan-friendly protein per scoop, Hammer Vegan Protein is naturally low in carbohydrates and contains NO added simple sugars or artificial sweeteners. Only healthy, natural ingredients and organic stevia extract are used to sweeten and flavor the product. Hammer Vegan Protein is virtually fat-free (a mere 1 gram per scoop) and completely devoid of saturated fats and cholesterol. It also contains minimal amounts of naturally occurring sodium (140 mg per scoop). Perhaps best of all, Hammer Vegan Protein tastes absolutely delicious! If you're seeking the highest-quality alternative to dairy-derived or soy protein powders, Hammer Vegan Protein is what you've been looking for. Use it when making a post-workout/race recovery drink or any time to bolster your daily protein intake. We guarantee you'll love it! **HN**

DIY:

How to make your own Hammer soy-free vegan protein fuels

With the introduction of Hammer Vegan Protein in three different flavors, it is now easier than ever to make soy-free, vegan-friendly versions of your favorite Hammer Nutrition fuels. While it's not possible to make exact replicas of Perpetuem, Sustained Energy, or Recoverite using Hammer Vegan Protein, the following “recipes” are quite similar in terms of their carbohydrate and protein makeup, and their caloric donation.

Soy-Free Vegan Perpetuem

Each scoop of Perpetuem contains 135 calories, 27 grams of carbohydrates, 3.5 grams of protein, and 1.25 grams of fat. To make a fuel that's comparable to Perpetuem using Hammer Vegan Protein, mix:

- 1 level scoop of HEED = 100 calories from 26 grams of carbohydrates
- 1/4 scoop of Hammer Vegan Protein = 27.5 calories from 5 grams of protein, 1.25 grams of carbohydrates, and 0.25 grams of fat

TOTAL CARBOHYDRATES – 27.25 grams
TOTAL PROTEIN – 5 grams
TOTAL FAT – 0.25 grams
TOTAL CALORIES – 127.5

Flavor suggestions:

- Mandarin Orange HEED + Vanilla Hammer Vegan Protein = Orange-Vanilla Soy-Free Vegan Perpetuem
- Strawberry HEED + Strawberry Hammer Vegan Protein = Strawberry Soy-Free Vegan Perpetuem
- Unflavored HEED + Vanilla Hammer Vegan Protein + splash of cold coffee = Caffé Latte Soy-Free Vegan Perpetuem

NOTE: To make a soy-free vegan equivalent of a scoop of Sustained Energy—which contains approximately 107 calories, 22.5 grams of carbohydrates, and 3.5 grams of protein—just use a fraction less than the amounts needed for making soy-free vegan Perpetuem. If flavoring is desired, you can use whatever flavor of HEED that you wish. Or, to more closely replicate the taste of Sustained Energy, use Unflavored HEED.*

Soy-Free Vegan Recoverite

Every two-scoop serving of Recoverite contains 170 calories, 33 grams of carbohydrates, and 10 grams of whey protein. To make a similar recovery drink using Hammer Vegan Protein, mix:

- 1 slightly heaping scoop of HEED = approximately 115 calories from roughly 30 grams of carbohydrates
- 1/2 scoop of Hammer Vegan Protein = 55 calories from 10 grams of protein and 2.5 grams of carbohydrates

TOTAL CARBOHYDRATES – 32.5 grams
TOTAL PROTEIN – 10 grams
TOTAL CALORIES – 170

Flavor suggestions:

- Lemon-Lime HEED + Vanilla Hammer Vegan Protein = Citrus Soy-Free Vegan Recoverite
- Strawberry HEED + Strawberry Hammer Vegan Protein = Strawberry Soy-Free Vegan Recoverite
- Unflavored HEED + Chocolate Hammer Vegan Protein = Chocolate Soy-Free Vegan Recoverite

*Measurements do not need to be precise; the measurement suggestions as described above will get you extremely close to the caloric-carbohydrate-protein content as listed.



Mike stops by the "Big Rig" during Masters Road Nationals. Photo : Nellie Freeman

Cycling skills with Mike Freeman

Training when it's raining

BY MIKE FREEMAN

It's late November, and I have just completed a two-hour training ride in the rain. In doing so, I violated two of my cycling rules:

1. Don't start the ride if it's already raining.
2. Don't ride in a group if it's raining or very wet unless you ride in the front or behind someone with a good fender setup. (Yes, I live in sunny California

where only a few racers have a good full fender system on their bike.)

Tips for wet conditions

Training in wet conditions can be very dangerous, so great care should be taken. Traction is minimized by the dampness itself; leaves, rocks, gravel, puddles hiding pot holes in the pavement, and other debris makes for a recipe for disaster. If you do find yourself riding in the rain, lower your speed and decrease your lean angles. Wet rims increase stopping distance, so drag them slightly by applying the brakes well in advance of any stopping to try to keep them somewhat dry.

Taking your workout indoors

While practicing these wet weather riding tips can help, under these conditions the indoor trainer session looks pretty inviting. I'm sure that you have certain workouts you like to do on the trainer. I prefer to use my track on the trainer. It improves my pedal stroke early in the season.

Always warm up and cool down before beginning your workout. I usually do 10-15 minutes on each end of the workout.

1. Slow frequency repetitions (SFR's)

incorporate high torque, low cadence, and low (aerobic) heart rate. These drills can be done on the trainer or on the road. Seated or standing will work, or alternate between them. Focus on developing a smooth pedal stroke.

I usually start my early season SFR's as four sets of ten minutes each with 3-5 minutes recovery between sets, and progress to longer sets as my body gets used to the extra stress and workload.

Always start with moderate effort and build as your strength improves. As with any stressful strength or power exercise, the risk of injury is present if you don't pay attention to what your body is telling you. Knees and lower back can be stress points with this type of exercise, so if you feel a problem starting, back off on the torque and raise your cadence until you are comfortable.

2. Single leg repeats (SLR's) can be completed based on time or by crank revolutions—4 or 5 sets. Increase time or revolutions with each set. Change it up by increasing cadence by set. You'll really need to concentrate on round, smooth pedal strokes.

3. If you must take your training outside, try running stairs. Stadium stairs are preferable, but any continuous set of stairs will do. A two- or three-story parking garage stairwell works also. Try to get in ten sets. Descend quickly. (Note: If you choose to take your workout outdoors in wet weather, wet shoes will dry out easily overnight if you stuff them with newspaper.)

I hope you all have early season success—build that base before moving on to intensity!

I'm looking forward to 2013 Hammer Camps in Tucson. Be safe on the road and dirt, and keep the rubber side down.

HN

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Help keep sick 'bugs' at bay with Soni-Pure

BY BILL MISNER, Ph.D., and STEVE BORN

There are a plethora of ways, most of which are simple, common sense strategies, to help protect you from getting sick during the cold and flu season:

- Eating a healthy diet that contains a variety of whole plant foods
- Supplementing your diet with a variety of antioxidant nutrients
- Making sure you're drinking sufficient amounts of clean, pure water (see next page)
- Exercising regularly
- Reducing stress as much as possible
- Getting adequate amounts of sleep

Last, but certainly not least, is washing your hands with soap and hot water frequently. Dr. Bill Misner elaborates: "Hand washing is the beginning of infection control. This is an indisputable fact, not simply a statement. Hands need to be washed with soap and water, and the temperature needs to be hot. Why? Because oils on the skin allow common germs to adhere to the skin more easily. Though hot water does kill some microbes, water alone fails to remove germs completely. The purpose of hand washing is to remove or destroy (disinfect) pathogenic microorganisms ("germs" in common parlance) in order to avoid transmitting them to yourself or others."

Soni-Pure – When hot water and soap aren't available (and perhaps even when they are!)

With even more potent strains of viruses and bacteria now present, and seemingly increasing at an alarming rate, the need for practicing good personal hygiene—especially frequent hand washing—is no longer an option, it's a necessity. However, hot water and soap are not

always readily available, and that's where Soni-Pure comes in. As per Dr. Misner, "Soni-Pure is a highly effective antibiotic foaming agent, shown to remarkably clean hands by physically drawing aerobic bacteria, fungi, yeasts, and mold spores out of skin pores where aerobic bacteria were either inhibited or totally destroyed."

Summary

Unlike the overwhelming number of hand sanitizers available, Soni-Pure is petroleum-free and alcohol-free; it won't dry your skin or expose you to harsh chemicals. Soni-Pure's beneficial effects last longer as well. Dr. Misner writes, "Alcohol-based skin sanitizers kill 99% of aerobic bacteria and yeast/mold/fungus immediately; however, the microbial proliferation rebounds rapidly post alcohol-based application, while the natural Soni-Pure formula postponed microbial colonization for up to eight hours after application."

Additionally, Soni-Pure doesn't have that awful chemical odor; in fact, Soni-Pure smells downright pleasant! Once you try it, we know you'll love it and won't ever go back to those harsh, alcohol-based hand sanitizers. Taking the aforementioned steps, and including Soni-Pure as part of your "arsenal," will help you stay healthy all year long, especially during the cold and flu season. **HN**

The Soni-Pure Proprietary Antibacterial Blend

Pink Grapefruit Seed Extract is well known for its broad-spectrum antimicrobial activity, killing or suppressing numerous forms of detrimental bacteria.

Orange Oil has antiseptic and antibacterial properties.

Basil Oil exhibits a broad spectrum of antiviral activity. Along with clove oil, basil oil has antimicrobial effects on the detrimental bacteria *Shigella flexneri*.

Clove Oil and Bay Oil contain the antiviral substance eugenol, which has virucidal (destructive to viruses) effects and has even been shown to be effective in inhibiting herpes virus replication in vitro.

Tea Tree Oil has been shown to inhibit or kill many detrimental microorganisms such as *Escherichia coli*, *Mycoplasma pneumoniae*, *Porphyromonas gingivalis*, *Propionibacterium acnes*, *Pseudomonas aeruginosa*, *Staphylococcus aureus*, *Staphylococcus epidermidis*, *Streptococcus mutans*, *Streptococcus pyogenes*, detrimental fungi on the skin, *Candida albicans*, *Pityrosporum ovale*, *Trichophyton mentagrophytes*, detrimental protozoa, *Trichomonas vaginalis*, and herpes simplex virus type 1 and type 2.

Sage Oil has bacteriostatic (inhibits or retards the growth of bacteria), antifungal, and antiviral properties.



How Much Fluid Should I Drink Daily?

Maintaining optimal hydration status is important every single day, all year long. We suggest a personalized daily fluid intake, based on your body weight in pounds (approximately half of your body weight in fluid ounces). If you haven't been drinking a sufficient amount of fluids consistently, build up your intake gradually until you reach your optimal amount.

Body Weight	Ideal range of daily fluid intake (primarily from pure water)*
--------------------	---

60 lbs.	30-36 fluid ounces
70 lbs.	35-42 fluid ounces
80 lbs.	40-48 fluid ounces
90 lbs.	45-54 fluid ounces
100 lbs.	50-60 fluid ounces
110 lbs.	55-66 fluid ounces
120 lbs.	60-72 fluid ounces
130 lbs.	65-78 fluid ounces
140 lbs.	70-84 fluid ounces
150 lbs.	75-90 fluid ounces
160 lbs.	80-96 fluid ounces
170 lbs.	85-102 fluid ounces
180 lbs.	90-108 fluid ounces
190 lbs.	95-114 fluid ounces
200 lbs.	100-120 fluid ounces
210 lbs.	105-126 fluid ounces
220 lbs.	110-132 fluid ounces
230 lbs.	115-138 fluid ounces
240 lbs.	120-144 fluid ounces
250 lbs.	125-150 fluid ounces

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*IN ADDITION to what you're consuming during your workouts.



Bob Pair celebrates his 1st place overall finish at the Storm The Fort Triathlon. Photo : Courtesy Bob Pair

How injury and Hammer Nutrition helped me get back into competitive sport

BY BOB PAIR

I rolled out of bed to excruciating pain. My left heel and arch felt like a spike had been driven through them. With no warning at all, I had just torn the plantar fasciitis in my left foot. This was in 2011, and I could not warm it up or stretch it out, and worst of all, I could not run. I distinctly remember thinking, “Being 50 may be more of a challenge than I expected.”

I would go for weeks without running, being very faithful to stretching and ice. However, as soon as I “thought” the pain had subsided, I would try to run and after only a few steps would be back to hobbling in pain. I finally accepted that I would not be running for the foreseeable future.

During my physical therapy, I was challenged to implement full body workouts into my exercise routine. I was also encouraged to go to my orthopedist

to have my right knee examined because of physical limitations and pain. (I had surgery on my right knee in 1998 and my left knee in 2008, and was diagnosed at that time with the onset of arthritis and associated cartilage degeneration.)

I decided to get back into road biking; I had competed in several triathlons in the mid-80s. In February 2012, I bought a road bike and went on a 37-mile ride in the mountains the very next day. I forgot how much I loved the speed, the cornering, and the miles. However, at about the two-hour mark I bonked. I thought it was a fluke, but on my next ride I got caught in a cold rain and heavily bonked after 90 minutes. A local bike store recommended Hammer Nutrition products.

To test the waters, I started off with Hammer Gel and Endurolytes Fizz.

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Hammer Nutrition's customer service and quick delivery impressed me. I also studied the Hammer Nutrition protocol on fueling and hydration. My plan was simplified to drinking when thirsty and taking in about 150-200 calories per hour. I saw immediate results—specifically no cramps, nausea, or bonking. In April, to celebrate my 51st birthday, I did my first real test, a local ride called "Five Climbs," which amounted to over 10,000 feet of climbing in approximately 85 miles. Though physically spent, I never bonked and celebrated my ride with a Hammer Whey Protein recovery shake.

As I read the Hammer Nutrition material, I was inspired by the athlete testimonials. I realized that a lot of these athletes were just like me—growing older, raising families, working a job, and desiring to stay active. Over time, I found the desire to compete again. Since my knees were my "Achilles heel" and I was still recovering from my torn plantar fasciitis, I focused on bike events. However, I wanted to do one triathlon before the season's end. In preparation, I tried to ride five days a week while running and swimming one day a week. In May, I completed a road race and time trial on the same day; HEED and Endurolytes Fizz helped me overcome the effects of the summer heat.

I had several obstacles to negotiate concerning my training, however. My real job is flying for a commercial airline, primarily to Europe. Healthy and timely eating is probably the greatest challenge in my line of work. I began taking Premium Insurance Caps to help with my overall nutrition. Flying internationally makes getting adequate sleep doubly challenging. Typically, I will fly a red-eye, get to the hotel, and sleep 2-3 hours. I later get an additional 2-3 hours of sleep before our return. I decided to try REM Caps. Immediately, I was getting into deeper sleep, but best of all, my time of sleep was basically doubling with no drowsy side effects.

I competed in Storm the Fort Triathlon on a clear September day in Kingston, TN. My overall goal was to finish this Olympic distance triathlon in under 2:30. I followed my pre-race routine of a Hammer Gel and water 45 minutes prior to the start, and I felt ready to go. After finishing the mile-long swim somewhere in the 20-minute range (20:39), I drank

some HEED and headed off on my bike. The challenge for me was to plan my attacks without "hitting the wall." Throughout the ride I hydrated with HEED, and 45 minutes into the ride I consumed a Hammer Gel. I felt hydrated and refueled for the run as I rode in with a time of 1:03:52.

I tried to pace myself off the first guy who passed me about a mile into the run, but as the temperatures increased, I could feel myself slowing down. At the halfway mark, my friend, Eric Jones (decked out in a Hammer Nutrition tri suit!), ran blazing by and my goal became to try to keep him in sight. I was able to pass him eventually, as well as everyone else in front of me. I crossed the finish line as the overall winner, and was very surprised when my daughter informed me that I had won the race with a time of 2:09:54. Other than the expected fatigue that comes with competing, I felt that my fueling and hydration strategy I had adopted from Hammer Nutrition had served me well.

I realize that my potential in sport is limited, but I have found a new delight in pushing the envelope to train and compete at higher levels. I still have not reconciled my conflict between longevity (i.e. delaying knee wear) and training aimed at higher performance (running, plyos, squats, etc.). At times I feel that I should just give up running and other high-impact exercises that might accelerate knee wear, but there is something inside of me that refuses to close that chapter of my life.

I have made a bold statement that injury and Hammer Nutrition contributed to my desire to compete. Due to injury, I had to become more creative and holistic in my workouts. Due to Hammer Nutrition, I grew (and continue to grow) in my knowledge of nutrition and energy management, as well as being encouraged by like-minded athletes. Best of all, Hammer Nutrition has provided me with convenience and exceptional products to keep me training at higher levels. As a result, I have been injury-free this year and attained a level of fitness that I have not known in years. I am looking forward to this coming year with new goals and objectives. What seemed to be a curse in my life actually became a blessing as my eyes were opened to new horizons. Thanks, Hammer Nutrition for helping me along the way. **HN**

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\$17.95 - 3 or more

- Improve quality of sleep
- Enhance growth hormone release
- Antioxidant-fortified

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Hammer HEED is supplied on-course during the Shannon Miller Foundation Weekend of Racing.
Photo : Aaron Fulton



On-course fuel

Don't let it limit you!

BY STEVE BORN

After numerous years in ultra marathon cycling, I've made every mistake in the book (some more than once), so trust me, I speak from experience. Most of the blunders I've committed are reflected in the "10 Biggest Mistakes" article in *The Endurance Athlete's GUIDE to SUCCESS*, which I'm sure most of you have read. (And if you haven't, why not?!)

However, over the past couple of years I've noticed an ever-increasing trend amongst athletes, and quite frankly, I consider this trend and strategy to be one of the dumbest ones that athletes adopt. The strategy? "I'm training for a specific race, and they'll be providing specific fuels and foods on the course. Therefore, in an effort to better adapt to these fuels and foods, I'm going to use them in my training."

My thoughts regarding this are:

- Really? You're going to let what the race serves at the aid stations dictate what you use in training, not to mention in the race itself?
- What if the fuels/foods available at the aid stations are total junk, which they oftentimes are? How can you get the full value out of your training for an important race by fueling with junk in the weeks and months prior to it?
- Are you willing to put what may be a key race in jeopardy by consuming fuels or foods that you know aren't of high quality?

Now, I understand the rationale behind this strategy: the athlete doesn't have to carry fuel during the race, thus possibly making things logistically easier. Still,

why are the athletes who adopt this strategy willing to downgrade the quality of their workouts by training with what the race will be providing (which again, may be total garbage), simply so they don't have to carry their own fuel with them? And why are they willing to jeopardize their race by relying on whatever is offered at the aid stations?

In all honesty, it makes no sense to me whatsoever, especially because:

- You can carry several hours of fuel (such as Perpetuem or Sustained Energy) in concentrated, multi-hour Hammer flasks or water bottles.
- You can carry plenty of Endurolytes capsules (at least 30) in one of our easy-to-use capsule dispensers.
- You can carry at least a two-hour supply (or more) of Hammer Gel in the Hammer flask, and you can use a runner's fuel belt to carry several flasks of Hammer Gel, containers of Perpetuem Solids, and Endurolytes capsules.

The bottom line is that you can cover most-to-all of your fueling needs during your workouts and races via superior Hammer Nutrition fuels in a very small amount of space. You DO NOT have to train with or rely upon the fuel/food offerings the race may be providing. And if you do run a bit short on fuel during the race, you can always carry extra Perpetuem or Sustained Energy in a ziplock-type bag, making more at the aid stations. Also, you can carry and consume a Hammer Bar or two during long-duration races. Hammer Bars and Perpetuem Solids are ideal solid food choices, and they're an infinitely better choice than the donuts, cookies, and other junk foods that may be offered at the aid stations.

As the season begins, make it a point to train with the right fuels—Hammer Nutrition fuels—all of the time. Yes, it may be a slight inconvenience to carry all of your fuel with you during your long workouts and races; however, that inconvenience is overwhelmingly trumped by the fact that you KNOW you've got the right fuels "on board" and that you don't have to rely on the fuels and foods that the race may be providing.

HN

You can lead a horse to water . . .

(but he'd rather have HEED!)

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At right : Colin hikes the Manitou Incline near Colorado Springs, a one-mile trek that gains 2,000 vertical feet. Far right : Colin tears up the course during the 2012 USA Cycling MTB Cross Country Nationals. Photos : Courtesy of Team Kenda/Felt

Recharging for next season with Pro MTB rider Colin Cares

BY COLIN CARES



About 15 minutes into my run, I started to enjoy myself. I knew I wasn't on pace for a Strava record, but I could taste a slight tang of blood that proved I was going hard, and it felt surprisingly good. A few months ago, as I prepared for the MTB World Championships, I couldn't have imagined running, much less chasing other runners on Strava and enjoying it. I was nearing the end of a long season and approaching a limit. No matter how many interval workouts I did, I only seemed to halve my distance to my goals, never quite reaching them. I needed an off-season, one in which I ran, ate a little too much, made myself sore, and did the things that, at another time in the year, would have probably made me slower. Now, however, during the off-season, they would eventually help make me fast.

