

Race season wrap-up

\$3.95

# ENDURANCE NEWS

OCTOBER/NOVEMBER/DECEMBER 2013

#87



**NEW**  
**Peanut Butter Hammer Gel**

The difference between Perpetuem and Sustained Energy

**Fizz vs. HEED**

Product Spotlight : Phytomax







Matt Schmidt takes his mark for the 200 m breaststroke during the 2013 USMS Summer Nationals. Photo : wadleyphotography.com



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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!

2 October/November/December : Issue 87

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## ON THE COVER

Hammer Nutrition-sponsored athletes Ben Parsons (bib 102) and Matt Butterfield (bib 104) lead off at the Butte 100. Ben finished in 2nd and Matt in 3rd, behind Tinker Juarez (bib 101), just in front of another Hammer Nutrition-sponsored athlete, John Curry (bib 103). Photo : Matt Robinson

"Thanks for the great products!" - Alejandro M.



# ENDURANCE NEWS

The informed athlete's advantage since 1992

## STAFF

Brian Frank, Steve Born, Kelly Pris

## EDITORIAL CONTRIBUTORS

Articles submitted by non-staff authors are not edited.

Bob Carter	Nate Llerandi
Andy Drobeck	AJ Kennedy
Mike Freeman	Bill Misner
Vanessa Gailey	Nancy Morrow
Myke Hermsmeyer	Chris Rotelli
Levi Hoch	Mike Sybrant
Philip Howeth	Tim Vangilder
Reese Levine	Ryan Wigness
Ben Lovelace	

## LAYOUT/DESIGN

Kelly Pris

## CONTENT MANAGER

Vanessa Gailey

## EDITING

Vanessa Gailey, Kadidja Sierra

## ADVERTISEMENTS

Kelly Pris, Vanessa Gailey

## Our Mission

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

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

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

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

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4952 Whitefish Stage Road  
Whitefish, Montana 59937

1.800.336.1977

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



# LETTERS

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

Dear Hammer Nutrition,

Regan, our youngest son, is so excited to be competing at his triathlons this year wearing his Hammer Nutrition tri suit. He said "I feel like I am sponsored." My husband and I, along with our older son, are browsing the Hammer Nutrition catalog and making our wish lists. Thanks to Hammer Nutrition for offering such stylish, well-fitting athletic clothing. We are also "sold" on the nutrition products as well. Our 13-year-old ran his first half marathon of the season last weekend and fueled with Hammer Gel. He loved them and he is a "gel snob"!

Cynthia Dunn

Hi Hammer crew,

My cat, Monty, approves of the Hammer Nutrition order that arrived! Oh, and we LOVED the samples . . . looks like we are going to be expanding our order in the future!

Sarah Scozzaro

Dear Hammer Nutrition,

I'm sure that so many of the testimonials I see regarding your products come from hardcore and/or professional athletes. I just wanted to write and say that your products have also helped me, a back-of-the-pack 42-year-old mother and runner, achieve my goal of running a full marathon.

When I trained for and ran several half marathons, I suffered horrible digestive distress. I knew that I needed to get a handle on this problem before I could take on the challenge of a full marathon. After doing some research on the internet, I found Hammer Nutrition. I tried several products and was a convert! No more bathroom scares mid-run. No more grumbly tummy for hours after a long run. No more sugar highs and lows during my runs. In May I finished my first full marathon, the Wisconsin Marathon, fueling only with Hammer Gel and Perpetuem Solids. I felt strong the whole time. So thanks again . . . Hammer Nutrition products have made a huge impact on this slow-poke marathon runner.

Kimberly Zabkowicz





Brian Frank goes for a spin on the quiet backroads near Whitefish, MT.  
Photo : Miles Frank.

## Welcome to the 87th issue of Endurance News.

**J**ust like the previous 86, this issue is full of great content that I am confident you will enjoy and benefit from reading. Personally, I'm kind of preoccupied with and very excited about the new products that are already in stock now and flying off the shelves. Considering the delays we've encountered in launching a few previous products, I was determined to get Phytolean and Peanut Butter Hammer Gel done and ready for sale on time. They are actually 2014 products, so we're even ahead of schedule! Being that this is the last issue of 2013 as well as our race season wrap-up issue, we've got a lot of exciting news to share with you.

I continue to be thrilled and amazed by the things that you and so many other athletes are accomplishing using Hammer Nutrition products and protocols. Each individual accomplishment is a milestone for the athlete, but when I look at the tally of

wins and podiums for the year, I can't help but be a little impressed. Especially considering that these are only the results that have been submitted, which must be a mere fraction of the actual number. In light of these numbers and how many of you regularly sport our gear, I have to believe that we are going in the right direction. I also want to thank each and every one of you for putting your confidence in my products and trusting us to help you reach your goal.

Now, back to the new products. Believe it or not, we'll actually be releasing two new products in early 2014, just in time for allergy season. But that's all I'm going to say about those for now. You'll be able to read all about them in issue 88 of Endurance News. For now, the biggest news from Hammer Nutrition is our newest flavor of Hammer Gel, which is actually quite a bit more than a new flavor; it's really an entirely new

product in gel form. Not far behind is the Phytolean, our potent new starch blocker/fat burner for all of us who are not hyper-lean ectomorphs and sometimes have trouble putting the fork down when we should.

### Peanut Butter Hammer Gel

Besides providing a peanuty, almost savory alternative to the typical sweet, fruit-flavored gels, Peanut Butter Hammer Gel delivers a good dose of protein and fat to give you a gel that can be used for energy from one hour to longer events, even those lasting from 12 to 24 hours and beyond. It's kind of like a gel version of Perpetuem. When you start considering the mix and match possibilities with almost all of our existing flavors, your imagination is the only limitation on the fuel varieties you can now enjoy during your training

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and competitions: PB + Banana, PB + Espresso, PB + Raspberry . . . you get the idea. Of course, mixing flavors is a lot easier with jugs than pouches—which just may be the best reason for using jugs and flasks instead of the single-serving pouches. If you have not yet tried this new flavor, get some ASAP. Unless you have a peanut allergy, I'm pretty sure that it will become one of your all-time favorites.

### Phytolean

This product has actually been in development for over a decade, but it wasn't ready for prime time until we had the new raspberry ketone to add to the phaseolamin to create the ultimate one-two knockout punch for controlling your weight and body fat levels. The phaseolamin helps to prevent the conversion of excess starch into fat in the first place, and ketone helps to mobilize and burn existing fat stores. An added benefit is that the starch that is inhibited from being absorbed acts like a fiber in the intestines and increases eliminations noticeably as a result. It really is a win-win product for those of us who struggle with our weight.

With the holiday season right around the corner, I decided to bring this one out sooner rather than later. Think of it as an early Christmas present!

Enjoy the read, the fall season, and the holidays. We'll be busy in Montana preparing for another ground-breaking year!



Brian Frank  
Proprietor



# Riding with Team Sirona/ Patterson

One of the highlights of our 2013 season was having Hammer Nutrition founder Brian Frank come to Beaver Dam, WI to ride with the Sirona/Patterson team. He inspired the team, and just after his visit we capped off our season with a great effort in The Ganther Race the Lake.

The Ganther is the largest field of the season with about 1,500 participants and boasts of bragging rights for Wisconsin bike racers with all categories entered in this 90-mile grueling road race.

Our team podiums:

Pat Streicher - 1st place in the 60-64 age group  
Mark Barrette - 3rd place in the 60-64 age group  
Doug Callies - 1st place in the 45-49 age group

I also have to mention Dave Hofman (11th in the 55-59 AG), Bob Lehman (a respectable 31st in the 40-44 AG), and Eddie Russell (a solid 82nd in the 40-44 AG in his first race of his career).

The members of Sirona/Patterson would like to thank Brian and all of the staff at Hammer Nutrition for helping us make this a great experience in our inaugural season.

- Mark Barrette, Hammer Nutrition-sponsored Sirona/Patterson

*PHOTO, TOP: Mark Barrette celebrates a podium finish with a Compex EMS recovery session. Photo : Ellie Callies. PHOTO, BELOW: (From left to right) David Hofman, Doug Callies, Mark Barrette, Brian Frank, Eddie Russell, Adam Schultz, and Pat Streicher get in a training day near Beaver Dam, WI. Photo : Dawn Lacoursiere.*





# Product Spotlight

## Phytomax

### Go 'green' for optimal performance and health

BY STEVE BORN

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

The sad truth is that an overwhelming percentage of Americans fall well short of the mark when it comes to adequate vegetable consumption. Dr. Bill Misner, who has been conducting dietary analyses for many years, states, "Only 7% of the dietary analyses performed between 1996-2002 were consuming adequate amounts of dietary plant foods." Now, this is just one professional who has analyzed dietary habits, but still, he's done several hundred over the course of those seven years (and countless more since then), and only 7% were consuming adequate amounts? That's a pathetically low amount!

It's important for everyone, especially athletes—because their requirements for nutrients are much higher than the average person—to consume adequate amounts of vegetables. There are substantial amounts of important nutrients—aside from vitamins and minerals—that are only obtainable via

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

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

Vegetable intake is important, and of course we highly recommend the consumption of organically grown produce. Most of us rarely eat enough to begin with, however, and the majority of the produce available simply doesn't contain the quantity of nutrients we need.

Regarding the latter, Dr. Bill Misner states, "In the past 50 years, chemical agricultural farming has depleted 90% of the soil's original minerals. Today's veggies contain only 11% of the organic minerals found in produce during World War II. To get what we once got from 3-5 servings of vegetables per day, we would have to consume 40 servings per day, or approximately the amount

consumed by a medium-sized horse. What are we really missing? Plant sterols and phytoestrogens have been shown to protect us against cholesterol absorption, tumor formation, colon cancer, radiation poisoning, and the side effects of most allopathic medicines. Most of these protective phytonutrients, phytosterols, and phytoestrogens are lost during processing, degumming, refining, deodorizing, canning, bottling and packaging; we simply are not getting enough."

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

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

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

Because the hydrilla plant is rooted, it easily accesses high amounts of organic

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





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

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



### USAGE INSTRUCTIONS

3 capsules per day with meals.

### NOTES

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

# What you're saying about Phytomax

"I have been using Phytomax twice a day for a few months now and have noticed improvement in my energy levels. This is a great product to take along with fresh veggies for an added bonus of important nutrients. Great product that will always have a place in my supplement program!"

- David L.

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

-Paul O.

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

-Mike L.

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

-Lincoln M.



- continued from page 6

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

### Phytomax's phytosterol benefits

Dr. Misner writes, "Phytosterols may decrease cholesterol absorption by displacing cholesterol from bile salt micelles. Cholesterol analogs found in plants may be protective against colon cancer. Superoxide dismutase (SOD), a free radical fighter, antioxidant, and enzyme found in most plant life, is being seriously studied for its plausible positive effects in halting the aging process. SOD has been shown to provide a natural defense against the potentially damaging superoxide free radicals generated during exercise or aerobic metabolism. Including a source of "green" foods may not only enhance recovery, but also may prevent the side effects of radiation, formation of carcinoma, and the initiation of leukopenia."

"University studies report that milk production from dairy cattle and the egg-laying capacity of chickens were significantly enhanced when these animals were supplemented with this form of hydrilla (Phytomax)," Dr. Misner adds. "The assumption is that carryover to human physiology is obvious, though not yet confirmed by reliable research. Some studies do suggest that the nutrients from this plant may have direct application for

free radical scavenging, anti-arthritis effect, stress management, remediating aging disorders, promoting healthy skin, and energy recovery."

### How does Phytomax compare to blue-green algae or wheatgrass?

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

### Summary

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

Ask yourself these questions:

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

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

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

*REFERENCES available upon request*

# Fill the nutrient gaps in your diet!



MSRP  
\$22.95 - 90 Capsules  
\$19.95 - 3 or more

Even our best efforts at consuming healthy fruits and vegetables on a consistent basis usually fall short. Close the gap between what you need nutrient-wise and what you actually obtain in your diet with Phytomax—live green superfood!

- Non-stimulant energy boost
- Powerful immune system support
- Higher quality sleep

## FREE BONUS!

Purchase two bottles of Phytomax and receive a FREE 120-count bottle of Premium Insurance Caps. Ad code EN87PM. Offer expires 11/7/13. Limit one. Valid while supplies last.



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



# Probiotics

## Good for your gut and your brain!

BY STEVE BORN

**W**hen most of us think of probiotics—“healthy bacteria” such as acidophilus and bifidus—we usually think of them as being beneficial for intestinal health, and indeed they are. However, a recent study conducted at UCLA and published in the peer-reviewed journal *Gastroenterology*, shows a connection between intestinal health and brain function and mental health in humans. This research suggests that consumption of probiotics from food and/or supplements such as **Digest Caps** can positively influence brain health, specifically in regards to mood.

In the aforementioned study, women between the ages of 18 and 55 were split into three groups. The first group ate probiotic-enhanced yogurt twice daily for four weeks. The second group ate a “fake” yogurt product that contained no probiotics. The third group ate neither product. Before and after the four-week study, the study participants underwent an MRI scan, both at rest and during an “emotional reactivity” test, where they were shown pictures of angry or frightened faces, matching them to other pictures of faces that showed the same emotions.

The results of the study found that only the women eating the probiotic yogurt had decreased activity in specific regions of the brain, ones that regulate emotions and sensory processing. According to Dr. Daniel Amen (a neuropsychiatrist who wasn’t involved in the study), this decreased activity is an indication of reduced anxiety. Interestingly, the women in the other two groups, neither of which consumed any probiotics, exhibited either no change or an increase of activity in these particular brain regions.

According to Dr. Kirsten Tillisch, who headed up the study, “Our findings indicate that some of the contents of yogurt may actually change the way our brain responds to the environment. When we consider the implications of this work, the old sayings ‘you are what you eat’ and ‘gut feelings’ take on new meaning.”

The implication of this research in improving mood has spawned further studies, including one in New Zealand where 80 patients with depression will receive probiotic supplements for four months. The head of this study, Ph.D student Amy Romijn, states, “I hope my study will find that treatment with probiotics changes levels of certain substances in the blood and brain, essentially making people happier.” **HN**

*References available upon request*





# Protect your eyes with folic acid and vitamin B12!

BY STEVE BORN

**A**ccording to research published in the *American Journal of Clinical Nutrition*, a study out of Australia links serum folate (folic acid) and vitamin B12 levels with the risk of developing age-related macular degeneration (AMD). Nearly 1,400 participants, age 49 and older, participated in the study. Eye exams were administered at the beginning of the study and three times post-study, once every five years.

During this 15-year follow-up period, study participants with deficient folate levels had an 89% greater risk of AMD as compared to the subjects with higher folate levels. Participants whose vitamin B12 levels were low were shown to have a 58% greater risk of early AMD and more than double the risk of late AMD than the participants who had higher levels of vitamin B12.

The study also revealed that elevated homocysteine levels were also associated with a greater risk of AMD. The reason that this is important, aside from increasing the potential for AMD, is that (A) elevated homocysteine levels are linked to a higher risk of cardiovascular disease, and (B) supplementation with folic acid and vitamin B12, along with a couple of other nutrients, helps lower elevated homocysteine. *HN*



## HAMMER TIP:

To help protect your eyes (your heart as well!) take 1-2 tablets of Xobaline daily. Each sublingual tablet contains 800 mcg of folic acid and 200 mcg of vitamin B12.

# Little tablet, BIG BENEFITS!



**“Xobaline has nearly eliminated my fatigue problems.**

*Once again, Hammer Nutrition is the answer.” - Paul B.*

**Powerful combo of vitamin B12 and folic acid**

- Boost aerobic capacity
- Enhance muscle repair
- Support cardiovascular system

MSRP  
\$9.95 - 30 Tablets  
\$7.95 - 3 or more



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NEW FLAVOR

# Peanut Butter Hammer (Ultra) Gel!

BY STEVE BORN



For exercise lasting from one hour to ultra distances, consume 1-2 servings per hour with 16-24 ounces of plain water.

**W**e've done it again! After months of testing numerous samples—and we do mean a LOT of formulation possibilities—we've got another winner! Peanut Butter Hammer Gel has arrived, it is absolutely delicious with a spot-on peanut butter taste, and its viscosity is perfect—smooth and easy flowing, nowhere near the thickness of regular peanut butter. Once you try it, we guarantee that you will be hooked; that's how satisfyingly tasty Peanut Butter Hammer Gel is.

While this new Peanut Butter flavor tastes awesome on its own, mixing it with other flavors of Hammer Gel provides many palate-pleasing possibilities. A half-and-half Peanut Butter/Esspresso Hammer Gel combination? Incredible! Also, mix this new flavor with Montana Huckleberry or Raspberry Hammer Gel and you've got a "PB & J" endurance fuel that will make your taste buds sing. These are but a couple of the flavorful options that exist with Peanut Butter Hammer Gel, so let your imagination run wild.

This is more than just an incredibly delicious new flavor of Hammer Gel, however. Courtesy of peanut butter's naturally occurring protein (1 gram/serving) and fat (2 grams/serving), this newest addition of Hammer Gel can definitely be considered "ultra," meaning that you can use Peanut Butter Hammer Gel as a primary fuel during workouts or

races lasting longer than two hours. This opens up the door to an increased number of usage possibilities, such as during the run portion of a half or full iron distance triathlon, or during any type of ultra-distance event . . . any time your body needs a little protein and healthy fat to go along with the complex carbohydrates. With the new Peanut Butter flavor, you can enjoy the convenience of Hammer Gel while also fulfilling your energy requirements more completely.

Peanut Butter Hammer Gel's protein component will help prevent lean muscle tissue cannibalization during prolonged bouts of exercise. Its fat component—none of which is in the form of saturated or trans fats—will help stave off hunger pangs while also cueing your body to more liberally release its fatty acids stores, providing calories to satisfy up to two-thirds of your energy requirements.

No doubt about it, the new Peanut Butter flavor is a most-worthy addition to the Hammer Gel lineup. No matter how you choose to use Peanut Butter Hammer Gel—on its own or combined with other flavors of Hammer Gel, during short workouts and races or ultra-distance ones—we guarantee that you'll love how well it works and how awesome it tastes. After several months of testing, we're certain we've hit a home run, and we have no doubt that you will agree. You'll want to make sure that you have plenty of Peanut Butter Hammer Gel on hand, so don't wait to order your supply! **HN**

*new!*



# PEANUT BUTTER FLAVOR . . . AN "ULTRA" GEL!

- 1 gram of protein, 2 grams of fat
- Rock-solid energy
- Prolonged energy levels

Peanut Butter Hammer Gel is loaded with peanuts, which contain naturally occurring healthy proteins and fats. This new "ultra" gel provides the clean, effective carb/protein/fat combination you need for workouts or races lasting from one hour to epic distances.

#### MSRP

- \$1.40 - Single Serving
- \$1.30 - 12 or more\*
- \$19.95 - 26-Serving Jug
- \$17.95 - 3 or more\*
- \$1.95 - 5-Serving Flask

\*Mix and match flavors.



## FREE PEANUT BUTTER HAMMER GEL!

Receive a FREE sample of Peanut Butter Hammer Gel with any Hammer Gel purchase. Ad code EN87HG. Offer expires 11/7/13. Valid while supplies last.



**ORDER TODAY!**

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# The Top 10

## The biggest mistakes endurance athletes make

(Condensed from *The Endurance Athletes GUIDE to SUCCESS*, pages 106-129.)

**T**here are obviously more than ten mistakes that an athlete can make, but the following represent the most common performance-ruining gaffes. As you read through each of these mistakes, at least some of them will sound painfully familiar. However, we don't just tell you what can go wrong; each of the ten topics also provides the appropriate corrective action. Follow this advice and you'll quickly see significant improvement in your overall performance.

### Mistake #1: Excess Hydration

When it comes to hydration, you can neither overload nor undersupply your body without compromising athletic performance and incurring detrimental results. If you don't drink enough, you'll suffer from unpleasant and performance-ruining dehydration. Drink too much, however, and you'll not only end up with impaired athletic performance, you may even be flirting with potentially life-threatening water intoxication.

**RECOMMENDATION:** A fluid intake of 20-25 ounces (approx 590-740 milliliters) per hour.

Depending on conditions and body weight, 16-18 ounces per hour may be quite acceptable. A larger athlete in warm temperatures might need somewhat more, perhaps up to 28 ounces hourly. Our position, however, is that the risk of dilutional hyponatremia increases substantially when an athlete repeatedly consumes more than 30 fluid ounces per hour. If more fluid intake is necessary (under very hot conditions, for example) proceed cautiously and remember to increase electrolyte intake as well to match your increased fluid intake. You can easily accomplish this by consuming a few



additional Endurolytes capsules, or adding more scoops of Endurolytes Powder or Endurolytes Fizz tablets to your water/fuel bottle(s).

### Mistake #2: Simple Sugar Consumption

We believe that fructose, sucrose, glucose, and other simple sugars (mono- and disaccharides) are poor carbohydrate sources for fueling your body during exercise. Simple sugar-based drinks or gels have to be mixed and consumed at very dilute and calorically weak concentrations in order to be digested with any efficiency. A simple sugar-based product used at a properly mixed concentration cannot provide adequate calories to sustain energy production. Any way you look at it, fuels containing simple sugars are inefficient and therefore not recommended during prolonged exercise.

**RECOMMENDATION:** Complex carbohydrates instead of simple sugars

To get the proper amount of easily digested calories, rely on fuels that use complex carbohydrates (maltodextrins or glucose polymers) only, with no added simple sugar as their carbohydrate source. Hammer Gel and HEED are ideal for workouts and races up to two hours, sometimes longer under certain circumstances. For longer workouts and races, select Perpetuem or Sustained Energy as your primary fuel choice.

### Mistake #3: Improper Amounts of Calories

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Athletes who try to replace “calories out” with an equal or near equal amount of “calories in” usually suffer digestive maladies, with the inevitable poorer-than-expected outcome, and possibly the dreaded DNF (“Did Not Finish”). Body fat and glycogen stores easily fill the gap between energy output and fuel intake, so it’s detrimental overkill to attempt calorie-for-calorie replacement.

**RECOMMENDATION:** 200-240 calories per hour is typically sufficient for the average size endurance athlete (approximately 160-165 lbs).

Lighter weight athletes (<120-125 lbs) may need less, while heavier athletes (>190 lbs) may need slightly more on occasion, the key word being “may.”

and increased fatigue-causing ammonia accumulation, and also negatively affects the immune system and recovery.

**RECOMMENDATION:** Fuel with one of Hammer Nutrition’s healthy, gluten-free carb/protein fuels for longer training sessions and races.

Using Perpetuem or Sustained Energy as your primary fuel during workouts and races longer than two to three hours will satisfy energy requirements from a precise ratio of complex carbohydrates and soy protein, the latter of which helps protect against excess muscle breakdown. You stay healthier, reduce soreness, and decrease recovery time. Note: Whey protein is not recommended for use during exercise due to possible contribution to muscle fatigue during initial digestion.

#### **Mistake #6: Too Much Solid Food During Exercise**

Solid food, for the most part, cannot match the precision or nutrient density of the best liquid fuels. In addition, too much solid food consumption will divert blood from working muscles for the digestive process. This, along with the amount of digestive enzymes, fluids, and time required in breaking down the constituents of solid food, can cause bloating, nausea, and/or lethargy.

**RECOMMENDATION:** Skip solids foods and fuel with Hammer Nutrition’s liquid fuels for rapid, sustained energy and easy digestion.

Use Hammer Gel, HEED, Sustained Energy, and/or Perpetuem as your primary fuel source during exercise. These provide precise amounts of specific nutrients and are designed for easy digestion, rapid nutrient utilization, and less chance of stomach distress.

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

The title is pretty self-explanatory; it’s one of THE cardinal rules for all athletes, yet you’d be amazed at how many break it. Are you guilty as well? 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.

**RECOMMENDATION:** Train with Hammer Nutrition fuels well in advance of your event.

Because all of the Hammer Nutrition fuels are complementary (they all work well alone or in combination), you have all the flexibility you need to ensure that you can tailor a fueling program for any length of race, regardless of the conditions. You’ll never have to guess or grab something off the aid station table in the hopes of trying to keep going for another hour.

#### **Mistake #8: Sticking With Your Game Plan Even When It’s Not Working**

Endurance athletes tend to be strong-willed and uncompromising. Most strive to have a “game plan” in place for

#### **Mistake #4: Inconsistent Electrolyte Supplementation**

Consistent electrolyte supplementation is just as important as calories and fluids during exercise. Just as your car’s engine requires sufficient oil to keep its many parts running smoothly, your body requires electrolytic minerals to maintain smooth performance of vital functions such as muscle contraction. Athletes who neglect this important component of fueling will impair their performance, and may incur painful and debilitating cramping and spasms, a sure way to ruin a workout or race.

**RECOMMENDATION:** Replenish electrolytes with chemical-free, highly effective Endurolytes products. Endurolytes capsule or powder form, and Endurolytes Fizz are an inexpensive, easy-to-dose, and easy-to-consume way to get your necessary electrolytes. Use Endurolytes consistently during workouts and races to fulfill this crucial fueling need.

#### **Mistake #5: No Protein During Prolonged Exercise**

When exercise extends beyond about two hours, your body begins to utilize some protein to fulfill its energy requirements, as you begin to derive glucose from amino acids. This metabolic process helps to satisfy 5-15% of your energy needs. If you fail to include protein in your fuel, your body has only one other choice: your own muscle! Called “muscle cannibalization,” this process devastates performance through muscle deterioration

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# The myth of “all-in-one” convenience

BY BRIAN FRANK

**W**hen it comes to deciding on the best way to consume fluids, calories, and electrolytes during extended exercise (2+ hours), perhaps you are one of the athletes who thinks, “I just want everything in one bottle” because it sounds convenient and means that you don’t have to think about fueling while you’re riding or running. Not surprisingly, this apparently logical approach has been heavily encouraged by companies selling “all-in-one” fueling products. They constantly tout the “convenience” of their all-in-one fuel product—“just drink this and you’ll be all set” they say.

