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FEBRUARY/MARCH 2014

#88

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Nasol, and
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Extreme

Why low-sodium diets benefit performance

Phytolean nutrition plan

**Product Spotlight: Race Caps Supreme** 





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# **ON THE COVER**

A little mud doesn't slow down Hammer Nutritionsponsored athlete Tyler Coplea during the 2013 USA Cycling CX Nationals. Photo: Roxanne King

# **ENDURANCE NEWS**

The informed athlete's advantage since 1992

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### **Our Mission**

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

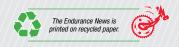
Endurance News features insightful articles on diet, nutrition, training, and other topics of interest for endurance athletes - written by our staff as well as professional and elite amateur athletes and other experts in the area of nutrition and exercise.

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

### Back issues available at www.hammernutrition.com

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Dear Steve and the rest of the Hammer crew,

I send you a HUGE thank you for my phenomenal recovery from hip surgery. Hammer Nutrition products really, really make all the difference. I wish I could say the surgeon, physical therapists, and doctors have agreed to follow my (your) routine of Hammer Nutrition supplements . . . but I am doing my very best to swing the medical world your way. I'm 3/4 back to full strength and full range of motion after one month post-op!

## **Peggy Pierrepont**

Steve's note: I suggested a regimen of Tissue Rejuvenator, EndurOmega, AO Booster, and the Daily Essentials for Peggy. Dear Hammer Nutrition,

I wanted to thank you all for the great products. I am a 58-year-old triathlete who started racing in 1981 and did Ironman Kona in 1982 when de-fizzed soda was still the norm. That was hard on my stomach, and I usually couldn't eat for six hours after a race because I felt so bad.

I started using Perpetuem a few years ago, and it works great. During the last ChelanMan Half Iron, I took Steve Born's advice and made up a four-hour bottle for the calories and used water and Endurolytes for fluid and electrolytes.

I am one of your biggest fans! I now have better ways to get nutrition during a race, thanks to Hammer Nutrition.

Bill Baker

Dear Steve and the rest of the Hammer team,

I just had to send this to you! I took my 9-year-old son Jack to compete in his first adventure race. To make a very long story short, we won the Male 2-person division and came in 4th overall out of 19 teams and solos.

I dug out some vintage Hammer Nutrition kits for the race since I actually have one that fits him. We represented Hammer Nutrition very well! By the way, there were some guys there wearing the new Hammer Nutrition kits and they couldn't help but admire ours. They asked where on earth did I get those cool jerseys . . . I had to give away my age by telling him it was from 1999 or 2000!

It was an awesome day. One I will never forget, and that happened because of you and the whole Hammer team, along with the great products that keep me healthy and energized. I will be forever grateful for everything that Hammer Nutrition has contributed to my sporting life!

Hammer on!

Derek Lawrence

Team Adventure Pocono (or in this race, "Jack Attack")





ince this is the first issue of 2014, I want to wish you all a very happy new year! I hope that you reach all of your athletic and health goals for this year. As always, we'll be here to assist you in any way we can to ensure your success.

2013 was a blur and it's almost hard to remember what went on, but maybe that's because I'm so excited about what we have in store for this year! The flood gates are open and it's time for new things—new website (coming in April), new products, new markets, and more. In addition, we have so many great athlete contributions and stories from the growing community of Hammer Nutrition athletes. No doubt, this is another wingding edition of Endurance News.

The ever-broadening array of products we are developing and offering to you originate from one source: I find quality, effective, natural products to be unavailable, so I develop them. This was the case in 1987 with our first supplement Race Caps Supreme, and

again in 1992 with the first proteinfortified drink mix on the market, as well as the first all-natural (real fruit, not fructose) energy gel in 1995, the first broad-spectrum electrolyte supplement in 1996 . . . and you get the idea.

Clear Day - This is a perfect example. I've had increasing spring and summer allergies for over a decade and nothing seemed to work. Dr. Bill and I got to talking about it and before I know it, he'd come up with this formula that proved to be remarkable in its ability to reduce or eliminate my allergy symptoms. Every person who has tried it has experienced the same relief. It's from Dr. Bill, so you know there's plenty of science behind the formula.

Nasol - For those who suffer from nasal congestion and headaches, especially migraines and cluster migraines, we have Nasol. It sure piques when you first inhale it, but the relief is so immediate and complete that you forget about the two seconds of discomfort. Combined with Clear Day, you have the most potent, safe, all-natural, side effect-free

relief from severe allergies imaginable.

While these two new products may not be for everyone, I think those of you who do need them will really enjoy them. I'll be eager to hear your feedback, so feel free to leave us a review after you've had a chance to try them out. With our embedded reviews on our site, following emails and Google +, it's easier than ever.

Endurolytes Extreme - Now here is a product that is for just about everyone who exercises. The idea was to take our venerable, pioneering, full-spectrum electrolyte supplement and up the sodium and potassium to better help you manage your electrolyte need in any conditions, no matter how extreme. For many of you, they will simply provide the convenience of taking 1 capsule per hour instead of 3, and that's good too. They will be available in March and offered in 60-count and 120-count bottles.

**Globus is back!** - After a two-year hiatus, we've been able to rekindle

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## - continued from page 4

our relationship with the Italian EMS manufacturer so that we can now offer you both brands of EMS devices. We now offer all U.S. models. Globus models are backed by a new quality assurance program, 3-year warranty, and complete support after the sale, just like we offer for Compex units. Both brands feature the same patented, self-canceling square- wave technology but have different features and programs. Kind of like Ford and Chevy . . . either way, we have all of the necessary experience with both brands and can easily assist you in deciding which is best for your needs and budget, as well as help you get up to speed and realize the most benefits out from these powerful little machines. When it comes to EMS units, the question you should be asking yourself is when you are going to get one.

**53x11 Coffee -** Sales of our little brand of coffee keep growing and the word is getting out—fresh, expertly roasted organic beans make the best coffee! In fact, we think it's so important that you have the freshest coffee possible, we normally ship our beans within one or two weeks of roasting, and we won't ship out any that are past 30 days. Which begs the question, if you are not drinking 53x11, how old is the coffee you are drinking? I was somewhat shocked to find that many large coffee companies (you know, the ones with stores on every street corner) put a two-year expiration date on the bags of coffee they sell. From my observation in stores and markets, the premium brands of coffee that furnish a manufacturing date are already 4-6 months old. I'm not sure if the coffee they are serving at the counter is any fresher.

Our coffee may not be available on every street corner, but we'll ship it to you fast and fresh, ground or whole bean, automatically if you want. Like most good things, it may take a little more effort, but the payoff is so worth it. I say life's too short to drink old, over-roasted, non-organic coffee.

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

Brian Frank Proprietor

Brin Fork



# **Putting Endurance News** articles to the test

Dear Endurance News staff,

There are two ways to prove that Hammer Nutrition's advice detailed within Endurance News really works. One way is to follow it and the other way is to not, and this past summer I did both, not necessarily on purpose or to prove anyone wrong.

Outside of the Killington Stage Race, I completed six rides of 100 miles or more this summer. I did four of the rides solo, and all of the rides were 6-9 hours in the mountains of Vermont with 7,500-12,000' vertical gain each. I considered myself to be in good condition, and I've also learned, with the help of EN articles and Hammer Nutrition's client advisors through the years, how to fuel appropriately for any length ride. I was confident at the start of the first ride of 100 miles and 7,500' of climbing, a ride I've done before, that it would be no big deal. I laid out all of my stuff on the counter: Hammer Gels, a Hammer Bar, Perpetuem Solids, and prepared doses of Endurolytes, Anti-Fatigue Caps, Endurance Amino, and Race Caps Supreme . . . six hours worth of fuel. I started out feeling pretty good on the first of four major climbs, but then I reached into my pocket and realized that I had left all of my fuel at home except for a flask of Hammer Gel. I thought, "Okay, no problem, I'm in pretty good shape." The temperature was rising though. On top of the third climb with 30 miles to go, I started to bonk and was almost out of water with the next store (water stop) 20 miles away. I made it to the store, grabbed some water, and when I was getting back on my bike someone said "I can't believe you're doing 100, it's 90 degrees." My reply was, "Now I don't feel so bad about feeling so bad." With ten miles to go uphill, I started cramping really hard. Hammer Nutrition advise proven: ride too long with inadequate hydration, fuel, and supplementation, and you will get destroyed! That was as bad a ride as I can ever remember.

One month later, at the Warman Annual 6 Gap Ride with 150 miles and 12,500' of climbing, my pockets were filled with the same fuels that I had intended to take on the prior ride. The temps were almost as warm, but what a difference a day makes! I followed a known and successful fueling strategy, and felt strong the entire ride using HEED, Perpetuem Solids, Hammer Gel, Hammer Bars, and hourly doses of Endurolytes, Race Caps Supreme, Anti-Fatigue Caps, and Endurance Amino. After a hard 9-hour ride, I rode in with energy to spare!

Thanks for all of your support and continuing to print helpful articles in Endurance News that I have already read but need to remind myself of every

**Bruce Saxton** 

# Diana Nyad's record-breaking swim from Cuba to Florida

Nutrition recap from her trainer and handler, Bonnie Stoll



Photo: Zandy Mangold

After setting out from the shore of Havana 53 hours earlier, Diana Nyad became the first person to swim the 110 miles of shark-infested waters from Cuba to Florida without a protective cage. For Diana, this was a goal that has taken five attempts and over three and a half decades. Beyond the obvious threats of jellyfish stings and strong currents, maintaining energy and electrolyte levels for this period of time was no small feat. Hammer Nutrition was proud to support Diana's nutritional needs for her historic swim and checked in with her trainer and handler, Bonnie Stoll, afterward.

"Needless to say, there were many doctors, endurance athletes, and lay people giving their opinions because, in this case, nobody could say for sure what nutrition strategy would work best for Diana. Nobody had ever accomplished this feat or had ever swum for more than 50 hours straight!

The folks who aided me the most in determining what foods and nutrition Diana would benefit from were the Hammer Nutrition staff. I let them know what was and what was not working for Diana in training. Citric acid was adding to her upset belly—try this. We need electrolytes more than anything else—try this.

After our last 24-hour training swim, I had a better idea of what Diana would be able to keep down. **The Hammer** 

Nutrition products that were to be a huge part of Diana's nutrition regimen were set.

We made a concoction that consisted of water, Endurolytes Powder (9 scoops), and Sustained Energy (3 scoops). Diana also had Espresso and Vanilla Hammer Gel every other feed, and we were also partial to Hammer Vegan Recovery Bars. Upon finishing the swim, Diana drank Chocolate Recoverite mixed with water, and five hours later we went to dinner!

I will forever be grateful for the help that the Hammer Nutrition experts gave me in determining what was best for Diana. I learned so much from the Hammer Nutrition staff!"