Success in cycling or any endurance sport isn't a process of continual improvement. Rather, finding fitness is about working hard to make gains and then patiently working through inevitable setbacks. With foresight, those setbacks can be

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minimized with rest. On social media, it can feel as though your peers are constantly training hard, but recognize that the best athletes are often the most conservative when it comes to rest. They work the hardest at times, but they pair that work with serious rest. Work harder, rest harder—seems easy enough, but the striver in us often undervalues the rest.

The physiological benefits afforded by an off-season have been well documented, but the mental benefits are perhaps most critical. I'm a professional cyclist, but during the winter, riding just doesn't appeal, so I don't—and I don't feel an ounce of guilt. Listen to your body, and if it's still eager to be active, try something different like swimming, running, skiing, hiking, rollerblading, playing ultimate frisbee, or doing yoga. The activity doesn't matter, so long as you're staying active without forcing yourself to do something that's mentally challenging. Soon enough, you'll be mentally chomping at the bit to ride again and your training will be better for having not trained. You'll likely benefit physically too, and avoid injury by adding some density to those cyclist bird bones, or maybe gaining a little upper body strength.

I also cut myself some slack when it comes to nutrition in the off-season, but I try to be smart about it. I can justify it with one of my favorite mantras: "everything in moderation, even excess." I try not to indulge in sweets at the expense of proper nutrition though. For example, I never skimp on Recoverite or a Hammer Bar after a workout. I stay up on fruits, veggies, and supplements (in addition to the occasional beer). Indulge a little in the

bad without sacrificing any of the good.

When you think you're physically and mentally ready to train again, ease into it. Unless you live someplace where it's forever summer, you'll face some crummy weather, and that's a good thing. I think if I rode in perfect conditions year-round, I might find myself fast in the early season, but burnt out by June when the races matter most. Take advantage of particularly cold or wet days to rest or crosstrain to ensure that you're motivated to ride hard when it's nice. Some of my favorite winter training days involve a couple hours of cross-country skiing in the morning at Eldora followed by an hour or as much time as I can handle on the trainer. Some cyclists can ride indoors for hours, but many can't and that's fine.

A successful off-season is all about getting back to a rested state where the "hard" aspects of training sound fun. Continue to eat well, perhaps a little naughtily sometimes, and stay active by challenging yourself in new, fun ways. Don't sweat the small things, and you'll find you're faster for it when it counts. Hammer on! **HN**

HAMMER BAR

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

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MSRP

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Pre-season Compex training: Build power and VO₂max

BY JIM BRUSKEWITZ

Increasing VO₂max (the maximum amount of oxygen one's muscles can use when exercising intensely) is best improved when not just training aerobically. The higher an athlete's VO₂max, the greater the potential to maintain a fast pace for long periods of time. Training up to the anaerobic threshold without exceeding it, how most of us train to improve our aerobic capacity particularly for longer lasting events, won't improve VO₂max as much as a training schedule including systematic training above the anaerobic threshold.

As pace and power generated increases, we recruit more muscle fiber types. When we recruit the three types of muscle fibers, ST (slow twitch), FTa (intermediate fast twitch), and FTx (dedicated anaerobic fast twitch), we do it in order from ST, to ST plus FTa, and finally ST plus FTa and FTx. Up to our anaerobic threshold, ST and only a few of the FTa muscle fibers are recruited. Until the effort exceeds the anaerobic threshold, the majority of the FTa and the FTx muscle fibers are not recruited. It turns out that regularly recruiting and training FTa and FTx shows greater improvement in VO₂max than just training the aerobic ST muscle fibers. In order to maximize VO₂max, an athlete must improve the aerobic capacity of both their slow and fast twitch muscle fibers.

Compex strength programs train the ST, FTa, and the FTx muscle fibers.

The Resistance Program targets the FTa muscle fibers, while the Strength and Explosive strength programs target FTx muscle fibers. These muscle fibers can be effectively trained with Compex programs without as much stress as training above the anaerobic threshold. Single muscle groups can be effectively trained without stressing the whole body's cardiovascular, muscular, and structural systems. Being able to more easily fit this important muscle fiber training into a weekly routine pays huge dividends in increased strength and VO₂max.

Most athletes will train one muscle fiber type at a time. A few of my associates and I have been experimenting with training a muscle group by using two different strength training programs on the same day. This approach is not doubling the training load on one muscle fiber type, which is probably more than that muscle fiber type can reasonably absorb. Rather, the approach trains two different muscle fiber types one time within each 48-hour training window. More of the muscle will be fatigued. The muscle adapts and can handle this load. Rather than trying to gain these adaptations a month before the year's big event, now is the perfect time to train the muscle to absorb this kind of training load. The more the muscle can absorb AND recover from in time for the next training session, the greater the level of fitness that can be achieved.

Follow the training plan as shown on the next page, and you will notice significant

improvements. Those around you will notice the difference too. Note that for all training blocks, recovery programs are recommended daily—as much as needed.

You'll notice a significant difference in how well you perform your sport after following this plan for even just three weeks. The benefits will continue to accumulate as you extend the training time with Compex. There are other Compex plans that will yield great results as well. Variations on this schedule may be more tailored to your abilities and needs. Let's explore the basic features that should be incorporated into any successful Compex plan.

Any skeletal muscle group can be trained with Compex. For any muscle group trained:

Train a particular muscle group three times per week.

If you train a muscle group one time per week, you will detrain between sessions, and the amount of improvement will be limited. Three times per week is ideal, but twice weekly is definitely worth doing if three times per week is impossible.

Take at least 48 hours between training sessions.

Training three times per week will leave 48 hours between two of the three sessions and 72 hours before the remaining session. Because strength programs deliver a training load, recovery is important to ensure that the body's capacity to absorb another workout is large.

With any of the fast twitch muscle fiber strength programs (Strength and Resistance), train for at least three weeks and not more than eight weeks.

It will take three weeks for the muscles to adapt to the stress and respond with significant increases in force production and improvement in aerobic capacity. The rate of gain will drop to zero after eight weeks of training. Switch the type of training, the Compex program in this case, to begin a new cycle and return to a

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positive rate of gain.

Choose the muscle groups that will most benefit your performance.

You have a limited amount of time to train, even if training is your job. To be efficient with the time you have, prioritize the muscle groups that are the prime movers for your sport. The three blocks of training in the Compex plan shown are hierarchically ordered for cycling and running.

Most athletes are now shifting their training into high gear in preparation for the upcoming season. Base phase training is in full swing with the promise of a higher VO₂max that will both support maintaining faster paces with less anaerobic dependence and improve the ability to recover more quickly. One of the benefits of using Compex strength programs is to improve VO₂max. The fact that one increases their power output by using Compex strength programs as well suggests that not incorporating strength programs into a regular training plan is missing a big opportunity to become a better athlete. **HN**

Block I : 3-8 weeks of training

Programs: Strength & Endurance

Block II : 3-8 weeks of training

Programs: Resistance & Endurance

Block III : 3-5 weeks of training

Programs: Strength & Resistance

For each block, run the specified programs on quads, glutes, calves, and hamstrings (in that order) according to one of the following schedules:

Schedule I	Schedule II
Monday	Sunday
Wednesday	Tuesday
Friday (or Saturday)	Thursday (or Friday)

Note that for all training blocks, recovery programs are recommended daily—as much as needed.

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

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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



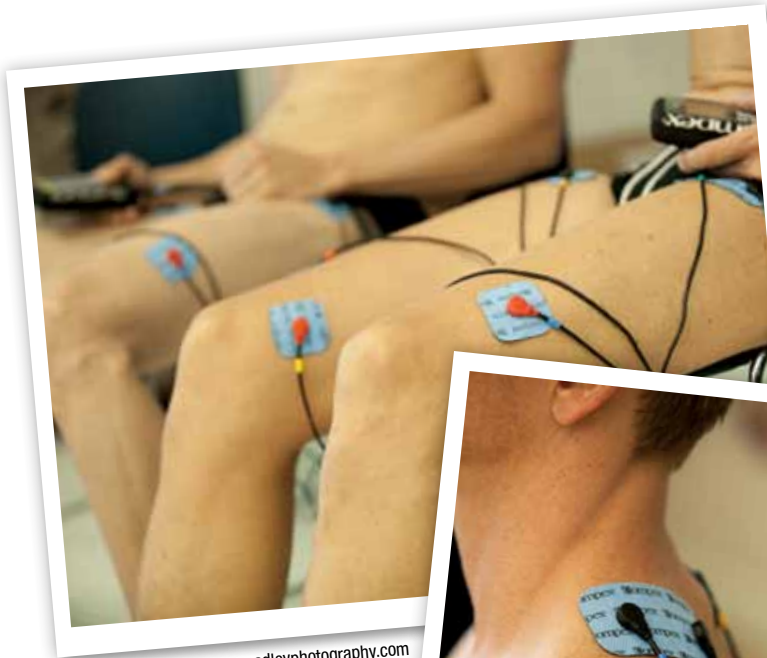
Jim Bruskwitz, NMES expert





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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 healthcare professionals and the most demanding athletes in the world. For more than 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 choice for all things NMES.

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

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

More benefits!

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

Real Compex Athletes, Real Compex Results!

"I have noticed a great improvement when I consistently use **Compex**. I also use it while traveling, and I don't get that achy, swollen leg feeling on a long flight." - Tiff K.

"My goals for 2012 were: (1) finish, (2) beat my 2010 time, and (3) go under thirteen hours. I most definitely met all three goals and could not be happier. **Compex** worked and got me to another level in my training." - Scott S.

"The 15K went awesome! I was shooting to average 7:10's or so . . . and I ended up nailing it with an average pace of 6:54! My time was 1:04:14—3rd out of 1,162 in my age group and 35th overall women out of 9,067. I was so pleasantly surprised with the race! **Compex** training for running really paid off!" - Padra M.

"I was worried about my hamstring and IT band, but neither caused any issues. **Compex** saved me!" - Donna P.

Choose the Compex you need to reach your athletic goals

EDGE

Whether you're a competitive athlete, fitness enthusiast, weekend warrior, stay-at-home mom, or aging adult, the Compex Edge can help you to achieve optimum health and fitness. When combined with your existing fitness routine, the Compex Edge enables you to target your training and exercise more muscle in less time, so you can achieve peak performance and fitness. This unit provides a more efficient workout regimen, with less risk of injury to joints and tendons, and virtually no cardiovascular fatigue. Whether used for sports training, fitness workouts, muscle development, massage, recovery, or a warm-up, Compex enhances your muscle performance.

PRICE **\$399.99**

Programs include-Endurance, Resistance, and Active Recovery.



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, Pre-Warmup, Active Recovery, Recovery Plus, and Massage.

All models include a muscle stimulator, battery charger, user's manual, instructional DVD, electrode placement guidebook, drawstring bag, electrode lead wires (4X), 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 **\$579.99**

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



Replacement pads and accessories

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

Order Today!

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



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

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

(Sport Elite and Performance U.S. models only)

90-day money back guarantee - FREE
Priceless!

Flavia Oliveira hooks up to the Compex for a workout. Photo : Courtesy Flavia Oliveira



Getting back in the saddle with Compex

BY FLAVIA OLIVEIRA

Oops, I did it again! Yeah, I know I sound like Britney Spears, but I broke my clavicle for the second time while racing in El Salvador last March. (I also suffered the same injury during the Mt. Hamilton Classic road race in May 2011.) Needless to say, that brought my racing/training to a halt. During my recovery time, I relied heavily on my Compex to not lose too much fitness; I also use the same programs during my off-season training (Strength program on my legs with a different muscle group each day before getting on the trainer or riding, and Active Recovery program after my rides).

Using Compex while recovering from injury helped me maintain muscle tone and strength. When I was able to get back full-force into training, I continued to use the same Compex programs, reducing the Strength program to just 2-3 times a week but consistently using the Active Recovery program.

With very little training time, I went back to my trade team in Europe (UCI Colavita Forno D'Asolo) into full race mode with the plate in my clavicle. I still had limitations, but I needed to race myself back into shape to prepare for the summer months when we have the biggest tours, including the Giro de Italia Donne. I started to feel much better due to the Compex Strength programs I used during my recovery period as well as during off-season. I also used the Pre-warmup program, especially during the long transfers from stage to stage. Sometimes we don't have enough time for all riders to get massages by the time we arrive at the next destination, so Compex is one of the biggest assets I have while I am on the road and traveling by plane. It is my best buddy!

I finished 12th overall after a rough start of the nine-day La Route de France femme, in which I crashed during the prologue due to some bent/broken rims

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that didn't allow the brakes to release while on a turn. It is never fun crashing, especially when you still have eight days of hard racing ahead of you. I finished well in several stages at La Route, but the highlight of my season was setting a new course record at the Mt. Diablo Challenge at the end of September.

I hope to serve as an example of how much Compex can aid recovery. Along with my Premium Insurance Caps and Recoverite, my whole body is well looked after. I also can't emphasize enough how important those tools are for the competitive athlete in the off-season to ensure your body is strong and ready for the upcoming season. Thank you Hammer Nutrition for helping me accomplish just that! **HN**



Flavia's off-season Compex training plan:

- | | |
|------------------|---|
| Monday | Recovery ride
Strength program on glutes and quads
Active Recovery program |
| Tuesday | Pre-warmup program on glutes
Ride
Strength program on hamstrings and adductors
Active Recovery program |
| Wednesday | Pre-warmup program on hamstrings
Ride
Strength program on glutes and quads
Active Recovery program |
| Thursday | Pre-warmup program on glutes
Ride
Strength program on hamstrings and adductors
Active Recovery program |
| Friday | Easy ride
Active Recovery program on hamstrings and quads |
| Saturday | Long ride
Active Recovery program on glutes and quads |
| Sunday | Long ride
Active Recovery program on hamstrings |

Who said three's a crowd?

We now offer three Compex models!

Choose from the Compex Sport Elite, the Compex Performance, or the Compex Edge... whichever model fits your needs, you can be sure that you will be giving yourself the ultimate competitive edge!



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How often can I take Race Day Boost?

A question from the Hammer Forum

BY STEVE BORN

Question

I am entered in a big cycle race for us Kiwis called Around Taupo Lake Classic, which is a 155K ride. I want to use Race Day Boost for this event, but have only just received the product; I have only this week to take it and this weekend to test before I load up for the Taupo ride.



Is it a problem taking the product two weeks in a row like this, and are there any problems/side effects while riding longer rides like this that I may encounter? I just don't want to hit this ride and suffer some ill effects that I wasn't aware of.

ANSWER

In the article "15 Simple Ways to Improve Your Athletic Performance Right Now," I wrote the following as the ninth topic:

Don't use any new supplement or fuel, or supplement/fueling protocol, in a race without having first tested it in training.

This is a cardinal rule for all athletes, yet you'd be amazed how many break it. Unless you're absolutely desperate and willing to accept the consequences, do not try anything new in competition, be it equipment, fuel, or tactics. These all must be tested and refined in training.

Because all Hammer Nutrition fuels are specific and formulated to easily combine with one another, you have all the flexibility you need to ensure that you can tailor a fueling program for any length of race, regardless of conditions. You'll never have to guess or try something off the table in hopes of trying to keep going another hour.

So it is a really good idea to do a "test run" with Race Day Boost (RDB) in training, prior to using it for your event. That's the only way you'll know how your body responds to it.

The issue you're facing is that you don't have as much time before the event to



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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test the product as I'd like you to have. We generally recommend testing RDB prior to a hard workout (which, again, is the best way to ascertain how your body will respond to it), then reserve its use for specific events or races . . . basically your "A" events/races. We also suggest at least two weeks, ideally up to four weeks, between loading doses, because the more frequently one uses RDB, the less effective it becomes. Also, consumption of that much sodium phosphate (the primary ingredient in the product) too frequently is believed to inhibit the absorption of calcium and potentially some other nutrients.

Plus, for every 1,000 mg of sodium phosphate you take (one serving of RDB) you're adding an additional 193 mg of sodium to your diet. Most of us are consuming too much sodium on a daily basis as it is, so consuming another 193 mg of sodium (772 mg per day when taking four servings of RDB a day)—is something one would want to do infrequently. In fact, when athletes do a full four-day loading dose of RDB, we strongly advise them to be even more

cognizant of the sodium that they're consuming in their diet, lowering it to compensate for the amount of sodium that they're obtaining from RDB.

The bottom line is that sodium phosphate is a nutrient compound that you neither need nor want to take too much of and too frequently. We suggest that you test it (RDB) in training 2-4 weeks prior to a key event or race, do a four-day loading dose prior to that event, and then use it only for your primary events/races, allowing at least two weeks (ideally closer to four weeks) between loading doses.

So you're kind of in a "caught between a rock and a hard place" scenario in that it'd be ideal for you to test the product at least a couple of weeks prior to the event. Unfortunately, you don't have that luxury. I think there is a happy medium, however, which is that you NOT do the full four-times-a-day-for-four-days loading dose, but do a shorter loading dose, fewer times per day. That way you'll have an idea of how you respond to the product, without overwhelming yourself with too much sodium phosphate prior to doing the full loading

dose in the four days prior to the event.

So here's a suggestion for your "test run" of RDB:

- Day One: 2 teaspoons RDB powder or 2 RDB capsules one time/day
- Day Two: 2 teaspoons RDB powder or 2 RDB capsules two times/day
- Day Three: 2 teaspoons RDB powder or 2 RDB capsules three times/day
- Day Four: Training Day . . . no RDB

Again, that should be a sufficient test of how your body responds to RDB but without overdoing it, and thus negating at least some of its beneficial effects, prior to doing the regular, four-day loading dose protocol.

Please keep in mind that this is just a suggestion and that I have no "science" to back up this particular test run protocol. However, I think it is a good way to test the product in the short time frame in which you have to test it. **HN**



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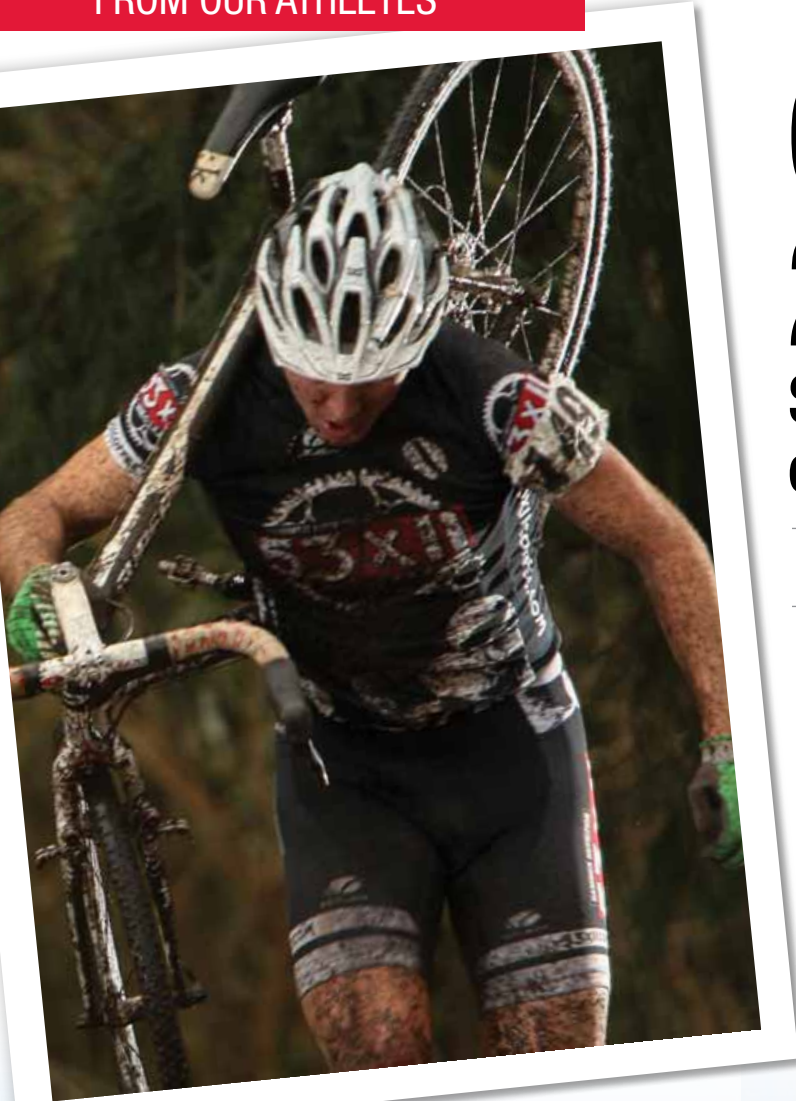
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Above: The author appreciates a new, lighter weight Cannondale 'cross bike and the effects of Hammer Gel Espresso during the Washington State CX 2012 Championships. Photo : Dennis Crane Photography
Below: Chaos ensues on the course, but Hammer-fueled Miles Frank stays calm, cool, and collected at Rolling Thunder CX. Photo : Leah Prickett

Cyclocross 2012

Squeezing the last drop out of the shoulder season

BY PHIL GROVE, Hammer staffer and sponsored MTB/'cross rider

I might be behind the times in saying that cyclocross is a great way to stay fit “in between” seasons. One look around the pits at a Seattle 'cross race this past fall confirmed that for a lot of racers, this is their season. Eager riders show up by the hundreds with their Belgian Abbey-aged tubular tires mounted on flashy carbon wheels, B-bikes, stickered-up sprinter vans, and an intensity rarely seen at an August road race. Cyclocross—once the off-season folly of many road and mountain bike racers—has taken center stage in America and especially in the Pacific Northwest, and it is here to stay.