My approach to fueling is 180 degrees opposite. I personally believe that the most effective way to fuel is by taking fluid (water), calories, and electrolytes separately and independent of each other. After you read my reasoning, I think you will agree that fueling using three separate “buckets,” as opposed to tossing everything in one “bucket,” is actually the most logical approach and guarantees the best possible outcome across the entire spectrum of conditions and applications you will encounter

during 3, 6, 12, or more hours of continuous exercise.

The problem with combining your fluid, calories, and electrolytes into one container is that it will only meet your body’s needs in a very narrow set of temperature, duration, and intensity situations. I’ll illustrate my point by using an analogy of a single-speed bike vs. a 22-speed road bike. The single-speed bike represents the all-in-one fueling approach. This analogy excludes those of you who ride single-speed bikes for the added challenge—we’re only talking efficiency and maximum speed/minimum time from point A to point B here.

That single-speed bike will work great for you on relatively flat surfaces and at a speed that has you spinning between 70 and 100 rpm. But what happens when you encounter steep climbs or long descents? Now you are walking your bike up hill and coasting down due to your single gear option. The same is true with an all-in-one fuel. Single-speed bikes are cool, but for most of us, they have a pretty limited appeal and certainly would not be our choice

if we were limited to owning only one bike. Same goes for the “all-in-one” fuel bottle—limited appeal and certainly not what I’d want my entire race to be dependent upon.

So, unless you always exercise in the exact same temperature and humidity (plus or minus five degrees and 5%, respectively) from start to finish, for no more than 2-3 hours, the all-in-one formula will leave you hanging every time.

Now consider the 22-speed bike. You can change gears to accommodate anything that comes your way—from short, steep climbs to long, grinding climbs, or long gradual descents—and still maintain maximum efficiency and pace. Thus, you have the same ability when you manage your fluid, calories, and electrolytes independently of each other and are able to make adjustments as conditions change. The flexibility afforded by separating the fueling components during extended hours of exercise is crucial since the temperature, humidity, terrain, and pace will undoubtedly change significantly between the time you start and when you finish.

To bring the concept home, let’s consider a typical iron distance triathlon, double century, 100-mile mtb, 50-mile trail race, or the like—basically 6-24 hours of continuous exercise. These events start in the early morning hours when it’s nice and cool and continue on through the hottest part of the day, and sometimes back down to cooling temperatures. 20-30 degree variances are typical, and you may encounter as much as 50-degree temperature differences.

During the first few hours when it’s still cool, your caloric intake should be at your optimal level (for me, that’s 130-150 calories per hour), while fluid intake will be well below your max and the need for electrolytes is minimal. However, as the heat intensifies and the body becomes increasingly depleted, you’ll need to reduce your hourly caloric intake (the body can process more calories in cool temps than in hot temps) while simultaneously increasing your fluid and electrolyte intake. These diverging needs can easily be met when you fuel separately. On the other hand, you cannot manage these changing requirements with an all-in-one fuel bottle. **HN**

- continued from page 15

their training program, and smart athletes also have a strategy for their supplements and fueling. However, what does fine in terms of fueling—your hourly intake of fluids, calories, and electrolytes—during training at a slower pace and lower overall energy output, might fail during competition. Athletes who stubbornly maintain the same fuel intake hour after hour, even when it's clearly not working, end up with poorer results, if they finish at all.

**RECOMMENDATION:** Have a race-day game plan, but be flexible and listen to your body's needs.

It's a good practice to have a game plan that includes a fueling protocol that you have refined during training, but you need to be flexible. Evaluate and adjust accordingly as race pace and weather dictate. Have a game plan, but "write it in pencil, not in ink."

### **Mistake #9: Inadequate Post-Workout Nutrition**

Performance improvement depends on a program of exercise that stimulates muscular and cardiovascular adaptation followed by a recovery period in which the body rebuilds itself slightly more fit than before. Thus, the real gain of exercise occurs during recovery, but only in the presence of adequate rest and nutritional support. Athletes who fail to replenish carbohydrates and protein shortly after workouts will never obtain full value from their efforts.

**RECOMMENDATION:** Within 30 minutes of finishing your workout or race, kick-start the recovery process with a serving of Recoverite.

Depending on a number of factors (such as body size and length/intensity of the workout), consume 30-90 grams of complex carbohydrates and 10-30 grams of protein (a 3:1 ratio of carbohydrates to protein) immediately after workouts. This is easily accomplished with Recoverite, the all-in-one, complex carbohydrate/glutamine-fortified whey protein isolate recovery drink. Supplements to consider for providing antioxidants and supporting enhanced recovery are Premium Insurance Caps, Race Caps Supreme, Mito Caps, Super Antioxidant, AO Booster, and Xobaline.

### **Mistake #10 Improper Pre-Workout/Race Fueling**

Far too often, athletes put themselves at a "metabolic disadvantage" during a workout or race by fueling improperly prior to it:

Overconsuming food the night before a race or workout in the hopes of "carbo loading" – It would be nice if you could maximize muscle glycogen stores the night before a race or tough workout; unfortunately, human physiology doesn't work that way. Increasing and maximizing muscle glycogen stores takes many weeks of consistent training and post-workout fuel replenishment. Carbohydrates consumed in excess the night before will only be eliminated or stored as body fat (dead weight).

Overconsuming calories in your pre-workout/race meal – The goal of pre-exercise calorie consumption is to top off your liver glycogen, which has been depleted during your sleep. You can't add anything to muscle glycogen stores at this time so stuffing yourself is counterproductive, especially if you've got an early morning workout or race start.

Eating a pre-race meal at the wrong time – As a result of hard training and replenishing your body with necessary nutrients immediately after exercise, you've now built up a nice 60-90 minute reservoir of muscle glycogen, the first fuel your body will use when the race begins. A sure way to deplete hard-earned glycogen stores too rapidly is to eat a meal (or an energy bar, gel, or sports drink) an hour or two prior to the start of the race.

**RECOMMENDATION:** Don't go overboard with your food consumption the night before a workout or race. Adhere to these two simple rules:

- Eat clean, which means no refined sugar (skip dessert or eat fruit), low or no saturated fats, and no alcohol.
- Eat until you're satisfied, but not more.

If you're going to have a meal the morning of your race, eat an appropriate amount of calories (200-400 calories), and finish all calorie consumption at least three hours prior to the start of the race. If that's not logistically feasible, have a small amount (100-200 calories) of easily digested complex carbohydrates 5-10 minutes prior to the start. Either of these strategies will help top off liver glycogen stores without negatively affecting how your body burns its muscle glycogen. **HN**

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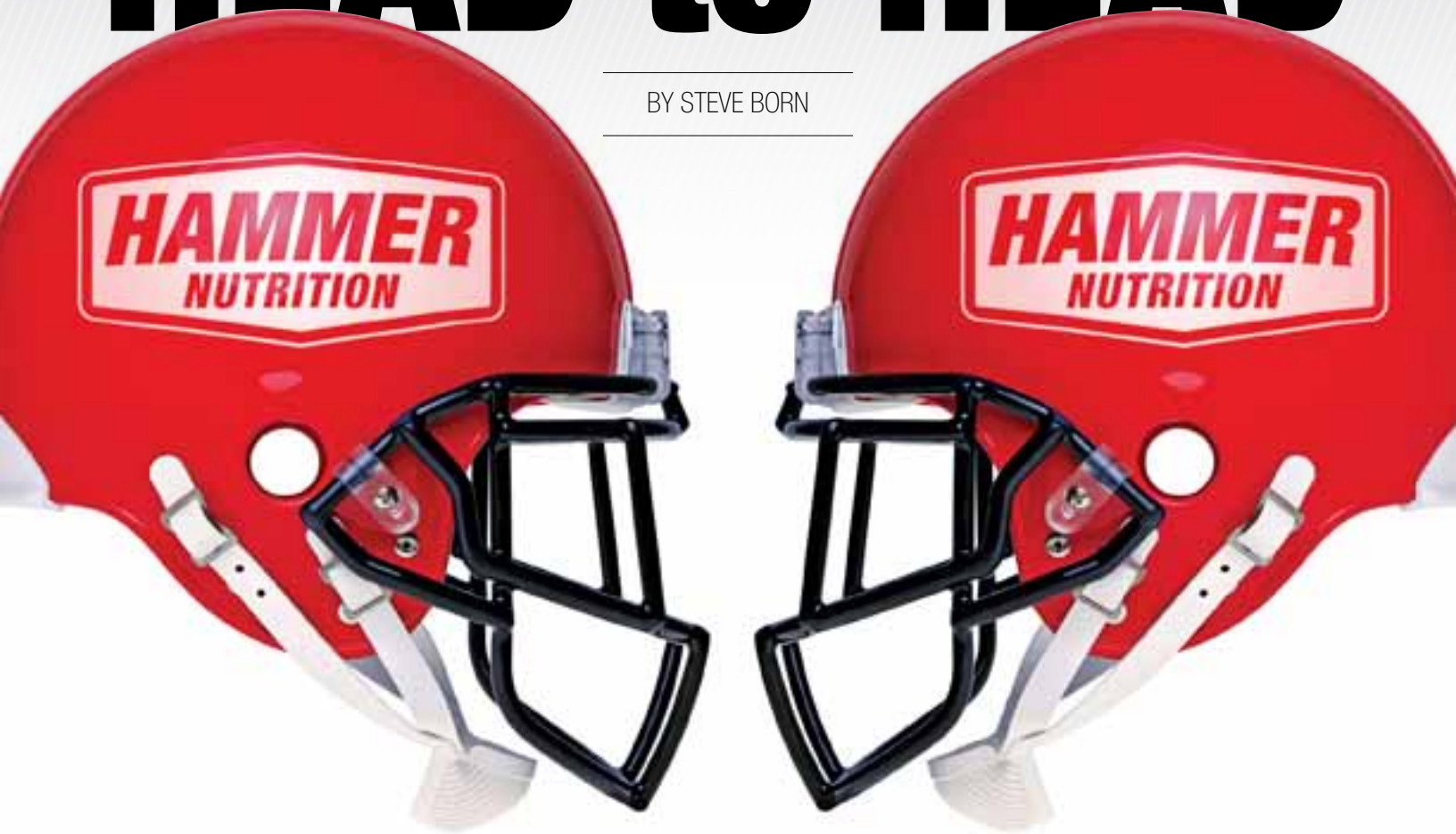


# Hammer Nutrition products go **HEAD to HEAD**

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BY STEVE BORN

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Race Caps Supreme vs. Race Day Boost

Perpetuem vs. Sustained Energy

HEED vs. Endurolytes Fizz



**VS.**

### Race Caps Supreme

Take 2-3 capsules one hour before workout. Take 1 capsule in the morning on non-workout days.

### Race Day Boost

Depending on body weight, take 2 capsules one to four times daily for four straight days prior to a race.

## Similar sounding but significantly different!

**A**s most everyone knows, RCS is short for Race Caps Supreme, and RDB is short for Race Day Boost. However, what many people don't realize is that—in spite of similar-looking abbreviated names, and that the word “race” is in them both—these are two uniquely distinct products, with completely different applications. In a nutshell:

- RCS is a product that you take on a daily basis, on both workout and non-workout days.
- RDB is a product that you take only in a four-day loading dose protocol prior to a key race.

**Race Caps Supreme (RCS)** – This is the “cornerstone” product in the Hammer Nutrition line, one of the three supplements given the designation of “Daily Essentials.” Many of the nutrients in RCS—primarily Coenzyme Q10 (CoQ10) and idebenone—increase endurance by acting as “spark plugs,”

enhancing and ensuring efficient energy production from your oxygen and fuel/food intake. Along with other nutrients in RCS, CoQ10 and idebenone are also potent antioxidants, neutralizing free radicals to optimize recovery and provide powerful support for immune system and cardiovascular system health. Although “race” is in the name, RCS is not just for racing and it's not just for athletes . . . everyone would benefit from daily use of RCS!

**Race Day Boost (RDB)** – Unlike Race Caps Supreme (RCS), you don't want or need to use RDB daily; it's only to be used in a four-day loading cycle prior to key races, with a 2-4 week “washout” (read: don't use) period between each loading cycle. Additionally, unlike RCS's multi-nutrient formula, sodium tribasic phosphate is the primary-to-sole nutrient in RDB (the amino acid glutamine is included in the powdered form). Over 20 years of research has confirmed that sodium tribasic

phosphate is one of the most powerful ergogenic aids there is, with unsurpassed lactic acid-buffering capabilities, and the unique ability to improve all three of the body's energy producing systems: the ATP-CP system, the lactic acid system, and the oxygen/aerobic system. Test RDB first in training, then save it for your “A” races . . . it's the “personal best in a bottle” product!

RCS and RDB—their names may look and sound somewhat similar, but now you know how very different they are! For more detailed information about how best to use these two unique products for maximum benefits, click on the “USAGE” link on their respective pages on the Hammer Nutrition website, or refer to the Product Usage Manual (aka “the little red book”). *HN*





# VS.

**Sustained Energy**

Scoops per hour

- up to 120 lbs**  
- up to 1 scoop
- 120-155 lbs**  
- up to 1.5 scoops
- 155-190 lbs**  
- up to 2.5 scoops
- 190+ lbs**  
- up to 2.75 scoops

**Perpetuem**

Scoops per hour

- up to 120 lbs**  
- up to 3/4 scoop
- 120-155 lbs**  
- up to 1 scoop
- 155-190 lbs**  
- up to 1.5 scoops
- 190+ lbs**  
- up to 2 scoops

## Their differences and which one to use

**H**ammer Nutrition offers two superb long distance fuels in powder form—Sustained Energy and Perpetuem. Sustained Energy (“SE” as it’s commonly referred to) was introduced in 1992 and its formula has remained unchanged ever since. Perpetuem first became available in early 2003. Both of these fuels are intended to be used as your primary or sole fuel when exercise goes beyond two hours. I have used Sustained Energy ever since its introduction and I continue to use it on occasion to this day. When I did the Double Furnace Creek 508 record in October 2002, I used Perpetuem (prior to its official introduction) as my primary fuel—approximately 55 hours out of the 75.5 hours I was on the bike—and augmented that with Sustained Energy, Hammer Gel, and some solid food.

While I definitely like to use Sustained Energy occasionally—I can’t imagine not having it available—ever since the successful completion of the “Double 508,” I have gravitated toward using Perpetuem a bit more frequently. What I’m implying here is that these are both outstanding fuels, that their application is similar, and that they can be used interchangeably during long-duration workouts or races, if so desired.

Deciding whether to use Sustained Energy or Perpetuem (or both) will undoubtedly be influenced by personal

preference; however, there are a few differences between these two time-proven fuels that can assist you in the selection process.

**CALORIES:** Each scoop of Perpetuem contains 135 calories. Sustained Energy contains approximately 107 calories per scoop.

**PRIMARY INGREDIENTS:** Sustained Energy contains a 7:1 ratio of complex carbohydrates to soy protein, and is virtually fat free. Perpetuem’s carbohydrate-to-protein ratio is approximately 8:1, with 1.25 grams of de-oiled soy lecithin fat (lysolecithin) added to each scoop of the formula.

Three reasons for the inclusion of this specific fat in Perpetuem are:

1. To act as a preservative, increasing the “shelf life” of the carbohydrate and protein components
2. To assist the body in more liberally releasing its fatty acids stores, which account for up to two-thirds of one’s energy requirements in long bouts of exercise
3. To slightly slow the rate of digestion and thus decrease hunger pangs

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**AUXILIARY NUTRIENTS:** Perpetuem contains trisodium phosphate (aka sodium tribasic phosphate). This nutrient was not added to the Sustained Energy formula. Primary among its benefits, trisodium phosphate is a powerful acid-buffering nutrient, reducing the burning sensation effects of lactic acid buildup.

**MINERAL CONTENT:** There is a higher electrolytic mineral content in Perpetuem than Sustained Energy. This is due to the inclusion of trisodium phosphate and lysolecithin in Perpetuem, as well as what naturally occurs in the slightly higher amount of protein in each scoop, and the Energy Smart® sweetener and natural flavors. Sustained Energy has a bit lower amount of protein on a per-scoop basis than does Perpetuem, and does not contain lysolecithin, Energy Smart®, or natural flavors.

MINERAL	PERPETUEM	SUSTAINED ENERGY
Calcium	17 mg	14 mg
Magnesium	4 mg	0 mg
Potassium	37.5 mg	0 mg
Sodium	105 mg	73.3 mg

**Does Perpetuem cover your electrolyte needs?**

The minerals found in Perpetuem are what occur from the ingredients in the product; a specific electrolytic mineral profile was not intentionally added. As to whether these minerals “count” toward fulfilling your electrolyte requirements, Dr. Bill Misner states:

The electrolyte profile in Perpetuem must be described with reservations as a “Self-Contained Electrolyte Profile.” This merits a precautionary statement suggesting that an athlete may not need to consume as many Endurolytes with Perpetuem. Some using Perpetuem, but not all, who normally use only 1-2 Endurolytes per hour may be able to go without Endurolytes supplementation. All athletes using Perpetuem should trial this suggestion first in training by reducing a former Endurolytes dose 1-2 capsules per hour.

The key words of Dr. Misner’s are “some” and “may.” He was very cautious in his suggestion that some athletes (“not all”) may be able to decrease their dose of Endurolytes. I personally have not found it beneficial to decrease my hourly Endurolytes dose when using Perpetuem. If, however, you desire to give it a try while consuming Perpetuem, make sure that you test decreasing your hourly dose of Endurolytes thoroughly in training.

MINERAL	PERPETUEM	ENDUROLYTES (1 cap)
Calcium	17 mg	50 mg
Chloride	0 mg	60 mg
Magnesium	4 mg	25 mg
Potassium	37.5 mg	25 mg
Sodium	105 mg	40 mg

**FLAVORS:** Sustained Energy has always been available in a neutral (“unflavored”) flavor. There are three Perpetuem flavor options—Orange-Vanilla, Strawberry-Vanilla, Caffé Latte (includes 12.5 mg of caffeine per scoop)—as well as Unflavored.

**Other factors to take into consideration**

We have noted that Sustained Energy may be the ideal fuel choice when endurance exercise intensity is at a higher level (approximately 70–85% MHR), whereas Perpetuem may be a more attractive choice the longer the athlete goes and when exercise intensity is at a more aerobic pace (under 70% MHR). Additionally, over the course of many years we have noted that Sustained Energy may be the best option for very lean athletes (the “high metabolizer/hyper-metabolic” types), while Perpetuem—with its added healthy fat component—may be more appropriate for athletes with a naturally higher body fat percentage. The rationale for this suggestion is that athletes with a higher body fat percentage have a greater volume of calories available from body fat stores, which the lysolecithin component of Perpetuem may effectively assist in accessing for use as energy.

**Bottom line:** With Sustained Energy and Perpetuem, you have two great long distance fuel choices. When exercise goes beyond about two hours, you can use either product as your sole fuel, in tandem with each other, or as your primary fuel along with any of the other Hammer Nutrition fuels. Taking into account the earlier-listed differences between the products, as well as testing each product under a variety of conditions in your long-duration workouts, will allow you to determine which fuel works best for you. **HN**

**Tested and proven for 20+ years in virtually every endurance event on the planet!**

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\$54.95 - 30 Servings  
\$51.50 - 3 or more

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## HEED

Mix 1-2.75 level scoops of HEED in 16-28 ounces of water. Consume immediately before and during exercise.

## Endurolytes Fizz

Add 1-2 tablets per bottle of water, wait for tablets to dissolve completely, and consume as needed.

# What makes them different and how to use them both effectively

I'm writing this while working at the Hammer Nutrition expo booth at the U.S. Masters Swimming Summer National Championships, an event that we sponsor. As is the case with this and previous events I've worked at in the past few months, I have a couple of coolers of HEED on one of the tables, mixed up and ready for the athletes to consume (and boy, are we going through a lot of HEED today!). Next to the 5-gallon HEED coolers are plastic Tupperware containers, each one holding several dozen single-serving sample packets of various flavors of Endurolytes Fizz, which we're providing to the athletes at no charge so they can try them.

Several times throughout the day—and I've noted that this has occurred at not only this event, but at every one of them that I've attended over the past several months—someone will take a drink of HEED (usually sampling both of the flavors I have available), saying how much they like the taste, that it's really refreshing but not too sweet, etc. Then they'll look at the plastic containers holding the Endurolytes Fizz, examine the product's single-serving packaging, and ask, "Is this what's in the coolers?" or "Is this the same thing as what I'm drinking?" thinking that the two products are the same. That's when I politely tell them that these are two different products, which

then leads to an explanation as to what the two products are, what makes them different, and what they're designed for.

If you've been wondering the same thing, this article will be helpful to you.

HEED is a powdered sports drink that contains calories and a full-spectrum electrolyte profile. Endurolytes Fizz is a nearly-calorie-free, full-spectrum electrolyte replenishment product in effervescent tablet form.

Every scoop of HEED contains 100 calories and about the same amount of electrolytes as one-half tablet of Endurolytes Fizz. While taking into account the many variables that determine how much electrolytic mineral support you need, our general recommendation is one-half tablet of Endurolytes Fizz (or one Endurolytes capsule) for every 50-60 pounds of body weight per hour. Using that gauge, lighter-weight athletes will oftentimes find that one to two scoops of HEED in a water bottle will cover their entire fueling requirements—fluids, calories, and electrolytes—for an hour or so. The same is true for most athletes who are doing short-duration workouts and require

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only minimal amounts of calories and electrolytes.

During longer bouts of exercise, when Sustained Energy or Perpetuem is the primary fuel (and especially when concentrated, multi-hour bottles of either product are being used), Endurolytes Fizz is an ideal alternative to Endurolytes capsules, primarily for athletes who are either unable to swallow capsules during exercise, or who prefer to fulfill their electrolytic mineral needs via lightly flavored, effervescent (“fizzy”) electrolyte water.

A key point to remember is that if you put “X” amount of scoops of HEED or “X” number of Endurolytes Fizz in your water bottle, your dose is preset . . . you’ve basically put a ceiling on it, which can become an issue if what you’ve put in your bottle is proving to be insufficient (such as if the weather gets hotter). Therefore, we highly recommend that you carry extra Endurolytes Fizz tablets or Endurolytes capsules. You may end up not needing them, but you’ll feel better knowing that you have them within easy reach, should the conditions require more electrolytic mineral support than what you’re obtaining from however many scoops of HEED or Endurolytes Fizz tablets you’ve put in your bottle.

Lastly, you can most definitely add Endurolytes Fizz tablets to your bottle(s) of HEED to bolster the electrolyte content. If you’re adventurous, you can create a new flavor by, for example, adding Grape Endurolytes Fizz to Melon HEED, or numerous other creative combinations.

**Bottom line:**

HEED – Calories + electrolytes  
Endurolytes Fizz – Electrolytes only

Now you know the differences between these two great fuels!  
**HN**



- Steady energy
- Buffer lactic acid
- Help prevent cramps

You probably don't use equipment from the 1960s today, so why fuel with a sports drink with the same ingredients used back then? Technology has come a long way in 50 years! HEED is truly a sports drink 2.0, delivering sustained energy in a mild, non-acidic, electrolyte-rich blend. No need for sugar, excess sodium, citric acid, or other old school ingredients!



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Flavors: Lemon-Lime, Mandarin Orange, Melon, Strawberry, Unflavored\*  
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# Staying Healthy with Smart Off-Season Supplementation

**F**or many of us, the competitive season is fast coming to a close. Daily workouts and hours spent in training and racing will definitely be decreasing. Of course, if you're planning on continuing to train and race frequently, even if it's in a different sport, you'll want to stick with the same supplement program that you followed during your main competitive season.

If you're not going to be training at or near the same volume or intensity that you did during the past few months, you'll most likely be doing some cross-training and/or work in the gym. Additionally, if you live in areas of the country where fall and winter mean colder weather (and sometimes REALLY cold!), you'll want to make sure that you stay healthy. I believe that, along with the consumption of a high-quality diet, taking supplements is still vitally important during the off-season, even though the doses I'm suggesting may be lower than what you took during the competitive season.

This off-season is obviously the ideal time to start setting your goals for next year. As you take a look back at the previous season and set your goals for the upcoming one, you'll want to take note of the things that worked well for you as well as evaluate the things that need improvement. Although you may not be engaged in full-time training, racing, or event participation in the next couple of months, always remember that excellence in athletics is a year-round proposition. Consistently adhering to the supplement program I've outlined will not only benefit you greatly in your cross-training efforts and gym workouts, it'll help you stay healthy, while also keeping you at your desired weight. **HN**



## PREMIUM INSURANCE CAPS

Every athlete I've designed a supplement program for, or have given supplement advice to, knows that (A) I consider a multivitamin/mineral supplement the foundation of any program, and (B) I firmly believe that Premium Insurance Caps has no peer in that category. For the replenishment of vitamins and minerals, and to provide antioxidant support, taking Premium Insurance Caps on a daily basis throughout the year is a wise strategy to adopt. During the off-season you may not require the full 14-capsule dose, which is the amount we suggest for athletes weighing more than 150 pounds who are doing workouts over two hours in duration. However, the consistent intake of **4-7 capsules a day, in divided doses if possible**, will provide the nutrients your body needs that it cannot get in adequate amounts from food sources.



## RACE CAPS SUPREME

This product is a "must have" during the competitive season as its nutrient components—primarily Coenzyme Q10 (CoQ10) and idebenone—powerfully enhance energy production, endurance, and recovery. However, as good as the athletic-specific benefits of Race Caps Supreme are, in my opinion the general health benefits are as good or even better, which is why Race Caps Supreme is on my year-round supplement list. Entire books have been written about CoQ10's antioxidant benefits and you could spend an awfully long time online reading about the other numerous benefits of this incredible nutrient. Ditto for idebenone. Needless to say, these are two multi-beneficial nutrients that offer impressive general health benefits all year long. Taking **1 capsule on a daily basis—2 on workout days (1 before, 1 after)**, is a protocol that I highly recommend.