# Dr. Bill Misner weighs in on Diana's energy requirements and fueling success:

A 5'6" 150-lb person swimming a modified crawl stroke for 110 miles (about 53 hours) would require approximately 21,922 calories, either from fuel sources or body fat stores at an aerobic swimming pace. This amount of calories translates to 6.26 lb of body fat loss.

I read that Diana Nyad lost 6 lb of body weight during this athletic event. Therefore, she and her team were doing something right, in spite of all the salt water possibly swallowed and resulting gastric stress!

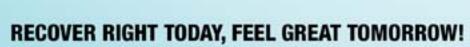
"I use Recoverite consistently after workouts, which pays dividends in quick, complete recovery! " - Todd B.

"I drank Recoverite at the finish line, and I was amazed by how great I felt later!"

Jon N.

"I'm a huge fan of Recoverite. It works wonders! I recover much better when I follow up my workouts with Recoverite. My cumulative fatigue has lessened!"





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





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# **Product Spotlight**

# **Race Caps Supreme**

# The health and performance supplement for everybody, every day!

BY STEVE BORN

wenty-six years ago, most people had never even heard of Coenzyme Q10 (CoQ10), let alone knew about its multiple benefits for athletic performance and overall health. One company, however, Hammer Nutrition (back then known as E-CAPS), was already "in the know" about this remarkable nutrient, harnessing the power of CoQ10 into a product called "Race Caps." It didn't take long for the word to get out that a truly effective, safe, and perfectly legal endurance-enhancing supplement was finally available. If you were a serious endurance athlete in the late 1980s and 1990s, Race Caps was a part of your arsenal.

In the coming years, athletes and nonathletes became more informed about the plethora of benefits attributed to CoQ10, and CoQ10 supplements were becoming more readily available. Not content to rest on its laurels, however, Hammer Nutrition continued to blaze the trail. In 2003, while other companies were still trying to play catch up, the original Race Caps formula was revised to include, among other things, a potent, multi-beneficial nutrient called idebenone. A great product had become even better, so a new name was in order: Race Caps Supreme.

Nothing has changed since that landmark time back in 1987. Whether you're a full-time competitive athlete, a recreational athlete who participates in athletic events, or someone whose primary goal is to stay fit and enjoy optimal health, Race Caps Supreme is a must-have, daily use supplement.

For 26 years and counting, Race Caps Supreme has supplied benefits such as these:

- Higher energy levels during workouts and all day long, without the unpleasant stimulant side effects that come from the ingredients in many other supplements
- Noticeable increase in endurance
- Less muscle soreness and enhanced recovery after training
- Antioxidant support for optimal immune system function
- Key nutrients that help optimize cardiovascular system health and protect against many types of degenerative diseases

No other athletic-specific supplement available delivers the range of benefits that Race Caps Supreme can; it continues to be the athlete's supplement of choice, withstanding the test of time in a market flooded with other products that overpromise but under-deliver. The nutrient blend in Race Caps Supreme aids both athletic performance enhancement AND overall health—a one-two punch formulated for hard-training athletes, but also highly beneficial for everyone, especially those 30 and older.

# Coenzyme Q10 and idebenone -The cornerstones of Race Caps Supreme's effectiveness

Coenzyme Q10 (CoQ10) - Known also as ubiquinone (from the word "ubiquitous," meaning it exists just about everywhere), CoQ10 is a vitally important substrate (think "spark plug") for the efficient production of energy from your food and oxygen intake. CoQ10 affects function of your mitochondria, the energy producing "furnaces" in your cells. Exercise rapidly depletes CoQ10, so when you take Race Caps Supreme, it's like putting fresh spark plugs into your body, ensuring clean, efficient energy production. This translates into higher energy levels, increased endurance, and improved recovery.

CoQ10's importance goes far beyond athletic performance enhancement. One nutrition expert bluntly states, "Without CoQ10 or a good substitute, human life quickly ends." Thus, CoQ10's role in maintaining clean, efficient energy production is clearly crucial for optimal health, especially with regard to cardiovascular and brain health and a strong immune system. As to CoQ10 and cardiovascular health, one well-known cardiologist is quoted as saving, "I have long considered CoQ10 a wonder nutrient because of its ability to support heart health."

Additional benefits attributed to CoQ10 include:

- Helping to lower blood pressure
- Promoting healthy teeth and
- Supporting healthy skin by providing protection against UV radiation

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non-workout days.

Take 1 capsule in the morning on

# **Potentially wider use of** statins makes Coenzyme **Q10** more vital

As a result of recent recommendations issued by the American Heart Association (AHA) and the American College of Cardiology (ACC)—based on a new formula for calculating risk of heart attacks and strokes—it's estimated that nearly one-third of the American population should consider taking a statin drug. This is a massive increase in the number of at-risk people, which could result in a dramatic spike in the number of prescriptions of these medications.

The way cholesterol-lowering statin drugs work is by inhibiting the activity of a liver enzyme called HMG-CoA reductase, which is involved in the body's production of cholesterol via the mevalonate pathway. Unfortunately, that same enzyme and metabolic pathway is also responsible for the synthesis of Coenzyme Q10 (CoQ10). This means that if you're taking a statin drug, your body's CoQ10 levels will decrease; it's estimated that statins lower blood serum levels of CoQ10 by up to 40%. Since CoQ10 levels are already in decline due to the aging process, this makes supplementing with CoQ10 a necessity.

Taking CoQ10 is highly recommended for the general population for a plethora of reasons, especially for cardiovascular health. If you're taking a statin drug, or if you're considering starting on statins, supplementing your body with CoQ10 is even more essential. Race Caps Supreme contains this multi-beneficial nutrient, as well as another cardiovascularbenefitting, energy enhancing nutrient, idebenone. We're convinced that Race Caps Supreme is an important product for all people to use, and for those on statin drugs, we believe it's absolutely vital.

# Additional nutrients that help lower high cholesterol levels

Taking a statin drug is a decision that you need to make after consulting with your health care professional and after factoring in the potential benefits and side effects. You should also give serious consideration toward using a natural approach to managing your cholesterol levels. In addition to Race Caps Supreme and its CoQ10 component, there are a number of Hammer Nutrition products containing nutrients that are reported to lower elevated serum cholesterol:

Mito Caps contains acetyl I-carnitine

Race Caps Supreme, in addition to CoQ10, also contains trimethylglycine

EndurOmega contains Docosahexaenoic Acid (DHA) and Eicosapentaenoic Acid (EPA)

Digest Caps contains Bifidobacteria longum and Lactobacillus acidophilus

Premium Insurance Caps contains calcium, chromium (polynicotinate form), vitamin B3, vitamin B5 (pantothenic acid), vitamin B6, and vitamin C

Chromemate, HEED, Perpetuem, Sustained Energy, and Recoverite contain chromium (polynicotinate form)

Hammer Soy Protein, Perpetuem, and Sustained Energy contain soy protein

AO Booster contains gamma tocopherol and gamma tocotrienol

# What you're saying about Race Caps Supreme

"More than a daily essential, it is a workout essential. On days when I am working out more than a short recovery effort, I take multiple Race **Caps Supreme to ensure that I** am hitting on all cylinders in my workouts. It works well for me even without a substantial meal, which is important when I start working out between 4 and 5 a.m. during the heat of the Arizona summer!" - Todd B.

"It's been a busy year with work and training conflicting like never before. I've added additional Race Caps Supreme at lunch time. I think of the entire day as a workout and approach it like I have to have something in the bank at the end so I can ride my bike. Race Caps Supreme and Endurolytes Fizz in my water all day really help!" - Kevin N.

"I haven't ridden without my Race Caps Supreme for years!" - Shawn B.

"I used Race Caps Supreme along with Anti-Fatigue Caps in my last marathon and set a new PR by 29 minutes! I had a great race from start to finish and never hit the wall. I have told all of my running friends about Race Caps Supreme. Everything clicked and I know your products were a big part of that. Thank you!" - Amanda U.

## - continued from page 8

- Improving blood circulation
- Alleviating asthma and allergy symptoms
- Mitigating chronic fatigue syndrome

As we age, both our bodily supply of CoQ10 and our ability to synthesize this nutrient from food diminish. CoQ10 levels in humans peak at around the age of 20 and then decline with each passing year. It is believed that by the age of 40, the body has 40% less CoQ10 than at age 20, and 60% less at age 70. In fact, it is estimated that as many as 75% of people over the age of 50 in the U.S. could be deficient in CoQ10, making supplementation of this crucially important nutrient absolutely essential for the majority of us.

**Idebenone** – Some experts suggest that idebenone, a superb complement to CoQ10, may be even more powerful than CoQ10. Dr. Bill Misner explains:

*Idebenone* supplies all of the same benefits as CoQ10 [acting as a "spark plug" for the production of energy (ATP), as well as being a potent antioxidant] plus some distinct advantages based on its more complex chemical structure. Idebenone favorably affects blood flow in the brain, reproducing verbal fluency, creativity, and memory. Idebenone enhances endogenous norepinephrine production by facilitating cellular uptake of tyrosine. This suggests that idebenone may indirectly improve the uptake and reproductive role of tyrosine in thyroid hormone production. Thyroid hormone deficiency is a factor in performance and body mass index.

Other "brain benefits" attributed to idebenone include improved cognition and mood, reduced damage from Parkinson's disease and Alzheimer's disease, and a role in the prevention of damage caused by excitotoxins (a class of substances produced from the consumption of ingredients such as MSG and some artificial sweeteners), which can impair neuronal functioning. In addition, idebenone appears to positively affect liver mitochondrial function, suggesting that it would support and enhance the detoxification functions of the liver.

Perhaps the most remarkable feature of idebenone is its unique ability to operate under hypoxic (low oxygen) conditions, helping to produce and maintain high energy levels without creating free radicals. Under the same cellular hypoxic conditions that can cause CoQ10 to act as a pro-oxidant, idebenone helps prevent free radical damage while still supporting ATP production.

# Other powerfully beneficial components in the Race Caps Supreme formula

Vitamin E – Supplied in the easily assimilated succinate form, vitamin E is a potent antioxidant that, along with CoQ10 and idebenone, helps neutralize free radicals naturally produced during energy production. Vitamin E has numerous general health benefits as well, especially in the areas of cardiovascular and circulatory system health.

Oxy-Assist™ – A blend of three nutrients that provide benefits for enhancing oxygen utilization, optimizing fats-for-fuels capabilities, and for providing additional support for energy production and acid buffering:

- Trimethylglycine (TMG) Also known as betaine, this nutrient helps with the utilization of fatty acids for energy production, has been used to treat muscular weakness and degeneration, has antioxidant properties, and acts as a methyl donor, enhancing the transport of oxygen to muscle tissues. TMG is also noted for its beneficial effects at helping lower elevated levels of homocysteine, which is implicated in cardiovascular disease.
- Inosine Of the many roles this nutrient plays in the body, one of which is in the production of ATP, inosine helps increase the oxygen-carrying capacity of the blood, allowing more oxygen to be delivered to the muscles, thereby reducing fatigue.
- Glycerol phosphate Used in the muscle mitochondrial cells for the production of energy, phosphates are also beneficial for buffering excess acidity.