The proof of this explosion can be seen all across the map, with 800 dedicated amateurs showing up on Sundays in Seattle, more than 1,200 in Portland, and hundreds more in dozens of other cities across the U.S. Within each crop of young riders coming up through the ranks, a few have mastered the local mud and moved on to great success on the national and even international scene. One such group of youngsters that we have been honored to work with is Hammer Nutrition-sponsored Rad Racing Northwest; they've been in the business of getting young riders on the podium since 1998! Several of their riders have

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moved on to the pro ranks, and dozens more have moved on to be upstanding members of the 'cross racing scene. While the youngest "Rad Racers" are barely big enough to throw a leg over a bike, I got to race against several of their older riders. Nolan Brady and David O'Brien in the men's 1-2 category are both great examples of the talent that this program produces. The sportsmanship, dedication, and commitment to the team exemplified by Jim Brown's Rad Racing program has set an example that we all can learn from, at the races and in life.

One of these up-and-coming juniors (who also happens to be the son of Hammer Nutrition proprietor and CEO Brian Frank) is Miles Frank, who has raced in the NW with the Rad kids and represented Hammer Nutrition with great success in 2012. Brian and Miles are huge fans of 'cross and can be seen racing and spectating all weekend long. Miles has always had great skills on the bike—anyone with a background in BMX usually does—but he has really stepped up his game and it has been fun to watch the progression. He closed out the season

racing in the men's Cat 3 field (although he's still a junior) with three big wins. I'm very excited to have a "wingman" next year in the men's 1-2 events!

Over ten weekends, I was fortunate enough to attend 'cross races all over the Northwest representing Hammer Nutrition and our little brother company, 53x11 Coffee. After two seasons of racing out in the NW, Brian and Miles had some great advice that proved invaluable in some of my races there. Oftentimes in 'cross, we simply follow the thin, brown line of mud that everyone else has taken before us. At the Washington State Championship race in Arlington in December, the thin line was actually quite slippery and I wasn't very excited about the race during my warm-up.

Miles had already raced (and won) the junior category earlier that morning; both he and Brian told me to focus on taking smooth lines, and for goodness sake, stay on the grass (rather than the mud). The wakeup call to just focus on where I was putting my tires, and not worry so much about the other riders, proved to be quite the boost I needed that day. Though I couldn't quite keep up with Redline's Logan Owen or Seattle Cyclocross Series

winner Giancarlo Dalle, I was riding in 3rd for most of the race, until a burped tire and a stop at the pits dropped me down to 4th. It was still a great day and I think my best ride of

the season! With the repetition of racing every weekend, it's easy for bad habits to develop, so it just goes to show that none of us are too good for a little advice.

For a full season in the mud, I find many Hammer Nutrition products to be extremely useful. In particular, Hammer Gel, HEED, and Race Caps Supreme are great pre-race fuels and energy boosters for the all-out racing that is cyclocross. Recoverite is also invaluable afterward, especially if the weekend is a double header. To stay healthy and strong over ten weekends of racing in oftentimes cold weather, I've also found that our supplement line is very helpful. The closest thing I can remember to being sick was feeling really tired after our trip to Interbike in September, but that was probably justified. I closed out the season at the U.S. Grand Prix of cyclocross in Bend, OR, and felt faster than ever. Racing into December in Montana requires one part dedication, two parts good luck with the weather, and at least three parts of knowing how to take care of your system. So a big thanks to Hammer Nutrition for offering the multitude of amazing products that extended my season, one week at a time until the very end!

At a time of the year when it's just as easy to hang up the bike and fall completely off the wagon, cyclocross is one of the more fun ways to stay fit, improve your skills on the bike, and enjoy a festival-like atmosphere of all things bike related. No matter what your summertime pleasure, if you haven't already, I highly recommend giving 'cross a try next fall. **HN**



Left: Rad Racer David O'Brien trudges his way through a muddy day at Marymoor. Right: Skyler Schroeder. Photos : Dennis Crane Photography



By the Numbers

BY VANESSA GAILEY, Hammer Nutrition sponsorship coordination team

They're everywhere! From your local 5K races to the 100-Mile Trail National Championships, X Games, and beyond, Hammer Nutrition sponsored athletes have been busy adding podium finishes to the Hammer "Team" race résumé. We have representatives competing in paddleboarding, swimming, snowshoeing, climbing, ultra running, martial arts—the list of sports disciplines goes on and on.

Every Monday, the Hammer Nutrition Sponsorship Coordination Team comes in to an email inbox full of race reports from the previous weekend; it is a great way to begin each week! When looking at sponsored athletes' collective results by the numbers, it is indeed impressive, a true testament to the great effects of fueling right.

August – November 2012

230 top 3 podiums
155 age group wins
23 overall wins

These numbers only reflect the reported podium finishes . . . we know that the numbers are in truth far greater, especially when you factor in that these do not include internationally sponsored Hammer Nutrition athletes. As an example, Hammer Nutrition Brazil pro triathlete Luzia Bello spent her 2012 race season bouncing from XTERRA podium to podium (including three consecutive wins), all the way to the Brazil XTERRA Championship title. Pro triathlete Jamie Whyte, sponsored by Hammer Nutrition New Zealand, placed 2nd overall in the iron distance Challenge Wanaka. Their results are not included in our totals. Nor do these numbers include

Hammer Nutrition athletes who are not sponsored but are just as great a reflection of successful nutrition and fueling. Take Hammer Nutrition user Luke Lengfeld, for example. In only his third year of competition, he was on the overall podium three times in 2012 at Wisconsin runs and triathlons, plus he secured several age group podium finishes. Another awe-inspiring example is 80-year-old competitor Molly Hayes, a Hammer Nutrition ambassador from Bozeman, MT. As of the end of 2012, she had completed more than 208 Olympic distance triathlons and is on the age group podium at the majority of her races, often competing with athletes in younger age groups and still securing the podium.

At Hammer Nutrition, we believe that podium finishes are only one aspect when gauging our clients' successes, however. A personal PR, an improved race time after recovering from an injury, the longest distance achieved to date . . . all are just as worthy of celebration. In 2013, we'd like to put all of our valued clients on the Hammer podium—on the pages of Endurance News. Whether you are a sponsored athlete or not, email us with your training and race successes! Throughout the year, we will be recognizing not only sponsored individuals and teams through "By the Numbers," but also countless athletes who demonstrate our shared commitment to a healthy, fit lifestyle.

We look forward to hearing from you all as you help us set a PR in our podium count for 2013! **HN**

Send news of your successes to athleteupdates@hammernutrition.com



"By the Numbers" contributor and sponsored athlete Keith Rieger, just after his age group win at XTERRA Worlds Trail Championships in Hawaii!

2012 By the Numbers

Month	Podiums	AG wins	Overall wins
Aug.	52	34	na
Sept.	72	52	4
Oct.	74	52	14
Nov.	32	17	5
Dec.	14	11	1

NATE'S CORNER

BY NATE LLERANDI

Don't get ahead of yourself

At this time of the year, motivation is typically pretty high as we prepare for the upcoming racing season. With this heightened sense of motivation, it can be easy for us to get ahead of ourselves regarding our ultimate preparation. So, if you find yourself improving too quickly—and thus running the risk of peaking too early based on when your key races fall on the calendar—what can you do to slow things down without squandering the progress you've already made?

You're in luck. The answer is fairly straightforward and pretty easy. Simply keep your volume where it is, and take anywhere from 1-2 full weeks to train strictly aerobically. To me, this means below 78% of Max HR (heart rate) across all sports and below 75% of FTP (Functional Threshold Power) on the bike for those who track power.

That's it. By taking a break from higher intensity work, you give your body a rest. The lack of intensity puts the brakes on in terms of your progress, and the steady volume keeps this period of time from turning into extended recovery. In effect, you put your body in a temporary holding pattern.

When you start up again, you should feel a little fresher given the temporary absence of interval work, but certainly not as fresh as if you just came out of a recovery week at the end of a hard training cycle. Jump back into your training right where you left off and kick start your progression once again.

This technique can be used at any time you find yourself ahead of the

game, if the risk of peaking too early is there. Typically, you know you are approaching the peak of your fitness if, during your progress tests, your incremental improvement becomes very small or almost non-existent from one cycle to the next. If you are really close to your key race, then this would be OK. However, if you're still a couple of months away, chances are you're going to plateau before the race; then the only way to go is down, and you'll be losing fitness heading into your key race. Not good!

Don't fall into the trap of thinking that an absence of interval work means you'll be getting slower or will be losing fitness—quite the opposite. You'll maintain your fitness and better align your progress with when you really want to peak. **HN**



Nate Llerandi, Hammer sponsored athlete and longtime ambassador, has been coaching endurance athletes since 1990. He draws from his extensive experience as a world class triathlete, including ranking as Top American and 6th place in the prestigious ITU World Cup Series. Nate's most recent competitions include the Pike's Peak Marathon, and the Dead Dog Classic Stage Race and Sunshine Hillclimb Challenge road cycling events.

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Into a new year of the Ironman journey

BY SCOTT GAISER



For me, an Ironman race is much like a game of golf. It takes most of my day, I do it once or twice a year, and it is expensive. Unfortunately, unlike golf, there are no “mulligans” in an Ironman. After months and months of training, triumph, injury, unsolicited notoriety, and stresses of a new job, I can say this year’s Ironman experience has been an eventful yet wonderful journey. Nevertheless, I find myself wishing for a “do over” after my final race of the season at Ironman World Championships in Kona in October.

the lava fields of the Big Island in the hills of Montana.

Upon my arrival in Kona, thanks to the generosity and hospitality of Brian Frank, I enjoyed healthy food, relaxing days, and stressless restful nights with friends. When my 3:30 a.m. alarm woke me up on race morning, I was somewhat confident that I was going to have a good day.

Race-day mantras and moments

The beginning of the Ironman World Championship is an awesome experience. I can’t think of anything in the sport of triathlon that can match the magnificence and emotion. You’re in the water with 1,800 competitors, thousands of people along the pier and shoreline surrounding Kailua Bay are cheering, and helicopters are flying overhead. As you tread water and the sun begins to rise over Mount Hualalai, it is impossible not to get a little emotional and have an overwhelming sense of gratitude to be privileged to have the opportunity to be in that place at that time. When the cannon sounds though, all the sentimentality is forgotten and the race is on.

I immediately began focusing on my race-day mantras. The best mantras are unique to that day and can spark that extra motivation when needed. For Kona 2012, mine were:

Relax: Given the bigness of the event I felt it was important to do just that . . . breathe and enjoy the moment.

Be patient: I had a habit of starting too

Pre-race preparations

As Ironman Kona approached, I really did not know how well prepared I was. A new job with added responsibilities, less time to train, and a lingering hamstring injury that kept me from running for much of late August and early September gave me pause. I was equipped, however, with the experience of three previous trips to Kona, a training regimen created by

my coach and former

age-group Ironman world champion Jim Bruskewitz, and a proven nutrition plan. Sunny days and unseasonably warm weather, along with extra layers of clothing, helped me create the conditions of



Top: In the days leading up to IM World Championships, Scott logs some light training miles along scenic routes around Kona.

Bottom: Scott Gaiser prepares for his final race of the season at the 2012 Ironman World Championships in Kona.

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- continued from page 40

fast. One way of keeping my pace in check was to try to negative split each discipline.

One foot in front of the other:

Achieve a trance state, and move robot methodically despite the pain and discomfort.

Be in the now: Don't worry about what is behind you or what could happen. Focus on the present, your form, and your nutrition.

Repeating my mantras, I started the swim. I placed myself back a row and off to the side hoping to avoid some of the scrum. I tried to keep a steady and comfortable pace as I attempted to drag off other swimmers. At the halfway mark I glanced at my watch and seeing that my time was 39 minutes, I realized my pace was way too comfortable. By speeding up, I was out of the water at 1:14.

I achieved my goal of a negative split but in a disappointing time. Despite being well behind my normal, expected time, I remained patient. Enjoying a tailwind for much of the ride out of town, I maintained what I thought was a solid pace without pushing. Then a stiff wind raged off the ocean for the ascent up to Hawi. The ride down was fast and fun while the wind was at my back, but more headwind the remainder of the ride resulted in a slower than expected bike time and no negative split. Out of transition and on to Alii Drive, after seven plus hours of racing, I was finally to the part of the race I had visualized hundreds of times. I hoped I had kept enough gas in the tank so that I could lay down a solid run.

I focused on putting one foot in front of the other and realized I would have to run my best Ironman marathon ever to even come close to my goal time or place. As with my recent Ironman races, my pace gradually slowed until it took all I had to keep a pace that would even be considered running.

With six miles to go and the sun quickly setting on all of my goals for the day, I scrambled in my mind to find any attainable fallback goal I could still achieve. Crossing the finish line while it was still light outside and finishing my marathon in under four hours were now all I could shoot for. Finally, I made the turn onto Alii Drive as I had visualized and pretended to do during many training runs. I was able to summon one last ounce of energy to surge ahead of a few

runners ahead of me. But unlike what I had visualized on those many training runs, I wasn't going to finish in 1st place and the clock had long eclipsed ten hours. There was, however, a hint of daylight in the sky and the split on my Timex® read 3:58.

I learned that negative splits and being patient are all fine and good, but sometime you just need to race. I certainly do not have any regrets; I did my best and by doing so I hope that I accomplished my primary goal of honoring those who have supported me over the years.

Hammer Nutrition community

One of the many cool experiences at Kona was seeing other athletes competing in their Hammer Nutrition racing gear. Each time I would see another Hammer Nutrition athlete, we would exchange an acknowledgment. The connection with another Hammer Nutrition "team member" is always encouraging and kind of special. I am extremely proud to wear the Hammer Nutrition brand and colors. Hammer Nutrition's personnel have always been extremely supportive and encouraging to me throughout my endurance sporting life. After having the opportunity to spend a few days with founder and owner Brian Frank in Hawaii, I know without a doubt that he absolutely has the best interest of the athlete in mind regarding our health, performance, and quality of nutrition products. His wisdom and integrity are reflected in the products and people at Hammer Nutrition.

Into the New Year

In November 2011 I started my formal training to prepare for Coeur d'Alene in June 2012. With training plans in hand, I was energized and felt that there was a sense of importance to my workouts. As I write this, a year later, I find myself feeling a little lost. My workouts are without clear purpose except for burning calories. Soon however, I will pick an "A" race, and I will develop a long-term training plan. My focus will shift from what could have been to what can be, and the journey will begin anew. The journey could still end in frustration and disappointment, but it is well worth the effort and one I feel extremely blessed to travel. *HN*

Scott's fueling plan for Kona



The Hammer Nutrition products I use have played a significant part in my overall health and in my success and enjoyment of endurance sport. In Kona, my nutrition plan was similar to what I did in my qualifying race in Coeur d'Alene:

- A traditional race morning breakfast of peanut butter, bagel, two servings of **Apple-Cinnamon Hammer Gel**, a banana, and coffee.
- Monitoring my overall calorie intake closely.
- On the bike, a bottle of **Perpetuem** (7 scoops), 1 or 2 **Hammer Gels**, and a **Hammer Bar**. I consumed half a bottle of **Strawberry-Vanilla Perpetuem** on my way to Hawi and then had a cool, refreshing bottle of **Caffé Latte Perpetuem** waiting for me in my drop bag. I like switching flavors. Tip: I freeze my Caffé Latte mixture the night before and wrap it in a towel before putting it in the drop bag on race morning. The contents are still cool and thus a treat to drink on a hot day.
- Drinking a lot of water throughout the race, which I monitored by my need to urinate.
- At least one **Endurolytes** every 15 minutes (or every water station on the run) and **Endurance Amino, Anti-Fatigue Caps**, and **Race Caps Supreme** every hour during the race.

I made a few slight changes to my fueling plan in the last year that have helped:

- Eating healthy and limiting my salt consumption prior to the race, along with not overhydrating—one change I made from previous Kona races that was a big plus.
- Recently on the run I have started carrying a Hammer Flask of **Unflavored Hammer Gel**, and I carry another for backup. I have another bottle of gel in my drop bag and consume another throughout the day.

From the kitchen of

Laura Labelle



Vegan sugar-free almond chia seed pudding

2 cups almond milk
6 Medjool dates, pitted
1/2 cup almonds
1/2 cup chia seeds

Blend milk, dates, and almonds in blender. Add chia seeds. Mix at slow speed or manually stir. Chill in the refrigerator for two or more hours prior to serving.

Dahl (yellow lentil) soup

2 tablespoons ghee or olive oil
1 large onion
2 stalks celery
2 medium carrots
3 bay leaves

2 cups yellow split lentils
32 oz. vegetable broth
Sea salt and pepper to taste

Dice onion, celery, and carrots into small pieces, and sauté in a soup pot with bay leaves and olive oil or ghee. Cook for a few minutes, until vegetables soften and are darker in color. Add broth. Stir in lentils, and bring to a low simmer. Cover and simmer for an hour, or until lentils are very soft. Season with sea salt and pepper to taste, and enjoy for lunch or dinner.



Eating healthy with chia seeds

BY STEVE BORN

One of Laura Labelle's tasty recipes in this issue includes chia seeds, and since they're something I like to consume and enjoy fairly consistently (I sprinkle chia seeds on salads whenever I have them), I thought this healthy food deserved additional mention.

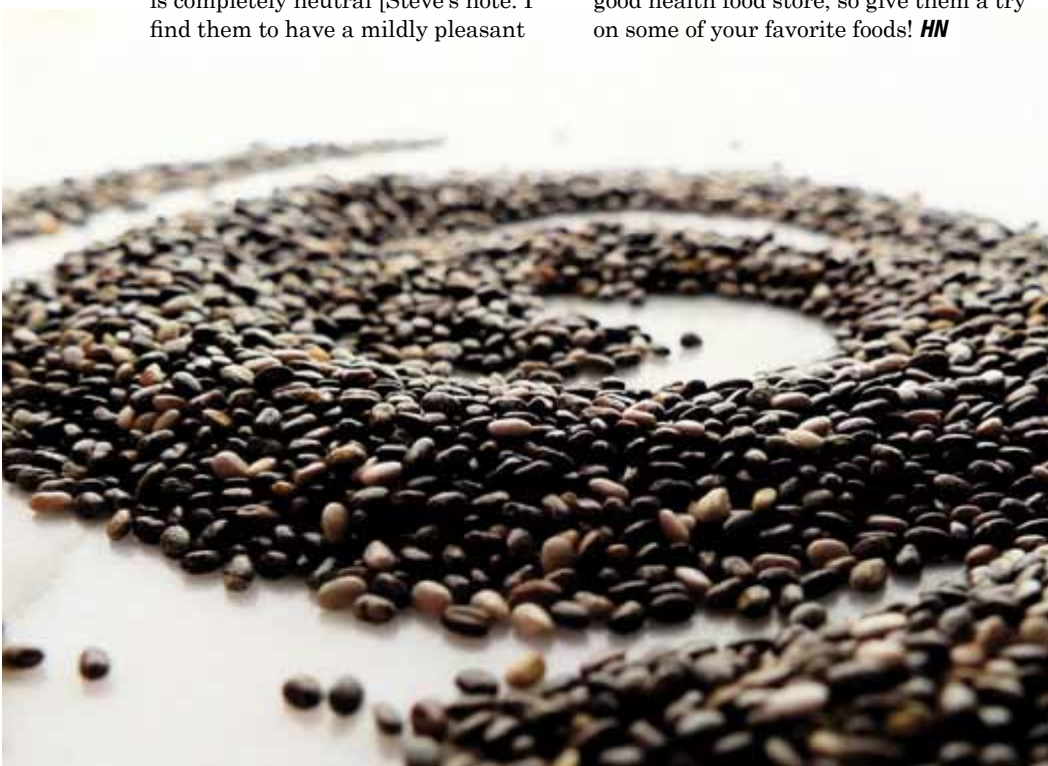
Not to be confused with the chia seeds that were used to "grow hair" on the novelty product from years ago, the chia seeds that are gaining an ever-increasing reputation as a "superfood" come from a different flowering plant, *salvia hispanica*, which is a type of sage in the mint family, abundantly found in Mexico and South America.