NOTE: Don't confuse Race Caps Supreme with Race Day Boost. The first product is for daily use; the latter is only to be used in a four-day loading dose protocol prior to key races.



## MITO CAPS

Some of the most exciting anti-aging research I've ever reviewed is that of Dr. Bruce Ames regarding the effects of two nutrients, Acetyl L-carnitine (ALC) and R-alpha lipoic acid (R-ALA), on the health of the mitochondria. Ames' landmark studies found that both ALC and R-ALA (both included in Mito Caps) played vital roles in improving mitochondrial activity and cellular metabolism, beneficial for athletic performance and general health. The anti-aging implications of the ALC/R-ALA combination are staggering when you think about the potential for delaying, and even possibly reversing, mitochondrial aging. This mitochondrial restoration process won't happen overnight, so taking Mito Caps on a year-round basis is 100% merited.

R-ALA boosts the power of Mito Caps in several other ways as well:

- As a powerful antioxidant that neutralizes free radicals in the fatty and watery regions of the cells
- Helps to recycle other antioxidants such as vitamins C and E, CoQ10, and glutathione
- Stimulates the production of the antioxidant glutathione

**Take 1 capsule twice daily on non-workout days. On workout days, take 1 capsule prior to workout, and 2 after.**





## PHYTOMAX

My diet has improved dramatically this past year; I'm eating more organic vegetables than ever. Still, in spite of my concerted efforts, it's highly unlikely that I'm consistently eating sufficient amounts of veggies on a daily basis. It becomes even more difficult in the winter where I live in Montana, as finding significant supplies of fresh, organically grown vegetables can be a real challenge. Over the years, Phytomax has been nothing short of a godsend; I have found this product to be a real benefit in helping to provide additional nutrients not found in other foods or supplements. The vitamins, minerals, enzymes, and phytonutrients in Phytomax **(I suggest 2-3 capsules twice daily)**, along with the vitamins and minerals in Premium Insurance Caps, will very much fulfill your nutritional "basics" and augment the nutrients you obtain from your diet.

One of the benefits of Phytomax is its ability to help promote optimum alkalinity in the body, which helps create the best environment for the health of the cells. Other benefits that can be obtained with consistent use of the product—and we hear these frequently from regular Phytomax users—are increased energy levels (without the unpleasant side effects of stimulants), faster recovery, improved immune system function, improved moods and mental clarity, and a higher quality of sleep.



## SUPER ANTIOXIDANT & AO BOOSTER

These were our "spotlight" products in the last issue of Endurance News, and I'd strongly encourage you to re-read the important information about these two all-antioxidant supplements. I am a big believer in the consumption of antioxidant-rich diets and the use of a variety of antioxidant supplements. Although the production and accumulation of free radicals may not be as high as when you're engaged in multi-hour training weeks, it's important to remember that free radical production never takes a day off . . . your immune system is always under attack by free radicals, which Dr. Bill refers to as "imbalanced molecular wrecking machines."

With Super Antioxidant and AO Booster, you provide your body with a plethora of antioxidants working in synergy with the ones provided by Premium Insurance Caps, Race Caps Supreme, and Mito Caps. At my suggested dose of **1 capsule per day of each product**, a bottle of Super Antioxidant and AO Booster will last you two months . . . an excellent investment for all of the benefits you'll receive.



## ENDUROMEGA

This was one of the two new products that were introduced in the previous issue of Endurance News, and if you're not currently taking this product, it's one that I zealously recommend starting on ASAP and staying on for life. There's a ton of information in EN#86 regarding the multitude of benefits that EnduOmega supplies, so please do take a moment to read/re-read that article, and seriously consider using EnduOmega each and every day. **Two softgel capsules per day—that same dose twice daily if you're training and need some potent anti-inflammation support after your workout is over**—is what I recommend.



## PHYTOLEAN

If you're at all like me, when the temperatures start dropping your body goes into "insulation mode." Honestly, I tend to put on weight so easily over the fall and winter months—especially during the coldest periods—that I sometimes think that I don't even need to eat the food, I just have to look at it and—BAM!—I've put on 5-10 pounds. Phytolean, introduced in the last issue of Endurance News, has been a life saver for me, and it's definitely going to be a "use daily" supplement too, especially over the next several months. Of course, as I had to (and still will), you'll need to be cognizant of not only what you eat but how much, and you still have to remain at least somewhat active to keep your weight where you want it to be. **2 capsules of Phytolean 30 minutes prior to carbohydrate-rich meals** will undoubtedly be a powerful ally in keeping you from adding those unwanted off-season pounds.

Taking a capsule of Chromemate with your meals and doing a couple cycles of Appetat during the off-season will definitely augment the benefits of Phytolean. When it's time to begin training in earnest for next year's competitive season, you'll thank yourself for adding these three products into your supplement program.







## ASK DR. BILL

### Question

**How many servings of fruits and vegetables should I be eating daily? What constitutes a serving? Will consuming a whole plant food diet really improve my health and athletic performance?**

### ANSWER

When I started working for Hammer Nutrition in the mid 1990s, eating five servings of fruit and vegetables per day was the goal of a national health campaign slogan. The official federal recommendation minimum is now up to nine servings of fruits and veggies a day. However, even today, the average American consumes a total of only three servings of fruits and vegetables daily. Guenther et al., [2000] stated that only 4 in 10 Americans ate an average of five or more servings of fruits and vegetables per day.

For a person eating 2,000 calories a day to maintain weight and health, nine servings translates into 4½ cups per day (2 cups of fruit and 2½ cups of vegetables). For most fresh or cooked vegetables and fruits, 1 cup is just what you would put in a household measuring cup. There are two exceptions to this rule: For lettuce and other raw leafy greens, you need to eat 2 cups to get the equivalent of 1 cup of vegetables. For dried fruit, you only need to eat ½ cup to get the equivalent of 1 cup of fruit.

The trend noted over the last 20 years shows that eating more whole plant foods and less animal-source foods benefits health. The largest and longest study to date—the Harvard-based Nurses' Health Study and Health Professionals Follow-up Study—included almost

110,000 men and women whose health and dietary habits were followed for 14 years. The research concluded that the higher the average daily intake of fruits and vegetables, the lower the chances of developing cardiovascular disease. Compared with those in the lowest category of fruit and vegetable intake (less than 1.5 servings a day), those who averaged eight or more servings a day were 30% less likely to have had a heart attack or stroke. All fruits and vegetables likely contribute to this benefit; lettuce, spinach, Swiss chard, mustard greens, broccoli, cauliflower, cabbage, Brussels sprouts, bok choy, kale, oranges, lemons, limes, and grapefruit (and their juices) are examples that make important contributions to preventing mortality.

Since eating eight or more servings per day reduced cardiovascular events by 30%, is there a relationship between fruit and vegetable servings per day and benefits for athletic performance? Dr. Joel Fuhrman and Deana M. Ferreri reviewed the state of the literature on vegetarian diets and athletic performance. They specifically discuss prevention of potential micronutrient deficiencies that may occur in the vegan athlete, and provide strategies on meeting the enhanced caloric and protein needs of an athlete with a plant-based diet. Their examination of the evidence in the literature shows that diets high in unrefined plant foods are associated with beneficial effects on overall health,

lifespan, immune function, blood pressure, blood glucose, cardiovascular health, and may have positive effects on improve athletic performance.

My personal anecdotal view suggests that eating more whole plant food servings and less animal-source calories gradually raises pH, raises immune system recovery, lowers blood pressure, lowers blood glucose, lowers Body Mass Index, and lowers harmful cholesterols. After review of the evidence for eating a whole plant food diet in late 2009, I became convinced that the whole plant food lifestyle is performance enhancing, with the side effects of reducing the risk of heart disease, cancer, hypertension, and diabetes. During my first year on the whole plant food diet, I won two silver medals in age-group National Championships. The second year, I won three age-group gold medals in three National Championship events. Would I have success if I ate animal-sourced foods? I do not know. Of those endurance athletes I have observed eating the whole plant food diet for at least 90 days, not one has failed to improve performance. I observed in my training that the peak effects from this diet, based on recorded training-performances logged, occurred over one year after initiating this diet. It takes time, patience, and adaptation, all of which I believe are worth the risks. **HN**

*References available upon request*

# NATE'S CORNER

## Mix it up indoors

**A** lot of us are going to be forced indoors here pretty quickly in terms of training. We may have to resort to training indoors 100% of the time during the week and only be able to venture outdoors during the weekend. If we are used to varied terrain and training on various routes that really give us a well-rounded aspect to our training, what do we do when we are indoors and logging time on a treadmill or stationary trainer for the bike?

You can simulate the outdoors as much as possible. For example, you can use a harder gear on the bike to simulate a climb. You would sit back in the saddle and assume the seated body position you would when climbing, and choose a gear that allows you to spin at 85+ rpm, and “grind it out”. You could also mix up your indoor climbing with some out-of-the-saddle drills. Likewise, you could simulate a downhill by picking an easier gear than normal and spinning at a higher cadence, say 100+ rpm. If you are going to spend 40 minutes of an hour workout at 70-78% (for a solid aerobic session), you could easily mix that 40 minutes up between riding “on the flats,” “climbing,” and “descending”—as you would outside.

With the treadmill, it's easier because you can program in hills of various steepness. And you're really climbing up! On the bike it's just not the same. You are not going up. Instead, you are simply battling more resistance against the flywheel or more resistance that is self-imposed (by using a harder gear). That does not directly translate to climbing outside. However, mixing up your workouts should allow you to derive

greater benefit from them because you are altering the way you use various muscles and muscle groups. Diversity is the key here, rather than specificity.

By mixing things up, you will accomplish a couple of things:

1. You will help the time pass by more quickly and you will also help stem the tide of boredom and loathing that can quickly consume any indoor training regimen.
2. You should squeeze more out of your indoor training than in the past.

All of this will help you enter the spring more mentally refreshed and physically stronger—both key elements to racing well come summer and beyond.

Happy Training,  
Nate Llerandi  
**HN**



*Nate Llerandi, Hammer Nutrition-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 Hill Climb Challenge road cycling events.*

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The author cranks up the speed in the bike leg of Ironman Coeur d'Alene. Photo : James Richman

# Analysis of a triathlon

BY CHRIS ROTELLI, Ironman triathlete and Hammer Nutrition-sponsored athlete

**T**his is not your typical race report. It is 100% analytical. You won't find thank you's or random one-liners anywhere in here, but I hope to help fellow Hammer Nutrition triathletes in sharing my analysis of my Ironman Coeur d'Alene 2013 experience.

## Nutrition

I'll start by giving myself a C+ on race-day nutrition. I started the day with light amounts of healthy carbs and protein several hours prior to the start time, including an Almond Raisin Hammer Bar and 20 oz. of HEED. I have to interject here and say that Hammer Nutrition products saved my racing career, because every other nutrition product either upset my stomach or caused me to crash late in the race. HEED and Hammer Bars are the mainstay of my calorie intake for a full iron, and I have never had any stomach issues since completely switching to Hammer Nutrition products.

Next up, I am going to start trying the Race Caps Supreme for an added boost!

On the bike at IM CDA, I fueled with Hammer Bars and HEED. For the run, I kept it lighter with HEED and 10 Endurolytes. Where do I think my fueling fell short and earned me the C+? I fell short on calories on the bike (should have had another bar) and skipped my two Raspberry Hammer Gels on the run.

## Swim

**EQUIPMENT** - Two-piece Hammer Nutrition tri suit, calf sleeves, full wetsuit, two swim caps, goggles

**TOTAL SWIM TIME** - 1:04:09

Though I had a fantastic swim, the cold Idaho water caused me to experience some hypothermia, and my pace slowed at the last turn. I chalked it up to "this

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stuff happens sometimes," as I've swum in 61 degree water and colder before and didn't have these issues. Perhaps I could have stayed more in the game about finding feet (swimming very close to the person in front of you without making contact), which might have alleviated some of the difficulty I encountered with the last 1000m. Also, I could have worn my neoprene cap and tried out earplugs to see if those help for colder swims. Personal grade: B+

## T1

**T1 TOTAL TIME** - 5:03

**EQUIPMENT** - Helmet, socks, shoes

My teeth were chattering uncontrollably and I'm really glad I didn't ruin anyone else's day by crashing into them. I also didn't fold my socks to get them on. Socks don't go well onto wet bodies, so roll your socks down to the toes to put them on easier. This can cost up to 30 seconds in T1. This was a major fail for me! Personal grade: D

## Bike

**TOTAL BIKE TIME** - 5:31:38

**AVERAGE SPEED** - 20.62 mph

**EQUIPMENT** - Four Almond Raisin Hammer Bars, three 24 oz. bottles of HEED, sunglasses, two tubes, two Co2 canisters, tire levers, one tiny allen wrench for extended valves

I had a strong ride though I lost concentration around mile 80. I also failed to eat my fourth Hammer Bar and fell short on calories. Overall I was a bit too conservative and instead of feeling like I was in the race, I was going through the motions. I'm happy with my time but feel that I should have pushed harder. Personal grade: B

## T2

**T2 TOTAL TIME**- 1:56

**EQUIPMENT** - Racing flats, hat, racing belt, fuel belt with two 8 oz. bottles of HEED

I grade myself harshly on transitions because with experience, you have no excuse for errors. I went into the transition on the wrong side a tree, and I

also let volunteers find my bag instead of me grabbing it quickly. I forgot that while the volunteers are fantastic and help us through the day, they are not as fast as I am. I wasn't aggressive enough and I lost focus, so T2 at IM CDA earned a C.

## Run

**RUN TOTAL TIME** - 3:25:01 7:49/mile

**AVERAGE SPEED** - 7.8 mph

My first two miles out of transition were 6:48 and 6:55, respectively. I kept reminding myself to slow down. One of the worst things you can do to yourself is set unreasonable expectations at an Ironman. Save that foolishness for sprints, olympics, and halves.

For the first half I was excited by the crowd in town and was feeling good, then at mile 16 I remembered something crucial . . . when you are feeling pumped by the crowd and then run into no man's land, it is a good idea to prepare yourself mentally ahead of time. Miles 16-19 were almost catastrophic; I should have taken my two Raspberry Hammer Gels and it cost me. I did manage to recover and pick up speed in miles 20-26. When I analyze my run, even with making a few mistakes, I give myself a A-/B+ for keeping an excellent pace and running a 3:25 marathon on a bum knee!

## OVERALL

**TOTAL RACE TIME** - 10:07:47

**DIVISION PLACE** - 18

**OVERALL PLACE** - 91

**PERSONAL GRADE** - B

I am confident that I will do better in my next Ironman. Despite having a strong race, I can't ignore the fact that something was missing in CDA. I need to be more in the moment, more aggressive throughout the whole day. I don't mean faster, but I need to act like I am going to finish in the top ten and practice concentration. Ultimately, I am very pleased with the way I handled IM CDA, and I am excited to have completed another of the original Ironman courses.

I hope you all "make the grade" at your next competition! **HN**

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# Maintaining race season fitness during the off-season with EMS

BY LEVI HOCH, Hammer Nutrition  
EMS expert



The author stays focused for a 2nd place finish at the Hammer Nutrition Missoula XC. Photo : Myke Hermsmeyer

**F**or many athletes, the competitive season is drawing to a close and if you're like me, it's a bittersweet time of year. I look forward to the break from training five days a week, but I know I will soon be missing the bike and long rides. I enjoy cycling so much during the summer and pretty much go "full throttle" to maximize the limited summer days we have here in Montana, so much so that many of my other interests and responsibilities get pushed to the back burner so I can spend more time on the bike.

While most of us can enjoy the next few months' sabbatical from training, we don't want to lose all of our hard-earned fitness. I will surely be staying active to maintain some of that fitness, and Electromuscular Stimulation (EMS) is one of the greatest assets during this time of year to accomplish that. The off-season allows more time to devote to EMS training since I don't have a high-training volume in the outdoors to consume all of my time.

**Weight training:** For athletes who weight train in their off-season, Compex Strength and Explosive Strength programs can replace the max-strength lifting you would normally do in the gym. EMS can help prevent injury as it will only tax the muscles, not joints or connective tissue like heavy lifting would. EMS strength training is an excellent complement to weight training and off-season training. You can use one of the Compex workout programs to add volume to your training day.

**Cardio and endurance maintenance:** If you do a cardio workout at the gym and want to maximize it, the Endurance program will add significant volume to your training that day. Also, continue using Active Recovery often, which will

not stress or fatigue muscles but will help maintain muscle responsiveness that you developed using the workout programs. EMS helps keep everything loose and injury-free.

**Recovery from race season overuse and injury:** If you've developed an overuse injury or injured yourself in a crash during the summer months, off-season is the perfect time to focus on a full recovery, and the Active Recovery program on Compex is one of the best things you can do to expedite recovery. You can't overuse the Active Recovery program. Running it daily or even multiple times the same day if you have the time will help expedite recovery and prep you for next season. You'll want to run the Active Recovery on the muscles surrounding your injury, which will increase blood flow to keep fresh blood and nutrients in the area for healing.

With EMS as your ally heading into the winter months, you can keep the majority of your fitness gained from long summer days of high-volume training.

*Note: Don't forget your Tissue Rejuvenator and EndurOmega! These are both really great supplements for joint and connective tissue health and both have powerful anti-inflammatory benefits to help as you heal from your injuries. HN*

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Levi Hoch, EMS expert

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# Rehabbing with EMS

## A chiropractic approach

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BY DR. RYAN WIGNESS and DR. MIKE SYBRANT

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Dr. Wigness began Whitefish Chiropractic in the active community of Whitefish, Montana over a decade ago. During that time, Hammer Nutrition products have been a big part of the practice, helping athletes reach their full potential. He has treated a variety of injuries using the Compex EMS unit and feels it is a big part of successfully treating and rehabbing athletic injuries.



Dr. Mike Sybrant joined the team at Whitefish Chiropractic in 2012 after graduating Summa Cum Laude with a Doctorate of Chiropractic from the University of Western States in Portland.

**F**or an athlete, a strained rotator cuff can be a significant injury. Depending on the severity of the strain, numerous factors will determine how long the injury may last, and when one can expect to return to play. For many dedicated athletes the biggest question is, “How can I help expedite the process and return ASAP?” Of course, adhering to a health care professional’s advice regarding acute care and rehabilitation are important, and many think, “If a little of something is good, then a lot must be great.” However, this isn’t always the case. Now there is a way for the patient to safely and effectively speed up the treatment of a rotator cuff injury, from the acute phase through rehabilitation, both active and passive.

Compex Electrical Muscle Stimulation is a safe and easy-to-use way to treat any muscular injury, including the rotator cuff. Similar to the way the brain creates an electrical signal that tells your muscles to contract, this device sends an electrical current through the nerves that innervate a muscle. This impulse is perceived the same way by the muscles whether sent from the brain or from the Compex unit, and inevitably results in a muscular contraction. One can see the versatility of this technology to treat myriad conditions, from rotator cuff strains to low back pain, from ankle sprains to tension between the shoulder blades. What sets the Compex unit apart from other electrical muscle stimulation units is the variety of settings available. The settings are designed to be easy to use, and can help from the acute phase of the injury all the way through the rehabilitation phase.

A typical treatment plan for a rotator cuff strain will involve several different factors depending on the different phases of the injury. The goals of care will frequently change and treatment can be as dynamic and adaptable as the injury dictates. Whatever the phase of injury or the goals of care, Compex EMS be often be used throughout treatment thanks to its various setting options.

During the acute phase of an injury, the shoulder is often too painful to move and may even require temporary immobilization. However, immobilization can be a slippery slope when it comes to the shoulder, with potential side effects of decreased muscle mass, muscular atrophy, and injury reoccurrence. With a handheld Compex unit, an athlete can take advantage of the EMS to contract the muscles of the rotator cuff without the pain of actual glenohumeral

- continued on page 33

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movement. This is an extremely effective way to avoid atrophy and these muscular contractions also serve to decrease swelling and edema around the injured tissues. Additionally, it allows the patient the opportunity to play an active role in their own care between visits to their health care provider without over doing it. At our office, we offer the patient to rent Compex units to use for home care. Patients will commonly purchase their own once they can see the fantastic results. As most athletes realize at some point, this was likely not their first injury and will likely not be their last!

Once the acute phase of the injury is over, treatment will likely shift from controlling pain, swelling, and inflammation to more aggressive care aimed at achieving full range of motion, flexibility, and strength. Pain-free range of motion exercises, movement pattern exercises, and rotator cuff TheraBand® exercises are typically necessary. Also, Active Release Technique, exercises, and manipulation of the cervicothoracic spine are often utilized at our office. The Active Recovery setting of the Compex EMS has proven successful to assist in healing the injured muscles during the initial phase of injury. We will typically run this for about two weeks and will have the patient do a combination of icing and treatment once or twice a day with the Compex unit, depending on the severity of the injury.

Once the symptoms are under control and near full range of motion has returned, rehabilitation exercises will be expanded to include resistance training and more global exercises

to encourage correct biomechanics. Also, continued Active Release technique and the addition of the Graston Technique are very effective in reducing the amount of scar tissue to allow for full range of motion without pain. Patients can now utilize the Endurance and Resistance settings of the Compex EMS to more quickly return to 100%. This is sport- and injury-specific, but both are safe after the acute phase of healing.

The Compex EMS unit can continue to help the patient moving forward to control symptomatic flare-ups and be utilized for other injuries that, for an athlete, will inevitably ensue. Compex units are very cost-effective and come with everything you need to immediately start gaining noticeable benefits to get you back to what you love to do. Because they are handheld, they can easily be taken on extended road biking trips or on vacation. Why fight through the pain when you can easily control the symptoms and speed your recovery?

HN

# EMS . . . don't leave home without it!

*"I wouldn't consider leaving my Compex at home when going on a trip. The Active Recovery mode is so easy to use and predictable in results. I have used it in the car on the way home from an event (as a passenger), turning car time into active recovery time." - Chris M.*



Whichever model fits your needs, you can be sure that you will be giving yourself the ultimate competitive advantage!



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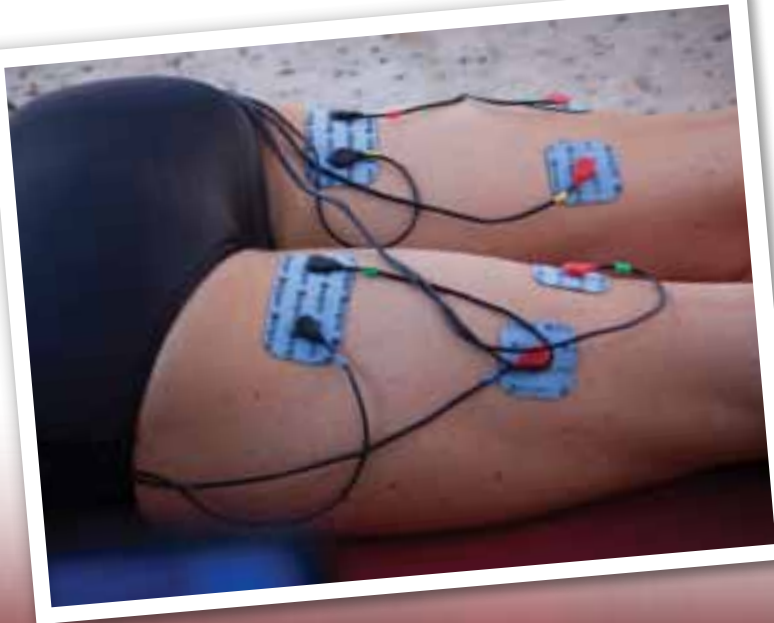
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EMS technology is universally accepted and widely used in Europe for physical preparation, muscular recovery, injury prevention, rehabilitation, pain relief, muscular reinforcement, physical beauty, and more.

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

*"I'm finding the Compex to be very helpful, and I can definitely feel my strength increasing." - Charles K.*

*"I've been using Compex for about a month for recovery and also started using the Endurance and Resistance programs per your EMS expert's recommendations. I can tell a difference already, and of course the recovery aspect is always excellent." - Mike M.*

*"I use my Sport Elite unit after each ride, going through the two Recovery and one Massage program each time. I have to say that this daily use has made a world of difference—greatly reducing fatigue and giving my legs a refreshed feeling before each day's ride." - Tom N.*



Photos : wadleyphotography.com

# Choose the model 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, Compex Edge can help you to achieve optimum health and fitness. When combined with your existing fitness routine, 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 EMS headquarters for replacement pads, replacement parts, accessories, and more. Check out [www.hammernutrition.com/EMS](http://www.hammernutrition.com/EMS) for all of the details.