Krebs cycle intermediates – These are the minerals calcium, magnesium, and potassium chelated ("bonded") to the Krebs cycle intermediates malate, citrate, aspartate, lysinate, and glycinate, which are substrates involved in energy production. Alpha ketoglutarate, another Krebs cycle intermediate, is included in the Race Caps Supreme formula as well.

**Digestive aids** – To maximize nutrient absorption, Race Caps Supreme contains a blend of digestive aids. One is a proprietary formula called the Enzyme Enhancement System<sup>TM</sup> and the other is the well-researched standardized black pepper extract, Bioperine<sup>TM</sup>.

# **Summary**

Long before "cutting edge" became the in vogue tagline for far too many supplements—many of which no longer exist because they simply didn't work—Hammer Nutrition led the way, beginning with the original Race Caps, and later with Race Caps Supreme. Powered by CoQ10, idebenone, and other key nutrients, Race Caps Supreme works powerfully and synergistically to cover a wide range of requirements for maintaining consistent and efficient energy production. Perhaps even more impressive are the overall health benefits that may be derived from this product.

Race Caps Supreme has always delivered the results we claim it will. If it didn't, it would have long ago fallen into the "here today, gone tomorrow" category of supplements that have littered (and continue to litter) many an athlete's cupboard. In the world of endurance supplements, Race Caps Supreme has no equal, and its popularity among serious endurance athletes continues to grow dramatically. Athletes who try Race Caps Supreme stay on it for life. Why? Because the product flat-out works, simple as that.

Whether you're a 20-something or an octogenarian, we guarantee that Race Caps Supreme is THE supplement that will safely and effectively help take your athletic performance and overall health to the next level. Don't wait! Make Race Caps Supreme a part of your daily supplement "arsenal." **HN** 

# BEFORE, DURING, AND DAILY . . . RACE CAPS SUPREME



# DURING

Charlie C. takes RCS with his Hammer Nutrition fuels during tri's. Result: AG podiums in 2013

# BEFORE

Andrea K. includes RCS as her prerace strategy. Result: 1st place female, Copper Triangle







# DAILY

RCS is part of Wesley K.'s daily regimen. Result: 3rd place AG, Conquer the Canal Time Trial

For as long as there's been Hammer Nutrition, there's been Race Caps Supreme. Its longevity in the world of endurance supplements has no equal. Race Caps Supreme is the ultimate daily performance supplement that you can also add to your race day strategy for epic results, guaranteed!

- · Reduce muscle fatique
- Enhance energy and endurance
- Increase workload capacity

\$48.95 - 90 Capsules

\$44.95 - 3 or more





# FREE ENERGY SURGE!

Purchase Race Caps Supreme and receive a FREE bottle of Energy Surge. Ad code ENSBRCS. Limit one. Offer expires 3/13/14. Valid while supplies last.

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# FROM OUR ATHLETES Malcolm Law enjoys a training run in the mountains of New Zealand. Photo: Hammer Nutrition New Zealand 12 February/March: Issue 88

# 50 peaks,50 marathons,50 days

BY MALCOLM LAW, HAMMER NUTRITION NEW ZEALAND SPONSORED ULTRA RUNNER

t's 4 o'clock in the morning and I'm sitting with my head between my knees, feeling weak and nauseous. For 16 hours now I've been running, walking, and at times crawling up 60-meter high North Head, a small volcanic cone overlooking Auckland's Hauraki Gulf. My support crew, who have been awake all night looking after me, are scratching their heads and wondering what to make of the sorry sight that I present.

My self-imposed goal is to climb this hill 148 times in just 24 hours—the equivalent of climbing Everest In A Day (and hence, the name I'd given this one-man event). It's all part of my preparation for a record attempt on the UK's longest national trail, the 1,014K South West Coast Path, a few weeks later. It's also a shameless publicity stunt aimed at getting some awareness and fundraising dollars for mental health.

The support crew gets me moving again with a large dose of Perpetuem. It is about the only thing that will stay down and give me the much-needed energy to fuel another 40 or so ascents of this hill. It works and I finish, totally spent but jubilant in a little over 24 hours.

This is not the first time that Perpetuem has come to my rescue. I'm an obsessed long-distance trail runner who specializes in multiday extravaganzas for good causes. These are adventures of my own making, not organized races, and I don't spare myself when planning them. Previous week-long runs around the wilds of New Zealand had raised more than \$260,000 and taught me an awful lot about pushing my own boundaries and how to fuel myself for running 12 hours at a time, day after day.

I try to keep my food and fluid intake as natural as possible, so Hammer Bars are also a staple part of my on-trail diet. And my rigorous post-run recovery program always starts with a dose of Recoverite.

I am now preparing for my biggest challenge yet. In January 2015, after two years of planning, I will set off on my High Five-0 Challenge (www.high50.org.nz), an attempt to run 50 mountain marathons, incorporating the climbing of 50 peaks in just 50 days. No rest days, no breaks!

For me, running in wild places is essential to maintaining my own mental well-being, and Hammer Nutrition products are essential to fueling my body so that I can achieve the audacious goals that I love to set for myself.  $\emph{HN}$ 

"Hammer Nutrition's staff is always so timely and helpful with requests!" - Jeremy B.

# TAKE IT TO THE EXTREME

# New ultra electrolyte formula

egardless of how you define "extreme," there are conditions and occasions in your training and racing when higher amounts of specific electrolytic minerals become necessary. Instead of increasing your hourly dosage of original Endurolytes capsules, you now have a convenient, more effective solution: Endurolytes Extreme.

Bolstered with a hefty 300 mg of sodium chloride (salt) and 75 mg of potassium per capsule—three times more than the original Endurolytes formula-Endurolytes Extreme is guaranteed to resolve even the toughest electrolyte replenishment challenges, especially:

- During unusually hot-weather events
- If you're not acclimated to the weather conditions
- If you consume a high-sodium diet
- If you are "physiologically predisposed" to cramping (e.g. if you sweat excessively)
- During early season training when a lack of fitness can equate to more sodium, chloride, and potassium

If one of more of the earlier-listed categories describes you or your circumstances, Endurolytes Extremeavailable in early spring—is



NEW!

**3** The amount of sodium chloride (salt) and potassium as the original **Endurolytes** formula—in the same, balanced 4:1 ratio of salt (sodium chloride) to potassium

\$14.95 - 60 Capsules \$24.95 - 120 Capsules Available in two sizes!





# Finding the fountain of youth

An inside look at growing younger and living stronger in your 80s and beyond

BY VANESSA GAILEY

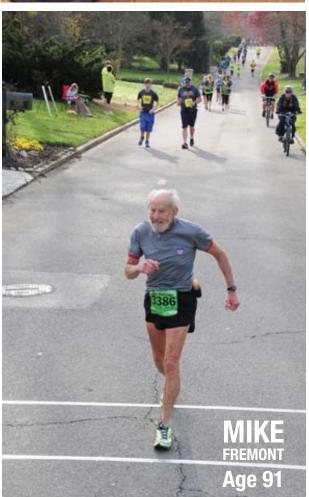
You are never too old to have fun—just ask Fred Schmid, Molly Hayes, and Mike Fremont. According to these three extremely accomplished Hammer Nutrition athletes, it's not so much about age but about attitude, nutrition, and staying active. If you see them toeing the line on race day, you'll see smiles on their faces and a crowd of younger athletes around them, all wanting to know "What's your secret?" It's a common question for all three athletes, and they are always willing to share in their "fountain of youth."



Two 2013 age-group National Championship titles (cyclocross and XC) and the first person 80+ to complete the Leadville Trail 100 mountain bike race

"I didn't manage to finish the 2013 LT 100 in under 12 hours, as I'd done in 2012, so now I have to go back this year to accomplish that. Part of my strategy includes re-evaluating my fueling and hydrating. Fueling correctly for training and racing is important at any age, but especially as you get older.

The most difficult aspect of fueling for me has proven to be hydration. Because I use Hammer Gel and a thick consistency of Perpetuem in a flask, I can get the needed calories easily. But I hate to slow down to drink while racing. That's thick-headedness on my part and I believe it



- continued on page 15

- continued from page 14

cost me significant time at the 2013 LT 100. I'm training myself to realize that water and Endurolytes Fizz are just as important, and the speed lost to drink is made up in better times later in an endurance event.

When it comes to longevity, biologists tell us that 50% is determined by heredity. When my racer friends ask me what they can do about the other 50% to maintain their fitness and interest in racing as they age, I suggest two things:

1. Take care of yourself. I was never a drinker or smoker, and I honestly like fresh fruits and vegetables. Experiment with produce that you haven't tried before; find some you really like so you'll eat them regularly without having to think about it. Also, dietitians say people of all ages should take a balanced multivitamin and mineral supplement to insure you get what you need. I've had dietitians tell me this is more important

for older athletes as our systems become less able to extract some nutrients from what we eat. Hammer Nutrition has a great one: Premium Insurance Caps.

Regular strength and flexibility exercises are important too. As we get older, we tend not to do the bending, stretching, and lifting we did when younger because it hurts! But as you unconsciously avoid those moves, they become harder and you get weaker. So schedule lifting and bending into your training regimen, and plan to do them year-round.

2. Have fun and be happy! Do activities you enjoy, as well as the intervals we all hate but must do. Maintain a happy attitude on life. It's easy to become a grumpy old man because time and experience can make you cynical. When you find yourself starting to complain, deliberately think and talk about happier stuff. (Come on, you can find some!) It makes you healthier and stronger."

# "UNSINKABLE" MOLLY HAYES

Completed 200th triathlon in 2013 and a competitive runner for more than 40 years

I challenge myself to face whatever the day brings, and I make sure to do some form of training every day, typically running, once in the morning and later again in the evening. I take Tissue Rejuvenator, Phytomax, Race Caps Supreme, Mito Caps, Super Antioxidant, Premium Insurance Caps, Digest Caps, and AO Booster daily. Consistent activity and the right nutrition enables me to keep doing everything I want to do: running, swimming, cycling, hiking, downhill skiing, and Nordic skiing.



## MIKE FREMONT

Set the half marathon world record for his age group in 2013 and marathon world single age record for men 90 years of age in 2012

"My lifestyle enables me to keep doing the things I love. I seriously attribute my modest successes to a whole foods plantbased diet (commonly vegan), which I have followed for 22 years. I should talk to Dr. Bill Misner, who follows this same lifestyle with the same success!