Dr. Bill Misner had the following to say about chia seeds:

Chia seeds are reported to increase HDL ("good") but lower serum LDL ("bad") cholesterol and triglycerides levels. I added one scoop of chia seeds per day for five weeks to post-workout late-day salads. The taste is completely neutral [Steve's note: I find them to have a mildly pleasant

nutty flavor], with a fibrous mucilage property. Chia seeds are high in protein and may be the only food that has a perfect 3:1 ratio of Omega-3 to Omega-6 fatty acids ratio. Chia seeds are significantly rich in minerals and antioxidants. Endurance athletes lack dietary fiber and Omega-3 in diets I have analyzed. Overall, a chia seed product is an excellent organic nutrient component to add to your diet for fiber and bulk effect.

Because the human body can digest chia seeds very easily, they don't need to be ground up (like flax seeds do) before ingesting and enjoying the multiple benefits they provide. Chia seeds are incredibly versatile and can be sprinkled on pretty much any food you desire; your imagination is your only limitation! They're a great way to boost the antioxidant/mineral/fiber/healthy fat content of soups, salads, cereals, smoothies, and more, and they're ideal for including in batter when you're making pancakes, muffins, and similar baked goods. Prepackaged chia seed products are readily available in any good health food store, so give them a try on some of your favorite foods! **HN**



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Pit Row



Joe Bacal solos to another Baja 1000 victory

For the second time in three racing seasons, Hammer Nutrition-sponsored Joe Bacal drove to Stock Full-class victory over the punishing 1,122-mile "peninsula" course in the 45th Tecate SCORE Baja 1000. But his 2012 triumph was quite different than the 2010 edition, which also ran the long route from Ensenada to La Paz. This time Joe "ironmanned" the route—driving every mile himself, virtually trouble-free, not even requiring a tire change.

Joe and co-drivers Brian "Woody" Swearingen, Paul Williamsen, and Joe Nolan (who assisted Joe but did not drive a single mile) methodically clicked off the miles with little drama along the way. Joe's plan actually started several months before the race with a strict physical training and diet regimen to prepare himself for the solo drive, which ultimately totaled 38 hours and 22 minutes, only stopping at the BFG pits for fuel, co-driver changes, and vehicle inspection.

Another key to Joe's success was a special diet during the race, courtesy of Hammer Nutrition. "Hammer Nutrition fuels and supplements made a huge contribution," noted Joe. "I couldn't believe how fresh I felt after the first 12 hours of the race. And it kept me going all the way to La Paz." His primary calorie source was Sustained Energy via a tube fed into his helmet. The container of Sustained Energy was replenished at pit stops. He took Anti-Fatigue Caps and also taped Hammer Gel pouches to the inside of the Lexus, for occasional quick energy and flavor.



Shane Esposito, racing for Team O'Neal in the 104x category. Photo : Lalo Franco

Team O'Neal

This year was very good to Team O'Neal. We finished 1st in class and 3rd overall at the 2012 Baja 1000! We were also the first privateer bike across the finish line. Our team consisted of four riders on a shoestring budget, with very limited pit support; we did not have helicopters, drivers, or any extra riders like most of the factory teams we were up against.

My dad, Jim O'Neal, rode a 78-mile section of this race at the age of 66. He was racing against guys who were way less than half his age. Without Hammer Nutrition fuels, this would have not been possible!

Jimmy O'Neal

Lettin' it fly at EnduroX Championships

Max Gerston & Louise Forsley

Hammer Nutrition is fueling some of the upcoming stars of the national Endurocross scene. After competing in points races all year, Hammer Nutrition-sponsored Max Gerston had a strong ride at EnduroX Championships in Las Vegas last November, which secured his MAVtv Junior EnduroX Championship title. (The MAVtv Junior series recognizes riders 21 years of age and younger.)

Another well-known Hammer Nutrition-sponsored rider, Louise Forsley, was a solid contender all year for a championship title after placing either 1st or 2nd in every race in the series. In Vegas, Louise lead the race on the last lap but got stuck in the rocks. She recovered for 2nd place in the race and a 2nd place podium spot for the 2012 GEICO AMA EnduroX Championship series.



Louise Forsley. Photo : Viceversamx.com



Max Gerston, Hammer Nutrition sponsored athlete. Photo : Kinney Jones

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Coffee with a conscience

BY RY WATKINS

At 53x11 Coffee, we are proud to support farmers by purchasing only Certified Fair Trade coffees direct from the plantation. By shortening this supply chain, we can ensure that a fair price is paid to the farmer and their family, and that 53x11 Coffee customers are receiving the highest quality product, guaranteed! This greater return on coffee also allows farmers to reinvest in the quality of their farms and the surrounding communities with sustainable farming and prohibiting the use of chemicals and pesticides that hurt the environment and the crop. We do not believe in coffee subsidies, but do believe that farmers who do the best work and are committed to healthy environmental and social practices should get the best price. That's why we work with

and offer our support to these skilled producers/artisans—our goal is to provide riders with the best cup of coffee in the world, and we believe we've succeeded!

So shift into 53x11 gear and hammer out life to the fullest . . . eating healthy, living happy, practicing a sustainable lifestyle, being your best both on and off your bike, and enjoying the best coffee possible. Drink up, enjoy, and ride ready!



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[Cycling and tri kits are both available in black and red.]

On behalf of our fellow cyclists who share this devotion, we have designed the 53x11 Coffee of the Month Club. As a member, you 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 of cycling jerseys, bibs, socks, and more!

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Bar Mitts: New for 2012-2013

BY BRIAN FRANK

I had tried all manner of cycling gloves for cold-weather riding—thick, thin, etc., and no matter what, after an hour or two, my fingers would be frozen. Dexterity and safety were also compromised with the heavy-duty gloves. So in 2009, when I noticed a small ad for Bar Mitts, I was more than a bit curious.

I ordered a pair, and the inventor, Ward Graham, turned out to be a Hammer Nutrition fan. He recognized me when I called and introduced myself as "Brian from Montana." He said, "Oh, you're the guy who writes all of those articles." He sent me a pair promptly and passed my first test for companies that I do business with: nice, knowledgeable staff, efficient service, quick delivery—just how I like it. Now I'm a fan of his company and products too!

While at 2012 Interbike, I stopped by the Bar Mitts booth for a look at their newest innovations:

- A larger size Mountain Mitt. They still offer the original One Size Fits Most, but for those in colder climates, the Mountain Mitt has a little more length in the cuff and a little more room in the hand compartment. When you put your hand in, you immediately notice the additional room. The large will allow for thicker clothing, a much larger hand, and heavier/bulkier gloves.
- Both sizes of Mountain Mitts are now available in designs that fit with or without bar ends or bar end mirrors. A new cinch on the inside of both Mitts, which attaches to the handlebar, will allow for round grips or the ergonomic grips that are becoming so popular.

Bar Mitts have been an excellent solution for cold hands for me on the road and on the mountain bike; I can now enjoy toasty bare hands on the bars during those chilly winter and early spring training missions. Finally, no more cold hands, no matter if it's 30°F or 0°F. In fact, I've

actually stopped wearing full-fingered gloves altogether unless it's under 20-25 degrees, then a light pair of full-fingered gloves keeps my hands nice and toasty no matter how cold it is. Also, I found that bike control—operating the brakes/shifters, or getting your hands in and out of them to wipe your nose or signal a turn—is easy with the Bar Mitts. They work equally well with Campy, Shimano, and SRAM levers.

With a price tag of \$64.95 and free shipping if you order online, Bar Mitts cost about as much as a nice pair of heavy winter cycling gloves, and they work infinitely better. Ward has generously extended a discount to Hammer Nutrition clients to offer you an even sweeter deal. If you order now, he'll take 20% off of the SRP and still pay the shipping. That reduces the cost to \$51.95, delivered. However, his website can't calculate the discount, so email him directly with your order to get this "Hammer" deal. Here's his info: barmitts@charter.net or 775-622-8048, and be sure to tell him you read this article.

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





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City, State, Zip : _____

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Check / MO • Visa • MC • Discover • AmEx

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2013 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
Compression Bibs	\$89.95	s-xl
Cycling Skinsuit	\$99.95	s-xl
Arm Warmers	\$29.95	s-xl
Giordana Cycling Gloves	\$23.95	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	\$89.95	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
Men's Running Shorts	\$29.95	s-xl
Women's Short Sleeve	\$27.95	s-xl
Women's Running Shorts	\$29.95	s-xl
Women's Running Skirt	\$49.95	xs-xl

Casual Wear

Men's Est. 1987 Hooded Sweatshirt	\$39.95	s-xl
Men's Est. 1987 Long Sleeve	\$19.95	s-xl
Men's Est. 1987 Short Sleeve	\$14.95	s-xl
Men's Baseball Short Sleeve	\$14.95	s-xl
Men's Retro Surfer Short Sleeve	\$14.95	s-xl
Women's Est. 1987 Hooded Sweatshirt	\$35.95	s-xl
Women's Est. 1987 Long Sleeve	\$19.95	s-xl
Women's Est. 1987 Short Sleeve	\$14.95	s-xl
Women's Yoga Pants	\$24.95	s-xl
Kid's Est. 1987 Casual Tee	\$14.95	2-12 even

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
Headsweats® Visor	\$14.95	os
Reversible Knit Beanie	\$12.95	os
Latex Swim Cap	\$3.95	os
Silicone Swim Cap	\$9.95	os

Swimwear

Men's Briefs	\$34.95	28-34 even
Men's Jammers	\$34.95	28-34 even
Women's Swimsuit	\$59.95	28-36 even

Tents

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

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	32 oz.
Polar Water Bottle	\$10.95	24 oz.
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	\$14.95	
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

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

53x11 Coffee

The Big Ring 2 oz.	\$2.95
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

53x11 Brew Essentials

Porcelain Coffee Brewer	\$19.95
Bistro Electric Coffee Grinder	\$34.95
Bistro Electric Water Kettle	\$44.95
Chambord French Press	\$49.95
53x11 Coffee Mug	\$12.95
Natural Brown Filters (40)	\$2.95
Single Cup Top Brewer	\$4.95

53x11 Cycling Clothing

Short Sleeve Jersey	\$59.95	s-xl
Long Sleeve Jersey	\$74.95	s-xl
Wind Vest	\$64.95	s-xl
Wind Jacket	\$84.95	s-xl
Thermal Vest	\$89.95	s-xl
Thermal Jacket	\$139.95	xs-xl
Cycling Bibs	\$94.95	s-xl
Arm Warmers	\$39.95	s-xl
Cyclocross Skinsuit	\$169.95	s-xl
Cycling Gloves	\$26.75	s-xl
Premium Wool Socks	\$12.50	s-xl

53x11 Tri Clothing

Tri Top	\$64.95	s-xl
Tri Shorts	\$64.95	s-xl

53x11 Casual Clothing

Red Tee	\$14.95	s-xl
Black Tee	\$14.95	s-xl

53x11 Headwear

Euro Cycling Cap	\$12.95	os
Helmet Liner	\$14.95	os
Mini Cycling Cap	\$14.95	os
Headsweats® Visor	\$19.95	os

Hammer Nutrition and 53x11 Coffee 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.

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					
	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.

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

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

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

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

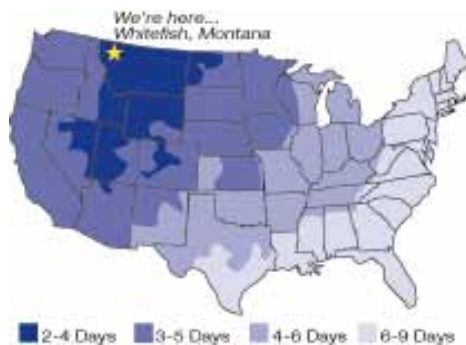
AMERICAN APPAREL / Men's Tee Shirts				
	S	M	L	XL
Chest	39-41	41-43	43-45	45-47
Pant	30-31	31-32	33-34	34.5-35

HARDCORE SPORTS / Women's Swimsuit					
	28	30	32	34	36
Size	5/6	5/6	7/8	9/10	11/12
Bust	33	33	35	36 1/2	38
Waist	25	26	27	28 1/2	30
Hips	35	36	37	38 1/2	41
Torso	58	61	63 1/2	66	68 1/2

Bust: Measure the fullest part of chest going over shoulder blades at back. Waist: Measure narrowest part of torso. Hip: Measure around fullest point of the hip point of shoulder, run keeping tape parallel to the floor. Torso: Start at high back to starting point.

HARDCORE SPORTS / Men's Brief and Jammer				
	28	30	32	34
Brief	28	30	32	34
Jammer	30	32	34	36

Waist: Measure about 1" above the natural waist or just above the hip bone. Jammers: The jammers are made to fit snug and add compression to the thigh.



Shipping Information

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

Special Shipping Notes

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

Military Addresses

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

In a Hurry?

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

International Orders

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

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

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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 swim cap and a large towel. Ask a Client Advisor for more information.

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.

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- 4 - On your second AUTOSHIP order, you'll receive a FREE softgoods item of your choice, up to \$20 in retail value.
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Athlete Spotlight



Interview & Intro BY STEVE BORN

For the last few months of 2012, the Hammer Nutrition sponsorship department was hard at work, reviewing applications and selecting the 2013 team of sponsored Hammer Nutrition athletes. This issue's Athlete Spotlight gives recognition to the determination and talents of one of these individuals in particular, Bryan Brosious, a 27-year-old triathlete and swimmer whose personal "By the Numbers"

for 2012 is indeed impressive:

13 triathlons: five 1st place overall finishes – three course records – top three overall finish 11 times

7 swim meets: 1st place age division at six meets – 2nd place age division at championships – set personal bests in all events



Bryan Brosious collects another win at Lake Meridian Tri. Photo : Gina Hagen

"10 in 45": ten events (two bike races, one swim meet, and seven triathlons) in the span of 45 days

He's been a competitive triathlete for eight years and a Hammer Nutrition sponsored athlete for the past seven years and counting. It has been a pleasure getting to know Bryan and watching him progress from year to year.

EN: Congratulations on your most successful 2012 season, Bryan . . . outstanding!

BRYAN: Thank you very much, Steve. There were a lot of sacrifices and hard work that went into making the season as successful as it was, and I am extremely pleased with how all of the events and adventures turned out. I have always maintained that I am a very lucky guy. I don't know if I am worthy of the spotlight, but that just goes to show good things happen when you keep a good attitude and do your best.

EN: Explain the "10 in 45" goal you set for yourself.

BRYAN: I am a dreamer and I love numbers. One day I was dreaming big and crunching numbers, and I derived this crazy idea to try to complete ten races in the span of 45 days. The crazy part of it was that four of the triathlons came in a span of ten days. I had trained consistently for nearly a year before attempting to complete this, the biggest challenge of my racing career. I was lucky because I was very fit, stayed healthy, was supported by people who love me, and raced smart for those 45 days. Needless to say, I went through an enormous amount of Hammer Nutrition products over that period of time. Of the seven triathlons I did, I was able to win three of them, finish 2nd in three of them, and finish 3rd in a final one. I was able to win one of the bike races and my age division in the swim meet. Ultimately, the results aren't the satisfying part; the satisfying part was executing a plan of attack on a daunting 45 days of challenging myself physically and mentally.

EN: With all of the success that you enjoyed in 2012, what lessons did you learn that will help you for this season?

BRYAN: After a long season of successes, I always come back to something that I have held closely to for many years. Whether I was the first person to the finish or not, I always remember to "Believe in the Power of One," the belief that one person can make a difference in both their own life and the life of others. The most successful moments of 2012 were those moments in which I was able to meet the challenges I set for myself and at the same time help others meet their challenges. The most rewarding moments have been

times when people have told me that seeing me dedicate myself to my goals, and believing in myself, has motivated them to embark on their own challenges and believe in themselves to make a difference in accomplishing those.

EN: What Hammer Nutrition supplements and fuels did you use regularly in 2012?

BRYAN: The list of Hammer Nutrition products I use is extensive, but the beauty of using them is being able to take a highly effective and complex product and apply it in a very simplistic fueling plan. I use Hammer Nutrition products exclusively for those reasons. The fuels like Perpetuem and Sustained Energy are always there for me on longer rides or days when I am in and out of the pool all day at a swim meet. After every long workout or race, I use Recoverite and Hammer Whey. Both products are necessities to recovering from the efforts of training and racing. Premium Insurance Caps, Endurance Amino, Mito Caps, and Race Caps Supreme are the daily essentials that I stick closely to so that I can feel my best every day, whether I am training or not.

EN: Which products are your favorites and what makes them so essential to you?

BRYAN: My cupboard is full of Hammer Nutrition products, but if I had to pick a few favorites they would be Perpetuem and Sustained Energy mixed with HEED, and Recoverite for post exercise. On race days, whether triathlon or swim meet, I will fuel the entire day exclusively on a liquid diet of Hammer Nutrition products and I feel great doing so. One of my favorite things about training is waking up super early on summer Saturday mornings, putting on a Hammer Nutrition kit, and going for a long ride. I pack two water bottles, one with Sustained Energy and one with Perpetuem. Flavoring each of those bottles with my choosing of Hammer Gel or HEED provides four hours of tasty nutrition that always leaves me feeling great. It is guaranteed that I will always have those products with me as part of my necessary items when going to a race or training camp.

EN: Going back to the beginning, when did the triathlon "bug" first hit you?

BRYAN: I am always looking for a

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- continued from page 56

challenge; I grew up wrestling, doing martial arts, and playing football. I was actually "forced into triathlon." One of the requirements in order to receive a Black Belt was to complete a triathlon. Triathlon came along, and after earning my Black Belt, I remember being so intrigued by the variety and challenge of matching three distinct disciplines into one event. After suffering through my first triathlon, I made it my goal to win a race. At that time I thought winning a triathlon, any triathlon, was a huge stretch for a future goal. I have come a long way and had a lot of adventures since then!

EN: When was that first triathlon, and how did it turn out?

BRYAN: It was a sprint triathlon eight years ago. I don't come from a background in swimming, cycling, or running so it was a steep learning curve. The day was so unbelievably hard when I was doing it; I remember vividly that my older sister, Kayla, who is a great athlete herself, passed me on the run. I can say with a smile that there is nothing more humbling than your sister passing you. I always laugh when I tell that story; it's a good memory for me.

EN: When did competitive swimming come into the picture, and do you feel it enhances your triathlon capabilities? Or do you simply see it as a nice diversion from triathlon . . . a separate entity, so to speak?

BRYAN: That is a great question. I didn't grow up swimming and didn't actually start swimming until I was about 17. I have heard it probably a dozen times, "You can't be a good swimmer unless you start swimming as a kid." That sort of mindset is

frustrating to me. I know a lot of people who believe that, but I am not one of them. Swimming is incredibly difficult to learn because of the heavy emphasis on technique. I spent my later teens learning to swim competitively and never once did I ever put any weight into the mindset that someone can't be a good swimmer if they don't start swimming in grade school. I'm not the best swimmer by any means, but I am a good swimmer, mainly because I never believed that I wouldn't be successful if I were willing to put in the work. I find that a swim emphasis does enhance one's triathlon capabilities. Training like a swimmer adds variety to training, develops supporting muscles, and provides me with a chance to branch out in competition and put myself in other situations to achieve success and meet challenges.

EN: How do you typically train during the off-season and early season in preparation for competition? Any specific early season training trips to share with athletes who are just getting started in the sport?

BRYAN: I love this question. My advice is to have fun and be creative.

The key to great winter training is to find activities that contribute to overall triathlon fitness; this may not necessarily be triathlon-specific training. In Montana the winter is a dark and cold place, and we all love it—it makes us tough. I believe in training unconventionally in the winter. For example, I don't run on treadmills . . . ever. I prefer to run outside through the snow and mountains. I love to lift weights to gain functional strength and to swim insanely long sets of alternate strokes. Without being a little creative through the winter, the season can be a very long, challenging period of time. With a variety of winter training I have found success, good fitness, and motivation when it comes time to swimming, biking, and running.

EN: Thanks for your time, Bryan, and best wishes for another great year!

BRYAN: Thank you so much for the opportunity to sit down and tell my story. I am so thankful for all of those people who love and support me. Hammer Nutrition has been behind me since I started racing and I look forward to many more adventures. **HN**

Bryan heads for a 3rd place finish during Budu Racing's Bonney Lake Triathlon. Photo : Kevin Good



A change in plan

I'm responding to Brian's Welcome Letter in EN#81 regarding "Pre-Race Meal—Mystery Solved!" as well as Steve's response in "Am I taking too many Endurolytes?" These articles were timely as I received the issue prior to my endurance test at the 150-mile Warmen 6 Gap Ride in Vermont, which has more than 12,000 feet of climbing and includes sections with 20%+ grade.