# Order Today!

Order your EMS unit from Hammer Nutrition and enjoy these **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!**



# ATHLETES SPEAK OUT

[ A sampling of the unsolicited feedback we receive from athletes enjoying the benefits of Hammer Nutrition. ]



*"This photo is from my first 'cross event, the 2012 ABD Sunrise Park Cyclocross race! My race was the first one of the day and it was chilly—perfect for breaking out the Hammer Nutrition arm warmers. I love 'em! Especially since you can't miss them coming your way . . . BANG! HAMMER!" - Chris Daniels*

*"I was first introduced to Hammer Nutrition while competing in an 11-hour adventure race. My very first package of Espresso Hammer Gel had me HOOKED! Currently, my long training days consist of 22.5-mile runs on Saturday and 52-mile cycle rides. I stack Anti-Fatigue, Endurolytes, and Race Caps Supreme during my ride, along with supplementing with Hammer Gel. I have found that my training has become stronger, and as a result, I'm able to adjust my training for longer, stronger, and faster runs/cycles.*

*Something else I have to say is RECOVERITE, RECOVERITE, RECOVERITE! I have turned so many people onto it. I LOVE Recoverite. I shed ten minutes off my PR in the last marathon I ran, **and I credit this to my use of Hammer Nutrition products and my dedicated training.**"*

*- Nicolette Nordan*



*"My son, Brandon, and I placed 1st in the team relay at AA Sports Blue Lake Mid-Summer Triathlon. We signed up last minute just for fun. The Hammer Nutrition products that we used four days prior to the event sure helped in preparation—Race Day Boost and Race Caps Supreme. We both love your nutrition and racing attire. Thanks again for your time and remarkable nutrition products. They're simply the best out there!"*

*- Mark Winn*



*"The Norland family loves to train together in our Hammer Nutrition kits, and we always fuel with Hammer Nutrition products."*

*I have most recently gotten my husband Trevor hooked on Anti-Fatigue Caps. He was able to complete the Test of Endurance 100K feeling great and without any cramping! I had a great race too and used Anti-Fatigue Caps as well as HEED and Perpetuem. It was sweet competing in a Hammer Nutrition-sponsored race as the aid stations were stocked with ALL of our favorite things.*

*Our son Keller has competed in seven races, and this is at nine years old! He just rode 25 miles of the Test of Endurance course with 4,000 ft of climbing and was smiling wide at the end. Thanks so much, Hammer Nutrition!"*

*Melissa Norland  
Sisters Stampede, 3rd elite woman  
Alsea Falls Switchback, 2nd overall  
Mt. Hood 6-Hour, 1st overall solo  
Test of Endurance 100K, 1st solo woman*

*"I've been using Hammer Nutrition products for years and seeing AWESOME results on my long rides (120+ miles). **Your products have always been nothing less than fantastic for maintaining endurance and recovering my muscle fatigue to the max!** I will always use Hammer Nutrition products!"*  
- James Sellers

*"Have I told you lately that I love you? Seriously . . . **I couldn't complete any of my training without Hammer Nutrition!** (Yes, including starting the day off with 53X11 Coffee.) Thank you!"*  
- Rebecca Shealy



*"My favorite Hammer Nutrition products are:*

**HEED and Hammer Gel** for weekday training, short road races, and hot criteriums

**Perpetuem, Hammer Bars, and Hammer Gel** for longer training rides and longer races

**Anti-Fatigue Caps, Endurance Amino, and Race Caps Supreme** before and during races

**Super Antioxidant, Recoverite, and Hammer Recovery Bars** for post-race recovery

**Tissue Rejuvenator** on a DAILY basis for maintenance and injury prevention

**Premium Insurance Caps, Mito Caps, and EndurOmega** for my daily vitamins."  
-Jennie Phillips



*"The photo was taken on my training ride today. I love the help and support that I receive from Hammer Nutrition! I am so very proud to be a small part of your organization. I am on my bike six days a week either training or racing, and always in a Hammer Nutrition kit! Thank you, as always!"*  
- Russell DeBarbieris



# Steve's Faves: Vegan Recovery Bars

BY STEVE BORN

I admit it. I am utterly addicted to both flavors of the Hammer Vegan Recovery Bars—they are that incredibly delicious. Ever since they became available, Hammer Vegan Recovery Bars have been a staple in my daily diet here at work. In fact, I can't remember not having one most every morning for breakfast when I get to the office. A cup of coffee, one of the flavors of the Hammer Vegan Recovery Bar, and I'm good to go. When I have a mid-morning snack, I'll munch on a different flavor of the Hammer Vegan Recovery Bar.

It took a fair amount of time and a lot of effort to get myself back to "almost near RAAM weight," and there's no way I'm going to let those efforts go to waste. With each Hammer Vegan Recovery Bar containing only 240 calories—while also completely satisfying my hunger for quite a while—I never have to worry that I'm OD'ing on the calories.

I also appreciate the generous amounts of protein that each bar provides. After reviewing my diet closely a few months ago, I realized that my daily protein intake was insufficient. I'm currently at 186 pounds and, using our suggested protein intake recommendations of 1.2-1.7 grams/kilogram of body weight—I need anywhere from 101 to 144 grams of protein a day, the amount dependent on my activity level. (I currently aim for about 125 grams of protein per day.) A Hammer Vegan Recovery Bar provides 14-15 grams of protein, so if I have two during the morning hours, I've taken care of nearly 25% of my daily protein intake needs. Hammer Vegan Recovery Bars are a deliciously simple way to fulfill your daily protein requirements.

Speaking of protein, I'm a big fan of both protein sources in the Hammer



Vegan Recovery Bars. 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 prevent over-eating, which is something I'm very grateful for!

Organic brown rice protein is arguably the most hypo-allergenic 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 non-essential amino acids. Like pea protein, it is also a very easy-to-digest protein and has a higher Biological Value (BV) than any other vegetable protein source, with a rating of 87. By the way, the BV rating of organic brown rice protein is ten points higher than casein protein, which is inappropriately touted by some "experts" as being a good protein source for enhancing recovery.

I like the use of organic tapioca in Hammer Nutrition Vegan Recovery Bars. It has a just-right sweet taste and, more importantly, it is gluten-free. Tapioca is also a good source of iron, which is a mineral I prefer to obtain from dietary sources rather than supplements. Tapioca

is a good source of healthy fats, which not only benefit overall health, but help to satisfy hunger. Tapioca is considered to be a healthy starch because it is very low in saturated fat and almost entirely devoid of cholesterol.

Of course, in addition to Hammer Vegan Recovery Bars being a healthy snack or meal replacement, I also use them frequently as a post-workout fuel, either on their own or along with Recoverite. Convenience is a necessity for me, and having a Hammer Vegan Recovery Bar after a workout—oftentimes washing it down with a serving of Recoverite—takes care of the convenience factor, while also ensuring that I'm "refilling the tank" with high-quality calories.

For a long time, when I saw the word "vegan" attached to any food or fuel, my first instinct was, "Ugh, this may be healthy but it's going to taste pretty bland." I was obviously wrong with that line of thinking, especially after trying the Hammer Vegan Recovery Bars. Now I am hooked on them, and I mean for good. Once you try one or both of these flavors—whether as a snack, meal replacement, or post-workout fuel—I'm certain that you'll be hooked as well. Hammer Vegan Recovery Bars are not only super healthy, they're addictively delicious, which is why they were an easy choice as "Steve's Faves!" for this issue of *Endurance News*. **HN**

# ALSO AVAILABLE

## Where were you in July of 1993?

We were releasing our very first issue of Endurance News! It has come a LONG way in these last 20 years, and while the format has changed (from an in-house printed four-pager to our current 100-page glossy magazine),

our stance on fueling and nutrition has not! See for yourself . . . past issues of Endurance News, all the way back to that first one in 1993, can be found at [www.hammernutrition.com/knowledge/endurance-news/](http://www.hammernutrition.com/knowledge/endurance-news/).



## The reviews are in . . .



*"The Chocolate Peanut Hammer Vegan Recovery Bar is* **AWESOME!**"

*- Deanna E.*

*"Almond Cacao Vegan Recovery Bars are* **ADDICTIVE!**"

*- Roger B.*



- 14-15 grams of plant-based protein per bar
- GMO-free, soy-free
- Healthy fats



MSRP  
\$2.95 - 57g Bar  
\$2.75 - 12 or more\*  
\*Mix and match flavors  
Flavors: Chocolate Peanut,  
Almond Cacao

**ORDER TODAY!** 1.800.336.1977 / [www.hammernutrition.com](http://www.hammernutrition.com)





# Cycling skills with Mike Freeman

## Off-season rejuvenation and recovery

BY MIKE FREEMAN

**W**ow, another season behind us. Time to think about next year's goals. You can make a plan, but for it to be successful you need to recover from a full season of training and competition; all good training and racing hinges on it. Recovery is the key, both on-season and off. The workload must be lessened to allow for repair and recovery.

End-of-season recovery is as important as race-season recovery, and in some respects, even more so. Not only are you recovering from the physical aspects of your training and racing but from the mental aspects as well. You can use this downtime to reflect on the season, what worked or didn't work in your training program, and how you applied it.

The recovery from the physical efforts are easy—you slow down, cross train, and enjoy the downtime. Mental

recovery is a little tougher. Taking time off, relaxing, and enjoying other aspects of your sport is both necessary and beneficial.

There were years that I didn't back off at all at the end of the racing season. It didn't catch up with me right away, but by March or April I was in a pretty deep hole and had to really back off. Needless to say, this changes the new training program a great deal.

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

### Mike's tips for riding in wet conditions:

1. Don't start the ride if it's already raining.
2. Don't ride in a group unless everyone has a good, full-fender system on their bike. If that's not the case, and you get caught in a group situation, ride on the front or well off the back.

Training in wet conditions can be very dangerous. Traction is minimized by the dampness itself; leaves, rocks, gravel, puddles hiding potholes in the pavement, and other debris makes a recipe for disaster. Ride with your head up and be attentive to your surroundings.

If riding in the rain or in the above conditions, lower your speed and decrease your lean angle in the corners. Lower air pressure in your tires can improve traction a bit. Be careful as you can incur more of the dreaded "snake bite" punctures with lower air pressure.

Stopping distances increase when rims that are wet. Drag your brakes slightly well in advance of where you want to stop. Create a little more space between you and the rider in front of you as a safety cushion.

If you happen to get caught in the rain or in extremely wet road conditions, most likely you will end up with wet shoes. Stuff your cycling shoes full of newspaper and let them sit overnight. The paper will absorb the moisture and you'll be ride ready!

During the off-season I ride my mountain bike a bit more, if only for some variety after a long season of road cycling, training, and racing. I still ride the road and am lucky that I can do this just about year-around. However, I have to be careful that I don't over-train, so I try and limit myself to one day of intensity a week on the bike during the off-season.

I still ride, however, it's for base miles and endurance, and at this time, I ignore mileage and substitute hours (time) instead. Using my hour scale, I usually ride about 16 hours a week during the season. During the off-season it's closer to 10-12 hours a week. (Translated to miles, that's roughly 125-150/weekly.)

Be safe on the road and keep the rubber side down. **HN**

# What's my Hammer log-in?

## Website tips for Username and Password

BY BRIAN FRANK

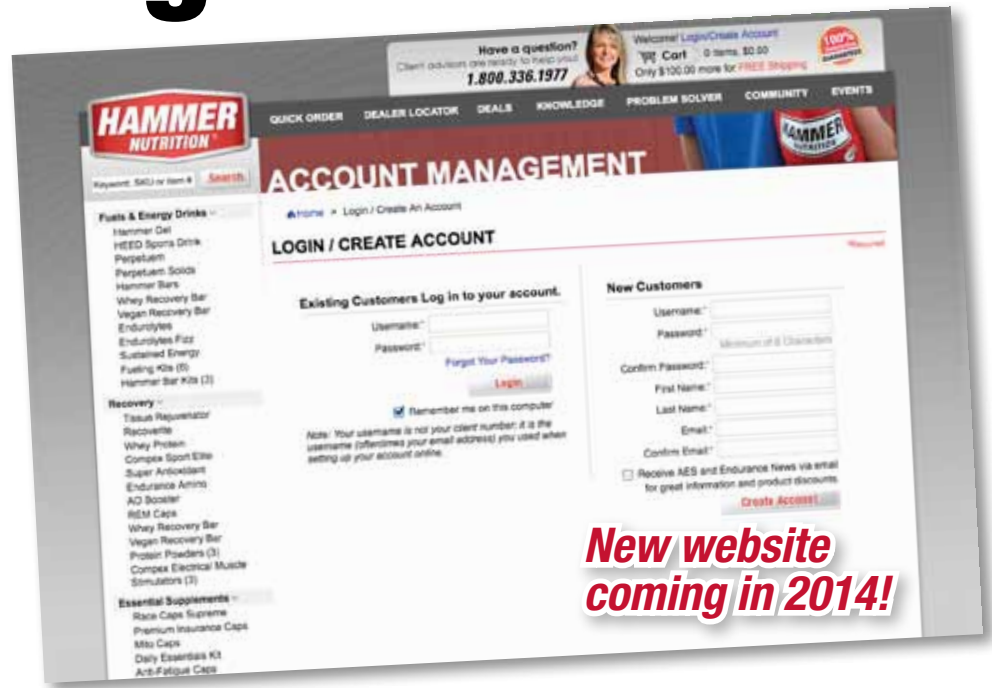
One thing that frustrates me when I go to a familiar website is having trouble logging in. I enter the username and password that I think should work, only to be given an error message reading “incorrect username or password.” Evidently, this has been happening to many of you while attempting to access the Hammer Nutrition website to place an order, which is even more frustrating to me.

I sincerely apologize to anyone who has been stymied by our log-in process. As soon as I became aware of this issue, I made fixing it a top priority. I'm happy to report that since October 1, our website log-in process has been much improved in this regard.

Additionally, we'll be launching a brand spanning new website in the spring of 2014 that will be light years ahead of our now dated site and provide a plethora of user enhancements. The bells and whistles of the new site will be enumerated in the next issue of Endurance News. However, since the current site will be operational for the next six months, I pushed through these enhancements.

In the discussions that ensued with my staff, I discovered that there were essentially two primary issues at the core of all of this confusion:

**#1 - No existing web account.** Many of you who had ordered only by phone thought that, because you were “in our system,” a username and password for the website had already been created



for you. Just put in your email address as the username and customer number as password and you're in, right? Nope. Our internal operating system for processing orders and saving order history is completely separate from our website, and the two don't communicate very well. (Yes, this will all change with Web 2014!) Currently, you must still create an account on the website the first time you use it. This is not a website enhancement, but hopefully the explanation will help to resolve this issue.

**#2 - You ordered online and created a web profile when you did, but forgot the username and password you chose.** This is not unusual, but without giving you any log-in hints, it can be pretty tricky to remember them. Until now, and like most websites, you'd be given a generic message that read “incorrect username or password.” Of course there is the “Forgot your password?” link that takes you to a page prompting you to enter your username so that an email can be sent to you containing your password. However, if you put in the wrong email address and the system doesn't find it in the database, it just drops your request,

leaving you waiting for an email that never comes.

So, to remedy this second and more common problem, we've updated the template so that it asks you for your username/email address—because your username should be the same email address you've give us for your order confirmations, etc. Now, if you enter the wrong username, you'll see an error message of “incorrect or unknown username.” Likewise, if you enter the correct username but incorrect password, it will tell you “incorrect password” and take you to the same “Forgot your password?” form. The difference here again is that if you enter an unrecognized email address to have your password sent, it will give you the same “incorrect/unknown” username/email address, message so that you know to try another email address.

I am hopeful that these changes will reduce your difficulties and subsequent frustration when accessing our site to place orders. If you still have any problems with our site, please call our toll free number and one of our advisors will be glad to assist you. **HN**



# PIT ROW



## Russell Bobbitt

Off-road motorcycle racing can be brutal. From extreme one-day events to multi-day events like the International Six Days Enduro (ISDE), the terrain and weather alone can conspire against you, not to mention wrestling a 220+lb motorcycle up, over, or through some of the toughest obstacles race promoters can throw at you. Just ask Hammer Nutrition athlete, 4-time National Enduro champion, multi-time ISDE Gold medalist, and current OMA Nationals points leader, Russell Bobbitt.

In fact, that's just what we did when we caught up with Russell after his recent win to see how his race season and training is progressing despite the challenges of injuries and a deepening field of talented riders. Russell offered an inside look at how Hammer Nutrition products are integrated into his training and racing routine . . .



Photos : Simon Cudby/Courtesy of KTM

**EN:** Hey Russ, congratulations on the recent win in Pennsylvania! That had to feel good.

**RB:** Thanks. It was just one of those days where everything came together.

**EN:** Well, I'm sure a lot of hard work went into things just "coming together." Anyway, I know you're busy, so let's get right to it. Thanks for taking the time to talk with us. Can you tell us a little about the different racing formats and how that affects your fueling strategy?

**RB:** The two most common events that I compete in are enduros and hare scrambles (point-to-point and closed course, respectively) and each is different in the way I choose to fuel. For the hare scramble events that consist of 2-3 hours of nonstop head-to-head racing, I must carry what I consume on myself or my bike. These events are high-paced and require the use of a hydration pack to maintain proper hydration and energy.

Hammer Nutrition has been so insightful with their product information. It helped me choose to utilize HEED in these events with some additional scoops of Endurolytes Powder that is easily mixed into my drink pack. I also like a Hammer Gel on the start line with a couple sips of water before getting underway. One of the biggest things I've learned and can attest to is that "less is best."

The enduro races are a different animal in themselves as they consist of a longer day broken up with high-intensity sprints with short breaks spread throughout the day.

- continued on page 43

# Matt Siorek

Well-fueled for big air, high action TORC racing

The Hammer Nutrition logo is flying high with truck #827! Hammer Nutrition athlete Matt Siorek has been having a phenomenal season in the Traxxas TORC Series this year. TORC Off Road is one of the fastest, most punishing short-course racing series on the planet. In TORC events, drivers push the limits over jump-filled natural terrain racetracks and spend plenty of time with all four wheels off the ground.

Currently ranked 5th for the season in the Super Stock Truck category, Matt had a strong round in June at TORC Bark River with 3rd place. In the TORC Round 6 races at Route 66 Raceway, he claimed



Photos : Natalie Siorek

the 4th place podium position. In August, he continued to accumulate the points toward championship placement with a 6th place finish at RedBud MX in Buchanan, MI.

“HEED works great, keeping me hydrated in the extremes of the hot cockpit of the

truck. Driving in races like these requires complete concentration; you have to be alert, and Hammer Nutrition really helps with that,” Matt said. “Melon HEED and Mango Endurolytes Fizz both taste great and keep me going!”

- continued from page 42

These events generally last 5-6 hours and staying on top of your fueling/hydration is key to a strong finish and consistently putting in fast performances all day. This is where I really like to use Perpetuem in a multi-hour bottle. I do this so that I know I have a solid source of calories that I can easily digest. I also like to supplement with some Hammer Gel and HEED to change up flavor and texture throughout the day. I'll usually throw in some Endurolytes Fizz depending on race conditions, climate, time between race sections, and when I will have access to my pit crew/support team.

**EN:** Do you have a post-race routine as well?

**RB:** While both of these events are unique, one similarity between these kinds of races that never changes is what I do as soon as the race is over. I have noticed a dramatic difference in how my body feels the day following a race after I drink Recoverite. Recovery after a race is overlooked all too much in our sport and taking care of yourself after the event is just as important as what you do in preparation beforehand! The same thing goes for practice and mid-week workouts. I make sure to take a serving of Hammer Whey or Recoverite after each vigorous workout to ensure that I am making progress instead of just running myself into the ground.

**EN:** I'm with you on that. Recoverite Chocolate is my favorite. Anything else to add?

**RB:** Yeah, one of the big things I started doing this year was using a Compex (Electronic Muscle Stimulator). Like many athletes that must endure lengthy travel to compete, I know firsthand about the road trips to and from events and how tight and stagnant your body begins to feel on a car ride. This is where I have found using Compex has been very beneficial. Compex has expedited my recovery process and also keeps my muscles feeling fresh before a performance. Not to mention it feels as though you have a personal masseuse after each event!

**EN:** Well, thanks again for taking the time out of your day to talk.

**RB:** No problem, anytime. Hammer Nutrition is such a great company to be affiliated with. It's like a big family and it is truly amazing what a wide range of great products you have to offer. It is also confidence-boosting knowing that they can be used together, giving you a variety of ways to choose the best way to Hammer on!

**EN:** Hey, that's my line! **HN**



The author shows his love for 53x11 during Thursday Night Race League at Whitefish Mountain Resort. Photo : Myke Hermesmyer

# Fair trade coffee

## More than just a better price for the farmers

BY PHILIP HOWETH

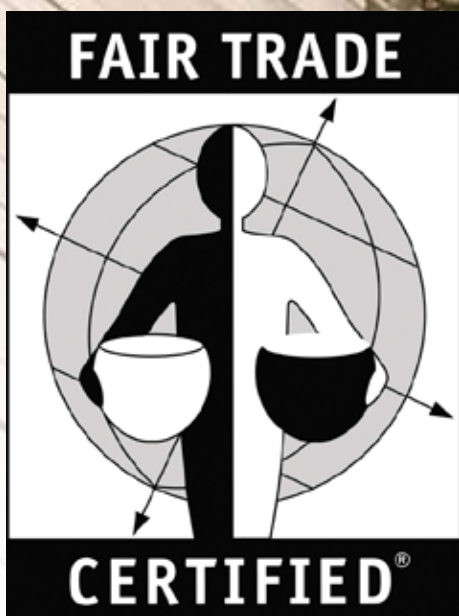
**M**ore than 70% of today's coffee comes from small-scale farmers who own 12 acres or less. These families find it extremely difficult to sell their coffee on their own at a reasonable, sustainable rate. Isolated communities lack direct market access, forcing farmers to sell to middlemen at below market price. The cycle of debt continues this way, and in some cases, farmers are forced to leave their land to find work in cities.

This is one of the many reasons why Fair Trade USA encourages small-scale farmers to form co-ops. Coffee co-ops are democratically run, and decisions are made through majority vote. The members are able to pool their resources and receive technical training, while improving education and communication between the farmers regarding coffee quality. Essentially, these small-scale farmers are able to receive a better price by banding together while upholding high quality standards consistent between co-op members.

Sustainable agriculture is another stipulation certified farmers must adhere to. Genetically modified coffee plants are prohibited, water resources are protected, erosion control is practiced, and slash and burn techniques are forbidden. Agricultural diversification is a beneficial practice, and in some cases, farmers grow more than just coffee on their land, including tropical fruit and nut trees, which provide shade for the coffee plants while also providing additional income.

Social and economic development is a very important aspect of the Fair Trade movement. Funds from premiums are used to meet the needs of coffee communities, including road improvement, farming and processing equipment purchases, continuing education workshops, medical supplies for health clinics, and books for schools.

There are clearly many reasons to support Fair Trade, and rest assured that all 53x11 coffees support this movement. It is a win-win situation when you buy 53x11 Coffee; you get excellent organic coffee, and by simply making that purchase, your small contribution is helping to make a profound difference in the lives of many hardworking people. **HN**





# Join the club!

*(We won't even make you learn the secret handshake)*



## 53x11 Coffee of the Month Club

Have this supreme coffee automatically shipped to your door each month! Just follow these three easy steps.

**Step 1** Select how many bags you would like to receive, in any combination.

**Step 2** Receive a FREE "Perfect Cup of Coffee" Kit, valued at \$20.85!

**Step 3** Enjoy delicious coffee every morning, plus HUGE discounts on 53x11 cycling and tri clothing!

## Join the **HAMMER VIP** program too!

Receive FREE SHIPPING on your monthly shipments, plus FREE Hammer Nutrition clothing and discounted pricing on fuels, supplements, and accessories. See pages 98-99 for more details!



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

Short Sleeve Jersey  
Retail price - \$39.95  
Club member price \$28.00

Cycling Bibs  
Retail price - \$72.95  
Club member price \$55.00

Tri Top  
Retail price - \$42.95  
Club member price \$30.00

Tri Shorts  
Retail price - \$42.95  
Club member price \$30.00



## BONUS!

Purchase any 2 bags of coffee and receive your choice of a FREE 5-pack of reusable single-serving coffee filters or a FREE bag of coffee! For the FREE filters, mention ad code EN87CF. For the FREE bag of coffee, mention ad code EN87CB. Offer expires 11/7/13. Valid while supplies last.



Check out the complete offering online.



**ORDER TODAY!**

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



# Attention single-serving coffee brewer fans:

Add some 53x11 Coffee to your next cup!

If you enjoy the convenience and instant gratification of the single-pod brewing process, commonly known as K-Cups®, you are far from alone. Prepackaged coffee pod annual sales are in the billions. At 53x11 Coffee, we understand the popularity. With a K-Cup, you can create a single-serving cup of coffee in less than a minute without any mess, and each java drinker in the household or office can enjoy their favorite roast. While we are fans of the process and device, it is the oftentimes stale and extremely expensive coffee inside the pods that we can help you greatly improve upon.

Now you can have 53x11 Coffee and the convenience of K-Cups, with reusable, refillable filters designed specifically for use with single-serving brewers. A rich, tasty cup of 53x11 joe is a snap: just fill the reusable K-Cup basket with your favorite roast and use just as you would a prepackaged coffee pod. Clean up is just as easy; empty the used coffee, and rinse.

## Two options are now available:

**Stainless Steel Ekobrew Elite** - 100% BPA/lead-free, one-piece design with a deep-set lid flange, heat resistant grips, 100% silicone o-ring.

**Melitta e-filter** – One package contains five reusable filters, each good for up to 20 uses. These easy, economical filters are BPA-free and recyclable as well. *HN*

## The cost of convenience

Five reasons you should reconsider buying prepackaged K-Cups and switch to a reusable filter and 53x11 coffee!

### SAVE YOUR MONEY

- It takes 38 K-Cups to equal one 12 oz. bag of 53x11 Coffee!
- 38 K-Cups=over \$30.00!
- 12 oz. bag of 53x11 Coffee=\$13.95

### QUALITY

- The coffee in those little cups has been around awhile. Many steps are involved in making a K-Cup, and with these steps, a few months may pass before you brew your cup!
- You can count on the fact that 53x11 Coffee is fresh!

### YOUR LANDFILL

- K-Cups are not recyclable. Millions of little cups worldwide equal sizable waste in our landfills.

### FREEDOM OF CHOICE

- No longer do you need to feel confined to the choices of coffee K-Cups offers.
- Choose 53x11 Coffee!

### CONTROL

- You have control of how strong you want your cup to be!

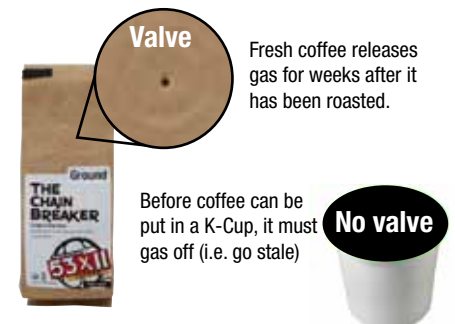
## What K-Cups are costing your wallet



## What K-Cups are costing the environment



## What K-Cups are costing you in quality



# Two great choices for your single-serving machine!

## Stainless Steel Ekobrew Elite

This durable little gizmo has gotten a lot of use here at the 53x11 office. The stainless steel design and micro screen allow the oils and goodness from the coffee through, resulting in a rich, flavorful cup. If you are a French press fan but use a single-serving brewer, this reusable filter is the one for you. BPA-free.