After a major bout with cancer at 69, which this diet helped win, I haven't had a cold, headache, or stomachache. I also lost the arthritis I'd had in my neck, shoulder, and fingers a few weeks after switching diets. All of my national and world records have come since I've been on the diet—in the last ten years. Who wouldn't be motivated to keep doing it?

I eat no animal protein—no milk, meat, fish, eggs, nor any products made from them—none. I eat whole grains like bread and cereals, brown rice, oats, wheat, millet, quinoa, rye, barley, teff...all organically grown, if available. I limit coffee, sugar, and salty snacks. I make a soup every morning with 5-9 vegetables and miso, plus shiitake and wakame. For dessert, I eat fruit and perhaps a very small amount of maple syrup or a third

of a dairy-free chocolate bar.

I blame this plant-based diet for my athletic successes and continued energy into old age. I blame it for the improvement in the health, looks, weight, and endurance of certain friends who have adopted it as well.

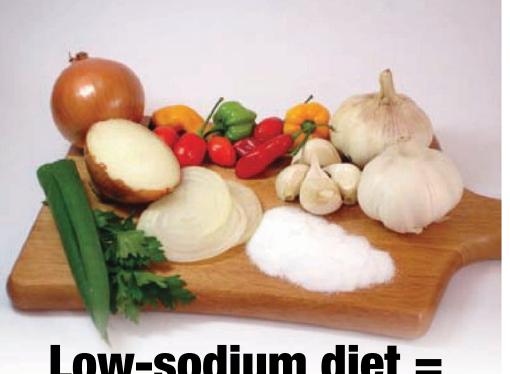
In addition to diet, my "secret" is too keep moving, even if it is slower than what I used to be. I also choose healthy fueling to keep moving—Perpetuem fueled me to both my marathon and half marathon records. My other sport is marathon canoe racing. I do the USCA National Championships every year—about a 3-hour race for me—and these days I come in last, or close to last. But racing canoes takes total consciousness to negotiate currents, rapids, and winds. There is a romance to it, and I keep doing it because I enjoy it. It's another way to keep moving!

When we were young, many of us would run, not for speed but for the sheer exhilaration—bodies full of energy, endorphins alive. As human beings, we evolved to be able to run, and we know running and other forms of exercise are good for us. Being active at any age promotes circulation, stress relief, slower aging, muscle tone, and overall health!"

I often get asked, "How do you still run?" I say that I want to run, so I do. You just have to gear up and go, and recognize that your body will do more than you think it will. You can be active without a bunch of expensive gear, so don't let the logistics of special shoes, a fancy bike, and other start-up costs stop you. Pick something you can go do and get out there. Endorphins kick in and, wow, you feel better than when you started!

Older athletes are on the race scene now in droves, and there's lots more competition. For me, a major draw is the race community and atmosphere—the hype, the expos, and seeing the same group of athletic folks that you only see at races. Of course, the finish line is always a big draw. No matter how tired, I always kick it in at the finish!

I've made athletics a major part of my life, and I cannot see myself changing much in the next ten years!" **HN** 



# Low-sodium diet = Less sodium lost during exercise

ammer Nutrition has taken an aggressive stance on the importance of reducing sodium in the daily diet for years, long before the American Heart Association issued the press release, "American Heart Association supports lower sodium limits for most Americans." In a nutshell, the AHA "recommended that most people strive to lower the amount of sodium consumed daily to less than 1,500 mg, to prevent or manage high blood pressure, a major but modifiable risk factor for heart attack and stroke." The same recommendation still stands today as a general guideline for sodium consumption.

The question we continue to hear far too frequently from athletes is: Does this recommendation apply to athletes or is it limited to sedentary people? And does a low-sodium diet help or inhibit athletic performance?

## **Dr. Bill Misner comments:**

It is our observation over the years that athletes who consume above 3 grams (3,000 mg) of sodium per day tend to require more sodium during an event than those athletes whose sodium intake is 2 grams (2,000 mg) or less per day.

Furthermore,

- Athletes with a high Body Mass Index (BMI)
- Athletes with a high body fat percentage
- Athletes whose acclimatization training is inadequate
- Athletes whose fitness is inadequate for pace imposed

. . . all increase the risk of sodium depletion state in hyperthermic (hot weather) conditions. I agree that fluid overload and sodium underdose in hyperthermic conditions is a medical emergency. However, pre-event sodium intake in anticipation of a sodiumdepletion event must be carefully orchestrated. I do not recommend hyper-dosage of sodium-rich substances during sedentary times to resolve exercise-induced sodium depletion. Sodium depletion can be anticipated by modest prerace supplementation of Race Day Boost or, just prior to the event, Endurolytes or Endurolytes Fizz.

Prolonged dietary sodium overdose compromises health and, in our observation, performance in those athletes so inclined. I have no record of any athlete whose diet consumed during the days before an endurance event was too low in daily intake of sodium.

# TRAINING / RACING

I do have evidence from many athletes whose dietary practice of excess sodium intake was problematic, compromising performance due to the sudden change that sodium loss presented.

Dr. Misner's comments reflect the same philosophy we have been promoting at Hammer Nutrition for many years. (See list below for more articles and knowledge resources we've published over the years concerning sodium, all found on the Hammer Nutrition website.) Lowering the sodium intake in your diet will positively affect your athletic performance as well as your overall health. As we have mentioned over and over, the body is very adept at storing sufficient amounts of sodium so you will start your workouts and races with plenty of sodium "on board". The difference is that, unlike people who consume a high-sodium diet, an athlete who adopts a low-sodium diet will not lose sodium at the same high rates; they will utilize those stores more efficiently and conserve them more thoroughly.

In the words of Dr. Misner, "Evidence supports limiting sodium intake during rest and exercise. The harmful effect of chronic sodium overdose above the body's daily need is a real and present danger compromising optimal health. Tight chemical messengers and hormones help the body to spare serum sodium loss." HN

# Get a 'low-sodium' education on the Hammer Nutrition website!

Hammer Nutrition has always advocated a low-sodium diet and moderate sodium intake during exercise. Many articles in previous issues of Endurance News, as well as those on our website, clearly and convincingly make the case for a low-sodium diet. For more information on how sodium can affect your race-day performance and overall health, check out the following articles, all found under the Knowledge section at www.hammernutrition. com. Your 2014 race results will thank you!

"Does a High Sodium Diet Inhibit Endurance Performance and Health?" "The Endurolytes Rationale" "Hypothermia vs. Performance" "Hydration - What you need to know"

# OLD SCHOOL ISN'T ALWAYS COOL, ESPECIALLY

WHEN IT COMES TO FUEL.



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BY AMY DANTZLER

wo hours faster than anyone anticipated, the team of veteran open-water swimmers hit the finish line at Sandy Beach. Their combined efforts had gotten them across the Ka'iwi Channel, or the Channel of Bones, an approximately 28-mile stretch between the Hawaiian islands of Molokai and Oahu, in record time.

The Channel of Bones is considered one of the most dangerous channel crossings in open water swimming. It holds many potential challenges including adverse weather conditions, shark encounters, jellyfish stings, huge ocean swells, and extremely powerful currents. These challenges are what drew the six-person team, dubbed the Wikiwiki Haoles, to the inaugural Ka'iwi Channel Relay Race. Each of the team members—Amy Dantzler, Dianne Gleason, Karen Dehmel Schmidt, Bruce Thomas, Bill Ireland, and Brent Blackman—has impressive swimming credentials and years of ocean experience.

Race organizers and team members expected the swim to take approximately 12 hours to complete. This would require each swimmer to swim four 30-minute legs with two and a half hours between each swim on a rocking boat. Careful fueling and hydration were key, as well as combatting seasickness. The team relied heavily on HEED and Endurolytes Fizz for hydration and had a light amount of Recoverite between swims. Team members who had trouble digesting solid foods during races in the past found that Hammer Gel worked well for needed energy and calories—especially on the rough seas in the middle of the Channel. Swimmers also sipped Perpetuem and snacked on a few Hammer Recovery Bars during the crossing.

The big surprise of the day was how close the race was. It turned into a fierce 28-mile, almost 10-hour battle between the team of veteran mainlanders and a team of much younger local swimmers. Despite the distance covered, the teams were within no more than 1,000 yards of each other across the entire Channel and often were neck and neck. In the end, it was the veterans, fueled by Hammer Nutrition, who made it to the shore of Oahu first. Amy Dantzler hit the sand on Sandy Beach in what is now the Ka'iwi Channel Relay Record of 9:53:41.

"It was a good race. I am still shocked by the closeness," said Bill Ireland. "The difference [between the 9:53:41 and 9:56:23 final times] is incredibly small. It is about the equivalent of one-tenth of a second per 50 [yards]!"

The Wikiwiki Haoles enjoyed it so much that they already have plans to compete again in 2014, and you can be sure that plenty of Hammer Nutrition will be onboard the support boat! **HN** 



Team Wikiwiki Haoles wins the relay race across the Channel of Bones in record time. Photo : Hawkins Biggins Photography

# NATE'S CORNER

# Sometimes, more is not better

egardless of the distances you concentrate on for your racing efforts, there tends to be a certain volume of training that you feel is necessary to complete in order to be properly prepared. If, for some reason, your race efforts are below your expectations then the immediate kneejerk reaction is to train more. "Boy, I was slow so I must be out of shape. Gotta train more and whip myself into shape. That'll do it!"

And, indeed, this may be the appropriate remedy. However, a different approach might be equally effective, or even more so, to get that elusive zip back into your racing. Maybe instead of ramping up your volume you should cut it back. Significantly.

Seasoned endurance athletes have so many years of so many miles stored up in their neuro-muscular systems. This is why we can bounce back after a layoff (when we are "so out of shape") and get back to top form very quickly. However, that top level of fitness can also be a rut in the road, wagon wheel tracks that are six inches deep because year after year we achieve that certain level of fitness but never surpass it. So, while all those years of training are a big help when it comes time to get back in the swing of things, it can also be a hindrance to our progress.

Let's say as a runner you are accustomed to 60-mile weeks. You do some sort of speed work once a week and a weekly long run on Saturdays. You run six days a week. What if, instead, you cut back to 40 miles per week? What if you shortened your speed work intervals from 800s/1000s/1600s down to 400s? What if you completed your long run every other Saturday and incorporated more recovery days during the week (either days off or shorter/easier runs)?

Your fear would be, "I'm going to get out of shape." It would be mine. At least until I ran my first race after about 4-8 weeks of this decreased volume. The added rest and lower volume would add much needed "snap" to the legs, allowing you to train and race at a higher level. Those wagon wheel ruts would fill right up and you'd be charging down a new path of less resistance.