I've done this ride a dozen times and this was the best I've ever felt at the finish! I completed the ride in about the same time as usual, but previously always had cramping issues, started to bonk, or just didn't finish that strong. Last year I cramped halfway through the ride, but decided to stick to the plan; the cramping subsided and I got back on track. Though I've added different supplements throughout the years, I still maintained the Hammer Nutrition "staples" including hourly doses of Race Caps Supreme, Endurolytes, Anti-Fatigue Caps, Hammer Gel, HEED, and Perpetuem Solids. So what was different about my most recent Warmen ride? That's where Brian's and Steve's articles come in.

Every year I review Hammer Nutrition's website for tips on how to improve my performance, and every year I think I'm following the recommendations. This year I

learned something yet again, about how following 90% of the plan works 90% of the time. In the past, my plan for nine tough hours of riding with an early start time would have been to eat oatmeal a couple of hours before the start and then begin fueling and replacing electrolytes at the two-hour mark or so. That plan got me reasonable success. This year I had a three-scoop mix of Sustained Energy and a Hammer Gel several hours before the start (easy to digest and low in fiber, unlike the oatmeal). I also added Endurolytes Powder to my initial two water bottles of HEED and then began fueling in the first hour (plus three Perpetuem Solids per hour starting 60 minutes into the ride). After nine hours, 150 miles, over 12,000 feet of

climbing, ten water bottles, Hammer Gel, Perpetuem Solids, three Hammer Bars, and regular supplementation protocol, I completed the ride strong and felt great. My take-away is that even though I take a pre-ride dose of Endurolytes, taking them also within the first two hours was important for me as well as not eating breakfast right before the start. Don't make the mistakes I made; follow the simple rules and get out there. I plan on doing Warmen again to prove to myself that all of the fueling rules are equally important. Thanks to all at Hammer Nutrition for my success!

- Bruce Saxton



SEEING DOUBLE

Fellow cyclist and artist Don Voisine captured a moment from Bruce Saxton's efforts in the Killington Stage Race. Yes, it is a painting, complete with Hammer Nutrition water bottles and socks. Incredible job, Don!

Bill Riley

USATF's Outstanding Age-Group Athlete of the Year . . . Again!



One of Hammer Nutrition's longtime clients and a lifetime friend of ours, Bill Riley, was selected by USATF as Outstanding Athlete of the Year in his age group (75-79) for 2012. It was the sixth year, out of the past seven, that "the ageless one" has received this award, which is based primarily on age grading but also on the variety and significance of the races. In typical fashion, being one of the most humble athletes we've ever known, Bill commented, "I did 21 races this year so I was bound to hit a couple good ones." Fact is that most-to-all of Bill's races ended up being age-graded above 88, with his top-graded race being the New England 5K Championships, in which his time of 20 minutes, 53 seconds earned him 92.01 points.

Here are the races that Bill competed in (along with his times) that earned him this prestigious award:

[1/15/12]

St. Pete Beach Classic Half Marathon
St. Petersburg, FL
1:38:52

[2/12/12]

Rock and Roll Half Marathon
St. Petersburg, FL
1:38:16

[8/4/12]

TD Beach to Beacon 10K
Cape Elizabeth, ME
45:04

[9/16/12]

CVS Caremark Downtown 5K
(USA 5K Road Championship)
Providence, RI
21:03

[9/30/12]

Jack Kerouac 5K (USATF
New England 5K Road
Championship) Lowell, MA
20:53



Above : Bill takes to the course during the 2012 Mount Washington Road Race. Right : Bill and his wife Debbie relax after yet another age group win. Photos : Courtesy Bill Riley

From all of your friends and family at Hammer Nutrition, *congratulations* on another great season, Bill, culminating with being named USATF's Outstanding Athlete of the Year in your age group!

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3'6"		3'6"
3'0"		3'0"

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Sporting the Stars & Stripes at 24-Hour MTB Nationals

BY BEN PARSONS, Hammer Nutrition sponsored athlete



Ben Parsons (left) and Clint Muhlfeld (right) celebrate their 24-Hour MTB Nationals victory. Photo : Justin Ruzicki

It's always hard to muster the motivation to stay at the top of the fitness game as the days begin to shorten; at the tail end of our 2012 racing season, six months of dedicating oneself to the bicycle started to feel more like work than fun. But after a few years away from 24-hour racing, Clint Muhlfeld and I were hungry once more for a national title in the pro men's duo category. With the generous support of Hammer Nutrition and a local sporting goods shop (and some prodding from our friends, families, and teammates), we decided to give it another go.

With the car packed to the gills with bikes, spare bike parts, tools, and Hammer Nutrition products, we marathon drove from Montana to Colorado Springs, Colo., just in time to set up the Hammer Nutrition tent, catch a warm-up lap, and deal with some untimely last-minute mechanical issues. After a light pasta dinner, we settled in with some REM Caps for the precious last night of sleeping and recovering from the drive.

We are both fairly seasoned on the endurance side of mountain biking and had competed in several 100-mile races in 2012. We train regularly with each other, support one another, and try to learn from one another's strengths and weaknesses. We also have put a good deal of trial and error into fueling and supplementing during endurance events and particularly remember a few hard lessons learned during our last duo 24-hour national mountain bike race in Moab in 2010. As such, we had confidence going into the race, feeling that we had a strong tailwind of fitness, knowledge of the race and its demands, equipment, and the correct fuels and supplements. Our last concern was just to minimize the things that fall outside of our control, namely mechanicals and wrecks.

Off to a strong start, we established a commanding lead within our first few laps each; we alternated every other lap for the duration of the race—the fastest but most miserable way to race a 24-hour duo. Clint and I both found that going out with two Endurolytes Fizz tablets in a water bottle plus a backup Hammer Gel (Espresso for the night laps!) was perfect for hydrating and not overfueling. We stuck to a regimented rest program between each one-hour lap. In between laps, with the awesome support of a friend from Denver, we were able to maximize relaxation time with a focus on refueling, drinking both HEED and Perpetuem, snacking lightly on Hammer Bars, swallowing a mélange of Hammer Nutrition supplements, and mentally unwinding before ramping it back up again for the next lap.

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- continued from page 60

We completed ten laps each (about 130 miles) and were ahead of the 2nd and 3rd place teams by two laps with only an hour and a half of racing left. Our efforts earned us the title of National Duo Champions. Overall, our race went exceptionally smooth and we both remained consistent with our lap times.

Stepping back up on the top step of the podium and pulling on the Stars and Stripes jersey is one of the best feelings an athlete can ask for. After another season of striving for ambitions while struggling for balance, it is a great reward to share that experience with an awesome friend and a hometown full of supporters. The question now remains . . . can we forget how miserable 24-hour racing can be and go for another one next year? **HN**

Clint and Ben's 24-hour race fueling/supplements suggestions

Just before a lap

Anti-Fatigue Caps – 2

Race Caps Supreme – 2

Endurance Amino – 2

(This is a winning combination! I forgot to take these a few times and my laps felt noticeably more difficult.)

During the lap

Endurolytes Fizz – two tablets in a water bottle per lap
Hammer Gel – one every other lap (or every lap if needed)

Between laps*

HEED

Perpetuem – good way to get calories without the bloating

Hammer Bars – in small amounts, such as a third at a time (easy to digest and tasty!)

Xobaline – 1-2 after each lap

Endurolytes – as needed based on body weight and temperatures

*We were again reminded that eating too much between laps sets you back for at least the next three hours, leaving you feeling bloated and lethargic on the bike. Pay attention to how much HEED, Perpetuem, and/or Hammer Bars you consume between laps, remembering that you will be back on the bike soon!

Rich Maines raced to a 2nd place finish in the solo male single speed category with a total of 14 laps in 22:34:18.

I just wanted to share my story about my first doping test. I finished 2nd place solo single speed at the 24-Hour National Championships. I was approached by a USADA official immediately after crossing the finish line and was not allowed to leave his sight until after being tested. I was actually excited to get tested.

Before giving my sample, I provided the list of supplements and dosages I had used within 24 hours of the race start and during the race as follows:

- Race Day Boost
- Endurance Amino - 2 capsules per hour, 4 capsules one hour prior to race start
- Race Caps Supreme - 1 per hour and 3 capsules one hour prior to race start
- Anti-Fatigue Caps - 1 per hour and 4 capsules one hour prior to race start
- Endurolytes - 2-3 per hour
- Perpetuem - 3 four-hour bottles

I received the official results yesterday and was negative for any banned substances, as expected. In this era of intensified scrutiny of athletes, I appreciate Hammer Nutrition's commitment to producing clean products.

Thanks for providing safe and effective products!

- Rich Maines
Hammer Nutrition sponsored athlete



Everyone has a story . . .

This is Todd's

In 2007, my two-year-old nephew Mason was diagnosed with leukemia and a neuroblastoma (a large tumor in his chest that was wrapped around his heart and lungs). He bravely went through all of his treatments and is currently cancer-free at age eight. Using his determination and perseverance as my inspiration, I started taking spin classes to get into shape in 2008; in 2009 I ran and walked my first 5K and two sprint triathlons where I was the last out one of the water and almost last in my age group to finish.

But I was hooked on the personal challenge of making the distance and bettering my times. In 2011, I made the plunge to compete in my first half ironman, so I chose Hammer Nutrition to get me there. I signed up for Hamme Nutrition's autoship program, received my cool tri clothing kit, and went to work on training. I trained really hard all summer, and by August I was ready for Timberman 70.3. The swim was fast, T1 was smooth and without a hiccup, and the first three miles of the bike were faster than I could have imagined. Then I had a flat tire three miles into the bike of my first half ironman—not a big deal, I can change it in five minutes. What I didn't expect was that when I flipped my bike over to change the tire, I dumped ALL of my Perpetuem out of the aero bottle. I almost cried. I got back on the bike and rode the remaining miles with just water, hitting T2 and my Hammer Gels. Consuming the gels slowly, I managed to get through the half marathon after the bike, finishing around 5:47.

2012 was my redemption for the Perpetuem spilling out. I trained and completed the Timberman again, beating my time by 32 minutes. Perpetuem worked perfectly, fueling my body for the whole ride and leaving enough in the tank for the run. I could not have accomplished the results that I have achieved without Perpetuem, Recoverite, and Hammer Gels. Thank you for making awesome products! I am now working toward Ironman Lake Placid 2013!

Thanks again,
Todd Hedges



Todd Hedges rides to a 2nd place age group win at the at the 2012 Amica 19.7 Sprint Triathlon. Photo : Capstone Photography

Family Fun:

Hammer Nutrition's sponsored father-daughter team

BY ANNA FORTNER

Dad and I arrive early to check in for the TransRockies, a seven-day mountain bike stage race from Fernie, BC to Canmore, AB. In line, a conversation soon begins with a young and very fit-looking Kiwi couple in front of us. We discover that they too are racing the Open Mixed Category. When we tell them we are a father-daughter team, they give us an "Oh, isn't that cute" response. But they are underestimating us. Because I am 32 and Dad (Ray Fortner) is 57, we could race in the 80+ category and be nearly ensured a place on the podium—but that would mean little to us. After five years of racing, I am a Pro and Dad races Cat 1. Moreover, we have trained ourselves into the best shape of our lives, and as we both race as Hammer Nutrition-sponsored athletes, we have perfected our fueling. Though I certainly could have found a younger race partner, Dad is one of the strongest endurance racers I know. I am certain he will do whatever it takes to cross the finish line, and he knows I will do the same. We do not have this kind of faith in anyone else. Hours of training together, of supporting one another at major events like Nationals, and wins at eight-hour races as a coed team and at the Tahoe 59er prove we are right to have faith in one another. That we are father-daughter is just icing on the cake.

On Day 1, armed with an arsenal of Hammer Nutrition product, Dad sets a blistering pace that carries us up and over today's most challenging climb. I'm redlining in this time trial to stick to his wheel. We secure 5th—30 seconds up on the Norwegian team. For our second day, we take our usual dose of Anti-Fatigue

Caps and find that we are sustaining a high wattage output. "Rider back!" becomes our refrain. As the stronger descender, I take the lead at the top, but Dad descends like never before and sticks right on my wheel. With 2K to go, the Norwegians are right behind us.

With five days of riding under our belt, we awake on Day 6 to a downpour. Today is the "Queen Stage" with a climb to 3,048 meters. We discuss the possibility of snow . . . and hypothermia. We top off our flasks with Hammer Gel, and I opt to put an extra bottle of Perpetuem in my backpack. At the start line, we are told they have cut 17 kilometers to keep us below the snow line. Dad sets a hard pace from the gun and we find we are having no trouble keeping warm. At the bottom of the final climb we catch a pack of four riders. Dad is on my wheel and we cross the line with our best finish yet. Later, Dad overhears a man say, "Where does that Hammer chick get legs like that after five days of riding?"



Raymond and Anna Fortner celebrate their TransRockies finish (above) after seven days of hard-fought and mud-filled racing (below). Photo : Courtesy Raymond Fortner



On the final day of TR7, after nearly 330K of trail, 12,000 meters of climbing, and 27 hours in the saddle, we are still passing riders. On the final descent we see ahead of us a pair in our category, and though we do not know who they are or where they are in the standings, we chase and catch them simply because a week of effective fueling with Hammer Nutrition products has given us the legs to do so. When the finish line comes into view, we clasp hands, grinning from ear to ear, 6th place secured. **HN**



Members of the Notre Dame Academy track team enjoy an all-day meet, getting to put their training to the test. Photos : Courtesy of Lauri Cullen



A great season made even greater with Compex

BY COACH JOHN GARD

As the coach for both boys and girls cross country at Notre Dame Academy, I have really tried to focus on growing our program through sheer numbers and having our kids consistently promote our sport. This past year we had a combined total of 129 boys and girls on our team out of 730 kids in our school. With a team this large in a sport this demanding, it is often difficult to stay on top of injuries and/or runners wearing down throughout summer training and early racing season.

For the 2012 team, I made a commitment to strengthening and improving recovery through the use of Compex NMES (Neuromuscular Electrical Stimulation) for a number of our kids. It made a tremendous difference and helped us finish strong and keep our fastest runners sharp at the point in the season when it mattered most. I had become a big believer in Compex for my own

personal marathon training after using one for previous plantar fascia problems. It also helped with some IT band issues, among other things.

In 2011, one of our best athletes broke down with significant IT band problems at the Championship phase of the season, and it contributed to our team underperforming late in the year. In 2012, I had a senior runner begin to feel IT band issues, so we immediately had him use Compex every day for eight weeks. We relied on the Active Recovery and Strength programs to stop any further IT band pain. Within two weeks he was back to normal and had his confidence totally restored. He used Compex most of the season and had his best year ever as a major part of our state team.

Three members of the girls team also developed various issues, from IT band to weak glutes to fatigued calves and

quads. We again relied a great deal on consistent Active Recovery. It worked like a charm and helped them to not miss any key workouts and be ready for all races. In addition, we had one of our most critical senior girls use the Strength program to see if we could find another gear in her speed. While the Strength program required patience and trust, it worked to perfection. This terrific senior girl ran her best race ever in her last race at the state meet and helped our team to their best finish in school history as State Runner-Up.

I am firmly convinced that our commitment to Compex as a complement to running, plyometrics, and core work made the difference from being good to being very good. Thankfully we invested in a number of Compex units through great parental fundraising and support. It allowed us to get in front of the initial signs of potential breakdown, and we ended our best season for both teams with no significant lost time due to injured key runners.

I consistently remind our athletes that high school is over in the blink of an eye, and I would feel terrible if I didn't do everything I could to make sure they were healthy enough to perform on game day. Count me as a huge proponent of Compex for distance and endurance athletes. Thanks to Hammer Nutrition for their great guidance and training in its use! **HN**

Hammer Nutrition announces title sponsorship of elite masters cycling team

BY VANESSA GAILEY

One of the top men's 45+ masters cycling teams in the country now bears the name and badge of Hammer Nutrition as title sponsor. Team Hammer/Charity of Choice, an eight-rider team, includes 2012 masters time trial champion and U.S. national champion, Cameron Meyer, as well as three other U.S. national group champions. Racing last season in the Echelon Gran Fondo/Charity of Choice, the California-based team has won 10 and 110 podium finishes in 2012 and intend to compete in over 10 states in 2013.

For the last three years, Hammer Nutrition has been a significant supporter of this team and its cycling series (Echelon Gran Fondo), as well as Charity of Choice, a fundraising model attached to the series where participants can fundraise for any charity and earn rewards including Hammer Nutrition products. Echelon founder Hunter Ziesing said that for 2013, Echelon is splitting its fundraising model from its event series and focusing on the national roll out of its new site for online fundraising: www.charity-of-choice.com. "Charity-of-choice.com will give millions of athletically minded fundraisers access to any charity and be able to fundraise around any event including cycling,



running, and other distance challenges," he explained. "Given how much fundraising is done around endurance sporting events, Hammer Nutrition is a great partner to help us to take the Charity of Choice fundraising model national. Hammer Nutrition is not only philanthropic but diligent about serving healthy and non-sugar based products to endurance athletes."

Team Hammer/Charity of Choice began its 2013 season with a December 2012 training camp and a few roads races in January throughout California. **HN**

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Back on the podium at LOTOJA

BY JENN HALLADAY



Top : Jenn Halladay placed 2nd in her AG in the Masters TT in Bend, and then two days later was the overall female winner at LOTOJA.
Right : Jenn Halladay on her first training "spin" post-accident aboard a comfortable cruiser bike.



After my accident in 2011, all I could think about was getting back up and racing in LOTOJA* again, always a key race for me. I spent three months in a back brace and four weeks with my mouth wired shut! My wreck was so bad that everyone wondered if I would even get back on the bike again. Well, that was a no-brainer to me. Like I told one of my coaches, "I am unfinished!" This held true all the way through my 2012 race season to the LOTOJA finish line!

I spent a good portion of 2012 increasing my speed on the time trial bike, and it paid off in the end. I won the State TT and placed 2nd at Masters Nationals. With LOTOJA two days after Nationals, it was challenging to be 100% focused on this race. I had the opportunity to talk to Brian Frank at Nationals after I competed. He reminded me of the challenge of training for two totally different races, which made me feel like 2nd place was still a success!

The field for LOTOJA was definitely stronger. I was unable to get away on any of the climbs, but we all held it together and raced a strong race. Because of my nutrition, this is never an issue for me. I never suffer nutritionally in this race because of the way I utilize Hammer Nutrition products. The knowledge that I have gained in the last ten years from reading about and using different Hammer Nutrition products has always paid off, and it did again at LOTOJA.

After 206 miles of racing, it came down to a sprint finish. I have been able to win races in the past with my sprinting ability, but I attribute this win to my will to finish. After overcoming my injuries just to be in the position to compete . . . there was no way I was going to come in second, and I didn't! I won my fifth LOTOJA! This has never been done before by anyone in this event.

I am so blessed and grateful for the support and knowledge I have from Hammer Nutrition that helps me to "finish"! **HN**

*LOTOJA (Logan, UT to Jackson Hole, WY) is an annual 206-mile road race.



Erin Hayes celebrates at the finish line of XTERRA Worlds.
Photo : Marnie Hayes

The road to

XTERRA

I have been using Hammer Nutrition products for over five years now, and the benefits have been nothing short of outstanding. Originally, I was introduced to Hammer Nutrition through the skate skiing/Nordic skiing community in Montana; over time I began fueling with Hammer Nutrition products for running distance races in the summer.

Last year I qualified for the 2012 XTERRA World Championship Off-Road Triathlon in Maui. I knew then that a renewed commitment to training, fueling, and a proper supplement regimen was the only approach to a long season of XTERRA and other numerous running and biking races. I had consistently benefited from Hammer Gel, Perpetuem, HEED, and Recoverite over the previous four years, so I began a regimen of Hammer Nutrition supplements. Premium Insurance Caps, Race Caps Supreme, and Mito Caps became part of the daily routine. I also found Endurolytes, REM Caps, Tissue Rejuvenator, and Digest Caps extremely helpful at various times while training. I felt better during training sessions, recuperated faster post-workout, and enjoyed race days even more knowing that these products would not cause a GI meltdown!

At XTERRA Worlds in October, I came across the finish line at around the 10:05 mark in all of my Hammer Nutrition gear. I couldn't have done it without you and your exceptional products!

I encourage everyone who is looking for increased performance and efficient recovery to research, test, and experiment with various Hammer Nutrition products. Thank you Hammer Nutrition for your devoted and focused commitment to so many healthy, positive endeavors within the outdoor and racing community.

Erin Hayes
Big Sky, Montana

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The atypical [Hammer] athlete

For 2013 we've introduced a new column to Endurance News, highlighting some of the less conventional ways athletes are using our products. From professionals in the firefighting business, to adventurers doing things the rest of us only dream about doing, Hammer Nutrition products are used far and wide. Beyond the bike and the running shoes, here are a few examples of the "atypical athlete."