MSRP  
\$17.95



Now you can enjoy any of our four delicious 53x11 Coffees, no matter how you brew!

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



## Melitta e-filter

This 5-pack of filters offers the dependable quality expected from Melitta. E-filters are a great way to enjoy your favorite 53x11 Coffee while avoiding the high cost of prepackaged K-Cups. Fill to your desired strength and enjoy the result of a clean, consistent cup. Up to 100 uses per box. BPA-free.

MSRP  
\$9.95

# BONUS!

Purchase any 2 bags of coffee and receive your choice of a FREE 5-pack of reusable single-serving coffee filters or a FREE bag of coffee! For the FREE filters, mention ad code ENB7CF. For the FREE bag of coffee, mention ad code ENB7CB. Offer expires 11/7/13. Valid while supplies last.



## ORDER TODAY!

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





Dave Aurentz rides ready in his 53x11 kit on a cycling tour of the French Alps.

# 53x11 clothing . . .

Functionality, comfort, and style are key components of a cycling kit, and 53x11 covers all three. Made in the USA by Voler, 53x11 cycling kits are made from the finest materials that perform extremely well in all conditions. No distracting adjustments are needed while riding in these kits as they are tailored to a cyclists' movement and stay where they should, with comfort.

Our 53x11 bibs include Voler's Trilogy pad, which has multiple foam densities for the right amount of padding where it counts the most.

Superior quality coupled with sharp styling and a sensible price make 53x11 kits hard to beat!

Feel confident on the road, and rule the trail with a 53x11 cycling kit!



*"I get a lot of compliments when I'm riding with my 53x11 jersey, shorts, and cap (purchased when I joined the club). One of the sharpest looking kits I own! Keep up the great work!" - Jim*

Short Sleeve Jersey	Cycling Bibs
Retail price - \$39.95	Retail price - \$72.95
<b>Club member price - \$28.00</b>	<b>Club member price - \$55.00</b>
Tri Top	Tri Shorts
Retail price - \$42.95	Retail price - \$42.95
<b>Club member price - \$30.00</b>	<b>Club member price - \$30.00</b>

For more information on how to join the club and get amazing prices on 53x11 clothing, see page 45 and/or go online!



# New products and flavors for 2013!



SIZE PRICE  
26 Servings \$44.95  
3 or more \$42.95\*

\*Mix and match flavors.



SIZE PRICE  
57g Bar \$2.95  
12 or more \$2.75\*

\*Mix and match flavors.



SIZE PRICE  
Single Serving \$3.25  
6 or more \$2.95\*  
24 Servings \$39.95  
3 or more \$37.95\*

\*Mix and match flavors.



SIZE PRICE  
Single Serving \$3.25  
6 or more \$2.95\*  
16 Servings \$32.95  
32 Servings \$54.95

\*Mix and match flavors.

**Order today 1.800.336.1977 / www.hammernutrition.com**

Product	Flavor	Size	Price	Qty.	Amount

## Ordering is easy!

### Online Quick Order

Select multiple products from one web page by simply choosing flavor and/or size of items you would like to order

### Cruise

www.hammernutrition.com for quick and easy ordering

### Call

1.800.336.1977 and talk with a Client Advisor

### Shop Local

Check our online Dealer Locator to find one near you

Subtotal \_\_\_\_\_

Shipping \_\_\_\_\_

See chart on reverse

TOTAL \_\_\_\_\_

Client # : \_\_\_\_\_

Name : \_\_\_\_\_

Address : \_\_\_\_\_

City, State, Zip : \_\_\_\_\_

Phone : \_\_\_\_\_ Email : \_\_\_\_\_

### Method of Payment (circle one)

Check / MO • Visa • MC • Discover • AmEx

Card # : \_\_\_\_\_

Exp. : \_\_\_\_\_ Verification # : \_\_\_\_\_

Signature : \_\_\_\_\_



# 2013 Price List and Order Form

## TOP SELLERS!



### Recovery made easy

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

SIZE	PRICE
Single Serving	\$3.25
6 or more	\$2.95
16 Servings	\$32.95
32 Servings	\$54.95

Flavors: Chocolate, Citrus, Strawberry, Vanilla



### Rapid energy that lasts

- Rock-solid energy
- Made with real fruit
- Versatile & economical

SIZE	PRICE
Single Serving	\$1.40
12 or more	\$1.30
26 Servings	\$19.95
3 or more	\$17.95

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



### The #1 sports drink

- Steady energy
- Buffer lactic acid
- Help prevent cramps

SIZE	PRICE
Single Serving	\$1.95
6 or more	\$1.80
16 Servings	\$19.95
32 Servings	\$28.95
80 Servings	\$54.95

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



### A potent, legal performance enhancer

- Enhance energy & endurance
- Reduce muscle fatigue
- Increase workload capacity

SIZE	PRICE
90 Capsules	\$47.95
3 or more	\$44.95

## And rounding out the Top 10 from Hammer Nutrition are . . .



SIZE	PRICE
Single Serving	\$3.25
6 or more	\$2.95
16 Servings	\$32.95
32 Servings	\$54.95

Flavors: Chai, Chocolate, Strawberry, Vanilla



SIZE	PRICE
120 Capsules	\$19.95
210 Capsules	\$33.95



SIZE	PRICE
50 g bar	\$2.50
12 or more	\$2.40

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



SIZE	PRICE
120 Capsules	\$28.95
3 or more	\$26.50



SIZE	PRICE
16 Servings	\$28.95
32 Servings	\$47.95

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



SIZE	PRICE
4 Capsules	\$1.05
120 Capsules	\$19.95
3 or more	\$17.95

# 2013 Price List and Order Form

## Endurance Fuels

Endurolytes - 4 Capsule Sample	\$1.05
Endurolytes - 120 Capsules	\$19.95
	3 @ \$17.95
Endurolytes Powder - 150 Servings	\$19.95
	3 @ \$17.95
Endurolytes Fizz - 13 Tablet Tube	\$4.95
	3 @ \$4.75
Endurolytes Fizz - 25 Wrapped Singles	\$12.95
	4 @ \$10.00

*Fizz Flavors : Grape, Grapefruit, Lemon-Lime, Mango*

Hammer Bar	\$2.50
	12 @ \$2.40

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

Hammer Whey Recovery Bar	\$3.50
	12 @ \$3.25

*Hammer Whey Recovery Bar Flavor : Peanut Butter-Chocolate*

Hammer Vegan Recovery Bar	\$2.95
	12 @ \$2.75

*Hammer Vegan Recovery Bar Flavors : Almond Cacao, Chocolate Peanut*

Hammer Gel - Single Serving	\$1.40
	12 @ \$1.30

Hammer Gel - 26 Servings	\$19.95
	3 @ \$17.95

Hammer Flask - 5 Servings	\$1.95
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*Hammer Gel Flavors : Apple-Cinnamon, Banana, Chocolate, Espresso, Montana Huckleberry, Orange, Peanut Butter, Raspberry, Tropical, Unflavored (26-serving only), Vanilla*

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

*Hammer Soy Flavor : Vanilla*

Hammer Vegan Protein - 26 Servings	\$44.95
	3 @ \$42.95

*Hammer Vegan Flavors : Chocolate, Strawberry, Vanilla*

Hammer Whey Protein - Single Serving	\$3.25
	6 @ \$2.95

Hammer Whey Protein - 24 Servings	\$39.95
	3 @ \$37.95

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

HEED - Single Serving	\$1.95
	6 @ \$1.80

HEED - 16 Servings	\$17.95
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HEED - 32 Servings	\$28.95
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HEED - 80 Servings	\$54.95
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*HEED Flavors : Lemon-Lime, Mandarin Orange, Melon, Strawberry, Unflavored (32-serving only)*

Perpetuem - Single Serving	\$3.25
	6 @ \$2.95

Perpetuem - 16 Servings	\$28.95
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Perpetuem - 32 Servings	\$47.95
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Perpetuem Solids - 6 Tablet Tube	\$3.95
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	3 @ \$3.50
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Perpetuem Solids - 90 Tablets	\$37.95
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*Perpetuem Flavors : Caffé Latte, Orange-Vanilla, Strawberry-Vanilla, Unflavored (16-serving only)*

Recoverite - Single Serving	\$3.25
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	6 @ \$2.95
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Recoverite - 16 Servings	\$32.95
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Recoverite - 32 Servings	\$54.95
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*Recoverite Flavors : Chocolate, Citrus, Strawberry, Vanilla*

Sustained Energy - Single Serving	\$3.25
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	6 @ \$2.95
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Sustained Energy - 15 Servings	\$32.95
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Sustained Energy - 30 Servings	\$54.95
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	3 @ \$51.50
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*Sustained Energy Flavor : Unflavored*

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

## Endurance Supplements

Anti-Fatigue Caps - 90 Capsules	\$18.95
	3 @ \$16.95
	\$32.95
AO Booster - 60 Capsules	\$32.95
	3 @ \$28.95
Appestat - 90 Capsules	\$27.95
Boron - 90 Capsules	\$14.95
Chromemate - 100 Capsules	\$13.95
Digest Caps - 60 Capsules	\$16.95
Endurance Amino - 120 Capsules	\$29.95
Endurance Amino - 240 Capsules	\$52.95
EndurOmega - 60 Softgels	\$12.95
EndurOmega - 180 Softgels	\$29.95
Energy Surge (ATP 100) - 30 Tablets	\$17.95
	3 @ \$15.95

Mito Caps - 90 Capsules	\$24.95
Phytolean - 120 Capsules	\$34.95
Phytomax - 90 Capsules	\$22.95
	3 @ \$19.95

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

Race Caps Supreme - 90 Capsules	\$47.95
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	3 @ \$44.95
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Race Day Boost - 64 Capsules	\$17.95
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Race Day Boost - 32 Servings	\$19.95
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REM Caps - 60 Capsules	\$19.95
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	3 @ \$17.95
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Super Antioxidant - 60 Capsules	\$32.95
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	3 @ \$27.95
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Tissue Rejuvenator - 120 Capsules	\$28.95
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	3 @ \$26.50
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Xobaline - 30 Tablets	\$9.95
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	3 @ \$7.95
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iFlora - 60 Capsules	\$25.95
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## Kits

### Complete Powder Sampler Kit **\$29.95** Save \$13.30

*1 packet of each flavor of Recoverite, Sustained Energy, Perpetuem (excluding unflavored), HEED (excluding unflavored), Whey (excluding unflavored and chai), and Soy.*

### Hammer Gel Sampler Kit **\$9.95** Save \$4.05

*1 pouch of each flavor, 10 total.*

### New Product Sampler Kit **\$9.95** Save \$2.45

*1 packet of Vanilla Recoverite, 1 packet of Strawberry Whey, 1 Chocolate Peanut Vegan Recovery Bar, 1 Almond Cacao Vegan Recovery Bar.*

### Long Fueling Starter Kit **\$84.95** Save \$21.30

*1 jug of Huckleberry Hammer Gel, 8 pouches of Hammer Gel, 6 packets of Sustained Energy, 6 packets of Perpetuem, 3 packets of Recoverite, 1 bottle of Endurolytes, 1 Capsule Dispenser, 1 Flask, 1 Water Bottle, and a Product Usage Manual.*

### Short Fueling Starter Kit **\$74.95** Save \$15.70

*1 jug of Huckleberry Hammer Gel, 8 pouches of Hammer Gel, 12 packets of HEED, 3 packets of Recoverite, 1 bottle of Endurolytes, 1 Capsule Dispenser, 1 Flask, 1 Water Bottle, and a Product Usage Manual.*

### 1-Month Daily Essentials Kit **\$94.95** Save

**\$11.90**

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

### 3-Month Daily Essentials Kit **\$269.95** Save \$50.60

*3 each of PIC (210), Race Caps Supreme, and Mito Caps.*

### Race PR Kit **\$49.95** Save \$4.90

*1 each of Race Day Boost capsules, Energy Surge, and Anti-Fatigue Caps*

## Kits cont'd.

### Hammer Bar Kit **\$7.95** Save \$4.55

*1 of each flavor of Hammer Bar (Almond Raisin, Cashew Coconut Chocolate Chip, Chocolate Chip, Cranberry, Oatmeal Apple).*

### Hammer Recovery Bar Kit **\$5.95** Save \$3.45

*1 Almond Cacao Vegan Recovery Bar, 1 Chocolate Peanut Vegan Recovery Bar, 1 Chewy Peanut Butter-Chocolate Whey Recovery Bar.*

### Hammer Bars Sampler Kit **\$13.95** Save \$7.95

*1 of each flavor of Hammer Bar, 1 of each flavor of Vegan Recovery Bar, 1 Whey Recovery Bar (8 bars total).*

## Body Care

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

*Hammer Lips Flavors : Wildberry, Wintermint*

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

## Compex Units & Accessories

Compex Sport Elite	\$849.00
Compex Performance U.S.	\$579.99
Compex Edge	\$399.99
<b>SPORT ELITE, PERFORMANCE U.S., &amp; EDGE ACCESSORIES</b>	
Charger	\$44.99
Battery Pack	\$49.99
Snap Cables (4)	\$59.99
Snap Electrode Pads (4X - 2"x 2")	\$14.95
	6 @ \$13.50
	12 @ \$12.50
Snap Electrode Pads (2X - 2"x 4")	\$14.95
	6 @ \$13.50
	12 @ \$12.50
Quick Start Guide for Sport Elite	\$14.99
Quick Start Guide for Performance U.S.	\$14.99
Multimedia CD for Sport Elite	\$14.99
Multimedia CD for Performance U.S.	\$14.99
Belt Clip	\$9.99
<b>SPORT CLASSIC &amp; FITNESS CLASSIC ACCESSORIES</b>	
Charger	\$19.99
Battery Pack	\$39.99
Pin Cables (4)	\$39.99
Snap-On Conversion Cables (4)	\$44.99
Pin Electrode Pads (4X - 2"x 2")	\$9.99
	6 @ \$8.95
	12 @ \$7.95
Pin Electrode Pads (2X - 2"x 4")	\$9.99
	6 @ \$8.95
	12 @ \$7.95
<b>GENERAL ACCESSORIES</b>	
Electrode Placement Guide	\$9.99
Spectra Conductivity Gel (8.5 oz.)	\$7.95
Spectra Conductivity Gel (2 oz.)	\$4.95
Drawstring Bag	\$19.99
30-Minute Consultation	\$49.95
60-Minute Consultation	\$79.95
Advanced Consultation	\$60.00/hour



# 2013 Price List and Order Form

## 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 <i>even</i>

## 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 <i>even</i>
Men's Jammers	\$34.95	28-34 <i>even</i>
Women's Swimsuit	\$59.95	28-36 <i>even</i>

## 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
Stainless Steel Ekobrew Elite	\$17.95
Melitta e-filter (5)	\$9.95

## 53x11 Cycling Clothing

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	xs-xl
Cycling Bibs	\$72.95	s-xl
Arm Warmers	\$29.95	s-xl
Cyclocross Skinsuit	\$124.95	s-xl
Cycling Gloves	\$23.95	s-xl
Premium Wool Socks	\$12.50	s-xl

## 53x11 Tri Clothing

Tri Top	\$42.95	s-xl
Tri Shorts	\$42.95	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.

**Go online for apparel sizing charts and shipping information.**



# Get the VIP treatment

Join the Hammer Nutrition VIP Program today!



Receive a **FREE Hammer Nutrition clothing kit** with your first VIP order!

Select one of our sport-specific kits:

- cycling jersey and shorts
- tri jersey and shorts
- running top and shorts
- swimwear with a swim cap and a large towel

Ask a Client Advisor for more information.



## What is it?

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

## How does it work?

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

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

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

## What do you get?

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

*\*Sorry, international clients are not eligible for these programs; only valid for U.S. residents.*

*\*\*You are free to cancel your participation in this program at any time, however some limitations on the free gifts apply. Monthly shipments must be > \$50, quarterly shipments > \$150. See website or ask your Client Advisor for complete details.*

**Don't wait any longer,  
become a **VIP** today!  
Call 1.800.336.1977**

# Get Rewarded

with our Athlete Referral Program

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

## It's a win-win-win situation!

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

**Start earning free product today!**

### A Few Restrictions

Shipping charges are not included in discounts or rewards. • We cannot offer retroactive rewards. Your friend must mention your name or client number at the time of ordering. • The person being referred must not have ordered anything from us before. • Do not refer your spouse or have a friend be the new client and place an order for you. • Not applicable to members of the same household. • Cannot be used with another offer. • We reserve the right to end this program or refuse any individual at any time without notice. • Referral rewards will expire after one year. • Valid referral cards are always available free of charge. • This rewards program does not apply to EMS unit purchases. Visit [www.hammernutrition.com/deals/ems-referral-program/](http://www.hammernutrition.com/deals/ems-referral-program/) for EMS-specific referral program.

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# Fueling with a 2X cyclocross champion

BY VANESSA GAILEY

**C**ustomers at Hammer Nutrition retailer Blue Steel Cyclery in Manchester, NH, are in good hands when it comes to cycling and fueling advice. Chances are good that they'll get to speak with shop owner Kathy Sarvary, the 2013 USA Cycling Cyclocross National Age Group Champion and the 2013 UCI Masters Cyclocross World Champion. Kathy is wrapping up her XC season and is busy training for a full season of cyclocross competition, but still found time to share her experiences with us, both using Hammer Nutrition products for her athletic accomplishments and in speaking with customers about nutrition at Blue Steel.

"Hammer Nutrition products help get me to the line and were responsible for helping me cross the line all of last year on my way to two championships. In the shop, it's easy for me to talk about fueling and sports nutrition because I know firsthand how well the right fuels work.

In the shop, the typical customer falls into the category of 'I'm tired of getting about 90 minutes into a ride, starting to feel like crap, dragging my butt home feeling even worse, getting up the next

day, and guess what? Yup, before I get ten miles into the ride, my legs feel even worse than they did the day before. Can you help me fix that?'

I ask them a few questions about what they eat and drink when they ride (and the amount), and what they do for their recovery drink/fuel. It's pretty easy to make recommendations once I have a little info to work with. Recoverite is popular with our customers because they soon recognize the impact that recovery makes on their performance.

Something I always stress with our customers is how important proper hydration and nutrition on the bike is, in your training as well as your racing. You can neither shortcut nor fake it. Another tip: If you are trying to lose weight, do not attempt it by not properly fueling during a training ride. You will do nothing but torch a perfectly good ride and bonk, force someone to come pick you up on the side of the road, or have your training partners tow your tired butt home.

As an individual and shop owner, I am a die-hard fan of Hammer Nutrition products and have been using them for years. I have learned to trust and count on them as part of my racing and training program. If you're in the Manchester area and want some help, swing by the shop, I would love to talk with you about it!" **HN**

## Sarvary's two-hour ride fueling routine

- 2 large water bottles filled with **HEED** (2 level scoops each)
- 1 **Hammer Gel** right before I jump on the bike
- 1 **Hammer Gel** 45 minutes into the ride
- 1 hour into the ride . . . I should be through my first bottle of **HEED**
- 20 minutes later I will fire down another **Hammer Gel**
- Drinking steadily throughout . . . the goal is to drink before you are thirsty
- Here is a very important point! Within ten minutes of finishing, I get out of my cycling shorts and drink my recovery drink, two level scoops of **Recoverite**. It is just as important as what I consumed while on the bike!

The combination above has fueled me successfully for many hard training rides. If it works for me, it may work for you!

*(Note: If you are going on much more than a two-hour ride, use Perpetuem in place of HEED.)*

Ben Lovelace enjoys a Mount Baldy/San Antonio Trail training run. Photo : Jacob Singleton



# Going strong with gluten-free fuels

BY BEN LOVELACE

**A**s a gluten-free athlete, I had many years of struggling with “irritable bowel-like” symptoms. It took finding the proper nutrition to realize that I could avoid this and drastically improve my race-day performance. Hammer Nutrition ensures that my stomach will make it, along with my legs and lungs, to the finish line.

I have found that I recover more quickly from staple workouts, race better across all disciplines, and enjoy my training more with Hammer Nutrition products. Specifically, Hammer Gel, Recoverite,

HEED, and Perpetuem have served as my pre-, during, and post-nutrition for racing and training for the last year. These products have allowed me to push harder and recover faster because they are all free of gluten, artificial flavors, and other junk that compromises your digestion and overall performance.

As a competitive age-group athlete who has sacrificed so much to perform at the highest level, I can tell you that you don’t have to let your race day and training nutrition thwart your physiological ability to perform. Gluten intolerant or not, your body will thank you for fueling yourself with proper sports nutrition, and your race competition will hate you, as you recover like a professional, train like a well-oiled machine, and compete at the highest level. **HN**

## NEW Peanut Butter Hammer Gel

With the addition of Peanut Butter Hammer Gel, the “ultra” gel, we now offer 11 different flavors of Hammer Gel to choose from!

- Easily digested for rock-solid energy
- Prolonged energy levels
- Wholesome, all-natural ingredients

**Try this new flavor for FREE!**

Receive a FREE sample of Peanut Butter Hammer Gel with any Hammer Gel purchase. Ad code EN87HG. Offer expires 11/7/13. Valid while supplies last.

<b>MSRP</b>	\$19.95 - 26-Serving Jug
\$1.40 - Single Serving	\$17.95 - 3 or more*
\$1.30 - 12 or more*	\$1.95 - 5-Serving Flask
	*Mix and match flavors.



Flavors: Apple-Cinnamon, Banana, Chocolate, Espresso, Montana Huckleberry, Orange, Peanut Butter, Raspberry, Tropical, Unflavored, and Vanilla.



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Note: Hammer Gel contains no added sugars, excess sodium, or citric acid.



# ATHLETE SPOTLIGHT

BY STEVE BORN

A photograph of a man and a woman standing outdoors in front of green trees under a clear blue sky. Both are wearing red t-shirts with a white stick-figure cyclist logo and the text 'BU DU RACING'. The man is on the right, wearing glasses and has his arm around the woman's shoulder. The woman is on the left, smiling.

**RORY & DEANNA  
MULLER**

BuDu Racing

**W**hile both Rory and Deanna Muller have enjoyed long athletic careers in cycling, duathlon, running, and triathlon, they are even more well-known as the head of BuDu Racing, LLC, an event promotion, direction, and timing company based in Auburn, WA. They're celebrating over 11 years of business, and Hammer Nutrition has been honored sponsors for most of those years. Rory and Deanna always sweat the details to make sure races go smoothly, they are big believers in Hammer Nutrition products, and they're just great people to be around. After working at the ChelanMan Multisport Weekend in July, a race that Hammer Nutrition sponsors and BuDu Racing chip times, I had a chance to get together with Rory and Deanna.



**EN:** First of all, it was great to see you both at ChelanMan once again. Let's start with the beginning. When did you both get into the event promotion/timing business, and how did you come up with "BuDu Racing" as the name?

**DEANNA:** Rory competed in triathlons in the '80s, then cycling, and we both competed in duathlons as a relay. In 2002 we decided to promote and time events. As far as how the name "BuDu Racing" came about, when we competed in duathlons as a relay, we would "transition" to taking care of our daughter, Jenna, where she'd watch the race from a playpen in the transition area. Jenna's nickname was "Boo," and we thought at some point we'd do a duathlon with Jenna and called it a "BooDu." The thought was I would push Jenna in the jogger, transfer her to the bike trailer with Rory, and I'd do the last portion of the race, the run, with Jenna once again in the jogger. This never did happen, though when we started promoting and timing events

we wanted to include Jenna's nickname in the company name, tying it in with duathlon. We shortened "Boo" to "Bu" and that's how "Budu" came to be!

**EN:** Over the years your company has certainly grown. How many events did you start out with, and how many do you now promote/direct every year? In addition to the races you put on, how many others races do you provide timing services for every year?

**RORY:** I was the lead at the beginning of our business and started learning from other race directors. We became certified USAT Officials, and we worked at a few races. This helped us get more ideas for our own events. We started timing races—three-split, multisport events—on a mainly manual system. In 2006 we bit the bullet and purchased expensive chip timing equipment. We really started promoting events in 2004 with the Five Mile Lake, Satsop, and Flowing Lake Triathlons.

We now promote 43 events across many disciplines. In 2012 we timed over 70 races and are looking to be at more than 80 for this year.

**EN:** Hammer Nutrition has been involved with BuDu Racing for nearly eight years, and it's been a great partnership since day one. Why did you choose Hammer Nutrition?

**DEANNA:** First of all, Hammer Nutrition was highly recommended. For me, I enjoyed the flavors and consistency of Hammer Gel and was able to swallow it while running. (I could not do that with other gels.) I was sold. When I contacted Hammer Nutrition, I was so excited to be able to list them as a sponsor. It has been

a great partnership for us, and it is easy because we enjoy the products ourselves.

**EN:** I know that you're both not competing full time any longer, but you're still very active, exercising frequently and racing occasionally (when time permits!). What products do you personally use in your workouts and races?

**DEANNA:** We are both Hammer Gel users; Raspberry and Huckleberry are my favorites. Rory prefers Chocolate. We also enjoy HEED for workouts and races.

**EN:** What's been the feedback from race participants you've received over the years about Hammer Nutrition?

**DEANNA:** We are always told we have the best prizes. (We purchase additional Hammer Nutrition products to give away.) I always love the positive, happy looks I get when I say there is a Hammer Gel or an Endurolytes Fizz sample in the goodie bags. I've also been copied on several personal thank you's from racers that have been sent to Hammer Nutrition.

**EN:** What is it that makes putting on an event so worthwhile to you both?

**RORY:** Usually we are promoting because we like people and think it is exciting to watch the faces of people finishing an event. I also enjoy learning the story behind why someone is competing. There are great stories out there. Sometimes people do wear on you, but they are not the majority. People who think that race directors do it for the money have no understanding of what is involved. No, money is not the whole picture. Yes, as a small business we need to be able to make a profit. But if we can help out others like the JDRE, Explorer Police Programs, local cross country team, or other high school group, that is a bonus. Also we work to leave the race venues better than when we arrived. Helping athletes achieve the best they can be or just push themselves to the finish . . . that is why we really do this.