I found this to occur in my own training. I've been concentrating more on running (than swimming or biking) this fall and winter, just to try something different. I've swum/biked three days each per week and was running five days (about 50 miles). Now that spring is approaching, I added one day per week on the bike and cut back to four days per week running. During only the second week of this new approach, my running took a big step forward in speed.

I'm not training any harder or longer. All I did was change things up ever so slightly—changing one run workout to a bike workout. The effect on me was noticeable and significant. Because I'm not pounding my legs as much (running trashes the legs more than biking or swimming), they are more fresh day in/ day out. This allows me to push harder within a given heart rate zone (nonrecovery) and, thus, get more out of my workouts. The higher volume running weeks laid a nice foundation but also dug deep wagon wheel tracks. Now I've broken out of them and am moving forward faster than before.

Come late-spring, I'll be cutting back my running to three days a week. By then, I won't have to worry about losing any run fitness. And the added zip to my step will allow me to race strong and hard, without worry of fading away at the end.

If you're feeling the need to try something different, try decreasing your volume. If you don't realize the results you are hoping for, not to worry. You can ramp things back up and be no worse for the wear. On the other hand, decreasing your volume just might be the shot in the arm your training routine needs.

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.

# Fueling long

# Powerful tips for success!

BY BRIAN FRANK

he 2014 season is right around the corner and this year it's time to get your fueling/nutrition strategy completely dialed. Exercising beyond three hours is when the game completely changes and your fueling plan will be your savior or your demise. For over two-and-a-half decades, thousands of athletes like you have used our products and followed our fueling strategies with unparalleled success in their training and races. Adopt these basic recommendations, tweak them as needed to suit your personal physiology with our expert assistance, and we guarantee you'll see huge results!

## **Calorie Intake**

Less is best – Your complete focus should be answering the question "What is the least amount of calories I need to consume to keep my body doing what I want it to do hour after hour without slowing me down?" instead of "How many calories am I burning or can I consume before I get sick?" At most, you can hope to replace 30% of what your body is burning. Fortunately, the vast supply of calories from body fat stores will be able to be accessed effectively when following our fueling strategies, to bridge the gap between what your body is losing and what it can comfortably accept in return from your fuel consumption.

Consume appropriate amounts of calories for your body weight – During exercise, the average-size athlete's liver can theoretically return 4.0-4.6 calories per minute back to the energy cycle. That's 240-280 calories per hour MAXIMUM for the average-size (160-165 lb) person. Athletes fueling with our products and strategies consistently do best with far fewer calories, especially when using Perpetuem; 120-180 calories per hour, depending on your size, is definitely the sweet spot when it comes to hour over hour calorie intake.



**Be flexible** – Pace and temperature affect your ability to tolerate calories, so be prepared to reduce or increase your planned hourly intake by 10-20%. Running also reduces calorie tolerance, so plan to consume less than you do on the bike.

## **Summary**

Follow the "less is best" approach to calorie intake because a "not enough calories" problem is significantly easier to fix

- continued on page 21



(consume more calories) than an "uh oh, I'm sick, overdid it on the calories, now my race is ruined" problem.

## Fluid Intake

Monitor your hourly intake – Regardless of conditions, your maximum hourly fluid intake during exercise is 20-28 ounces—roughly the equivalent of a small or large water bottle — sufficient to stave off dehydration without putting yourself at the risk of over-hydration. Smaller athletes and cooler conditions may only allow 16-18 ounces per hour.

Don't over-hydrate – While dehydration is something you most certainly want to avoid, drinking too much fluid is just as bad, or worse. Consuming over 24-28 ounces of fluid hour after hour greatly increases the potential for dilutional hyponatremia, a medical emergency. Peeing clear is NEVER a good thing.

Stay hydrated all day long – The majority of people don't drink enough water throughout the day, so they're constantly in a state of dehydration. That's not good for athletic performance, and it's even worse for overall health. Therefore, in addition to what you're consuming in your workouts, drink enough fluid—pure, clean water—to maintain optimal hydration status all day long. The goal is ½ your body weight in fluid ounces daily as a minimum. If you haven't been consuming this much daily, gradually increase your consumption until you reach your target amount.

Don't try to "super hydrate" in the days before a hot-weather event – We are not camels and cannot store water. Chugging water in the 48 hours prior to a hot-weather race only flushes precious minerals out of your system prematurely, ensuring electrolyte problems on race day! Instead, maintain constant daily hydration (half of your body weight in fluid ounces) up to and through race day, regardless of temps.

## **Summary**

Keep yourself hydrated every day of the year, not just on race day. Drink ½ oz. per pound of body weight, or more, daily. Drink a maximum of 20-28 ounces per hour during exercise. Overhydration on race day is more common than actual dehydration.

## **Electrolyte intake**

**Ditch the salt** – Most of us consume far, far too much salt from our daily diet, and most athletes have a reservoir of upwards of 8,000-10,000 mg of sodium stored in body tissues. When

you begin your workout or race/event, you'll have PLENTY of sodium, ready to serve you, assuming you have not prematurely flushed it all out of your body by trying to "load" water in the days prior. To allow your body to utilize its sodium stores more efficiently and conserve them more effectively, lower your sodium intake in your diet to 1,500-2,300 mg a day (equates to 3,750-5,750 mg of salt). When you are not over consuming dietary sodium, 300-600 mg/hour of salt (sodium chloride) should be plenty in any level of heat and humidity.

Full-spectrum electrolytic mineral support required –

"Electrolyte replenishment" does not mean "sodium/salt replenishment." In fact, consuming too much salt creates more problems than it resolves because it overrides and shuts down the body's natural mechanisms for recirculating and conserving its stores of sodium. Moderate amounts of sodium and chloride are recommended, as well as adequate amounts of calcium, magnesium, and potassium; all of these minerals work synergistically in maintaining the optimal performance of many important bodily functions. Endurolytes and Endurolytes Fizz provide the full-spectrum, proportionately balanced blend of these electrolytic minerals, precisely supplying your body with what it needs.

"Sodium loading" does not work! – When you attempt to sodium load for a hot-weather effort, as so many clueless "experts" recommend, the result is your body going into survival mode by flushing the excess sodium and all of your other precious minerals as well. You end up electrolyte deficient on the starting line and things go from bad to worse.

### Summary

A good hourly dosage guideline is one Endurolytes capsule or 1/2 tablet of Endurolytes Fizz for every 50-60 pounds of body weight. Don't slavishly adhere to the same dose hour after hour; increase only when conditions warrant. If you need more than six Endurolytes (or three Endurolytes Fizz) per hour to avoid cramping, you have an excessive dietary sodium problem.

These time-tested and proven recommendations take all of the guesswork out of how to properly fuel your body during exercise. Adopt these recommendations, apply them in all of your workouts, and customize them if necessary to fit your unique physiology. We guarantee that you'll receive maximal benefits from your workouts, you'll experience better race results, and you'll have more fun in the process. **HN** 

These "Powerful tips" will help you go further faster and feel better doing so. To get the maximum benefit from your efforts and feel just as strong for your next training day, see page 22 for a look at how post-workout recovery and proteins can positively impact your fitness and race-day results.

For more detailed information on these and other aspects of fueling, download your free copy of The Endurance Athlete's GUIDE to SUCCESS from the Hammer Nutrition website.

# Protein: Essential for ultra endurance efforts

ince we pioneered the use of protein-fortified energy drinks in 1992, thousands and thousands of endurance athletes have personally experienced the beneficial results of augmenting their carbohydrate fuel with a small amount of protein—a huge reduction in muscle fatigue during exercise and much less soreness and recovery required afterward. Our proprietary ratio of 7:1 carbs to protein gives your body enough protein to offset what it is metabolizing (look up gluconeogenesis on our website or Wikipedia) without causing a delay in calories moving through the stomach. Higher protein levels during exercise are not helpful for this reason. Both Sustained Energy and Perpetuem contain the ideal amount of protein to keep you going for as long as you want.

In addition to these two protein-fortified products, you can make your own by adding Hammer Soy Protein or Hammer Vegan Protein to HEED or Hammer Gel. Yet another option is to consume 3-4 Endurance Amino's each hour with your

carb fuels.

**Bottom line:** If you exercise for more than 3 hours with any regularity, you need to be consuming protein with your carbs. Your recovery begins the minute you stop exercising!

1) Refill the tank - Equally important as everything you did in your workout is what you do immediately after. If you want to get the full value out of all the effort you've put into your training sessions, you've got to replenish your body right away. That means giving it an adequate supply of carbohydrates (30-60 grams) and protein (10-30 grams) immediately after exercise, which is when it's most receptive to replenishment. Consuming one to three scoops of Recoverite within 30 minutes after finishing your workouts will provide the carbohydrates you need to replenish and increase muscle glycogen stores (note: this is what true "carbo loading" is), while also providing the amino acids your body requires for muscle tissue reparation and immune system support.

## 2) Keep free radicals in check

- Consuming a wide variety of antioxidants after exercise—from both high-quality food sources and supplements—neutralizes the massive amounts of cell-damaging free radicals produced during training sessions. This keeps your immune system strong, helping you to avoid missing workouts due to being sick. Premium Insurance Caps, Race Caps Supreme, Mito Caps, Super Antioxidant, and AO Booster supply a plethora of potent antioxidants... free radicals don't stand a chance!

3) Exercise in the 2–3+ hour range requires protein, too – Carbs alone won't satisfy all of your energy requirements once you exceed two hours or so. Protein will have to satisfy roughly 10% of your energy requirements, so use Sustained Energy or Perpetuem as your primary-to-sole fuel during prolonged bouts of exercise.

# Summary

Adding a few grams per hour of protein during extended training and racing, along with timely high-quality protein intake immediately following, is your best bet for minimizing muscular cannibalization and fatigue while maximizing your ability to recover.

For more detailed information on these and other aspects of fueling, download your free copy of The Endurance Athlete's GUIDE to SUCCESS from the Hammer Nutrition website, **HN** 

# Online reviews Now live!

n this day and internet age it's hard to know who you can trust, which is why consumers today rely so heavily on third-party consumer review ratings for insight on businesses and products. These are the "star ratings" that you see next to products when you Google them. We applaud this trend and now have this service ready and waiting for you to review your favorite Hammer Nutrition products.

Large websites like yelp.com do nothing but provide a means for customers to voice their opinions so that all other consumers can read and benefit from them. Instead we've added authentic reviews to our website for all of our products and the company in general. We've enlisted the services of Bazaarvoice, the leader in the field of online reviews, to make it even easier for you to be heard.

You can also review Hammer Nutrition on Google+. To do this, visit https://plus.google.com/ and search for "Hammer

Nutrition." Under the About tab on our Google+ page, you will be able to

page, you will be able to post your review. (You must have a Google account to post a review.)