"For our two-day sky camping trip out of Pemberton, BC, we used paragliders to fly up to and land on snow fields at about 7,000 ft. By circling in thermals, you can gain height and therefore fly crosscountry for tens of miles, so we were able to camp on a different peak each night about 20 miles apart. I was joined by Jesse Williams who I am recruiting to be my new supporter in the 2013 X-Alps (a hike and paraglide race across the Alps of Europe). We flew for several hours each afternoon, and hiked and explored within a several-mile radius of our mountain top campgrounds in the mornings, fueled by Hammer Bars, Hammer Gel, Endurolytes Fizz, and a few Premium Insurance Caps. It was a great adventure!" Photos : Jesse Williams



Stephanie Maureau, a French world-class climber, climbs to a 1st place finish in the Bozeman Ice Festival's ice breaker tower competition. Hammer Nutrition was a proud sponsor of this event, celebrating the growing sport of ice climbing. Athletes got to put Hammer Gel, HEED, and Hammer Lips to the test on the in-town tower as well as the premier climbing destination of Hyalite Canyon. Photo : Claudia Camila Lopez



Speed climber and guide Micah Rush shares Hammer Gel pouches with his clients "to give them the extra edge to accomplish their goal of reaching a summit." Micah, a Hammer Nutrition sponsored athlete, currently holds the record for fastest Cirque of Towers Traverse in Wyoming—19 miles, 11 peaks, and more than 3,000 feet of vertical climbing in 10 hours, 15 minutes, and 6 seconds. Photo : Matt Elmore



Casey Smith, member of Hammer Nutrition-sponsored Biathlon Elite Team, sets his sights on a strong 2012-13 race season with a win at the club races in Winthrop, WA.



Are you an atypical Hammer athlete?

Send us your story, and maybe we will feature you in the next issue of Endurance News! [athleteupdates@hammernutrition.com]

Where are they now?

Catching up with Stan and Marti Davis, #4561

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 211,000th client number in December, 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.

For the first issue of 2013, we got in touch with Stan and Marti Davis, a husband and wife team from Utah with more than 25 years of triathlon competition on their race résumés. Their stories of athletic success are more than worthy of recognition, but it is their love for each other and shared passion for triathlon that makes their journey one for the record books.



We met in 1964 and were soon married and off on an adventure of a lifetime. Before we got into endurance sports, Stan raced motorcycles and I was taking care of our three daughters. When our daughters got a little older, we decided that it would be fun to do a sport together. We tried tennis and racquetball. Stan heard about triathlon, which was just starting to be something people talked about. He decided he wanted to try it.

He learned to swim and that wasn't easy. Stan asked a coach to watch him, and his stroke was so bad that the coach just laughed and walked away. He pursued tenaciously, and became

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one of the best swimmers; he usually comes out of the water in the top 20 overall. Stan shoveled snow off roofs one winter to pay for his first bike. In his first triathlon, he really struggled in the half-mile swim and thought he was going to drown for sure. He had a bag of food on the front of his bike and, after 24 miles, had not eaten any of it. He suffered on the run and coined the phrase, "Triathlon: Swim, Bike, Die."

I started doing triathlons about two years later. It was kind of a boring sport to watch, so I wanted to participate. I have never regretted that decision. I love the sport, and I love being able to work out and compete with Stan. When I started, there were only about eight women in Utah competing in triathlons. I often took 1st in my age category because I was the only one in my age category. I coined the phrase, "You must be present to win." I still say that today.

The power of "we"

In the last 25 years we've competed in over 300 triathlons, qualifying and competing in USAT Nationals several times.

We qualified for worlds

in Germany, Canada, New Zealand, and Switzerland.

We were able to travel to Switzerland in 2006 and compete in the triathlon and aquathlon. We both took silver medals; it was so exciting.

We like to train early, usually 4:45 a.m. This is a time when other life responsibilities don't get in the way, and

allows us the time to still be parents and grandparents. We usually workout about 12-15 hours a week,

depending on our upcoming races. Recovery days are few and far between. We don't work out on Sunday—plus we love the taper weeks!

The buddy system is powerful when it comes to training and success. It helps you get up in the morning, swim intervals in the pool, ride 100 miles on a hot day, and run the dark streets early in the morning. Your best friend is your spouse and your training partner.

Our advice to other husband-wife teams? Train together, workout hard, and always make it work for both partners. We look for adventures so that we can create memories, rather than check off workouts. We listen to each other's concerns and

try to help each other with different techniques and aspects of the training and the sport. Make sure you are having fun, and be competitive. You go to win, not just finish! We plan our races at the beginning of the year together, and we sometimes do races that the other partner really loves, but we aren't so fond of—we compromise. We get excited to race together, and we celebrate each other's accomplishments. We are grateful for each other.

Fueling the early days of triathlon

Stan met Brian Frank at the Heritage International Triathlon in Provo, Utah in 1988. Brian was promoting his product and told Stan that it had a money-back guarantee. Stan was very interested with that promise and felt he could not lose by trying it. It was the early days of triathlon, and nutrition was something you did by trial and error or by the seat of your pants. Each race was an experiment.

Stan was always looking for something that he could take during a race and not suffer for it. E-Caps products (now Hammer Nutrition) became the key to that success. We have never had to worry about the quality of the product or whether or not it was the best thing of the times. Many products have come on the market since then, and everyone claims their product is the best, but we never felt like we needed to change to something else. We have always been completely satisfied with Hammer Nutrition products.

Our favorite product is Sustained Energy, and we use it on every bike ride. Mixed with two servings of Hammer Gel, we can go 4-5 hours on it. We will sometimes carry bags of it in our jersey pockets to mix up later in the day. We ran the Grand Canyon once from rim to rim. It was a 14-hour grueling day, and we fueled on Sustained Energy and other Hammer Nutrition products. We knew it would lead to our success that day.

Premium Insurance Caps is also a favorite. Those help to keep us from getting sick during the winter months. We can't remember being sick since we have been taking them and never go a day without them. Espresso Hammer Gel is also terrific and gives us both a boost when we need it. Recoverite is a must to be able to get up and go the next day.

The story continues . . .

We are both retiring from our jobs this year, so this is going to be quite different for us. We look forward to training and then resting, and then training and resting some more! Recovery will be the key to our new success. We want to improve our times, and each year we will get faster by training and recovering properly together. We want to travel more and will pick a couple of races that will take us someplace new and exciting. We will probably do 12-15 races this summer. With Hammer Nutrition fuels and supplements, we will be going strong for a long time to come.

We are looking forward to many more experiences, opportunities to help others in the sport, and finding out what we are really capable of doing. We are addicted to triathlon! Thanks to Hammer Nutrition and especially thanks to Brian Frank for helping us along the way. We couldn't have done it with you. **HN**



Clockwise from top: Stan and Marti celebrate the completion of yet another triathlon. Marti finds a spot for a little post-race relaxation. Stan shows off his fuel of choice. Photos : Stephanie Anderson

A Hammer family



Proper fueling is hereditary!

BY LAUREN CHAPPLE

Above left : Tim Chapple (right), Lauren Chapple (middle), and friend Pierre after a canoe race. Photo: Kerry Winkler. Above right : Tina Tribu after her age group win and 7th overall women's finish at an Olympic distance triathlon. Photo: James Tribu

After submitting my most recent order in the autoship program, I realized that we are a "Hammer Family." I was introduced to Hammer Nutrition by my son Tim, a Michigan Top 10 canoe paddler, when I started competitive canoe racing six years ago at age 59. He said, "Get rid of that sugar drink and get real with HEED!" Needless to say, I have moved on from there, using a complete line of Hammer Nutrition products, including Recoverite after every workout and race. HEED, Perpetuem, Hammer Gel, and Endurolytes are my mainstays.

Five years ago my daughter, Tina Tribu, started competing in sprint triathlons. I started her on Hammer Gel and HEED shortly after. She has since moved up to Olympic distance tris with great success, including 1st in her age division on three occasions. After one event she sent me a picture of her with a race medal and wearing her Hammer Nutrition tri top. Her comments were "My shirt inspired

me!" and "I Fizzed (Endurolytes Fizz) before, finished with HEED, and got help from Gel." I am very proud of both Tim and Tina for their accomplishments. Hammer Nutrition helps them be the best they can be.

One of my most recent challenges was the 65th annual AuSable River Canoe Marathon, 120 miles of nonstop paddling over 18 hours. I had a good race, though due to a wrist injury we had to pull out after over 11 hours and 80 miles. It was Hammer Nutrition products that got me there, and it will be Hammer Nutrition products that let me finish next year's race.

One last, but very important, point needs to be made. The "Hammer Way" is not just for podium winners. It is for all of us, winners in our own right, who just love to compete at our own level and enjoy the benefits of good fueling with Hammer Nutrition products. I may never win one of our canoe races. In fact, I might never be in the top ten—unless only ten enter. I will, however, be able to race with confidence because I use Hammer Nutrition products. I will be able to stay in better physical and mental shape; I eat better, train better, and feel better due to Hammer Nutrition.

As I said earlier, we are a true "Hammer Family." **HN**

YOU LIKE US! YOU REALLY LIKE US!

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 summer training here in Florida. The taste of Fizz makes for a refreshing drink post-workout to quench thirst and help with recovery. - Marni S

I have a history of cramping problems. This weekend I rode over 10,000 feet in around 120 miles with very hard climbing-specific efforts. Endurolytes Fizz was the BOMB! That's the only thing I did differently, and it totally worked. Thanks again for a great product! - Kevin N.

I am relying a lot on Endurolytes and Endurolytes Fizz products to help me battle extreme fluid loss during training in hot weather. It seems I am constantly trying to rehydrate and replace the nutrients that I am sweating out. I love the fact that I can adjust the amount of electrolytes in Hammer Nutrition drink mixes depending on my needs. - John W.

Due to extreme heat and humidity, Endurolytes FIZZ tablets came in handy for pre-race hydration. - John K

No matter what is wrong with someone, I recommend an Endurolytes Fizz tablet. Headache? Have a Fizz. Broken arm? Fizz will fix that!* - Denise T

*Fizz will not fix a broken arm.

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Where do you Hammer? At the Olympics



Interview & Intro by VANESSA GAILEY

When it all comes down to a fraction of a second, a mere blink of the eye, it helps to have quick feet. Two-time Olympic runner Shannon Rowbury has been developing her foot speed and agility since the age of 5, when she began a ten-year career as a competitive Irish dancer. Whether due to her childhood efforts or her recent years of dedicated training, Shannon is fast—with a 4:33.4 mile personal best and PR of 4:00.33 at the 1500m, there aren't many females faster.

Her running career is marked with tremendous achievements, including two consecutive Olympic appearances. In 2012 at the London Olympics, she placed 6th in the 1500m, the highest finish ever by an American in that event. We cheered Shannon on last summer from our headquarters, after getting to know her as a Hammer Nutrition-sponsored athlete.



Shannon Rowbury, far left, rounds the corner during the 1500m finals at Olympic Stadium during the 2012 Games in London. Photo : Gary Rowbury

How did you become a competitive runner? Can you remember your very first race?

I started running cross country because my friend was doing it. I was an Irish dancer and I played soccer, so I thought running would help me get in shape for my other sports. I ran junior varsity for my first race and placed 2nd. I think that performance made my coach and my parents rethink my potential!

You've covered 1500m in a PR of just over 4:00 . . . there aren't many females who can do that! What do you focus on mentally during a race?

I love the 1500m; it's such an exciting distance. It is a mix of patience and aggression, strength and speed. I usually break my race into phases to help me stay focused and to maximize my performance. Usually it's three parts . . . patient start, covering moves in the middle, and attacking the finish.

What was the pivotal moment when

you realized that the 2008 Olympics were within your reach?

I was sidelined with a stress fracture exactly one year before the Olympic Trials, so it was a big leap of faith to believe that I could make the Olympic Team. I just took it one day at a time and focused on first recovering from my injury, then on getting into great shape and hitting the Olympic A standard. It wasn't until a month before the Olympic Trials, when I ran 4:01 for the first time, that I felt pretty confident I could make the Olympic Team.

Tell us about your 2012 Olympic experience.

London was such a great experience. Everything was organized so well and the people were all extremely kind. The Olympics are so . . . huge. Everything is pretty intense and it's a production to do anything. But I think having Beijing under my belt helped me to better manage my stress and to enjoy every moment.

Did you have any difficulties in eating right/fueling right during your travels and competition in the 2012 Olympics?

Competing in London was so much easier than Beijing. This time around I was much more experienced with travel and professional racing. Plus, the UK lifestyle is so similar to the U.S. that it was easy to find the things I needed. My meals are pretty basic when it gets close to competition, so I can pretty much always find rice, chicken, and some sort of vegetable. Most meets have buffet-style dining, so I just pick and choose. Sometimes it's tough to find gluten-free foods, but I always bring Hammer Bars as a backup.

How did you discover Hammer Nutrition? What are your favorite products and flavors?

I had seen Hammer Gel in running stores, tried it, and thought it tasted good, but it was my chiropractor, Leonard Stein, who turned me onto other Hammer Nutrition products. He knows Hammer Nutrition proprietor Brian Frank, so when I told him about my struggle to find high-quality, safe supplements, he encouraged me to get in touch with Brian. Through Brian I had a chance to work with Hammer Fueling Strategist Steve Born to develop a supplement protocol to support my athletic training and performance. These products have made a difference in achieving my second Olympic Games.

Staying healthy and fueling your body for your training intensity must be a full-time job! What foods/diet regimen do you feel your body responds to best?

I don't eat gluten, and when I get close to competition, I also cut out sugar and saturated fats. In general, my diet gets more strict as the intensity of training/competition ramps up. When a fraction of a second can differentiate between 1st and 3rd, every little thing matters. My usual meal includes a salad (preferably made from what is available fresh at the farmer's market), a starch such as rice or sweet potatoes, and a protein source (preferably salmon).

Where do you find the motivation to train at such a consistent, high level?

As the years have gone on, my motivation has evolved slightly, but I think the underlying spark comes from my desire for self improvement. It's an exciting feeling to test my body's limits and to strive to be the best in the world at something.

Any advice for young, aspiring Hammer Nutrition athletes who dream of competing in the Olympics?

I would encourage them to focus on the task at hand. I have always set my goals to be the best at whatever level I was at currently. When I first started running, I wanted to be the best athlete on my team, then in my league, then section, then state. The same was true throughout college competition. By the time I had achieved all of those things, I had become one of the best runners in the country, and my next goal was to make the Olympic team. By setting achievable goals, I kept myself motivated and excited.

Where will your running career take you next? What are your goals for 2013?

My goal for 2013 is to win the World Championships in Moscow. [Shannon earned the bronze medal in the 1500m at the 2009 World Championships in Berlin.] As of now I'm leaning toward the 1500m, at least for one more year, but I will also run some 5Ks and let the racing tell me what event to focus on. *HN*

Tri'd and true love

BY VANESSA GAILEY

For triathlete Adrienne Hengels, the road to 2012 Ironman Worlds in Kona was paved with endless training, a season of both successful and dissatisfying race results, and reflection on her 2009 Kona experience about what she could improve upon. After more than a year of preparation, she completed IM Worlds by leaping across the finish with a 35-minute PR time, in 14th place in her age group and in the top 15% of all female finishers—and seeing a banner that read, “Will you marry me, Adrienne?”

Her now-fiancé and coach Jason Smith welcomed her into the finish area on one knee. “Since I coach Adrienne, I knew she would do great during the race. Yes, I was putting a lot of ‘chips’ on the table by proposing after an Ironman (and hoping she would be coherent after she crossed the finish line),” Jason confessed. “But based on her attitude and training leading up to Kona, I knew she would finish the race jumping across the line—which she did! Adrienne crossed the finish line jumping for joy, and I am the luckiest guy because she said yes and we’ll spend the rest of our lives together! It was an awesome day all around. Kona will always have a special place in our hearts.”

Hammer Nutrition’s sponsorship team recently welcomed this couple into the Hammer Nutrition family by awarding both Jason and Adrienne a 2013 sponsorship slot. They are both accomplished athletes and avid Hammer Nutrition users. Jason, a cancer survivor, uses his past experiences to inspire other athletes through his role as a USAT Level 1 coach and a professional triathlete. Adrienne won Hammerbuck\$ and an IM medal in 2012 after finishing 1st place overall amateur female at Ironman 70.3 Hawaii, and also scored a Hammerbuck\$ award after her 2nd place AG and 3rd overall at IM Vineman 70.3. “When I proposed to Adrienne at the finish line at Kona, she got a lot of props for wearing her Hammer Nutrition kit. We’ve been training and racing with Hammer Nutrition products all year and have had no GI issues. We love your products,” Jason said.

Adrienne and Jason met on a triathlon

Adrienne Hengels finishes her Ironman World Championships race to a proposal from her coach and boyfriend Jason Smith. Photos : Jeff Clark Photography



team based in Adrienne’s hometown of Chicago in 2009. “The sport of triathlon has always played an important role in both of our lives,” Jason said. “Every day, from the moment we met, we’ve talked about everything that had to do with triathlons: training, music, nutrition, bike wheels, running shoes, the logistics of race day . . . you know, the usual tri-dork conversations. So, why not propose on the biggest triathlon stage in the world?”

“What greeted me at the finish line? My friends there to catch me, and Jason . . . on bended knee with a ring and the biggest smile on his face. It was an epic ending to an epic racing season, and it is also the beginning of completely new chapter,” Adrienne said. “I had no idea that this would happen, but if I could write my own story, this is exactly what would have happened!” **HN**

A good day (at Leadman)

Todd Riley cruises to a 1st place age group finish at Leadman. Photo : Roger Riley

Leadman came to my hometown of Bend, Oregon in 2012, and I was proud to call myself a participant in the Epic 250. The training miles had been logged, so the main challenges of my day would be to race smart and fuel properly. This would be an Ironman-type timeframe with a lot of unknowns—most of us who lined up that morning were untested at these particular distances. My main strategy focused on a solid fueling plan that had been tested over hours of training.

Hammer Nutrition was truly my savior for this race. My body craves some variety in a race this long, and Hammer Nutrition provided everything I could possibly need. Prior to the swim start, I ate a Hammer Gel with a little Perpetuem. It was freezing when I started the bike, so it was a challenge to do anything other than stay upright. After an hour or so, the temperature of the air and the grade of the road combined to warm everyone sufficiently, making eating much easier. I had two Perpetuem bottles on the bike with 540 calories in each, several Hammer Bars, a full Hammer Flask of gel, and Endurolytes capsules. My special needs bag had replacements for each of the items I had started with on the bike.

I knew that most of my calories had to be consumed on the bike, especially because the day ended with a half marathon. I have a hard time eating very much when I'm running anyway. A couple of Hammer Gels, Endurolytes, and water got me through the run. A nearby forest fire made the run a bit more challenging by filling the afternoon air with smoke; I am pleased to say that was my biggest complaint for the day.

The day turned out to be a complete success. I never cramped or had the feeling of an impending bonk. Hammer Nutrition provided the variety I needed with the right combination of fat, carbs, electrolytes, and great flavor. The long day was all worth the coveted belt buckle I earned when I crossed the line as 15th overall finisher and 1st place AG. Thank you, Hammer Nutrition. I truly could not have done it without your support. - Todd Riley

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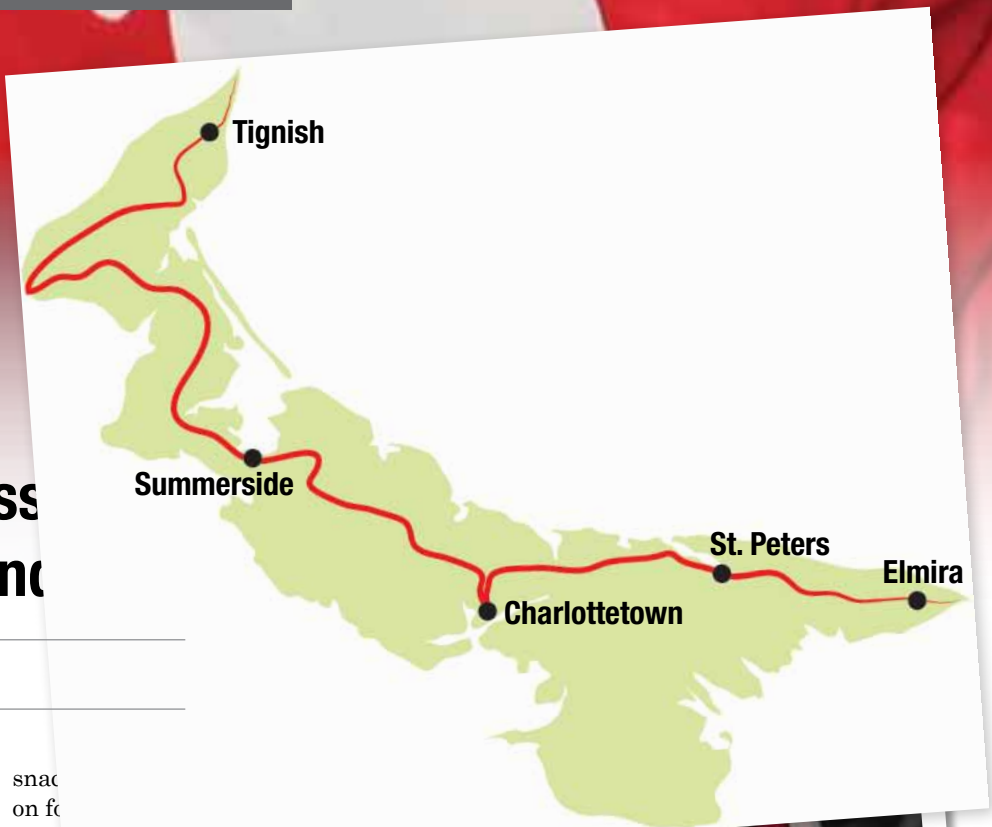
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Canada

Tip-to-tip run across Prince Edward Island

BY VANESSA GAILEY



Michael Gaudet will always remember where he was and what he was doing September 22, 2012. It would be hard to forget the final kilometer of a 273K run, nonstop with the exception of nutrition breaks. Gaudet, who lives on Prince Edward Island, ran from one tip of the island to the other in 42 hours, and 4 minutes. He was the second person to ever attempt this feat.