**DEANNA:** I really do love the early packet pick-up, where I can talk to people and hear stories. People continue to amaze me, overcoming so many different things. All of this leads up to the siren of the bull horn going off!

**EN:** You produce and direct so many great

- continued on page 58



- continued from page 57

races, but is there one or two that have special significance for you?

**RORY:** My favorite is the Five Mile Lake Triathlon, as it is the first event we promoted, and it is close to home. It's nice to sleep in my own bed the night of a race. I really like each of our events, as we have so many great helpers at each race who keep coming back to help.

**DEANNA:** I honestly do not have a favorite, but I am excited that we are able to give a donation to the JDRF (Juvenile Diabetes Research Foundation) at each of our multisport events. Being a Type 1 Diabetic, I am so thankful for all that the JDRF does to find a cure for this disease. We have different people come and help at the events from the JDRF and here again, it is fun to hear the stories of how they got involved.

**EN:** Over the past 10+ years, what are some of the craziest things you've seen an athlete do at one of your races?

**DEANNA:** I have to mention Hammer Nutrition's own sponsored athlete, Bryan Brosious. At the Ellensburg Sprint Triathlon a few years ago, he hit a bump coming in to transition that knocked him

off his bike, but that did not stop him. He finished the race and then an EMT removed the rock stuck in the bottom of his foot. He told me he did not come to the race to quit. He finished 2nd overall. You have done well to have him as a sponsored athlete; he is a great athlete and a wonderful person.

**RORY:** People always amaze me when they ask where the finish line is and I am standing next to the large, blue arch that says "FINISH."

**EN:** What are the most common mistakes that you've seen multisport athletes make, and what tips do you have to help them achieve their best possible race?

**RORY:** Speaking as a former triathlete, it is obviously important to train for the event (not assume that indoor training transfers to outdoor real life). Make sure you keep your gear in good working condition. For your bike, have it tuned up, and check your tire pressure before race morning. Get your packet the day before so that you pin your run number on, and place your bike number correctly on your bike. This relieves race morning stress. Give yourself time to get set up the morning of the event. Be ready for the pre-race meeting, as there is information that you really do need to

know given at that time.

**DEANNA:** I think the hard thing for people is having a realistic perspective of what they can do. I am always concerned when we get close to course closure for people still out there. I want people to have a good experience.

**EN:** What does the future hold for BuDu Racing?

**DEANNA:** We continue to do what we can to improve each of our events, and look forward to planning the new season. Right now, we are still so heavily into this race season that trying to look ahead is too much at this time!

**EN:** Thank you both for your time and for having Hammer Nutrition be a part of your great races!

**DEANNA:** Thanks for being one of our first sponsors! We appreciate Hammer Nutrition taking us on when we were still new to this "promotion" thing. We really enjoy promoting the awesome products you have. Thanks for all Hammer Nutrition does in the multisport arena! **HN**

Rory Muller announces the start of the 5 Mile Lake Triathlon.  
Photo : Image Arts Photography





# YOU LIKE US! YOU REALLY LIKE US!

My husband, Knight, and I traveled throughout Switzerland and, among other things, summited Monch and Breithorn. Over the two days on Monch and the one day on Breithorn, we experienced a slew of temperatures. Endurolytes Fizz was probably the most essential component to our climbing success, ensuring proper hydration and electrolyte balance at altitude. - Leoni C.

My favorite Hammer Nutrition product this month has definitely been Fizz... there is nothing like having a bottle of refreshing Fizz during a race. It encourages me to drink because it tastes great, and it allows me to get my electrolytes. Great stuff! - Bryan B.

I got in to road biking in January of this year and joined a cycling team shortly thereafter. Through talking with one of my teammates about muscle cramps, I decided to try Endurolytes Fizz. To date, since using Endurolytes Fizz on all of my rides, I have not experienced cramping except the one ride I forgot to use Fizz. Ha ha... all the proof I need that it works. - Tim T.

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

With this hot weather, and as a predominately plain-water drinker, Endurolytes and Endurolytes Fizz has been a lifesaver. - Michael G.

Now in  
25-count  
bags!

MSRP  
\$4.95 - 13 Tablet Tube  
\$4.75 - 3 or more\*  
\$12.95 - 25 Wrapped Singles  
\$10.00 - 4 or more\*

\*We are not a charity.

## BONUS!

Purchase two tubes of Endurolytes Fizz and receive a third FREE! Ad code EN87F. Offer expires 11/7/13. Valid while supplies last.



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NUTRITION

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**WARNING!** If you use another aftermarket electrolyte product, read the label before you consume another tablet! The product may contain one or more of the following chemicals: PEG polyethylene glycol, the main ingredient in antidiarrheal; saccharin-K (consists of methylene chloride, a carcinogen); sucralose (a synthetic chemical with a chlorinated core), or other artificial sweeteners, flavors, or colors.



## Study shows eating nuts can add years to your life

A new study reveals another possible health benefit from including nuts in your daily diet: decreasing the risk of dying from both heart disease and cancer. Study subjects who ate the most nuts were also found to be less likely to have type 2 diabetes.

The study, published in BioMed Central's journal, monitored 7,000 people

ages 55-90. Study participants were placed on either a Mediterranean diet that included nuts, or a low-fat diet. Those on a diet rich in nuts had a lower body mass index, smaller waist, and were healthier overall, with a 55% less risk of dying from heart disease and a 40% less risk of dying from cancer. **HN**

## Hydration just as important as fiber in aiding digestion

Foods labeled such as "high in fiber" are ubiquitous. For years, fiber has been touted as the key to regularity and overall health, and high-fiber products continue to grow in popularity. A new study published in *The American Journal of Gastroenterology* suggests that it takes more than fiber . . . water is just as crucial, if not more so.

Researchers analyzed National Health and Nutrition Examination Survey data received from 9,000 adults between 2005-2008, looking at fiber and liquid consumption. Findings showed that both men and women who had low dietary sources of liquid were more likely to have TMI problems than those with low-fiber diets. The resulting recommendation is to continue to monitor fiber intake, exercise regularly, and be sure to consume adequate amounts of water daily. **HN**

### Hammer Tip:

Hammer Bars are chock full of nut butters, with either almond or cashew butter being the primary ingredient in all flavors. Add this delicious, healthy snack to your diet in the pursuit of a long, healthy life!



## Severe deficiency of omega-3's in American diets

Despite increased awareness of the plethora of benefits attributed to the consumption of omega-3 fatty acids, the typical American diet is woefully lacking in these essential fatty acids, according to a presentation given at the 2013 Institute of Food Technologists Annual Meeting & Expo. Many experts attribute this deficiency to the lack of the consumption of fish, considered to be the most ideal source of the omega-3 fatty acids DHA and EPA.

While the American Heart Association recommends a daily dose of 500 milligrams of a DHA/EPA combination for healthy adults, the average American diet falls well short, with daily intakes estimated to be between 135-200 milligrams. Specific health conditions require more DHA/EPA; for example, a dose of 1,400 mg of DHA and 2,000 mg of EPA is generally recommended. **HN**

### Hammer Tip:

Take two or more EndurOmega softgels daily. Every two softgels contain 200 mg of DHA and 300mg of EPA, plus 30 mg of DPA, an intermediate fatty acid between EPA and DHA not often found in other fish oil supplements.



**NEW!**  
[EndurOmega is Hammer Nutrition's ALL NEW omega-3 supplement! Available in two sizes.]

### Hammer Tip:

To maintain adequate hydration, drink 0.5-0.6 ounces of water per pound of body weight throughout the day, and consume 20-24 oz. of water hourly during exercise. If you prefer flavored water, drop an Endurolytes Fizz into your glass of water throughout the day. You'll enjoy a delicious, refreshing beverage that is sugar-free, virtually calorie-free, and full of vital electrolyte minerals.



# Skipping breakfast just might be risky business

Harvard University School of Public Health researchers recorded the dietary habits and overall health of approximately 46,000 women over the course of six years. Results showed that women who skipped breakfast occasionally had a 20% higher risk of type 2 diabetes than those who ate breakfast daily.

Women who work full time and miss their morning meal had a 54% greater risk of being diagnosed with diabetes. The importance of a daily breakfast held up after the researchers adjusted the results to account for the effects of age, BMI, carbohydrate consumption, cigarette smoking, alcohol intake, physical activity, and working status.

# FDA sets stricter regulation on 'gluten-free' labeling

The federal government published a final ruling on August 2, 2013, clearly defining the requirements for gluten-free labeling. Prior to this ruling, the FDA issued proposed standards in 2007, but those standards did not officially become regulation until August.

Per the FDA, all foods labeled as "gluten-free" must contain less than 20 parts per million of gluten. The agency now has tools to keep companies in compliance. It can seize products whose gluten level is above the limit, or require companies to recall products.

Note that this labeling is voluntary, not mandatory, so naturally gluten-free foods are not required to be labeled as such. It is always suggested to read the list of ingredients on prepackaged foods you purchase, and be aware of foods that typically contain gluten, such as most grains, pastas, and baked goods. **HN**



### Hammer Tip:

Hammer Nutrition has adhered to the 20 ppm standard for years, long before the FDA's final ruling.

All Hammer Nutrition products are gluten-free by this standard (with the exception of Super Antioxidant which could contain a miniscule fraction of gluten due to the timing of the harvest of one of its natural ingredients).

Breakfast early in the day is crucial for maintaining insulin levels and avoiding the spike and resulting crash from the first meal of the day occurring later in the day. This repeated flux of insulin levels creates an insulin resistance that can lead to type 2 diabetes. **HN**

### Hammer Tip:

Make breakfast the first step in your day! Hammer Vegan, Whey, and Soy Proteins are all ideal additive to breakfast smoothies. The significant protein contribution helps curb mid-morning cravings as well!



**Purely protein!**

More actual protein per serving and less lactose and fat!

- Support your immune system
- Enhance recovery
- Meet daily protein needs

MSRP  
\$3.25 - Single Serving  
\$2.95 - 6 or more  
\$39.95 - 24 Servings  
\$37.95 - 3 or more

Now in Strawberry!

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“We met Katey from Hammer Nutrition while practicing for a 120-mile charity bike ride through the hills of west Scotland. It was “hammering” down with rain, we were soaked, wind beaten, and suffered one fall and a chain break, but that would not stop us from earning money for the disadvantaged children we support through the Ceridian Payback Foundation! After a quick stop, we met Katey who was in Scotland on vacation. She shared some Hammer Nutrition products. Needless to say, we finished the 53-mile ride in good time. Thanks, Katey!” - Nick P.

Left to Right: Nick Prudhoe, Grant McIntosh, and Michal Serafin



# Customer service second to none!

(even when we're off the clock!)



“Thank you, Katey and Steve. This was absolutely the best and most thorough response I have received from all of my research. I greatly appreciate the time you took to put this together! **Kudos to both of you, and I'm happy to say that following such a response I'm inspired to submit my order** and hopefully be a longtime customer and promoter of your products.” - Boris K.

“I recently placed my first order with Hammer Nutrition, and am very pleased with it. **I appreciate the follow up message from Miles, and thanks for all of the free samples.** I also appreciate the Product Usage Manual and the copy of Endurance News. The information is invaluable. Thanks for the help!” - Richard B.

“Thank you so much for providing the samples in my first order! You guys are the best. **Your products and service cannot be matched anywhere on the planet!**” - Patsy W.

“I called and the Client Advisor I spoke with was **TERRIFIC!** She answered all of my questions about Race Caps Supreme . . . excited to try them. Thank you! Love your products!” - Althea S.

“**I want to thank you for your incredible service.** I received another call from one of you that was very supportive and letting me know my products had shipped. I just received them so I appreciate being able to be in touch regarding the products. Authentic service and caring **DOES** make a difference!” - Angela F.





# Phytolean

The proof is in the results . . .

*"I have been working with a 20-year-old female whose body weight is so high that she could only be weighed at a doctor's office . . . above 400 pounds. She does not have a history of weight loss with the physician treating her, rather weight gain! She has been taking Phytolean for three weeks, and at her recent physician's checkup, they determined that she has, for the first time, lost 15 pounds! You supplied this young lady with a product that may save her life. Nothing else has worked, even a professional physician's best effort."*

- Dr. Bill Misner



**. . . avoid the holiday weight gain too!**

- Reduce carb absorption
- Maintain blood sugar levels
- Compensate for less training

With reduced training and a multitude of holiday events and get-togethers, many athletes put on a few extra pounds over the winter. Instead of spending next January and February struggling to get back to your normal weight, use Phytolean to stay lean through the off-season and all of the indulgences it brings!

Packing a one-two punch of raspberry ketone and Phaseolus Vulgaris L. (white kidney bean extract), Phytolean provides increased fat metabolism and decreased fat absorption as well as effective starch blocking.

## FREE APPESTAT!

Purchase a bottle of Phytolean and receive a FREE bottle of Appestat. Ad code EN87PL. Offer expires 11/7/13. Limit one. Valid while supplies last.



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FROM OUR ATHLETES

# 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, Hammer Nutrition products are used far and wide. Beyond the bike and running shoes, here are a few examples of the "atypical athlete."

*David Steele "hangs out"  
in Glacier National Park.  
Photo : Rosemary Till*





## [David Steele]

No course, no competitors, no trophy or winnings, and no spectators aside from the odd marmot or mountain goat. Relative to cycling or triathlon, mountaineering seems like a strange place for the Hammer logo—that is, until you look at the numbers. A big day of climbing and scrambling can span upwards of 7,000 feet of elevation gain and loss, close to five liters of fluid, and 16 hours on the trail or in the scree. Though there's no clock or podium, it's certainly an endurance activity.

While I say “no competitors,” the real struggle in the mountains is against myself. I try to go farther, higher, or pack more into a day in the high places, and these efforts benefit from proper fuel just as much as any other activity. Here's a few products that are staples in my pack:

**Endurolytes Fizz.** Big elevation gain means sweat and muscle work. Keeping energy levels high is easy and tasty with Fizz. The carbonation is especially nice as it spices up the large amounts of fluid on a big day. Lemon-Lime is my favorite.

**Perpetuem Solids.** Because of the duration of activity, the protein in Perpetuem makes it perfect for long approaches or stringing together pitches of rock.

**Hammer Gel.** I see this as a sort of rocket fuel—good for those little bursts of difficult bushwhacking or a crux.

**Hammer Bars.** Yum. All good stuff in a tasty, small package. Entirely organic and non-GMO.

**Hammer Vegan Recovery Bars.** Great post-trip food for rebuilding muscle, or a scrumptious mid-day snack when trying to add calories. For more omnivorous types, there's also a tasty whey protein version.

Staying hydrated and giving the body what it needs are huge advantages to staying safe while playing on peaks!

## Are you an atypical Hammer athlete?

Send us your story, and you might be featured  
in the next issue of Endurance News!  
[athleteupdates@hammernutrition.com]



Photo : Gore/Baylor Photography - Chris Gore



## [Tracy Kelly]

Finishing the Western States 100-Mile Endurance Ride, aka “The Tevis Cup,” has been my number one “bucket list” item for twenty years. Tevis was the first endurance ride, started in 1955, and birthed the sport. Now, 58 years later, it is still the pinnacle of endurance rides and attracts riders worldwide. This ride was also the origin for the Western States Trail Run, held on the same basic trail two weeks prior to Tevis.

This race is known for grueling heat in the three steep canyons the horses traverse in the middle of the course. Many riders each year drop out even though their horse is fit to continue, due to fatigue, dehydration, and heat exhaustion. Knowing this, I wanted to make sure we (my daughter, Ragan, age 12, also rode Tevis) had the proper fuel to keep us going for 24 hours (the cut-off time for completion). My husband, Stewart, is a triathlete and runner and has used Hammer Nutrition products for years. We opted to take Endurolytes, Hammer Gels, and Hammer Bars throughout the ride. Even though the canyons were around 110 degrees, the heat was a non-issue for us. We had an amazing ride and both finished fine.

Thank you, Hammer Nutrition, for helping to make a long-standing dream come true!

Tracy S. Kelly, DVM  
Waco, TX



FROM OUR ATHLETES

# NEW FACES

## of the Hammer Nutrition community

Hammer Nutrition-sponsored athlete Anna Zielaski and Trisha Drobeck (wife of Andrew, featured at right) joined Team Last Best Pace from Missoula, MT for The Hood to Coast Race, 198 miles of varying terrain from Mt. Hood to Seaside, Oregon.

"Our team used Hammer Nutrition products throughout the race. We had a huge cooler of HEED that we used before and after our runs to hydrate. We also used Hammer Bars between legs and Vegan Recovery Bars to refuel afterward. Some runners on the team had four legs instead of three so on the last leg a Hammer Gel to keep energy up was necessary. Running fast with no sleep can cause your body to rebel, but the Hammer Nutrition products that our team used helped us stay hydrated, energized, and upbeat! Hammer On!" - Anna







Andy Drobeck on his way to a 1st place AG during Ironman Coeur d'Alene. Photo : James Richman

# Andy Drobeck on the road to IM championship competitions

BY ANDY DROBECK

**S**uccess is all relative to where you are in your training and racing. Small victories feel like Kona wins when you are getting started in endurance sports.

This was certainly true for me . . . it was my successes in smaller races that gave me the confidence to see potential in my athletic abilities.

I grew up in Michigan and was never was much of an athlete. It wasn't until 2004 when I was on a Hotshot crew doing wildland firefighting that I started to get into running. I ran my first race of any distance (the Montana Marathon) in 2006, and a year later picked up my first road bike and dabbled in bike racing. Two years later I did my first triathlon, an Olympic distance, where I think I was third to last out of the water.

In 2011 I started to see success in smaller races and decided to try to be the best triathlete I could be. I began working with Coach Elliott Bassett, and focused on fueling and nutrition. One of the most important things and probably one of the biggest factors to my success thus far is learning how to properly fuel during races, during training, and during life. Most know that fueling is a key to success on race day, but it's equally important to ensure quality training sessions and proper recovery. So why do I choose Hammer Nutrition products? The simplest answer is because they work.

I could make a list as to why I think

Hammer Nutrition products are so effective, but I believe the two key things are the quality of the ingredients and the amount of science and research behind them. Hammer Nutrition products aren't just made to sell by being packaged in a pretty bottle and tasting super sweet. I believe that the folks at Hammer Nutrition aren't just about selling product; they are also concerned with seeing athletes succeed through use of their products.

Some companies develop products just because they will sell, even if science doesn't show that they'll work. You see this with popular trends—products that sell like crazy but later turn out to not really work that well.

I recommend starting out by choosing which Hammer Nutrition products can do you the most good. HEED, Recoverite, Hammer Gel, Hammer Bars, and Hammer protein powders are the obvious ones that most everybody can benefit from, but try some of the other products and see if they make a difference. These fuels and supplements can potentially take you to new levels!

I've slowly but steadily progressed, and this year I've been able to throw down 1st place amateur performances at Wildflower long course, Ironman Coeur d'Alene, and Ironman 70.3 Calgary. I also placed well among the pros at those events. Currently, I'm focusing on Ironman 70.3 World Championship in Vegas and Ironman World Championship in Kona. At the end of the day, I can truly say that Hammer Nutrition creates products that work and fuel my system toward victory. **HN**



# Food and fun at the Hammer Nutrition

# ¡Fiesta!

Hammer Nutrition staffers enjoyed an employee appreciation luncheon hosted by owners Brian and Soni Frank on a sunny Friday in August. It was a perfect afternoon to get outside and enjoy a summer day after a busy week in the office. If you tried calling during that time, we apologize, but it was a well-deserved hour away from the busy phones and other projects that keep Hammer Nutrition running smoothly, delivering superior products right to your door! Rest assured, we all came away from it refreshed (and full) and ready to get back to work providing you with the superior customer service you deserve.

The menu was so good that we decided to share some of the recipes with you. Check out a few of the things that made this fiesta **muy bueno!**



*Hammer Nutrition employees enjoy the beautiful weather and views outside of headquarters during the employee appreciation luncheon.*







Hammer Nutrition employees, post-fiesta! A couple of faces are missing, but this is most of the crew who serves you out of our headquarters in Whitefish, MT!



# ¡Tacos!

## Pulled Pork or Chicken

- 1 pork shoulder roast or 5 boneless, skinless chicken breasts
- 1 tablespoon chili powder
- 1/4 teaspoon garlic powder
- 1/4 teaspoon onion powder
- 1/4 teaspoon crushed red pepper flakes
- 1/4 teaspoon dried oregano
- 1/2 teaspoon paprika
- 1 1/2 teaspoons ground cumin
- 1 teaspoon sea salt
- 1 lime, juiced

Combine spices and rub on roast or chicken. Place in a crockpot on low and let cook

6-8 hours or until tender. Once finished, shred the meat, sprinkle with lime juice, and serve with your favorite taco toppings (see right for a couple of our favorites!)

## Veggie Taco Dip

- 1 can kidney beans (rinsed and drained)
- 1 can black beans (rinsed and drained)
- 1 can whole kernel corn (drained)
- 1 can stewed tomatoes
- 8 oz. can tomato sauce
- 4 oz. chopped green chilies (drained)
- 1/2 cup onion (chopped)
- 2 cloves garlic (minced)

- 1/2 tsp ground cumin
- 1 teaspoon chili powder
- Lime juice to taste
- Pepper to taste

Stir all together and serve with tortilla chips, or as a delicious taco topping.

## Pico de Gallo

- 1 yellow or red onion, finely chopped
- 5 Roma tomatoes, finely chopped
- 1/2 cup fresh cilantro leaves
- 1 jalapeno
- Juice of half a lime
- Kosher salt

Combine all ingredients and adjust seasonings as needed.



# Hammer Nutrition-sponsored teams



Mykyta Yurtyyn, Big Bear Shootout Cross Country.



Michelle VanGilder, Over the Hump Mountain Bike Series.



Mike Morris, Over the Hump Mountain Bike Series.

## The “Troupe” of traveling top competitors

BY TIM VANGILDER, Troupe Racing Company

It was nearly seven years ago, at an endurance race called the 12 Hours of Temecula, that the idea to create the team that would later become a staple of the Southern California race season was born.

I had been racing for a few years, and there were a few teams around at the time. Most of them were all very similar, shop clubs. I thought that we could approach it differently, with different sponsors. I wanted to consider all of the details . . . not just who each sponsor was, but handpick brands that were unexpected and together gave us more of a unique presence.

Our success definitely comes down to having what we feel is the best line-up of supporting sponsors for us. Hammer Nutrition has been part of our team since the beginning. Their products are easy to use and really work. Everyone picks and chooses different products from the Hammer Nutrition catalog, but universally we all use Recoverite and Hammer Gel, which is by far the best gel out there.

Toe the line of any XC race in SoCal, and you're sure to see one of the Troupe—

we're easily recognizable in one of the better-looking kits out there. But it doesn't stop there. The team's bikes are works of art, built up and color-matched with the latest from the team's sponsors. Having a visually strong team was important from the beginning, and we still consider every detail we can so that everything we do is cohesive. If we don't look good, our sponsors don't either. As Art Director for Crank Brothers, I understand the importance of this to our sponsors.

Then, of course, there is the name. Troupe has a few different meanings. It started as troop. But a “troupe” also is a group of traveling entertainers. I thought that was an interesting comparison to how we travel around, from race to race, venue to venue. I also wanted a name that wasn't expected. It was just finding ways to differentiate ourselves from what was expected and obvious.

The team has been together since 2007 and has been a constant in the race scene. We race pretty much everything—XC, endurance, team relays, and cyclocross.

This season the team has had some

solid successes, including Over-The-Hump XC series and the California State Championships. We also had three riders set out to go under nine hours at Leadville this year, and they did. Travis Clater and our tandem team of Laura and Mike Morris put in a very intense summer of training and all came home with the big buckle. Preparation for Leadville involved a lot of 6-8 hour rides. Being able to fuel during those days and recover afterward was critical. Hammer Nutrition really helped Troupe keep it together when the miles were adding up.

We've got a pretty big 'cross season planned. We're also heading out to the 25 Hours of Frog Hollow in November, and the final race of the 12 Hours of Temecula series for this year. We are very thankful to have the support that we do. Hammer Nutrition has been great—we couldn't have asked for a better company to work with for our nutrition needs. Thanks Hammer! **HN**

*“Hammer Nutrition may just be my favorite company, ever.” - Ghent L.*



# Stand on top!

*"Since using Recoverite, I have noticed that I am not fatigued or sore after hard workouts and can push hard again the next day."*  
- Ryan Smith

*1st place overall at the Folsom International Triathlon in Folsom, CA (course record).*



How well you perform tomorrow depends on how well you recover today, which is why you can't cut corners when it comes to your post-workout fueling.

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



**NOW AVAILABLE  
IN 16-SERVING  
CONTAINERS!**

**MSRP**  
\$3.25 - Single Serving  
\$2.95 - 6 or more\*  
\$32.95 - 16 Servings  
\$54.95 - 32 Servings  
\*Mix and match flavors  
Flavors: Vanilla, Citrus,  
Chocolate, Strawberry

## FREE BONUS!

Order a 32-serving container of Recoverite and receive two FREE Vegan Recovery Bars (one of each flavor). Ad code EN87RR. Offer expires 11/7/13. Valid while supplies last.



**ORDER TODAY!** 1.800.336.1977 / [www.hammernutrition.com](http://www.hammernutrition.com)





# Hammer Nutrition-sponsored teams



The Tieni Duro team lines up for a desert sprint. Photo : Jason Kent

## A summer with Tieni Duro

BY REESE LEVINE

After a successful early season, Hammer Nutrition-sponsored junior development team Tieni Duro headed into the summer ready to take on the big races of the year. First up was Junior Nationals in Madison, WI, where four Tieni Duro riders competed against the best juniors in the country.

Fernando Padilla, Andrew Biscardi, and I were the 17/18 squad. Although luck was not on our side and we suffered a couple of crashes, we had fun racing and got to see where we stacked up compared to others. Also racing was 15-year-old Tieni Duro teammate Drew Levitt in his first nationals. He came into the weekend with no idea of what to expect, but raced strongly and finished in the top 30 of the road race and criterium. With another year in the 15/16s, he is sure to do even better next year.