For 27 years, we've strived tirelessly to provide you, our valued clients, with the highest quality products, service, and support. We absolutely love all of the feedback we get from you—the personal triumphs and PRs that you've achieved using our products.

You can submit a product review and feedback via our website anytime. Simply go to www.hammernutrition.com and on every product page you'll find a link where you can submit a product review and comments. You may also receive an email from us asking you to review a product. So please submit a review and send us your feedback today . . . we're listening! **HN** 

NEW colors for 2014! Go further faster in made-to-be-seen styles!



High-visiblity colors and durable, breathable Race Ready fabrics . . . go the distance this season in Hammer Nutrition running tees!





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# The atypical [Hammer] athlete

In each issue of Endurance News, we highlight 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. Hammer's "atypical athletes" prove that the importance of smart fueling and nutrition applies to far more than cycling and running!



# [FVCC logger sports]

The Flathead Valley Community College Logger Sports Team competes against other teams around the U.S. There are roughly 16 different western state collegiate teams that compete. We chop, saw, burl (rolling a log in water against another person), climb (with gaffs and a hemp rope), and run obstacle courses (simulating hooking logs with a choker). All of the events are related to traditional logging operations—most are still used today in some form or fashion. It is a way to keep the logging heritage alive in our younger generations who are not able to experience these traditional skills any other way, due to the lack of timber industry in the U.S. It is also a way to learn valuable team building and social skills that are used in everyday life. The work ethic it takes to perform these traditional tasks is very valuable considering most of the younger generations lack any kind of hands-on work ethic. Overall, FVCC has one of the best teams in the U.S.

The team uses Recoverite to help recover after long endurance training. It might not seem like a lot of work to perform these tasks, but look at the incredible shape of all the athletes, and it is clear that they are all outstanding. We also use Hammer Gel to keep us going while competing and practicing back-to-back events. HEED helps us get complex carbohydrates and electrolytes to support maximum energy production and performance without cramping. Tissue Rejuvenator is also used for superior joint health. Logger sports are not easy on the joints and body!

Luke Stahlberg







# [Mary Grayson]

Northeastern Minnesota and southern Ontario contain roadless wilderness areas made up of thousands of lakes connected by rivers, streams, and portage trails. It is where I find my most satisfying and rewarding outdoor activity, canoe tripping. For nearly 50 years I have paddled these lakes. Most of my trips last from a few days to several weeks and are full days of paddling and portaging.

Of course, you must pack food and gear for the duration. Most days we travel 12-15 miles, which includes repeatedly loading and unloading the canoe, humping all of that gear over the portages, hours of paddling, then setting up camp . . . it takes its toll. Fatigue can build day after day unless you are very careful. I always pack Endurolytes capsules, "the magic pills," and they have made a substantial difference. If we take Endurolytes, by the time we make camp we are still feeling good and ready for our evening of fishing!

Another factor is something convenient for a quick energy boost. I have been seriously hypoglycemic for years, so sugar is not a part of my diet. Most gels, bars, and sports drinks have not been an option, so I was thrilled to find Hammer Gel and HEED. They opened up a new realm of fueling for me and are now part of my canoe trip "menu." - Mary Grayson

# 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]

# **NEW!** Two natural, highly effective products that will keep you feeling good and training hard through allergy season

# **Nasol and Clear Day**

BY STEVE BORN

# **Clear Day – Potent ammunition against allergies**

Allergy sufferers, rejoice! Clear Day is here, and it's ready to provide fast, effective, long-lasting relief from your worst allergy symptoms. A capsule or two of Clear Day is all it takes, and you'll no longer have to deal with the unpleasantness of:

- · Wheezing with nearly every breath you take
- Rubbing burning, itching, watery eyes
- Constantly blowing your nose

With these bothersome allergy symptoms now out of the way, not only will you be able to train and race more productively, it'll be much more enjoyable.

An estimated 4 out of 10 endurance athletes suffer from seasonal allergenic reactions, so chances are you're at risk for having to deal with the undesirable symptoms described earlier. And they're not only a major discomfort, they negatively affect athletic performance as well. Researchers Komarow and Postolache state, "As a result of the increase in ventilation during exercise, athletes in particular experience significant symptoms of allergy triggered by exposure to aeroallergens. The allergic response causes nasal and conjunctival congestion, tearing, breathing difficulties, pruritus [itching], fatigue, and mood changes, which affect athletic performance."

The solution is Clear Day. Its unique, all-natural formula of olive leaf extract, quercetin, bromelain, and resveratrol possesses powerful antioxidant, anti-inflammatory, antibacterial, antiviral, and antihistamine properties. Its wide-ranging actions help prevent airborne allergies from occurring, while also providing fast-acting and effective relief for numerous allergy discomforts. When allergy season arrives, or anytime throughout the year when allergy symptoms occur, take control with Clear Day!

# Nasol – Put the power of the pepper to work for you!

Whether it's due to colds, allergies, or numerous other reasons, nasal congestion affects us all at some point. A stuffy nose not only makes exercising significantly more difficult, it can disrupt your entire day and negatively impact the quality of your sleep. No more! Use Nasol—it'll clear up your sinuses quickly so you can enjoy breathing more freely.

Additionally, if you've ever had a migraine, you know that very few things will stop you in your tracks and ruin your day faster; the pain is that oppressive. Good news! Nasol is also highly effective at alleviating migraine headaches, and you won't have to wait for slow-acting medications to start working to experience relief . . . Nasol goes to work FAST!

Nasol is the perfect complement to Clear Day, helping to alleviate other unpleasant symptoms caused by allergies. As soon as you feel the first hint of allergy-related problems coming on, take a dose of Clear Day and give each nostril a spray of Nasol. Rapid relief is on the way! **HN** 

# Give airborne allergies the ax!

Your training and race day results will thank you!



Clear Day gives your body the allergy season ammunition it needs to tackle even the toughest airborne allergies safely and effectively, without the potential side effects associated with pharmaceutical antihistamine and decongestant medications.

- Reduce allergy occurrences
- · Rapidly relieve allergy symptoms
- · Better results from training

MSRP \$22.95 - 60 Capsules





1.800.336.1977 / www.hammernutrition.com



# Relief is just a spray away!



When sinus issues occur, you want relief and you want it NOW! However, before relying on over-the-counter medications—which can come with a variety of unwanted side effects—reach for Nasol. Just a pump-spray in each nostril and Nasol's all-natural homeopathic formula will clear up nasal passages quickly, thoroughly, and safely. Also highly effective at alleviating migraine headaches!

- · Clear up nasal congestion
- Relieve migraine pain
- · Alleviate other allergy symptoms

MSRP

\$24.95 - 30 mL / 200 Sprays





ORDER TODAY! 1.800.336.1977 / www.hammernutrition.com

Reformulated
CHOCOLATE
AND ESPRESSO
HAMMER GEL

Let the great taste flow!

BY STEVE BORN

e've done some updates to Espresso and Chocolate Hammer Gel, two of our most popular flavors, and we guarantee that you are going to absolutely love them! They not only taste even better—they're the best we've ever tasted—their viscosity is noticeably thinner than all previous incarnations. These flavors now flow so smoothly that the transition from jug to Hammer Flask to your taste buds is easier than ever before.

We've also done some tweaking on Peanut Butter Hammer Gel. It still has that same spot-on peanut butter flavor, but it too is now significantly less viscous. Preparing a flask of a half-and-half mix of Peanut Butter/Chocolate or Peanut Butter/Espresso may have been a bit of a challenge in the past, but not anymore. Now it's downright easy to make either of these palate-pleasing combos!

With the thinner viscosity of Peanut Butter Hammer Gel, it's also a breeze to make flasks of tasty PB&J combinations. Montana Huckleberry or Raspberry Hammer Gel are obvious choices, but that's just the beginning of the flavorful possibilities . . . let your imagination run wild! (Hint: Peanut Butter, Chocolate, and Banana is an incredibly delicious combo.)

Even better tasting and smoother flowing . . . now that's a winning combination! We're certain that you'll fall in love (or back in love) with these newly formulated Hammer Gel flavors, so make sure you put them on your next order. And if you're as much of a peanut butter junkie as we are, you'll go nuts (in a good way!) over the updated Peanut Butter Hammer Gel. It's the perfect fuel to kick-start your spring training. **HN** 



NEW thinner consistency! Easy to pour!

# NUT BUTTER PEANUT 8 od Energy Fuel Made Web Nation INDURANCE PULLS HAMMER GE PEANUT BUTTER DIETARY SUPPLEMENT 26 Servings 645 mL

# PEANUT BUTTER FLAVOR N "ULTRA" **GEL!** · Lasting energy from peanuts · Great taste

- · More than carbohydrates

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 \$1.25- 12 or more\* \$19.95 - 26-Serving Jug \$17.95 - 3 or more\*

\$2.39 - 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 EN88HG, Offer expires 3/13/14. Valid while supplies last.





ORDER TODAY!

1.800.336.1977 / www.hammernutrition.com

# OUR ATHLETES SAY IT BEST

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





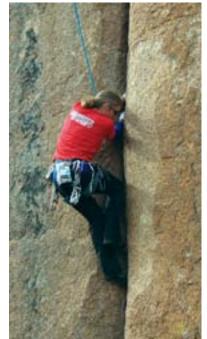
"I'm proud to wear the Hammer Nutrition name at events. I am a walking (or riding) Hammer Nutrition billboard!

Being an epic MTB racer, the Whiteface Mountain Uphill Bike Race was not only the first hill climb race that I have participated in, but also my first road race. Just prior to the start I took a hit of **Hammer Gel** and sipped some **HEED**. Then I used **Espresso Hammer Gel** (with caffeine!) for a little boost during the climb to the top." - Don Fella "Super excited! This is my second time this year I have won a race overall. It was also a 22-minute PR gain, which I would definitely say Hammer Nutrition was part of.

Whatever you guys/girls are doing at Hammer Nutrition, keep up the good work because it is working."

- Ryan Smith

"Hammer Nutrition products help me train and perform at high levels on the bike and while climbing. I have an amazing combination of Hammer Nutrition products that I take daily:



Hammer Soy, Hammer Whey, Tissue Rejuvenator, Mito Caps, AO Booster, Race Caps Supreme. and Recoverite. On race davs I add Race Day Boost, Energy Surge, Anti-Fatigue Caps, Hammer Gel, and sometimes Perpetuem or Sustained Energy. | feel very strongly that your products have helped me improve in my sports and aided in my successful races and rock/mountain climbs."

- Andrea Koenig

"For my Ironman training, I am fueled by Endurolytes, Hammer Gel, and Energy Surge. I wouldn't have the same confidence of taking on some of the more demanding Ironmans without Hammer Nutrition products!"