"I thought the team at Hammer Nutrition would be interested to know of my main nutrition for this run: Perpetuem. I consumed Perpetuem throughout the entire run. Knowing I would be getting the required calories with Perpetuem, I never ran without it. Friends told me about their success using Perpetuem during a Canadian Death Race, so I decided to try it. I have been using Perpetuem ever since on all of my "long" runs and have found it to be a superior product of tremendous value for endurance events.

The Confederation Trial runs from the western tip of Prince Edward Island to the eastern tip—a groomed abandoned railway bed. The trail crosses many roads so support was available every 8-12K. I broke the run into 23 smaller runs with support breaks in between. My support crew passed me a freshly mixed bottle of Perpetuem at every break. I also

snack on food every stop I also took Endurolytes.

My advice for someone planning an ultra run? I am 59 years old, and I practice the military term "The 7 P's" (Prior Proper Planning Prevents Piss Poor Performance). Having knowledgeable support is essential. There was only a two-hour period during the run where I ran alone. I specifically asked two accomplished ultra runners to support me during the final push. I relied upon their experience in assessing my condition and had complete trust in their ability. I incorporated their suggestions into my training and nutrition requirements. Also, volunteering at ultra events can be a valuable learning environment. I



Michael Gaudet completes his tip-to-tip run with the help of Perpetuem.

understood the distance, but also understood that I had to be mentally prepared to face the longer time it would take to run the final K's." **HN**



Hong Kong

Ultrarunner Nora Senn says she found her running inspiration in the beauty of the hills near her Hong Kong home. Since moving there from Switzerland, Nora has become one of the fastest female runners in Hong Kong. An ambassador for Hammer Nutrition Hong Kong, she has been a competitive athlete since 2009, focusing primarily on long distance trail runs, triathlons, and adventure racing throughout Asia. She kicked off 2012 as 1st place overall female at the Hong Kong 100 trail run. Her spring competitions took her to Taiwan for the two-day Tour of East Taiwan stage race (3rd place female on both days) and to Korea for an 80K trail race, where she once again claimed the podium in 2nd place. In May she placed 3rd after 160K in the Ultra Trail Mt. Fuji, Japan.

Nora recently put her new Hammer Nutrition clothing to the test during a five-hour mountain bike ride, one of her many cross-training sports disciplines. "I love my Hammer Nutrition jersey," Nora said. "I'll be racing in it in a few mountain bike races soon. I am getting faster on my little racing mountain bike!"




England

(by way of Greece)

I competed in the Spartathon in Greece, an ultramarathon from Athens to Sparta. I finished 65th out of 336 runners in 35 hours, 32 minutes. (Only 22% of participants finished the race!)

Spartathon hits you with everything. It's a nasty cocktail of speed, heat, climbing, and descending, and not to forget the distance of 153 miles. The last 45 miles is equivalent to running on the hard shoulder of the M1. The road is through a mountain pass that rolls up and down steep climbs and descents. All I was thinking was, "If the heat does not kill me, the lorries will as I try not to stagger into their path as tiredness kicks in."

Thanks for your pre-race advice!

- George Eyles, Hammer Nutrition UK client



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Steve's seminar trip down under

BY STEVE BORN

Below : Steve speaks to a captivated crowd at Kidsons Cycles in Wagga Wagga, Australia. Far right, top: Steve with 2011 RAAM finisher Josh Kench (the first from New Zealand to finish RAAM) the morning after the seminar in Wellington, New Zealand. Far right, bottom: Sydney Opera House in Sydney, Australia.



When I heard the news that I would be traveling for my third trip back to Australia and New Zealand to do Hammer Nutrition fueling seminars in various cities, I realized that it had been quite some time since I'd been there. What I found hard to believe was that it had been five full years! Needless to say, especially since such a long time had passed since my previous visit, I was really excited about going back, meeting athletes from both countries, sharing information regarding our products and fueling principles, and having the opportunity to talk one-on-one with many of them.

An ambitious schedule was planned for my time overseas, with the first ten seminars taking place in Australia.

After the last seminar in Sydney, it was time to say goodbye to Australia and fly to New Zealand, where a similarly ambitious schedule awaited me, this time in cities on both islands.

Impressions and Experiences

1) I was amazed at the huge increase in the number of attendees at all of the seminar venues. Yes, it had been

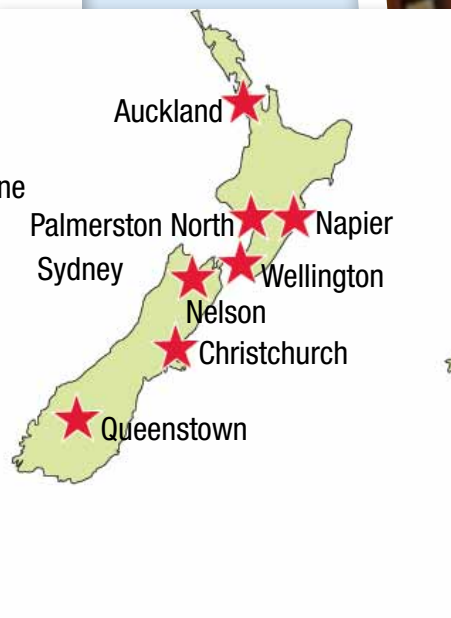
five years since my previous visit, but the attendance numbers far exceeded my expectations everywhere I went . . . just about every venue was packed. In fact, the seminars in Brisbane, AU, and Auckland, NZ, were in front of the largest audiences I've ever spoken in front of, and that includes seminars that I've done in the U.S. There were at least 150 people in attendance in Brisbane, and nearly that many in Auckland! It became clear to me that Hammer Nutrition products have become outrageously popular in these two countries, both with a large population of athletes, from top-level competitors to fitness enthusiasts.

2) My experiences in doing fueling seminars, both here and abroad, cemented my already firm belief that athletes and active people—no matter what country they may be from—are undeniably hungry for practical, no-nonsense, and easy-to-apply suggestions that will help them perform better in their workouts and races. In my seminars, I covered the topics from my article "15 Simple Ways to Improve Your Athletic Performance Now." (You'll find the link to that article on the right side of the home page on the Hammer Nutrition website.) That information was extremely well received by the attendees at each of the seminars.

3) As I expected, recommendations for . . .

- Salt intake and electrolyte replenishment
- Pre-exercise/race fueling

- continued on page 81



- continued from page 80

... were the topics that generated the most questions during and after each seminar. It was evident to me that many athletes were following information that was usually quite archaic regarding each of these topics. Being able to share helpful information with them, information that many of them were hearing for the first time, is always one of the most rewarding aspects of seminars.

4) Attendees of my seminars—including Hammer Nutrition retailers and store employees who I met—seemed to be the most keen about Recoverite, Perpetuem, and Hammer Gel. I also found that using Endurolytes and Perpetuem properly were the most commonly asked product-specific questions from attendees, store owners, and store employees.

5) Favorite cities and experiences – Everywhere you go in Australia and New Zealand is different, sometimes dramatically so, and I enjoyed each and every location. However, I'd have to say that the following places were arguably the highlights of my time there:

Perth, AU

I had never been there before, so it was nice to have an extra day or so to visit the city and spend time with David Williams (Hammer Nutrition's Australia distributor) and his brother, Peter, who lives in Perth. As a wine aficionado, I enjoyed being able to spend time in the Margaret River wine region.

Adelaide

I had been to this city a few times before, being able to meet up with my good friend Andrew Puddy, who lives in Adelaide, was most enjoyable, though far too short. Earlier that year he and his teammate from the U.S., Patrick Seely, had successfully and strongly completed the Race Across America (RAAM) on a two-person team, and it was great to be able to talk with Andrew about the race.

Hobart, AU

This is the capital of Tasmania, the Australian island just south of Melbourne. Like Perth, I had never been to Hobart (or anywhere in Tasmania) before, and really enjoyed my brief time there. It's a place I'd love to go back to and visit for a longer period of time.

Napier, NZ

This is the cool little town where Hammer Nutrition's New Zealand distributor, Rachael Verry, lives.

Wellington, NZ

Prior to my seminar there, I had plenty of time to explore this most-interesting city on the southern part of the north island, and that was a lot of fun. The

morning after my seminar, I had the chance to speak with Josh Kench, the first New Zealander to finish RAAM. Josh is planning to do RAAM again in 2013, and over a couple cups of "long blacks" (a coffee drink somewhat similar to an Americano) we discussed fueling and logistics strategies. Josh is a great guy, obviously an excellent ultra distance cyclist, and I'm excited to be able to work with him as he prepares for RAAM.

Queenstown, NZ

What a beautiful city in a beautiful area on the south island, and the perfect place to finish the seminar tour. There is so much to do in this section of New Zealand, what with ski areas, gorgeous lakes, seemingly endless trails, and lots of wineries all within close proximity. I had some time to explore the area before the seminar and the following day, but it wasn't nearly enough; it's definitely a place I want to visit again.

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EVENTS



Participants at the start of the Virginia Triple IRON Triathlon, sponsored by Hammer Nutrition, are about to embark on a 7.2-mile swim, 336-mile bike, and a 78.6-mile run. Photo : Bobby Dyer



Hammer Nutrition autoshop client Mike Schulhof celebrates a 3rd place AG finish at HITS Palm Springs. Photo : Laura Labelle

Hammer Nutrition sponsored events

Event sponsorship requests for the 2013 season have been rolling in. Based on the requests received to date, it seems that this time of year is dominated by ultra running events, as evidenced by a partial list to the right of Hammer Nutrition-sponsored races in February and March. (There will definitely be more to come.) However, that doesn't mean we haven't been busy supporting other endurance sports as well . . .

- We're sponsoring all of the races in the USSSA Dion Snowshoe Championship Qualifying Series, which began in December. These races continue into February, culminating with the National Championship on March 15-17. See www.snowshoeracing.com for more details.
- There are still a few Nordic skiing events happening, with the premier one being the American Birkebeiner (www.birkie.com), on February 23. "The Birkie" is the largest, most prestigious cross country ski marathon in North America, and HEED is the official sports drink again this year.
- A few Hammer Nutrition-sponsored mountain bike races, road cycling events, and triathlons have already taken place, and more requests for sponsorship of these particular sports are coming in daily.

Because of the time gap between the completion of this article and the time you read it, it's guaranteed that our events calendar will contain MANY more races than those mentioned above and listed to the right. Every day we receive requests from event directors for Hammer Nutrition product support, which means we're constantly updating our events calendar on the website. So keep checking www.hammernutrition.com/events for more information on Hammer Nutrition-sponsored events. Chances are there will be one near you!

ULTRA RUNNING

- 2/2 – Uwharrie Mountain Run – North Carolina – <http://www.bulldcityrunning.com/events/uwharrie-mountain-run/>
- 2/2 – Rocky Raccoon 100 Mile/50 Mile – Texas – www.tejatrails.com/Rocky.html
- 2/9 – Louisville Lovin' the Hills – Kentucky – www.headfirstperformance.com/Races/LovinTheHills.aspx
- 2/9 – Delirium Ultra 24 Hour Endurance Race – South Carolina – www.lowcountryultras.com/Delirium.php
- 2/9 – Iron Horse Endurance Runs – Florida – www.ironhorse100kmclub.com
- 2/9 – Pemberton Trail 50K – Arizona – www.pembertontrail50k.blogspot.com
- 2/16 – Moab's Red Hot 55K & 33K – Utah – www.grassrootsevents.net/home/moabs-red-hot-55k-33k
- 2/16 – Cross Timbers Trail Runs – Texas – www.crosstimberstrailruns.com
- 2/16 – Everglades Ultras – Florida – www.evergladesultras.com
- 2/17 – Bandit Ultra Trail Run – California – www.banditultrailrun.com
- 2/23 – Mount Cheaha 50K – Alabama – www.pinhoti100.com/mountcheaha50k
- 3/2 – Hawkeye 50K & 25K – Iowa – www.runningwall.com/hawkeye-50k-25k
- 3/2 – Green Jewel 50K – Ohio – www.greenjewel.org
- 3/2 – Nueces Trail Run – Texas – www.tejatrails.com/Nueces.html
- 3/3 – Q50 (Trail) Marathon & Half Marathon – Louisiana – www.q50races.com/q50-races-marathon-and-half-marathon-2013
- 3/9 – Graveyard 100 Ultramarathon – North Carolina – www.graveyard100.com
- 3/16 – Nor Cal Challenge – California – www.wolfpackevents.com/calendar/158

HITS is a hit with Hammer Nutrition!

Over the years we've been honored to support some really great races and race organizations. One of the partnerships that we've enjoyed immensely is with the HITS Triathlon Series. Their first event took place in December 2011, with 2012 being their first full year of races, culminating with the HITS Triathlon Series Championship in Palm Springs, CA.

Hammer Nutrition had a presence at three of the HITS races in 2012, and we're impressed with the quality of their events. We also like the uniqueness of the HITS Triathlon Series, with each race weekend consisting of race distances for triathletes of all levels of experience and ability. All of these reasons are why we're excited to announce our involvement in the HITS Triathlon Series for 2013, and for many years to come.

2013 schedule for the HITS Triathlon Series races and camps:

- Week-long Tri Camp – Palm Springs, CA – Feb. 4-8
- Week-long Tri Camp – Ocala, FL – Feb. 11-15
- Ocala, FL – Mar. 23-24
- Napa Valley, CA – Apr. 13-14
- Marble Falls, TX – Apr. 27-28
- Colorado – May (Location and date TBD)
- Diamond Mills Week-long Tri Camp – Saugerties, NY – May 6-10
- HITS North Country Triathlon – Hague, NY – Jun. 29-30
- Diamond Mills Week-long Tri Camp – Saugerties, NY – Aug. 12-17
- Hunter Mountain, NY – Sep. 21-22
- Diamond Mills Week-long Tri-Camp – Saugerties, NY – Oct. 13-18
- Lake Havasu City, AZ – Nov. 9-10
- HITS Championship – Palm Springs, CA – Dec. 7-8

For more information about each race, visit www.hitstriathlonseries.com.

GREAT DIVIDE MOUNTAIN BIKE TOUR A GO!

Ever toyed with the idea of attempting the Tour Divide race, but felt intimidated by the thought of 2,745 self-supported miles of mountain biking? Hammer Nutrition Canada fueling guru and accomplished adventure cyclist Ryan Correy conquered Tour Divide in 2012; this year he will be leading a group of 12 cyclists on an eight-day epic ride of what he calls “arguably the best part of the Divide race course.”

Join Hammer Nutrition Canada and Ryan on a supported trek from Banff, Alberta, to Hammer Nutrition headquarters in Whitefish, Montana. You'll cover more than 638K along remote forest service roads and singletrack. The route follows the Continental Divide over several mountain passes—the same route followed by the Tour Divide race. Space is limited to 12 riders with at least one season of mountain bike riding under their belt. All meals and Hammer Nutrition fuels will be included, as well as camp setup and a shuttle for your gear. Reserve your spot for \$1,236 CAD. A \$500 deposit is required by March 1 with final payment by May 1, 2013.

Visit www.ryansdream.com/jointheadventure/ for complete details.





5,000 Hammer Bars sent to storm-wrecked Far Rockaway

A gift all the way from Montana

BY LAURA SCHENONE, The Child Center of NY

After two weeks of displacement, freezing apartments, no cooking fuel, and ration meals distributed by the National Guard, elementary and middle school students returned in late November to a beloved after-school program that had been closed for two weeks due to flooding.

An unlikely gift arrived to greet them. Hammer Nutrition, a small company based in Montana, donated 5,000 energy bars, valued at \$12,000, providing both nutritious fuel and kindness to the children and their families.

“It meant a lot to kids and families to know people care,” said Jacqueline Gutierrez, director of the after-school program, which is run by The Child Center of NY, a nonprofit agency that serves hundreds of young people at its Far Rockaway location. “That message went a long way. Also, it was a sweet, healthy treat, and those have been very hard to come by here.”

- continued on page 85

Above: Hammer Bars arrive for distribution at the center. Below: Some of the familiar faces seen around The Child Center of NY, including the Alvarez family (left) and members of the youth development group (right).



the **child center** of ny
NURTURING CHILDREN. STRENGTHENING FAMILIES.

- 5,000 Hammer Bars continued from page 84

Triathlete and Child Center supporter Amy Rappaport, who is sponsored as an accomplished Ironman and USA Triathlon competitor by Hammer Nutrition, thought that all-natural, organic Hammer Bars would be beneficial and introduced the nonprofit to a few contacts at Hammer Nutrition.

The after-school program is located a block away from the ocean's ravaged waterfront. It is part of The Child Center's Beacon community center, which serves 1,000 young people, their parents, and other members of the community, not only during after school hours but on evenings and weekends. Services include homework help, tutoring, sports teams, arts enrichment, and much more.

"Our Far Rockaway program is vital to these children and this community as it rebuilds and gets back to normal. Many of these kids spend three hours or more a day at our site with friends and caring adults—it's a home away from home," said Sandra Hagan, executive director of The Child Center. "We are very appreciative to the Hammer Nutrition company for their great generosity." **HN**

- Steve's Seminar Trip continued from page 81

6) The Aussies and Kiwis I met while on this trip, especially those who attended the seminars, were some of the warmest, most welcoming, and nicest people you'd ever want to meet. (Did I mention that there are some amazing AU/NZ athletes as well?) From my perspective, everyone was genuinely interested in fueling and nutrition and always asked lots of questions (which I love) at the seminars. To this day, and for many more to come, I will think about that trip quite frequently. I will always remember fondly all of the incredible places I visited and, most importantly, the wonderful people of Australia and New Zealand that I had the opportunity to meet. To everyone who attended one of the Hammer Nutrition fueling seminars, I thank you for taking the time out of your day to come . . . it was an honor to talk with you.

7) I am also so appreciative of and thankful for the tremendous efforts made by Brian Frank, David Williams, and Rachael Verry for making this trip possible. I want to also thank David's assistant, Connie Chan, and Rachael's friend, Nan Aposhian. Along with David and Rachael, Connie and Nan helped make things go so smoothly for me during my time in Australia and New Zealand. Yes, it was good to be home after being away a little over a month, but I have so many special memories of this trip, which is why I'm hopeful I'll be able to return to these two beautiful countries someday. **HN**

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From our athletes

Catching up with the stars of tomorrow



Daisy Ward

Dear Hammer Nutrition,
I wanted to thank you and let you know how much of a blast I had this season on AZ DEVO. It was undoubtedly the best year yet. I was able to conquer my goals this year! Thank you so much for supporting this team. A few of my season highlights include landing a spot on the podium at the Ute Valley XCT during a fun and grueling week at Cycling Development Camp, finishing 2nd for solo women at a local 12-hour race, and winning the state championship series.

I am really looking forward to the exciting opportunities next season holds. I am certain that last year wouldn't have been so awesome if it were not for your generosity. Your support of the team made a tremendous difference and assisted in making 2012 such a fabulous season! Thanks again for your benefaction and the vision shown by your investment in the future of cycling. I am constantly using all of your products; I love the fact that they are so natural. Being intolerant of wheat, I find them to be especially awesome and helpful. You rock!

Sincerely,
Daisy Ward (15, from Flagstaff, AZ)

Twin triathletes

My twin daughters, Mia and Olivia Wildeman, competed in Tri to be Spooky Kids Triathlon in San Antonio. Olivia got 3rd and Mia got 8th in a tough field. They are proud to be "Hammer Girls" like their mom!