Nationals were then over, but there were still plenty of big races through August to prepare for. Andrew Biscardi and I headed up to Quebec, Canada to race in the Tour de l'Abitibi, the only UCI junior

stage race in North America. Six days and seven stages, l'Abitibi is also the longest junior stage race in the world, which meant staying recovered and hydrated was a priority. Hammer Whey Recovery Bars and Recoverite went a long way in making it easy for us.

While Andrew and I were in Canada, the rest of the team focused on local races and the Little City Junior Stage Race in Nevada, one of the bigger junior races with a large prize list, where the 100+ degree heat meant plenty of Endurolytes and Endurolytes Fizz along with water to stay properly hydrated.

In August I competed in the Northwest Juniors Classic Stage Race, placing 4th in the criterium, 3rd in the ITT, and 3rd place in GC for my age group. This was the first year for Tieni Duro to compete at Rapha, and it was great to see some fellow Hammer Nutrition athletes on the podium there, including Tieni Duro teammate Drew Levitt who placed 4th overall in the stage race, and Rad Racing rider Tyler Tangen who had a solid 5th



Reese Levine grabs 3rd place in the 17/18 division during the Rapha Jr Stage Race. Photo : Jason Kent/Tieni Duro

place finish in the Junior 15/16 in the ITT. A week later it was off to Dunnigan Hills Road Race, the NCNCA junior district championships. I pulled off the win in my category, earning my first district title on the road. I was really happy to validate all of the support I've received throughout my junior career, and I'll be sure to proudly represent Hammer Nutrition in the last few races this season.

This summer of racing is almost over, but you can be sure that you'll still be seeing Tieni Duro jerseys and Hammer Nutrition logos featured prominently in the front of races and on podiums across North America in the coming weeks. **HN**



## Tieni Duro's fueling favorites:

"I use **Raspberry Hammer Gel** before and during races. Not only does it taste great, but it works! Now I can't imagine racing without it."  
- Ashton Lyle, age 15

"**Caffé Latte Perpetuem** is one of my favorite Hammer Nutrition products. I use it for all of my long road races. It's so great because it makes it super easy to consume calories; I don't have to go searching in my back pockets for bars! No unwrapping necessary!" - Henry Nelson, 18

"I love **Chocolate Recoverite**. It gets my legs ready for a good thrashing the next day."  
- Alex Ratcliff-Jones, 17

"I love **Melon HEED**. It tastes great and gets me through my long rides and races." - Lane Sturgeon, 14

"I have been using **Endurolytes** for the last two years to help prevent my legs from cramping in my races and on long training rides. I would definitely recommend Endurolytes to anyone who participates in any endurance sport." - Troy Strickland, 17

"I use **Perpetuem**. It's the only energy drink I still use, and I've tried them all. It helps me keep my energy levels high on rides of over two hours, and my favorite flavor is Orange-Vanilla!"  
- Alyosha Verzhbinski, parent of team junior rider

"**Perpetuem** is my go-to fuel for longer endurance events, providing hours and hours of consistent energy without the cramping, bloating, and bonking that I've experienced with that "other stuff." Nothing I've tried comes close to the great taste while allowing me to feel my best at the end of a four-hour ride. I'd recommend Perpetuem to anyone looking for a reliable, great-tasting endurance fuel that gets the job done. It tastes like a milkshake! - Drew Levitt, 15

"My favorite product by far is the **Oatmeal Apple Hammer Bar**. It's tasty, healthy, filling, and great as a snack any time of the day."  
- Jason Frost, 14

"Between **Hammer Bars, Perpetuem, and Recoverite**, my race-day nutrition is set. Nothing helps me better during a race than an Almond Raisin Hammer Bar and my Caffé Latte Perpetuem. After a race, I recover with Chocolate Recoverite and an Almond Cacao Vegan Recovery Bar. Nothing keeps me fueled, or helps me recover like Hammer Nutrition does. I wouldn't trust any other product to do the job."  
- Andrew Biscardi, 18



## Death Ride with DMC

BY NANCY MORROW

I survived my second Tour of the California Alps, more commonly known as "The Death Ride." This year I gave myself a day at altitude before the ride, and I found that it really helped. I was a little headachy and queasy from the altitude, but I hydrated as much as I could. My symptoms were pretty much gone by race day.

The day before the race, I checked in and found Team DMC's home base and campsite, which was easy with the Hammer Nutrition banner proudly displayed. Many riders stopped by to see if we had extra products! At 4:30 a.m. on race day, I met up with my fellow DMC teammates and we took off in a peline with our headlights illuminating the start to our race. I was happy when the sun came up as we climbed Monitor with lights off.

This year I stuck with drinking what I normally do on a ride, HEED and

Endurolytes Fizz. My stomach was so much happier. Also, I found that even though it can be difficult to eat enough on this ride, taking bites of Hammer Bars along the way really helps. It is also very important to drink a lot in the altitude, so I would try to take a sip of HEED or Fizz every five miles or so.

After 129 miles and five passes equaling about 15,000 feet of lung-busting climbing, we had a record of nine DMC gals who finished and all had a great experience. Our rockstar race teammate, Amy, finished in nine hours! I felt that I had taken my time on this ride to enjoy it more, but was surprised to learn after looking at my Garmin results that I had done it at almost the same exact pace (~one tenth mph faster) and my heart rate averaged six bpm less than it was last year. Pretty cool, and another day well spent on the bike! **HN**



# Hammer Nutrition-sponsored teams



Frazier Junior Cycling Team during their summer training camp. Photo : Josh Tullis

## Frazier Cycling

BY VANESSA GAILEY

The Frazier Cycling Junior program offers young riders ages 7-18 a safe, effective way to learn basic bike handling, road safety, sportsmanship, and group riding etiquette. Hammer Nutrition is proud to be a huge contributor to their success for 2013, as their ranks include everyone from non-competitive beginners to teen riders who are competing in USA Cycling category races. We've been fueling their efforts with HEED, Hammer Gel, Hammer Bars, Recoverite, and other products throughout the year, and seeing some amazing results! Frazier Cycling Juniors helps to develop top-notch cyclists who will then grow the sport and represent Hammer Nutrition into the future. **HN**



Frazier Cycling sweeps the podium for Junior 10-12 males at the GA State Championship Road Race. L to R: Harrison Nguy, David Heath, and Sam Tullis. Photo : Josh Tullis



Sean and Davis Branyon celebrate race medals at the Healthy Newton Omnium weekend. Photo : Josh Tullis







Viola Hasko and Jane Tullis at the Sunny King Crit. Photo : Josh Tullis

Hi Hammer Nutrition,  
My name is Viola Hasko and I am 12 years old. I swim, cycle, and run. I mainly use Hammer Nutrition products in cycling, and they help a lot. **Hammer Gel, HEED, and Recoverite** help with my performance.

One of my favorite products is Hammer Gel. I love the flavors, especially the **Montana Huckleberry**. I always pour the gel in a flask, add water, shake it up, drink it, and I am ready to go! I always have a Hammer Gel before the race because it gives me that extra boost.

**Mandarin Orange HEED** is my favorite flavor of HEED. I use it for practice and racing. HEED helps me stay hydrated and gives me the quick energy to keep moving.

The product that tops it all off is **Recoverite**. This product is awesome. When I'm done with a race or a hard workout, I have some Recoverite. It gets me ready for the next day. Just like Hammer Nutrition says, "How well you perform tomorrow depends on how well you recover today!"

I have done so well in performances with these products. Hammer on!  
- Viola Hasko

Dear Hammer Nutrition,  
I am Sam. I'm nine years old. My favorite flavor is **Mandarin Orange HEED**. My favorite flavor of **Recoverite** is Citrus and Strawberry. I love **Hammer Whey** in my dad's famous smoothies. He makes really good ones!

I love mixing up **HEED** and **Fizz**. I can feel the difference, and **Hammer Gel** helps me in all of the sports I do. **Hammer Gel** is a good tasting thing. It is very helpful in the gel flask when I am riding my bike. I think my performance has gone up because of your Hammer time!  
- Sam Tullis

Dear Hammer Nutrition,  
You are a great company and helped out a lot on my races, especially on my crit race. When I was tired, I drank some **HEED**, got my energy up quickly, and won my age group!

Sincerely,  
Luciano Hasko

# We've set the bar(s) high!

"TASTY, HEALTHY, FILLING, AND GREAT AS A SNACK any time of the day . . . my favorite is the Oatmeal Apple." - Jason F.

"What a huge impact on my training and recovery! **ALL-NATURAL HAMMER BARS ARE LIFESAVERS!**" - Russell B.



MSRP  
\$2.50 - 50g bar  
\$2.40 - 12 or more

Delicious taste, moist texture, **all-organic ingredients**, no preservatives, **gluten-free**, great for young athletes, **vegan**, non-dairy kosher!



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

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# Canada

## Challenge Penticton was a huge hit!

**O**n August 25th, approximately 1,400 athletes competed in the inaugural Challenge Penticton full iron-distance triathlon, and by all accounts it was a smashing success. Competitors were treated to unsurpassed on-course fueling support from Hammer Nutrition, the official nutrition sponsor of the race.

With contingents from both Canada (Darren, Greg, Ryan, Keith, and Megan) and the United States (Chad, Phil, and Steve), Hammer Nutrition was represented in full-force. In the four days prior to the race, competitors were able to sample numerous Hammer Nutrition fuels, ask lots of questions, and receive last-minute fueling advice.

Race day was a long one for both competitors and the Hammer Nutrition staff. The

athletes' job was, of course, to race; ours was to make sure that aid station supplies of HEED, Hammer Gel, Hammer Bars, and Endurolytes remained plentiful. Additionally, a few of us had direct access to the finish line, where we draped medals around many of the finishers, while also throwing out lots of swag to the spectators lining the finish chute. Back at the expo area, the Recoverite was flowing and numerous competitors took advantage of an EMS "Active Recovery" session.

The feedback we received from the athletes, race organization, and volunteers was overwhelmingly positive, and we are excited for a return trip next year. If you want to take part in an awesome race, one that's challenging but also has great atmosphere and vibe accompanying it, you need to put Challenge Penticton on your list. More information about next year's race, as well as results (and more) from this year's race, can be found at [www.challenge-penticton.com](http://www.challenge-penticton.com).



Ryan, Darren, and Keith of Hammer Nutrition Canada, along with Challenge Penticton's corporate sponsorship coordinator Drew.



Part of the U.S. contingent, Steve Born and Phil Grove.

# South Africa



**H**ammer Nutrition athlete Lara Woolley has taken the South African mountain bike scene by storm this year! She finished as 1st place female overall at the Greyton Classic Challenge and a tough 80K Robertson Winery MTB Challenge in June, and then added to this a 1st place women at Tru Cape in May and 1st female pair at the Toalsports Challenge. She finished 2nd in a 100-miler in May and an amazing 8th at Attakwas Extreme Challenge, which is considered one of the hardest MTB races in South Africa.

"I am extremely passionate about what I put into my body, and I actually started training on water as I was not impressed with fueling with processed sugars," Laura shared. "I eat a non-preservative, unprocessed diet and wanted to extend this to my

training.

Hammer Nutrition has made it possible to use fuels that are good for me! There is no other brand out there that is equipped at dealing with my nutritional requests."

"Not only does Lara love cycling (mountain and road) but she is a true Hammer Nutrition fanatic," says Lesley Mallon of Hammer Nutrition South Africa. "She loves the brand and is one of our best ambassadors. We at Hammer Nutrition SA are proud to have Lara join our Hammer Nutrition Family for the 2013/2014 season, and we can't wait to showcase her future winnings!"

"I raced in Europe and was the only one who didn't get sick, which I attribute to Premium Insurance Caps. **Simply indispensable . . .** it's one of my favorites!" - *Nate W.*

## Your immune system will thank you!

**High-potency multivitamin/mineral supplement designed specifically for endurance athletes!**

- More energy all day
- Enjoy superior health
- Fill nutrient gaps in diet



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

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# We support your sport!

Does anyone sponsor as many events as Hammer Nutrition? Highly unlikely! In 2013 we'll approach or exceed the number of last year's sponsored events. We've already got over 1,900 events on our calendar, which means there's a good chance one or more may be in your area. Hammer Nutrition-sponsored events are a great way to test new flavors of your favorite Hammer Nutrition products—Peanut Butter Hammer Gel and Vanilla Recoverite are sure to be popular among race participants.

Considering the rate at which Mary in our Event Sponsorship department is receiving requests, it's a given that by the end of 2013 we'll have provided more free samples of Hammer Nutrition fuels, informative literature, and goody bags than at any other time in the 26-year history of Hammer Nutrition. In 2012 we provided samples to more than 780,000 race participants!

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

*"Thanks for your support of the Country Cow Classic, your donations of product for the race yesterday, and all that you do for the sport of cycling!" - Rich Adams*



Photo : Rich Adams

DATE	EVENT	LOCATION
10/6	Stay Dri Tri	Milford, MI
10/6	Du The Bear	Houston, TX
10/6	Oktoberfest Triathlon	Fulshear, TX
10/12	Quick N Dirty MTB	Poway & Lakeside, CA
10/12	Fairfield Kids Tri	Cypress, TX
10/12	Ruffner Mountain Crusher Ridge Ultra Run	Birmingham, AL
10/12	Haunted Hundred Overnight Century	Schuylerville, NY
10/12	John Holmes Trail Run 50K	Brooksville, FL
10/13	Glacial Trail 50	Greenbush, WI
10/13	Columbus Day Triathlon	Pembroke Pines, FL
10/13	XC Grind	Walnut, CA
10/19	Wild Duluth Races	Duluth, MN
10/19	Palo Duro Trail Run	Amarillo, TX
10/19	Wild Horse Double Century	Poteau, OK
10/19	Suncoast Triathlon	Tierra Verde, FL
10/19	Pumpkinman Triathlon	Boulder City, NV
10/20	Carl Hart Fall Du	Islip, NY
10/25	Autumn Leaves 50/50	St. Paul, OR
10/26	24 The Hard Way	Oklahoma City, OK
10/26	Marathon 2 Marathon	Marathon, TX
10/27	TR3 MTB Duathlon	Prescott, AZ
10/27	Hooty Point 50K	Inverness, FL
11/2	Bell's Iceman Cometh Challenge	Acme, MI
11/2	Pinhoti 100	Sylacauga, AL
11/3	Fat Tire Classic	Walnut, CA
11/3	Oilman Tri	Montgomery, TX
11/9	Vet's Run	Shubert, NE
11/9	Operation Ultra 24 Hour Endurance Run	King Wood, WV
11/9	Georgetown Cyclocross Festival	Georgetown, TX
11/9	Telo Turkey Triathlon	Orem, UT
11/10	Miami Man Half Iron	Miami, FL
11/10	Du It	Manassas, VA
11/16	Rivers and Lakes Century	Schuylerville, NY
11/16	Chimera 100-Mile	Lake Elsinore, CA
11/16	Bog Stomp Cyclocross	Eureka, CA
11/21	2013 Winter Championships	Plantation, FL
11/24	Del Mar Triathlon	San Diego, CA
11/24	Turkey Tri	San Dimas, CA
11/28	Shamrock's Farm, SW Valley	Goodyear, AZ
11/29	Ultraman World Championships	Kailua Kona, HI
11/30	Turkey Triathlon	Coconut Creek, FL

# “ RACE DIRECTORS SPEAK OUT! ”

As much as we appreciate the opportunity to be involved in so many events each year, we appreciate even more the feedback we get from athletes and race directors after these events. Athletes love seeing Hammer Nutrition products at so many events across the country, and race directors really appreciate being able to provide their race participants with the best quality fuels available.

*“I really enjoyed all of the Hammer Nutrition products we had at the Baker City Cycling Classic. I personally drank several bottles of HEED, trying out all of the different flavors. For the women, it was a 5.5-hour ride, so we needed to refuel. I know that it takes resources to support the Baker City Cycling Classic. Thanks for your contribution in making this amazing event possible.”*

- Heather Albert, Baker City Cycling Classic

*“I cannot wait for the Hammer Nutrition Two Bear Marathon again. It's always so great to have Hammer Nutrition products at a race!”*

- Trent McDowell

*“I loved that you sponsored the Halifax Rowing event in Daytona with samples. I am a coach and really want my kids to learn about and use Hammer Nutrition products. Thanks!”*

- Lisa Snyder

*“I wanted to let you know that the Tour of the Bitterroot was a successful event! HEED was extremely well-received by the riders. Riders were thankful to have Endurolytes available on the course. This year we even had a runner complete the 50-mile course . . . he was especially thankful!”*

- Heather Riley on behalf of Bitter Root Land Trust



## All Hammer Nutrition products are gluten-free!

Whether you adhere to a gluten-free diet for medical reasons or just aim to minimize your intake for optimal health, you can rest assured that all Hammer Nutrition fuels and supplements are 100% gluten-free and can be consumed by even the most gluten-intolerant of individuals!

Note: Super Antioxidant could contain a miniscule fraction of gluten due to the timing of the harvest of one of its natural ingredients. See our website for details.



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Hammerbuck\$ winners clockwise from left: Reilly Smith, Jodi Ruby, Stacey Sweetser, William Allen.

# HAMMERBUCK\$ Turn race day into payday!

Over \$27,000 in cash and credit awarded so far in 2013 . . .  
you could be next! [www.hammernutrition.com/deals/hammer-bucks/](http://www.hammernutrition.com/deals/hammer-bucks/)



**Steven Bland**  
Ironman 70.3 Muncie  
2nd 45-49 Men's  
\$750 product

*"I appreciate the support through Hammerbuck\$. It is a blessing."*

- Steven Bland

## About Hammerbuck\$

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

## Start winning today!

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



# Hammerbuck\$ winners in 2013



**Brian Stern**

Ironman 70.3 Muncie  
3rd 45-49 Men's = \$375 credit



**Jeff Hager**

Ironman 70.3 Vineman  
3rd 55-59 Men's = \$375 credit



**Traci Falbo**

Vermont 100-Mile Endurance Run  
1st Overall Women's = \$500 cash



**Andrew Drobeck**

Ironman 70.3 Calgary  
1st 30-34 Men's = \$1,000 cash



**Jennifer Razez**

Ironman 70.3 Boulder  
1st 35-39 Women's = \$1,000 cash



**David Larpenteur**

Ironman 70.3 Lake Stevens  
1st 25-29 Men's = \$1,000 cash



# ... more Hammerbuck\$ winners



## Susan Olesky

Ironman 70.3 Syracuse  
2nd 55-59 Women's = \$750 credit



## Gus Ellison

Ironman 70.3 Timberman  
3rd 25-39 Men's = \$250 cash



Photo : Brian Todd

## Pat Pepler

Ironman 70.3 Racine  
2nd 60-64 Men's = \$500 cash



Doug Clark and  
Hammer-sponsored  
Amy Rappaport win  
Timberman AG awards  
(maple syrup).  
Photo : Hillary Clark

## Amy Rappaport / Doug Clark

Ironman 70.3 Timberman  
3rd 50-54 Women's = \$375 cash / 1st 45-49 Men's = \$1,000 cash



## Suzanne Endsley

Ironman 70.3 Calgary  
1st 45-49 Women's = \$1,000 cash



## Reilly Smith

Ironman 70.3 Vineman  
1st 30-34 Men's = \$1,000 cash



## Karen Chequer-Pfeiffer

Ironman 70.3 Vineman  
3rd 55-59 Women's = \$250 cash

# By the Numbers

BY MYKE HERMSMEYER, Hammer Nutrition Sponsorship Coordinator

**W**e've seen some amazing results this summer from our Hammer Nutrition athletes across the country in a variety of disciplines. They're at your local races and at Ironman's, streaking across the country for Race Across America, running an ultra marathon in the backcountry, at the X-Games, and everywhere in between. We have representatives who are paragliders, open water swimmers, rowers, unicyclists, rock climbers, obstacle racers . . . the list of sport disciplines goes on and on.

## STATS

Month	Podiums	AG wins	Overall wins
YTD	<b>747</b>	<b>246</b>	<b>164</b>
Jul.	<b>89</b>	<b>24</b>	<b>29</b>
Aug.	<b>79</b>	<b>19</b>	<b>15</b>

Every Monday, the Hammer Nutrition Sponsorship Coordination Team comes in to an email inbox full of race reports from the previous weekend. These recaps and personal accomplishments are a great way to begin each week. Looking at our athletes' collective results by the numbers, it is indeed impressive, a true testament to the great effects of fueling right.

Whether you are a sponsored athlete or not, email us with your training and race successes. Throughout the year we will be recognizing you all through "By the Numbers," celebrating Hammer Nutrition athletes who demonstrate our shared commitment to a healthy, fit lifestyle.

**Do you think you have what it takes to be a Hammer Nutrition athlete?** We're accepting applications for our 2014 team from Sept. 1 – Nov. 30, 2013. For more info visit [www.hammernutrition.com/resources/sponsorship/](http://www.hammernutrition.com/resources/sponsorship/). **HN**



Emily Judd  
Tahoe Rim Trail 100  
1st place female

**"Recovery is on the way!"**

*I have been using Tissue Rejuvenator to help slow down and control inflammation. It worked! I am going to race again this weekend!" - Eugene O.*



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- Promotes rapid tissue repair
- Increases joint integrity and mobility



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



# Hammer staffers put

An inside look at how Hammer Nutrition employees put the products to the test . . . and have a little fun!



## Myke Hermsmeyer

"While I first began racing triathlons in college, I quickly transitioned to mountain biking and trail running. It's been a while since I've raced, but I still fill my weekends hitting the trail, crewing friends at ultra marathons, or taking event photos. Even though I'm not racing, I still put in a lot of effort and miles in remote locations. When hauling photography gear into the woods, I make sure to carry a flask of **Hammer Gel**, **Hammer Bars**, and plenty of **Endurolytes Fizz** to keep me out there longer so that I don't miss a shot."



## Clay & Claire Lundgren

"After taking about 25 years off from running to focus on cycling, Claire and I started again as a way to stay fit when there wasn't time to ride. Being a bit over-competitive by nature, this of course led to racing. In our first road 5K (photo above), we both finished 2nd in our age group, and I achieved my goal of breaking 20 minutes with a time of 19:04. For races I used **Race Day Boost** to prepare, two **Hammer Gels** before heading to the line, and **Energy Surge** right before the gun. In

everyday training I use **Recoverite**, **Daily Essentials**, **Anti-Fatigue Caps**, and **Endurance Aminos**."

**Clay's 2013 results:** Whitefish Legacy Run - 1st AG, 4th OA; Don't Fence Me In trail run - 4th AG, 10th OA; Glacier Challenge- 3rd team OA; Boogie to the Bank - 2nd AG, 12th OA

**Claire's 2013 results:** Don't Fence Me In Trail Run - 1st AG, 15th OA; Boogie to the Bank - 2nd AG, 32nd OA



## Levi Hoch

"I had a good race at Missoula XC and placed 2nd in Men's Cat 2. I also podiumed in all six races in our local mountain bike race league this summer. I kept my fueling consistent in each race and it worked flawlessly."

I take **2 Anti Fatigue Caps**, **2 Endurance Amino**, **1 Race Cap Supreme**, and **3 Endurolytes** a few minutes before the race start. I sometimes take a half serving of **Hammer Gel** or a few sips of **HEED** right before the start and carry a bottle of HEED during the race (but usually only finish around half the bottle by the end of the race). If it's a longer course, I'll carry a packet of Hammer Gel as a precautionary measure against running out of calories."



# products to the test!



## Katey Scott

"I was looking to change up my road biking routine so I purchased a hardtail 29er mountain bike. I am in love! The bike is fast and responsive, the trails brilliant, and the company I ride with is awesome. Our 'less is best' philosophy is crucial on these rides due to my high heart rate. Each hour, I consume one **Hammer Gel** or two **Perpetuem Solids** and drink 20-24 oz. of water with **Endurolytes Fizz**. Immediately following my ride, I eat a **Hammer Vegan Recovery Bar**. I always have energy in the hours following my ride due to my fueling plan. It's simple and effective."

## Brad Lamson

"Sometimes you really do have to laugh . . . great timing on photographer Myke Hermsmeyer's part for capturing the moment. This shot came from the Tahoe Rim Trail Endurance Run (100-mile version) at the Diamond Peak aid station at mile 80. My girlfriend, Emily Judd, was running and I was offering crew and pacing duties for the duration, with the incentive of a pedicure upon a successful run and finish."

Can't say that I've ever really enjoyed running a 100-miler, but I have had a great time participating as crew and pacer on several occasions. It's a great way to meet people and enjoy the energetic atmosphere that these runs have to offer.

Emily finished the TRT 100 in 23:14, 1st place for the woman and 8th overall. At that pace, getting in enough calories and fluids can be challenging, to say the least. We tried for about 160+ calories an hour and with the temperatures climbing into the mid-90s during the daytime, fluid intake was about 22 oz.+ an hour. The easiest way to do this was to mix a "light" solution of **Perpetuem** in a handheld water bottle; this would take care of the needed calories and most of her hydration. To supplement calories, an extra



## Kelly Pris

"My husband, Jeremy, and I took advantage of a day off and spent it hiking the Highline Trail in Glacier National Park. Why not? It's only 30 minutes from our front door! We took **Hammer Bars, Endurolytes, and Huckleberry Hammer Gel** along for the ride and they did their jobs, fueling us along rock walls, expansive meadows, and 2.5 billion-year-old boulders. I discovered some loaded huckleberry bushes about two miles from the end, but neither my husband (nor my father-in-law, who had joined us for the day) were interested in waiting around for me to pick them, so I settled for another **Huckleberry Hammer Gel** . . . it was a close second to the real thing!"



**Hammer Gel** was kept handy for a quick boost. As for electrolyte needs, an extra **Endurolytes Fizz** mixed in with the **Perpetuem** and then a hydration pack/bladder with some extra water and **Endurolytes Fizz** did the trick.