- Reilly Smith



# "Hammer Nutrition was an integral part of my first Ironman finish!

Your web resources were invaluable for me to try new things in my training. I recently completed Ironman Louisville in 12:34:12 which was spot on with my target time despite the heat. **I couldn't** 

have done it without the help of Perpetuem, Hammer Gel, and Endurolytes

(capsules & Fizz)."



"Since I started fueling with Hammer Nutrition, I've been smooth sailing with my nutrition on race day. And, of course, I finish off a race with some Recoverite!"

- Carolyn Blasch



"By listening to my body over the years I've learned that for me to get the most out of my training, racing, and fast rides with my friends, I need to keep topped off with Hammer Nutrition. Hammer Nutrition products provide me with the best natural and allorganic blends of nutrients to allow me to reach my peak performance." - Jesse Coombs



BY STEVE BORN

e've been saying it since 1989, ever since we first introduced Energy Surge (then known as ATP100) to athletes: Supplementation with ATP really works! And while there have been plenty of doubters and naysayers over the past 24+ years, science continues to confirm what we've known all along: Using Energy Surge during your daily workouts—especially on tough training days and races—helps increase overall energy levels, power, and strength, while reducing fatigue and enhancing recovery and muscle growth.

its effectiveness!

Recent research published in the journal *Nutrition and Metabolism* bolsters our belief—and it should yours as well—in the benefits of ATP supplementation. In this study, participants took part in a 12-week weight training program and supplemented with either ATP or placebo. Strength, vertical jump power, and perceived recovery were measured prior to the study, then again after 4, 8, 9, 10, and 12 weeks.

The results showed that the ATPsupplemented participants not only performed better in specific exercises (dead lifts, squats, and vertical jump), they had greater increases in overall strength and power as compared to the study subjects who took a placebo. Just as impressive, if not more so, researchers also noted that the subjects who took ATP had decreases in protein breakdown, a clear indicator of improved recovery. Although this study focused on athletes engaged in weight training, its results are applicable whether you're in the gym or on the roads or trails. The more you use Energy Surge, the more power and strength you'll experience during even the toughest workouts or races, and the better your recovery and muscle tissue reparation will be. Additionally, you'll enjoy more consistent energy throughout your workouts and races, especially during those occasional periods when the body's demand for ATP may outweigh its ability to produce it. That's when Energy Surge really shines, acting "as a boost substrate to cover gaps when intensity efforts cannot keep up with the high pace efforts generated," according to Dr. Bill Misner.

Helps to increase power, strength, and energy, decreases fatigue, and enhances recovery . . . now that's some supplement! It's Energy Surge—100 mg of the patented PEAK ATP brand of adenosine triphosphate. While science is continually revealing what impressive results can be obtained from ATP supplementation, you can enjoy all of these benefits right now with Energy Surge! **HN** 



1-2 tablets dissolved under tongue as needed during exercise. Real Athletes, Real Results!

A journey from fat to fit and discovering Hammer Nutriton



I wanted to tell you that Hammer
Nutrition is accompanying me on the
next phase of my journey. Less than one
year ago at 36 years old, I had never
run a day in my life. At 235 lbs I was
fat, tired, and my health was starting
to slip. I decided to make a change and
purchased a pair of inexpensive running

shoes for a 5K for my kids' preschool. Here I am now, nine months and 443 miles later; I've lost 57 lb and am training for my first half marathon. I am aiming for a two-hour time, with thoughts of longer races and faster paces already on my mind.

My stepfather, a cyclist, gave me some **Hammer Gel** to try a couple of weeks ago, and I just got myself a jug of **Tropical Hammer Gel** to help fuel the miles between here and my first real race. I have to say that it already makes a difference in those long 1- to 2.5-hour runs. Thanks, and maybe one day, I can run with the Hammer Nutrition logo on my chest!

# Johnny Matthews



Dear Hammer Nutrition team,
After training with Hammer Nutrition
for the last five months, I completed
my first half marathon yesterday in
1:52:25, almost 8 minutes faster than
my original goal. My run started with a
Peanut Butter Hammer Gel 15 minutes
before the race. I had Endurolytes Fizz
in my water bottle and three servings

of **Tropical Hammer Gel** in my **Hammer Flask** for the race. I kept a spare **Espresso Hammer Gel** on me and ended up taking it at mile 11.5 to help with the final push. It was a great day and I'm already looking forward to training for my next race this spring. I'll be Hammering all the way!

I've been using **Hammer Gel** and **Endurolytes Fizz** throughout my training and love them both . . . really grateful for them in my half marathon!

Johnny Matthews

Johnny Matthews feels great after a 10-mile run in the 25-degree Illinois countryside. Photo: J. Matthews

# In the archives:

# Flashback to 1999

# **Brian's BIG Diet Theory**

BY BRIAN FRANK

More than 15 years ago in the pages of Endurance News, Hammer Nutrition proprietor Brian Frank advised athletes on what to avoid in their diets to boost health and performance, and wheat, excess salt, sugar, and dairy were at the top of that list. These ideas were far from widely accepted at the time. Today, you can't pick up a health or fitness magazine without reading more on the "great wheat debate" and about all of the negative health consequences of processed sugars.

Since 1992, Endurance News has been a trusted source for the truth in nutrition and fueling for endurance sports. We will continue to stand by these unwavering truths, despite what the mainstream media chooses to focus on, or what our competitors deem the "latest and greatest" in fueling. The article below, "Brian's BIG Diet Theory," published in Endurance News #26 in 1999, outlines the basics of Brian's healthy diet principles, the same principles that Hammer Nutrition still adheres to today and are just as newsworthy. Whether you read it in Endurance News #15 or #200, rest assured that the information will be helpful in your pursuit of optimum health and performance.

The issue of what and how to eat is a complex one that will never see total agreement by all parties. One thing is for sure, however; the uniqueness of each individual's physiology guarantees that any one specific diet will never work for everyone. The idea is to take some foundational principals and, using a process of trial and error, determine what works best for you personally.



Please keep in mind that I have espoused this "theory" of mine for over a decade—I just didn't write a book or make a candy bar to promote it. I guess I have been kind of busy with some other "stuff." This "theory" began with the holistic foundation that my mom gave me and grew from my further education and trial and error experiences with my own diet through years of training and competition. So, here are the foundational principals:

## **BALANCE & VARIETY**

Your body craves and desperately needs these to be present in your diet. Any time you find yourself eating the same thing all the time, you are not eating optimally.

# SUGAR, SALT, DAIRY, & REFINED WHEAT

The less you eat, the better you will feel and the healthier your body will be.

## **PROTEIN IS KEY**

Carbs and fat are also important, but your diet should be built around your protein needs.

## **CARBOHYDRATES**

Carbohydrates can be both good and bad. Since most people tend to lean toward bad carbs instead of good, this area might take some work. Sugar and refined wheat-based carbohydrates are the enemy.

- continued on page 35

# FRESH, WHOLE FOODS ARE GOOD, AND PACKAGED, PROCESSED FOODS ARE BAD

Whenever possible, even at extra expense and time, we should seek out good foods and avoid the bad.

## FAT IS OK

Dietary fats should not be avoided or embraced; they should just be allowed to find their way into your diet. Since most people, including athletes, believe that they should follow a 40-30-30 diet and therefore eat too much fat (the ones Dr. Bill has done computer dietary analysis on were eating as much as 60% of their calories from fat), you probably don't need to go looking for fat to add to your diet. It is usually a naturally occurring component of proteins. If you need more, raw nuts and vegetable fats such as avocado, olives, olive oil, etc. are best.

## **BUILDING YOUR DIET**

Start with protein. You want a minimum of 1/2 gram per pound of body weight each day to maintain your current level of lean muscle mass. If you are trying to add lean muscle mass and doing the necessary resistance training, your protein needs will increase to 3/4 to 1 full gram of protein per pound of body weight. So, if you weigh 150 pounds, 75 grams is your daily minimum and 150 would be a maximum. In order to accomplish this you will need to eat a variety of proteins three times each day and possibly a protein-rich snack in between meals. Protein supplements of the whey and/or soy variety can be added to simplify reaching your daily goal.

Next, add your carbohydrates. The goal is at least 6-9 servings per day of high-quality fresh fruits and vegetables (organic whenever possible). Again, you need to eat fruits & vegetables with every meal and as snacks in between. The next group of carbohydrates are whole grains and rice. Oats, various types of rice, and more esoteric grains, along with potatoes, sweet potatoes, and vams should be the bulk of your starchy carbohydrates. (Please notice that refined wheat products such as bread and pasta are not included here.)

Lastly, you have your "treats." These are the goodies that you allow yourself in extreme moderation as a reward for being such a good eater. It might be something truly wicked like a piece of chocolate or a bowl of ice cream, or it might be something that may be a staple in your current diet like a big bowl of wheat pasta or a sandwich made with extra sourdough bread. These treats can be consumed once or twice a week or there about.

# **TOTAL CALORIC INTAKE**

This seems painfully obvious, but needs to be stated anyway. The more you exercise, the more calories you will burn and thus the more calories you will need to consume. However, don't always let your appetite determine your caloric intake. It's far better to use the scale. Measure your weight at the same time each day and record it in your training diary. Achieving a constant weight is the obvious goal. Sorry, no charts saying "if you exercise this many hours a day you need this many calories." Counting calories is a distraction that most of us don't need in our lives.

### **WEIGHT LOSS**

The only way to lose weight is to burn more calories than you consume. That is easy to say and quite a bit harder to actually live. However, in addition to this axiomatic truth, the type of calories and the time of day at which you consume them can contribute to weight loss or weight gain. I have found that the best way to lose weight, especially while training, is to eliminate some or all of the starchy carbohydrates from your diet. You may feel hungry all the time for the first 7-14 days, but you will lose fat weight without sacrificing a lot of lean muscle mass. Above all, don't be a slave to your appetite. Remember, it is your eating habits that determine your appetite. Don't let your appetite convince you otherwise.

## **MISCELLANEOUS**

Ideally, it is better to consume the majority of your calories in the morning and midday/early afternoon hours. You should try to avoid eating after 7 p.m. You should never skip breakfast because it gets your metabolism fired up for the day; it really is the most important meal of the day. Likewise, eating your last meal before 7 p.m. and doing some light exercise afterward, even a 20-minute walk, will give your body time to metabolize those calories before going into a resting state when excess calories are more likely to be stored as fat. HN





# Avoiding the hidden dangers of chemical additives

roduct labels are becoming more and more misleading. Despite the inclusion of the words "performance," "natural," "energy," and others, when you look at the list of ingredients, you will find that the overwhelming majority of sports nutrition products are full of chemical additives. To purchase foods and products that actually promote health and optimum performance (and without exposure to harmful chemicals), it is important to have a list of what you don't want to see on the label—don't be fooled by flashy packaging and bold claims!