- Linda Fusco



A season on the snow

BY CHAD CASTREN

I am the coach of North Shore Nordic in Bigfork, Montana, a junior ski team with racers 15-18 years of age. In our racing and training we face many challenges in staying hydrated, fueled, and healthy. Regardless of the distance, weather, or course, Hammer Nutrition products are a crucial part of our practice and race protocol. HEED is our mainstay drink during

practices and just before and during races, and we often use Perpetuem as a meal substitute between races. We also use Recoverite after all practices and races. This is especially important because the athletes often don't get a chance to have a healthy meal for an hour or more.

The most challenging for these juniors are the sprint days; they go all out for a 3- to 4-minute time trial and then wait several hours for the heats to start. The heats are head-to-head battles with usually 5-6 skiers per heat. Heats are usually

about 20 minutes apart. We have found that eating a simple breakfast very early, then sipping Perpetuem while warming up in the morning and again between the time trial and heats works well. In between heats we use either HEED or Hammer Gel.

Nordic Junior Nationals is a week of competition, with races every other day. Last year our team had four athletes who qualified to race at Junior Nationals for the Pacific Northwest team. It was an exciting and intense time, but since they were already comfortable with their fueling protocols, there was one less variable on race day.



A few members of the North Shore Nordic team train early season with a roller ski workout along Flathead Lake. Photo : Chad Castren

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\$14.95 - Kid's Lapis Short Sleeve
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Photo : Jayne Furman/Zazoosh

Justin Neubeck

Justin Neubeck digs deep on his sprint to the finish at VegasKids Tri, his fourth youth tri in 2012. He also competed in two adult sprint distance triathlons.



Photo : Marty Coplea

Ryan Geiger

At only 18 years of age, Ryan Geiger won the 24 Hour Solo Category at the 24 Hours of Fury with a very impressive ride over legendary racer, Tinker Jaurez. He put in 21 laps and was so far ahead of the competition that he was able to stop around 6 a.m. with the win securely in hand.



Viva Kreis

I would like to share some pictures of my crazy Hammer girl, Viva! She even wore her Hammer Nutrition kit to the first day of school last year. She completed her first two triathlons last summer and can't wait for next season. I was a sponsored Hammer Nutrition adventure racer once upon a time before Viva was born, along with her father, Steve Kreis. We were Team American Legion and did several Eco Challenges.

I am now doing some tris, marathons, and ultras, but primarily I am being Viva's Mom! I recently PR'd in a marathon in 3:15, completed an ironman in 11:24, and raced Lance Armstrong in the REV3 Half Full in the cancer survivor division. Hammer Nutrition is propelling me all the way!

Just wanted to share how Hammer Nutrition is a part of our lives! - Mary Kreis



Viva sat on my Tour of Hope bike right after she received her Hammer Nutrition kit. She said, "Someday, this will be MY bike!" I cried! - Mary Kreis

Ella Garcia

This is my daughter Ella and her horse Swift at riding lessons. She has been riding since she was three, and she had her 8th birthday in October. Ella always has her Hammer Nutrition water bottle close by, as jumping and cross country make her thirsty! I have been an avid triathlete and have been using Hammer Nutrition products for three years now; I'm a strong believer in them. But enough about me . . . I slowly introduced Ella to Hammer Nutrition products. (Chocolate Hammer Gel is her favorite!) She really likes all of her Hammer Nutrition clothing too. She says, "It makes me feel faster, Daddy."

I'm very proud that my little girl is enjoying sports and likes the healthy Hammer Nutrition products we're using!
Thanks Hammer!
Kevin Garcia

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



Daniel Hasler

Ten-year-old Daniel Hasler sports his 1st place trophy from St. Peters BMX, St. Peters, MO. Following in the footsteps of his father Mark Hasler, a Hammer Nutrition athlete and XC MTB racer, Daniel fuels with Lemon-Lime HEED, Endurolytes Fizz Mango, and the occasional Hammer Gel. (Chocolate is his favorite!)



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Almost \$40,000 in cash and credit awarded in 2012 . . . **you could be next!**

In regards to Hammerbuck\$. . . thanks! I appreciate all of the support you guys give us. It is a blessing.

**- Steven B.
Hammerbuck\$ Winner**

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/** for complete details, including requirements, a listing of eligible events, prize payouts, and more.

Left to right : Just a few of the 2012 Hammerbuck\$ winners - Traci Falbo, Shane Ellis, and Greg Taylor

Hammerbuck \$ winners in 2012



Photo : Maggie Burke

Emma Briggs
Ironman 70.3 Branson
Springs Lake
3rd 30-34

**\$250
cash**



**Christian
Tanguy**
Fool's Gold 100
3rd overall

**\$50
cash**



Photo : Ian Wallentine

**Catherine
Lacrosse**
Ironman Louisville
3rd 45-49

**\$375
credit**



Photo : Robert Dees

Kyle Dees
Ironman 70.3 Coeur
d' Alene
1st 55-59

**\$1,000
cash**



Photo : Kristen Taylor

Greg Taylor
Ironman 70.3 Las
Vegas
1st 55-59

**\$1,500
cash**



Photo : Mike Freeman

**Richard
Shields**
Masters Road
Nationals
2nd 65-69

**\$500
cash**

FROM OUR ATHLETES



Rudolf Kardos

Allan Armstrong (middle) and Rudolf Kardos (right) join another member of the Alta Quota Adventures group for the 83-mile Passo Bernina Loop ride near the Italy/Switzerland border. Allan and Rudy spent a week cycling in Italy, fueled by Perpetuem, Hammer Gel, and Endurolytes . . . and recovering in the evening with some tasty pasta, we're sure!



Suzanne Endsley

I was 3rd place woman overall and 1st place age group at the Spokane Half Marathon, right behind pro triathlete Haley Cooper-Scott and a former Division 1 track champion. I prepped pre-race nutrition just as I would for a half ironman with Perpetuem. On race day, I started with Anti-Fatigue Caps, Race Caps Supreme, and Endurolytes, plus Montana Huckleberry Hammer Gel. During the race I stuck to my plan with Hammer Gel at miles four and nine, and Race Caps Supreme/Anti-Fatigue Caps/Endurolytes halfway through. It was my lucky day as they were serving HEED on the course!



John Salmon

I completed over 200 miles and 29,000 feet of climbing at the 2012 Everest Challenge Stage Race in Bishop, CA, sponsored in part by Hammer Nutrition. What makes this so special for me is that I accomplished this on a single speed, which has only been done one other time. Armed with a good training plan and fueled with HEED, Hammer Gel, Endurolytes, and the all-trusty Perpetuem, I never had one cramp or even came close to hitting the wall one single time. That speaks volumes about Hammer Nutrition products. Thanks Hammer.



Bruce Balch

Bruce set a new course record (by 1:30) and was 1st overall at the World Senior Games Sprint Triathlon in St. George, UT.



Andrew Robinson

2012 sponsored athlete Andrew Robinson ran the last leg for the 1st place relay team at Kainach Bergmarathon in Germany, with the U.S. flag held high.

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SIZES 28-34
\$34.95 - Men's Briefs (blow)
SIZES 28-34
\$28.95 - Women's Swimsuit (high)
SIZES 28-36



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FROM OUR ATHLETES

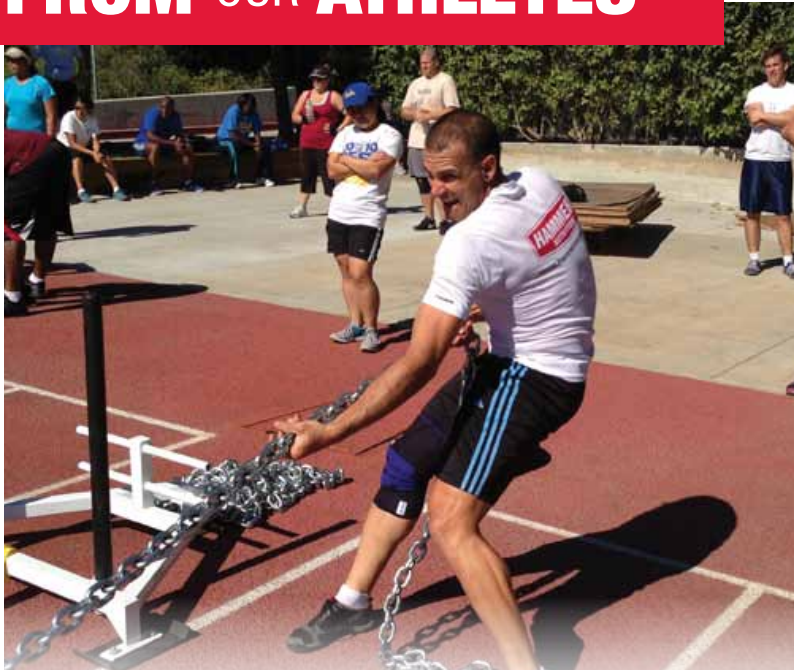


Photo : William Aberbuch

Brook Henderson

While cycling is my primary mode of exercise, I joined a fitness program at my place of work, UCLA. We do a variety of exercises, from straight weightlifting (squats, deadlifts, etc.) to high-intensity, short interval activities like pushing and pulling weighted sleds. I attend these workout sessions at noon. It's been hours since breakfast, so I have a serving of Hammer Gel before jogging over to the track. That way I never run out of "juice" during the workouts.



Photo : Maria Castro

Sal Castro

My son Cameron and I did the Seal Beach Triathlon. I placed 1st in my age group and Cameron placed 3rd. I was 2nd overall off of the bike right behind Chris McCormack, the overall winner (center).



Robby Swift

I competed in the finals of the AWT (American Windsurfing Tour) on Maui. There were over 120 competitors in total. I placed 5th in the Pro division, my best result ever on Maui so I was happy with that.

Chris Karpowicz

I raced in Bill's Bad Ass 50K trail run in Cuyahoga Valley National Park. The course consisted of six loops of five miles with an extra mile climb at the end, with over 4,300 feet of climbing and three creek crossings per lap. The six-lap format helped me stick with my Hammer Nutrition fueling strategy by having a cooler with bottles of Perpetuem pre-made. I consumed Perpetuem throughout the race, plus one Hammer Gel and two Endurolytes per lap. Hammer on!



Photo : Laurie Colón

Send us your news today at
athleteupdates@hammernutrition.com



Amanda McIntosh

After years of ultrarunning, I thought I would give another endurance activity a shot. Thanks to Hammer Nutrition, training and racing for my first Ironman (IM Canada) were great! During the race I used Hammer Gel, Endurolytes, and a double concentration bottle of HEED, plus Hammer Bars on the bike. Of course I got my Recoverite in as soon as I could after the finish. I felt like a million bucks and had no GI issues. As always, Hammer helped get me where I needed to be to finish strong. Who knows . . . what's next?!



Andrew Kennedy

I placed 3rd at the USA Cycling Master's State Championships. When off-season got here, I decided to add Hammer Nutrition's Daily Essentials supplements to my diet for a month to see how I would feel after a full cycle. I have added endurance running to my off-season schedule in addition to my cyclocross racing and road riding. I can say that after almost one month, I feel healthy and strong. My body is responding to the specific stresses of my training program as desired.



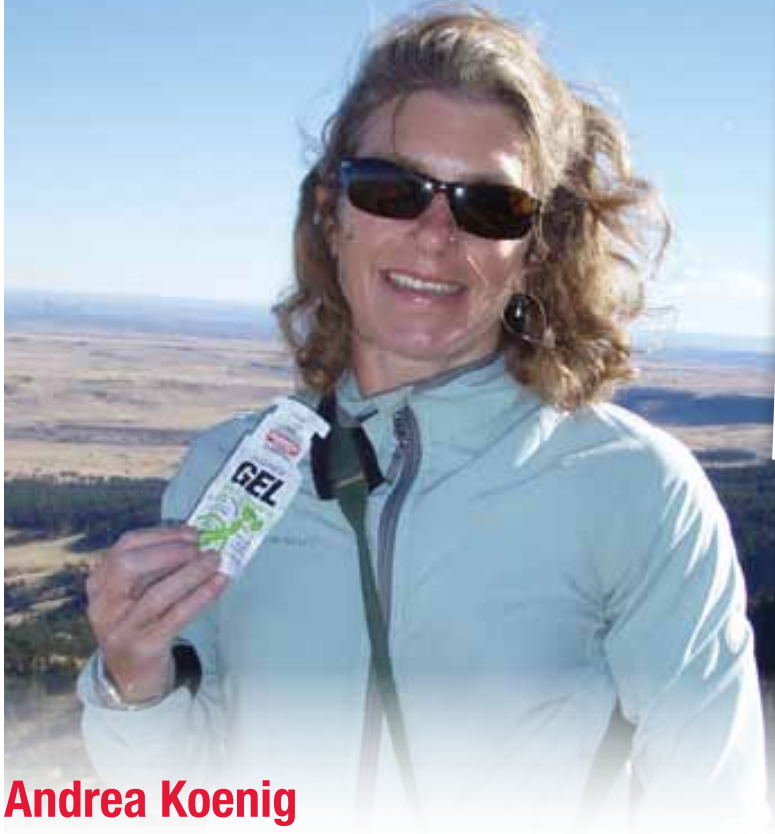
The Armes family

Erik, Karla, and I raced in the Futenma Habu 5K race in Japan. It was a super hilly course, but we had a blast. I'm very proud of Karla as she took 2nd in her age group. Erik was 1st overall and I was 2nd overall. Thanks for the tremendous support!

- Stephen Armes



FROM OUR ATHLETES



Andrea Koenig

My climbing partner took this pic of me on the Third Flatiron in Boulder, CO, training after my total hip replacement. For shorter events and training, I always take a serving or two of Hammer Gel about 30 minutes prior to beginning, and I feel that it really helps my performances (no bonking).



Photo : www.brightroom.com

Caroline Colonna

I just got back from Maui where I competed in the XTERRA World Championships and placed 16th in the women's Pro division and was 3rd American.

I used a full bottle of Endurolytes during my ten-day stay there leading up to the race and during the race. That helped me stay hydrated and strong for the run! I also used eight Hammer Gels during this grueling race. I recovered with Hammer Whey, which I love mixing with frozen berries and papaya/mango juice! In fact, I had that shake every morning with breakfast. Thanks Hammer Nutrition for making such great products!

- Caroline Colonna, XTERRA PRO Triathlete and Hammer Nutrition sponsored athlete



Charlie Coe

At the Wauconda Turkey Trot 4-Mile Run, I finished 1st in my AG and 10th overall. While I rely on Perpetuem, Hammer Gel, and Race Caps Supreme to fuel my race efforts, I like to kick back with my Recoverite, post-race. Not a bad way to build back up for the next race!



Alvin Graham Jr.

Thank you Hammer Nutrition team and family for all of your support. Hammer Nutrition products not only taste great, they allow me to be at my very best on and off the course.

Editor's Note: Since 2009, Alvin has ridden more than 40,000 miles in support and honor of military families.



Mike Shumway

Hammer Nutrition-sponsored Mike Shumway hammers it hard to the finish at the Jingle Cross Rock cyclocross in Iowa City, Iowa. "As an aging endurance athlete and cyclist, I like having every advantage that I can to remain well recovered with high energy and a clean diet. Hammer Nutrition rocks!"



Al Vosylius

I have been using Hammer Nutrition products for the last 15 years or so, for cross country ski races, biking, and triathlons. It took me awhile to learn the combination of products that worked best for me. I remember when I tried Race Caps Supreme for the first time; I took a couple of them before the run of a tri, thinking that in five minutes they would kick in and I would be flying. But that's not the way they work!

I spend a considerable amount of money on Hammer Nutrition products each year, but I find that as I get older, it helps to keep me going. I view it as an investment in my health that brings me good returns!

Last year I participated in the HyVee 5150 US Championships Olympic Tri in Iowa, in the 80+ age group. For the HyVee I used a four-day loading regimen of Race Day Boost, and I feel that it definitely helped me. I use HEED, Anti-Fatigue Caps, Race Caps Supreme, Endurolytes, Premium Insurance Caps, and Hammer Gel. Thanks Hammer Nutrition for great products, and for the great advice that I read in your magazine.

I was the oldest competitor among the guys, and I got encouraging comments from the younger ones passing me. Triathletes are a friendly bunch!

Send us your news today to
**athleteupdates@
 hammernutrition.com**

Reilly Smith

Thank you Hammer Nutrition for an incredible season. I made constant gains and was able to stay healthy and strong the entire way through by relying on your full line of products. I grabbed a podium at Miami 70.3 just two weeks after racing the Ironman World Championship in Kona. Recoverite, Hammer Whey, and Tissue Rejuvenator turned me around quick!



Extra! Extra!



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



www.hammernutrition.com/AES

FROM OUR ATHLETES



Matt Jasper

Photo : Lindsey Jasper

Just wanted to say thank you for making such great products. The photo is of me on an amazing run in Arizona, feeling great because of the Hammer Nutrition products that I use, making it possible for me to stay running strong and recovering even stronger. Using Perpetuem and Hammer Gel during my run and then following up with Recoverite afterward makes my long runs perfect. Keep up the great work, Hammer!



Denise Terry

Ironman Florida was my first IM and I finished in 12:30. It was the most amazing day! (I only started competing in triathlon last summer.) For my longer brick training sessions leading up to IM, I relied solely on concentrated bottles of Perpetuem on the bike and Hammer Gel on the run, and my stomach held up like a champ. Endurolytes Fizz and Endurolytes capsules also helped!



Jeff Watern

Hammer Nutrition-sponsored triathlete Jeff Watern keeps the pace at Ironman World Championships in Kona.

David Tatum

I completed my first Ironman, IM Arizona 2012. I was wearing my Hammer Nutrition tri kit as normal and used Hammer Nutrition throughout the race. I had a great race and was able to keep a steady pace the entire time. My Perpetuem/Hammer Gel mix on the bike set me up to have a great run at the end. Thanks so much!

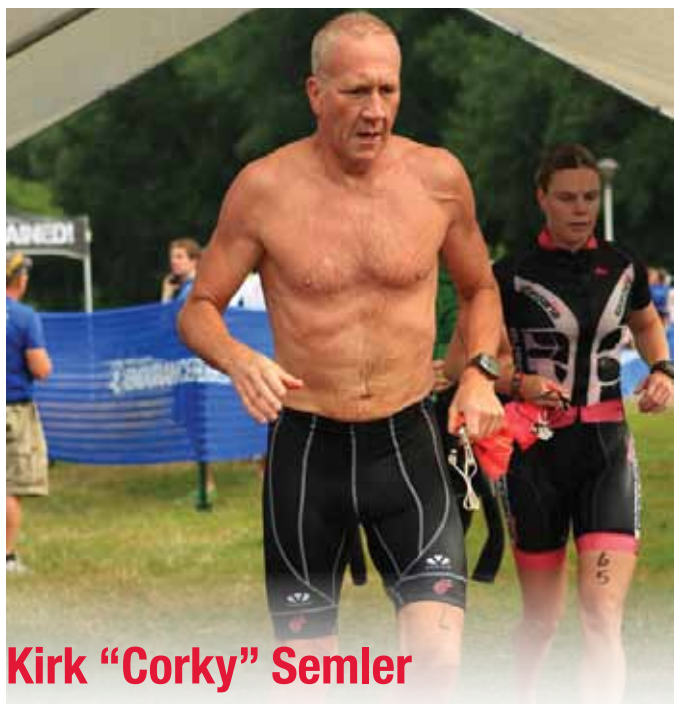


Photo : Courtesy FinisherPix.com

Paul Monaco

Paul Monaco monitors the arrival of Hurricane Sandy while trail running on Mt. Beacon above the Hudson Valley, NY.





Kirk "Corky" Semler

Thanks to Hammer Nutrition, I was able to successfully complete my first half Ironman distance despite a hip injury that limited my run training for four weeks before the race. Tissue Rejuvenator helped me tremendously during my training and racing as well as Race Caps Supreme, Anti-Fatigue Caps, Endurance Amino, and the best endurance fuel on the planet, Perpetuem! The Musselman Triathlon had Hammer Nutrition products (HEED, Hammer Gel, and Endurolytes) at the water stops, which were very well received by all of the people I spoke with during and after the race. There is no way I could be racing at this level, at age 59, without the nutritional support from Hammer Nutrition. Makes me look forward to my next decade of life!

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MSRP

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\$3.25 - 12 or more
Flavor: Peanut Butter-Chocolate

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MSRP

\$44.95 - 26 Servings

\$42.95 - 3 or more

PLANT-POWERED RECOVERY!



- 14 grams of vegan protein per bar
- GMO-free, no soy protein
- Healthy fats
- Easy to chew
- Two great flavors

MSRP

\$2.95 - 57g bar

\$2.75 - 12 or more



SPECIAL OFFER!

Purchase a 26-serving container of Vegan Protein or 12 or more Vegan Recovery Bars and receive a FREE bottle of Phytomax. Ad code EN83. Offer expires 3/7/13. A \$22.95 value! Limit one. Valid while supplies last.

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