What about me? I was too worried about my runner, so I can't fully recollect, but the pedicure after was excellent."



# From our athletes

Catching up with the stars of tomorrow



## Jeremy Hall

"My son, Jeremy Hall, took 1st place in his age group (6-8) at the Emmi Barbaro Annual Little Warrior Triathlon in July. At age six, he beat many kids older than him in his age group!"

Jeremy loves competing in triathlon and hopes to one day be an Olympian. He had three tri's in August and one in September."

Jackie Hall

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## Jacob White

Jacob White sports the Hammer Nutrition colors at the Lifetime Fitness Youth Triathlon in Rochester, MI.

## Tri'ing for Children's Triathlon



Adam Barrette, Joseph Schreiner, John Barrette, and Leo Barrette (my grandsons!) at the 2013 Tri-ing for Children's Triathlon in Wisconsin.

Mark Barrette

Photo : CityBee Studio

"Tissue Rejuvenator is my "gold" right now!" - Caroline S.





## Noah Horne

"Noah completed his first triathlon this weekend and did so in "Hammer style." He fueled with a bottle of Mandarin Orange HEED and Chocolate Hammer Gel. He loves his Hammer Nutrition cycling kit too!"

Jason Horne



## Mackenzie Jebsen

"Six-year-old Mackenzie Jebsen did her first triathlon this summer in her orange Hammer Nutrition kit at the Nashville Kids Triathlon. Very proud of her!"

Raymond Jebsen

# Electrolytes done right!

"I did a long MTB ride and thought for sure that muscle cramps were just around the corner. **I took Endurolytes and did not cramp!** I've found a solution to my electrolyte problem!" - Todd A.



## Ultra convenient and ultra effective!

- Healthy, chemical-free ingredients
- Superior cramp prevention
- Complete electrolyte support



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## Chase & Luke Sullivan



### “Crazy color day” at Ladera Tennis Camp

“This is the Ladera Tennis Summer Camp group photo from week one on ‘crazy color day’! HEED kept us charged up all week!”

Thanks again,  
Ryan Hill, Ladera Tennis Pro



Photo : Sarah Kelley

“My two boys in their Hammer Nutrition shirts! They’ve been wearing them when they come out to cheer at my races. My older boy, Luke, calls it his ‘running shirt’ and has to put it on before he runs laps around our yard.”

Greg Sullivan



## Sophia & Hailey Barrow

“My daughters, Sophia (8 years old) and Hailey (5 years old), competed in the Lake Tye Triathlon with me. Hailey was the youngest participant in the event.”

Joshua Barrow

Photo : Diana Miller



# A different need for HEED

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BY BOB CARTER

---

I haul my sea kayak down the beach to the cold waters of Southeast Alaska. Fifty yards offshore I emerge from the fog into a clear blue sky and deep blue sea. A sea lion cruises by in search of a meal of salmon. High upon the mountains I see “termination dust,” the first snow of fall. It will not be long until snow covers the ground, when I will hang up the kayak and strap on snowshoes.

A short while later, I look ahead and see two humpback whales surface. Their plumes of hot breath explode into the chill air. My heart beats faster. I pull out my camera, strap it around my neck, and begin the guessing game I love to play with whales. Where will they surface next and where can I be in the best position for the picture? I aim off to the east hoping to frame a picture of the whale with the mountains in the background.

I am seeking whales. Life just can't get better. Suddenly, the hair stands up on the back of my neck and I feel the back of my kayak lifting up. It is said that in a moment of crisis, time slows down. I think instead that when placed in peril, sometimes our minds quicken and thoughts come faster.

The black mottled skin of a whale's nose surges by only a foot away. I see an explosion of white water and a black dorsal fin rise into the sky. I am catapulted upward. I pop the spray skirt and thrust out of the cockpit and see the dorsal of the second

whale sliding by only two feet on the other side of the boat. I jerk my legs up to keep from getting whacked by the tail and hold the boat fast as his wake tries to throw the boat back on top of me.

I “seal hop” myself up onto the back of the boat and slide into the cockpit. Laughing at the absurdity of the experience and that I lived to tell the tale, I pump water out as fast as I can and hear blows to my left, seeing the whales moving away. Keep going guys. I don't think I can survive another round.

I feel drained. Two things happen to me in the collision. First, my body went into survival mode and pumped adrenaline into my system. Now that the adrenaline has flushed out of my system, I felt drained. Also, the water temperature was barely 50 degrees. Though I wear a wetsuit, the cold water flooding against my skin sucked away much of my body heat. Now my body is quickly consuming stored energy to raise my body temperature back up to a safe level.

Thankfully, I always carry HEED and Hammer Gel. I use these products for sustained energy on my two-week-long sea kayak trips, but today they will serve another vital purpose: quickly reviving my energy and heat reserves.

I grab my flask of Raspberry Hammer Gel and open my water bottle to take a couple of big swallows of HEED. I feel energy and warmth beginning to flow back into my body. Thanks to these Hammer Nutrition products, I will survive to paddle another day. I ponder the events of the day . . . sometimes you get the whale and sometimes the whale gets you! **HN**



# FROM OUR ATHLETES



## Erik Howe

"Hammer Nutrition knows no limits! What would I choose to fuel my ride 28 miles up the highest paved road in North America? Easy . . . Hammer Nutrition! Starting at Idaho Springs, CO, elevation 7,555, this ride winds high above the timberline, battling severe headwinds and depleting oxygen, to the top of Mt. Evans at elevation 14,130."



## Dr. Bill Misner's Relay Team

"All six of our team ran brilliantly and represented Hammer Nutrition for a podium spot in the Wellpinit to Two Rivers Relay race event on August 3, 2013. We won the runner-team title! Pictured L-R: Dr. Bill Misner, Justin Moyer, Mike Rembolt, Lecia Karen Rembolt, Gloria Ochoa, and Giovanni Martinez."

## Jack Miroslaw

"I placed 3rd at Brooklyn's Floyd Bennet-Field Tuesday Night Race Series. I totally owe it to Hammer Nutrition: HEED, Perpetuem, Race Caps Supreme, Hammer Gel, Hammer Bars, Endurolytes Fizz, and finally, Recoverite!"



## Ian Hosek

"I placed 2nd overall at the Canmore XTERRA Sprint Triathlon. As a Hammer Nutrition Client Advisor, I got to put my fueling advice to the test and landed on the podium!"

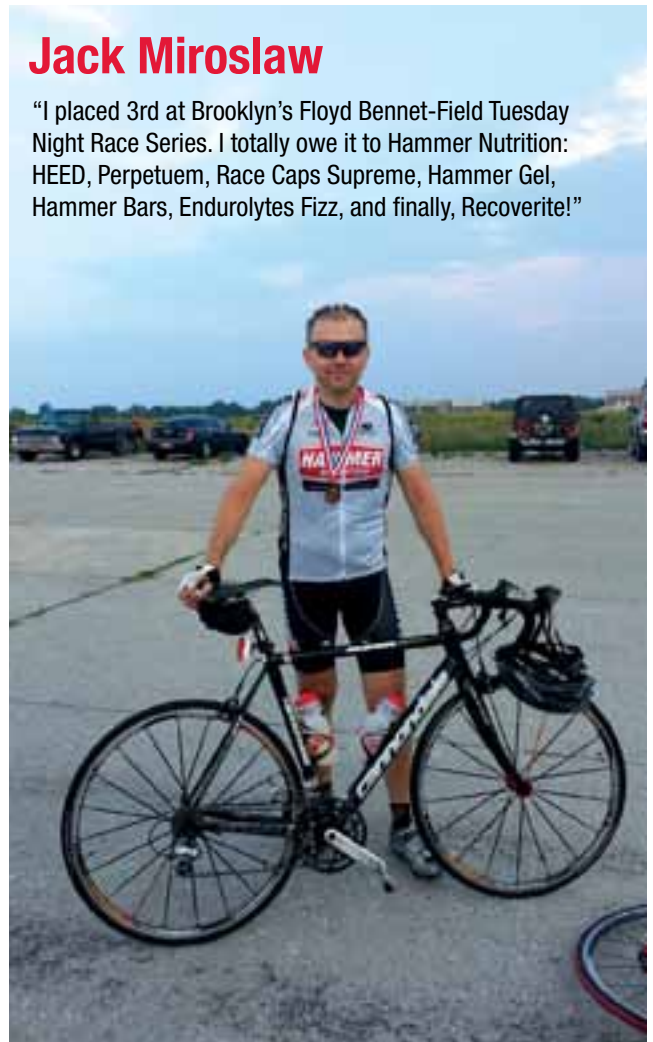






Photo : Jen Murdoch



## Jake Drysdale

Jake Douglas and his father, Douglas Drysdale, stopped by Hammer Nutrition headquarters in July on their second annual "Hammer tour." Jake flew the flag of his high school, Saint Louis Priory School (St. Louis, Missouri), where he runs cross country and track, fueled by Hammer Nutrition.

## Lincoln Murdoch

"Hey Hammer Team! I got the overall win at the Falls City Tri in July. I fueled my 1st place finish with HEED, Hammer Gel, Mito Caps, Race Caps Supreme, and Endurolytes. As usual, they worked perfectly. I had Recoverite immediately after. Thanks for the great products."

ITU World Championships are coming up, and I'll be in London on Team USA, using all of my Hammer Nutrition products and 'Hammering' on!"

# Hit the power with Race Caps Supreme!



*"Race Caps Supreme are vital before my workouts and depending on the duration, during as well. I simply feel more 'with it' and can sustain a higher energy level when using RCS."*

- Dale H.

- Reduce muscle fatigue
- Enhance energy and endurance
- Increase workload capacity

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# button





# FROM OUR ATHLETES



## Blake Passmore

"Hammer Nutrition goes on all of my mountain adventures, including a recent fly fishing trip to Canada. Endurolytes capsules really help with long days in the sun at altitude. Thanks, Hammer Nutrition!"



## Danielle Matus

"Our Hammer Nutrition clothing has outlasted our more expensive gear! I raced both my first half iron (Eagleman) last year and my first full (Coeur d'Alene) this year in my Hammer Nutrition kit. I also got my first age group win at Pewaukee Olympic this year proudly wearing my gear . . . but the best part about Hammer Nutrition is the "Hammer family." No matter how far from home we are, someone is always wearing Hammer Nutrition gear and the encouragement we give one another is fantastic! Thanks for making marvelous products—both fuels and clothes. You guys do an amazing job! From my Hammer family to yours, thank you!"

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



## Loren Thompson

"What's in my nutritional toolbox? I don't like to be out of a Hammer Nutrition product when I might need it, so I try to stay stocked up. My wife saw me taking this photo and said, 'Why don't you tell them that stuff is normally all over my kitchen?'"

**\*Have a dedicated cupboard for all of your fuels and supplements? Send us a photo, we want to see your Hammer stash!**



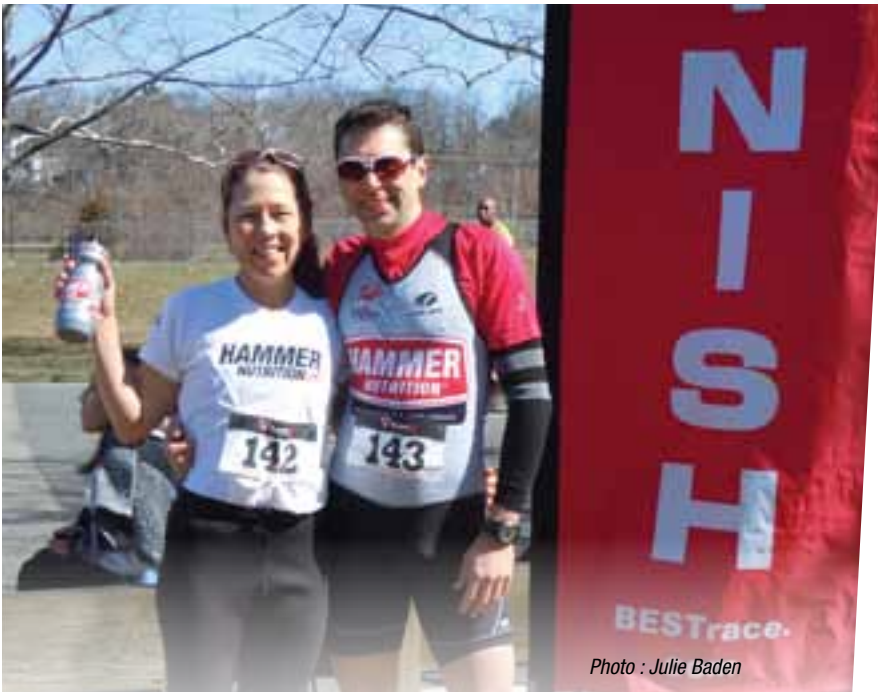


Photo : Julie Baden

## Jill Remmler and Christopher Weiland

“While your products are great for race day and training, they are also part of our everyday nutrition. We always feel comfortable knowing that your products are made from the best ingredients. As we approach our mid-fifties and are still winning races, there is no doubt that while we train and eat right, Hammer Nutrition fuels and supplements give us the edge to beat out our competitors.”



## Hammer engagement

“While out for a ride, Taylor proposed to my daughter, Sarah Balch. She said ‘yes!’”  
Bruce Balch



Photo : Helen Wanamaker

## Mt. Lemmon Hammer Heads

Tom Nieman and his training partners (who call themselves the “Hammer Heads” in jest!) atop Mt. Lemmon on a training ride.

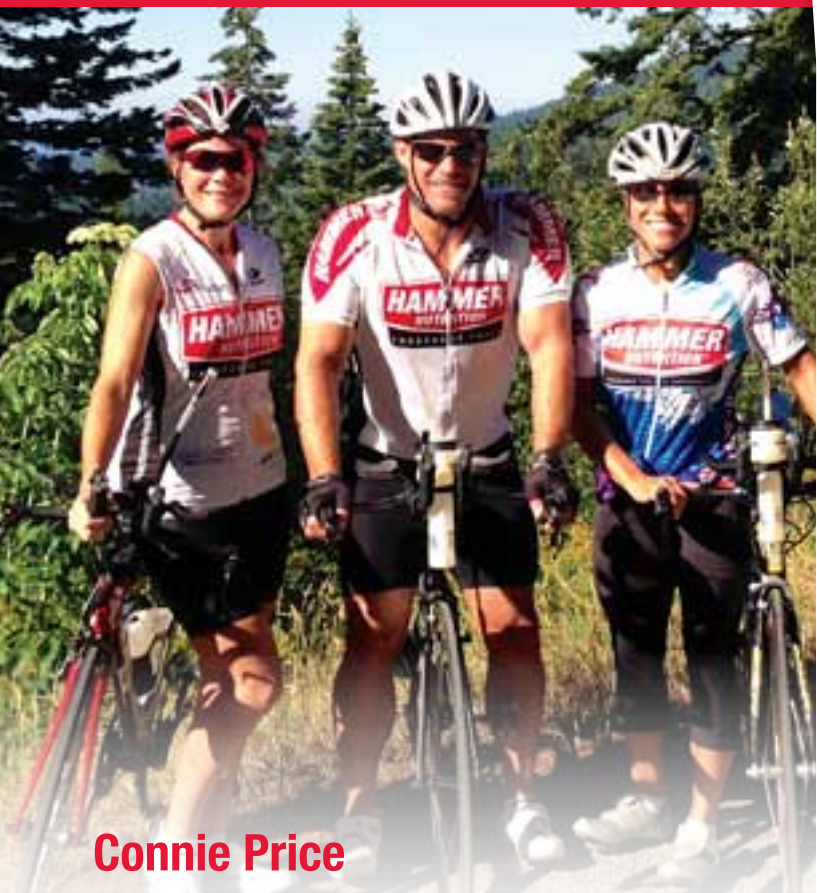


## Connie Inks

“I’m the 2013 Iowa State Time Trial Champion and had the fastest 40K time in the Women’s Cat 1/2/3. One hour prior to my start, I took two Anti-Fatigue Caps and one Race Caps Supreme. Ten minutes prior, I took a shot of Raspberry Hammer Gel. I had HEED to sip during the race. My legs felt great the entire 40K.”



# FROM OUR ATHLETES



## Connie Price

Connie Price, Todd Weinmann, and Vicki Kimball at the top of Fernan Hill.

"Hammer Gel got us way up there!" - Connie



## Mike Spalding

"I have been sharing Hammer Gel with some Italian riders on our European bike tour from Paris to Rome."

## Paul Smith and Adam Leggio

Adam placed 4th and Paul finished in 5th at the Torii Station Sprint Tri in Okinawa, Japan. (This photo shows Adam and Paul in the podium shot for the top three American finishers.)

"We have an active group of triathletes here in Okinawa, and Hammer Nutrition product is spreading here because our group is showing that it works! Many of the locals are starting to use it too." - Adam



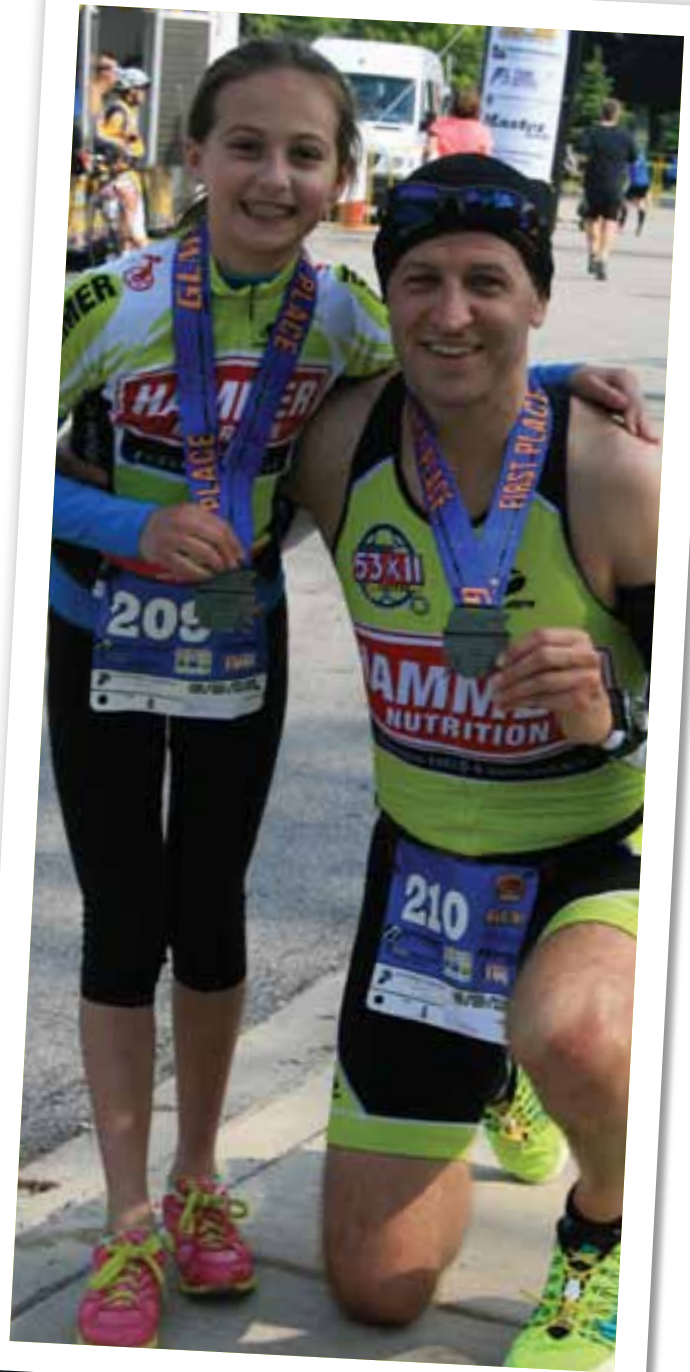
Photo : Pete Leong





## Brian Pidduck

"I helped lead a six-day bikepacking trip in the Santa Ynez and San Rafael Mountains with The Thacher School out of Ojai, CA. Over the course of the trip, I supplied Hammer Gel and Perpetuem to the group of students and faculty riders. In addition, Endurolytes were a critical component. We experienced 100° temperatures on our second day. I could see my students suffering from low electrolyte levels on a couple of occasions, but we were able to remedy that with Endurolytes and Endurolytes Fizz. My students particularly liked the Fizz!"



## Rick Ankiel

"California Master's Track Championships at the Hellyer Velodrome. I took 2nd place in the Men's 500m TT. I had Perpetuem, two Race Caps Supreme, and one Mito Caps for breakfast, then prior to the event and during warm-up I used Tropical Hammer Gel, HEED, 2 Race Caps Supreme, 1 Mito Caps, and a couple of Energy Surge.

I use many Hammer Nutrition fuels and supplements on a regular basis. Thanks for the great products!"



## Team Coe

"The South Shore Du (Rock N Ride) was a 'training race' for me. I competed in the relay category with my 10-year-old daughter Alyssa (an up and coming multisport athlete!). Alyssa ran the first 2.2-mile run leg and I closed the race with the bike and final run leg. We both wore our Hammer Nutrition gear, which was a huge hit with the other competitors and spectators. Many people approached us with kind words as well as questions about Hammer Nutrition. We had a lot of fun racing while promoting and spreading awareness for Hammer Nutrition in the process. It was a great day!"

Charlie Coe



# FROM OUR ATHLETES



Photo : Kramer Caswell

## Bryan Roper

MotoTrials

Round 5 AZ - 2nd

Round 6 AZ - 2nd

Round 7 NM - 3rd

Round 8 NM - 2nd

"With the high altitude of the four MotoTrial rounds, my fitness was a key part to my success. By using HEED, Endurolytes, and Hammer Gel during my training, it allowed me to be up to par."

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## Matt Kucharski

"The Luray International was touted as a tough and hilly course, but also a beautiful venue. The event sells out each year and the competition would be top notch. Despite the very challenging bike course, I was able to finish the course 9 mins faster than my last Olympic distance (Columbia) earlier this season. With such a large and fast field I did not expect to podium--but I was very happy to finish in the top 25% of the racers. Once again, thanks to Hammer Nutrition, I nailed my nutrition plan for the race! The right combination of HEED, Endurolytes Fizz, and Hammer Gels fueled me from pre-race all the way through the finish line!"



## Tyler and Evan Miller

"My six-year-old son Evan just finished his biggest ride ever. Eight miles of single track with some respectable climbs and descents. He used HEED to help along the way too. He's stoked!" - Tyler



"Thank you for the Endurolytes! I've been using your products for years!" - Frank M.





## Jeanine Spence

"I ride with a husband and wife team who are training to ride tandem events this year. The husband is a longtime racer, and the wife is a runner and weekend warrior. I gave them each a few servings of Sustained Energy and HEED (2:1 ratio), which has been the combination I use for my successes. I also gave them Endurolytes, Hammer Gel, and Recoverite.

After their first time trying this on a long, hard climbing ride, they were effusive in their praise of how much their energy levels stayed consistent and how much better they felt the following day. The wife said, 'It's like having a secret weapon!' I absolutely agree with that assessment!"

## Kelly Agnew

"I returned to Leadville in the hopes of leaving with my 3rd LT100 buckle in three consecutive years. I was able to overcome an early crash and knee injury, but with the help of Perpetuem and my crew of Jo Agnew and Leon Lutz, I was able to cross the finish line at my third Leadville 100!"



# GO TO THE EXTREMES

... but not without **Perpetuem!**

"Perpetuem powered me all the way with no letdown, just **constant energy that still amazes me!**"

- Gary K.

"Perpetuem is my new best friend. **EXCELLENT for loooooong training days or races!**"

- Hannah S.

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




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Giorgio Casorati is crowned king of the 104K 4th stage of the 2013 Giro Calabrese.

# Get the *Royal* treatment . . .

**with the Hammer VIP Program!**

"I am type 1 diabetic, and with Hammer Nutrition products and very limited training this year, I was able to ride 400 miles in four days in Florida with a training group. HEED and Perpetuem are the perfect products for me on long rides. I take two bottles of water/HEED, and my sugar levels are as close to normal as I could ever expect.

**I added Anti-Fatigue Caps and Tissue Rejuvenator to my VIP shipments for my gym workouts—absolutely no soreness the next day. Amazing stuff!"**

- Kevin Bramlett, VIP customer





"I achieved Gold in the 40K road race, the 10K time trial, and the 5K time trial at the Montana Senior Olympics.

**As a member of the VIP program, it is easy to stay well-fueled for races such as this!"**

- Skip Yungfleisch, VIP customer

"My son Matt competed in the Lifetime Fitness Youth Triathlon in Rochester, MI on August 3. He placed 3rd in his age group, and was proud to wear the Hammer Nutrition colors during the race.

**Thank you for your great products and VIP services that not only help him, but have helped me for many years."**

- Michael White, VIP customer



# Get the VIP treatment

## Join the Hammer VIP Program today!



### What is it?

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



### FREE clothing!

Receive a free Hammer Nutrition clothing kit with your first order! Select one of our sport-specific kits: cycling jersey and shorts, tri jersey and shorts, running top and shorts, or swimwear with a 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.

\*Sorry, international clients are not eligible for these programs; only valid for U.S. residents.

\*\*You are free to cancel your participation in this program at any time, however some limitations on the free gifts apply. Monthly shipments must be > \$50, quarterly shipments > \$150. See website or ask your Client Advisor for complete details.



Call Katey to sign up for the Hammer VIP Program and

### What do you get?

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

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

**Call 1.800.336.1977**





## ENDURANCE NEWS

4952 Whitefish Stage Road  
Whitefish, Montana 59937

# Avoid holiday weight gain!



## Start off your 2014 season in great shape!

- Reduce carb absorption
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- Compensate for less training

With reduced training and a multitude of holiday events and get-togethers, many athletes put on a few extra pounds over the winter. Instead of spending next January and February struggling to get back to your normal weight, use Phytolean to stay lean through the off-season and all of the indulgences it brings!

Packing a one-two punch of raspberry ketone and Phaseolus Vulgaris L. (white kidney bean extract), Phytolean provides increased fat metabolism and decreased fat absorption as well as effective starch blocking.

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