At Hammer Nutrition, we have always taken a "zero tolerance approach" regarding the consumption of these chemicals, and so should you. If they aren't going to benefit health or athletic performance, and in fact may hurt them both, why would you ever want to ingest them? That's why you won't see these ingredients in any Hammer Nutrition product. The following will help you safely and wisely navigate the potentially dangerous "landmines" of chemical additives found in the majority of sports drinks, energy gels, and food products.

**Polyethylene glycol (PEG)** This petroleum-derivative compound is made from ethylene glycol (ethane-1,2-diol), the main ingredient in antifreeze, and is commonly used in effervescent electrolyte products as a lubricating agent (but not in Endurolytes Fizz!). Additionally, PEG is the active ingredient in a number of medications prescribed for treating constipation.

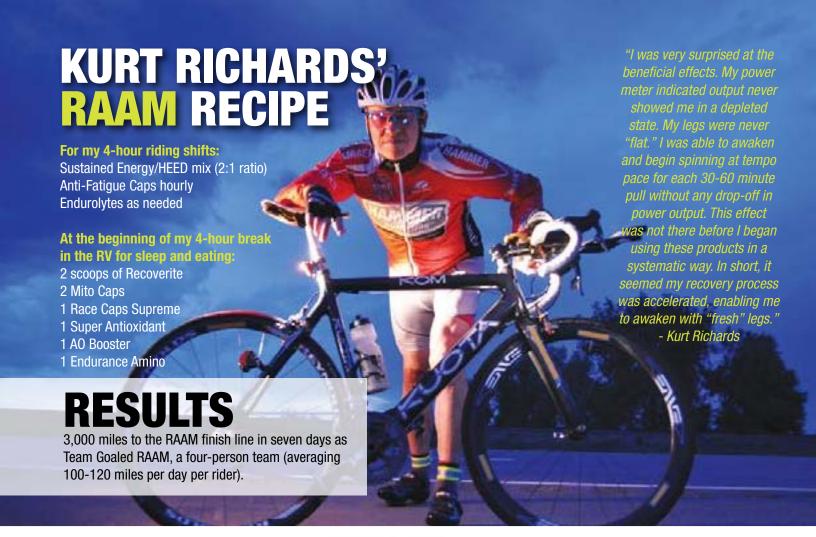
**Acesulfame K** The artificial sweetener Acesulfame K contains methylene chloride, a carcinogenic chemical that is the propellant used in many aerosol products and is also used in the manufacture of paint stripping products, adhesives, and

more. Long-term exposure to methylene chloride is believed to be linked to several health disorders including headaches, depression, nausea, mental confusion, and others. Studies indicate that this carcinogen can negatively affect the liver and kidneys, as well as cause cancer.

**Sucralose** Dr. Bill Misner makes answering the question "Should I consume sucralose?" easy in stating, "This artificial sweetening ingredient is possibly worse than the processed simple sugars it replaces. It is difficult to imagine that a synthetic chlorinated disaccharide is an improvement." We also recommend avoiding Aspartame and other highly processed, chemically derived low-calorie sweeteners. For sweetening a product, there are much safer alternatives, such as xylitol and stevia, the natural sweeteners included in many Hammer Nutrition fuels.

Monosodium Glutamate (MSG) MSG is a flavor enhancer added to many restaurant, processed, and canned foods. Though the FDA states that MSG is "generally recognized as safe," the agency continues to receive reports of adverse reactions to foods containing MSG, including common allergic reactions, sweating, numbness, headaches, heart palpitations, chest pain, and nausea.

**Artificial Flavors, Colors, and Preservatives** There are far healthier, natural ingredients that can be used to accomplish shelf life and flavor, so why choose a product that contains potentially harmful artificial flavors and preservatives? Benzoate preservatives such as BHA, BHT, and TBHQ have been linked to hyperactivity, asthma, dermatitis, and tumors. Artificial colors and flavors can trigger allergic or behavioral reactions and many are possibly carcinogenic. **HN** 





# The HEALTHY, CHEMICAL-FREE way to replenish electrolytes and keep cramping at bay!

Endurolytes Fizz helps you to meet your widely variable electrolyte needs with tremendous precision, hour after hour, no matter what the weather throws at you.

#### MSRP

\$4.95 - 13 Tablet Tube \$4.75 - 3 or more\* \$12.95 - 25 Wrapped Singles "Mix and match flavors. Flavors: Grape, Grapefruit, Lemon-Lime, Mango

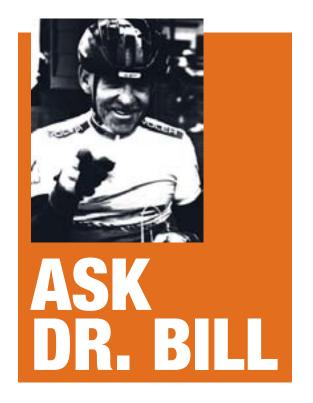


WARNING! If you use another effervescent electrolyte product, read the label before you consume another tablet! The product may contain one or more of the following chemicals: PEG (polyethylene glycol), acesulfame-K (consists of methylene chloride, a carcinogen), sucralose (a synthetic chemical with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



**ORDER TODAY!** 

1.800.336.1977 / www.hammernutrition.com



"I received another raving, positive report from a 56-year-old female who was unable to lose weight on any other diet plan or supplement. She has lost 15 lb in four weeks by following the Phytolean Nutrition Plan." Dr. Bill Misner, Ph.D. (Details about the "Phytolean Nutrition Plan" below)

### Question

## **How can I maximize my** benefits with Phytolean, and make sure that I'm meeting all of my nutritional requirements?

#### **ANSWER**

Follow my "Phytolean Nutrition Plan." It has worked for countless athletes and overweight individuals, and it will work for you.

#### **Phytolean Nutrition Plan**

The plan starts with the consumption of 7-11 servings of vegetables and fruits, and 3-5 servings of whole grains each day for 30-45 days to achieve healthy weight loss goals. The top whole-plant foods by nutrient content for vegetables, fruits, and whole grains—and serving sizes for vegetables, fruits, and whole grains—are listed below. Persons attempting this nutrition plan need to limit all animal-source products (meats, dairy, cheeses, and poultry) to one meal per week, and are advised to always cease eating when full.

Michael Greger, M.D., suggests that consuming more plant food fibers increases metabolism via a longevity hormone called DHEA. It is the animalsource calories that lower production of DHEA, lower basal metabolism, and generate growth factors known to increase body weight index. Eating largely whole plant foods has been shown in research comparisons of rural Chinese who eat 90% of their calories from whole plant foods. The Chinese eat 30% more calories than the average American, yet their Body Mass

Index (BMI) averages only a slim 22.0. Conversely, Americans eat primarily animal-source calories, yet their average BMI is an obese 27.0.

Take two capsules of Phytolean 30 minutes prior to lunch and dinner. Phytolean blocks the digestion and absorption of starchy complex carbohydrate calories while increasing the rate of fatty acids' metabolism. Reports are commonly, "I feel full!" Phytolean taken prior to lunch and dinner daily—with the recommended daily servings of fruits, vegetables, and grains—typically results in 6-7 pounds of body weight loss each week.

Animal-source calories are permitted one meal per week, and have been shown to raise Body Mass Index to 27.0 while whole-plant foods alone tend to lower Body Mass Index to 22.0.

(REFERENCE: T. Colin Campbell, The China Study data collected over a 20-year period.)

Persons on weight-loss regimens need to indicate their decisive willingness to "commit" to a 30-45 day trial, and measure their weight prior to and at the end of the trial period.

For best results, participants should follow these directions as closely as possible while taking two capsules of Phytolean prior to mid-day lunch and two capsules prior to the evening meal. The following lists will help you choose fruits, vegetables, and grain with the maximum nutritional value.

#### **GRAINS**

#### Top grains (based on their nutrient content)

1. Amaranth

7. Barley 8. Rye

2. Millet 3. Barley

9. Wild Rice

4. Quinoa 5. Buckwheat 10. Whole Wheat 11. Brown Rice

6. Oats

#### **Grains serving sizes** (3-5 servings per day)

- One slice of 100% whole grain bread
- One small biscuit
- One small piece of cornbread (2½ x 1¼)
- One cup of cooked rice
- Half cup of cooked brown rice or other cooked grain
- One cup of cooked 100% wholegrain pasta
- Half cup of cooked hot cereal (oatmeal)
- One ounce of uncooked wholegrain pasta, brown rice, or other grain

- continued on page 39

#### **FRUITS**

#### Top fruits (based on their nutrient content)

1. Cranberries9. Apples2. Lemons10. Bananas3. Prunes11. Grapefruit4. Pomegranate12. Peaches5. Blueberries13. Kiwis6. Blackberries14. Papayas7. Red Grapes15. Tomatoes

8. Strawberries

#### Fruit serving sizes (vegetables + fruit = 7-11 servings per day)

One medium piece of fruit

Half cup of cut fruit

Six ounces of 100% fruit juice

• Half cup of cut fruit

#### **VEGETABLES**

#### Top vegetables (based on their nutrient content)

1. Kale 12. Lentils 2. Brussels Sprouts 13. Sweet Peppers 3. Broccoli 14. Swiss Chard 4. Cauliflower 15. Oak Leaf Lettuce 16. Beet Greens 5. Asparagus 6. Spinach 17. Basil 7. Red Beets 18. Spring Greens 8. Rhubarb Mescaline Mix 9. Arugula 19. Butter Lettuce 10. Beans 20. Cilantro 11. Peas 21. Carrots

#### Vegetable serving sizes (vegetables + fruit = 7-11 servings per day)

• Half cup of vegetable juice

Half cup of cooked vegetables or raw vegetables

• Full cup of raw leafy greens such as lettuce and spinach

One cup of leafy vegetables

Half cup of vegetables

Participants may report results at the end of their trial to Dr. Bill Misner, Ph.D., at drbill@omnicast.net. Names will be kept strictly confidential. **HN** 

References available upon request



- · Effective weight loss
- · Higher energy levels
- · Get lean and stay lean

Use Phytolean to get lean and stay lean! 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.

MSRP \$34.95 - 120 Capsules



#### ORDER TODAY!

1.800.336.1977 / www.hammernutrition.com



- continued from page 40

After the IM World Championships last October, I hung up my trusty road bike and went a year without competing in one triathlon. Instead, dirt roads and trails provided a renewed motivation and enthusiasm that might have been lacking had I pursued another year of Ironman training. With increased work responsibilities and limited training time, the singular focus on the run also provided the best bang for the buck when it came to calorie burn, aerobic fitness, and the mental health benefits of daily workouts.

As my weekly miles started to accumulate and summer approached, I decided to make plans to enter a number of trail races of various distances. A rigorous triathlon training schedule of morning swims and bike/run bricks were no longer my worry. Instead, a long weekend run with easier runs throughout the work week became my routine. If I decided to cross train with a bike or swim workout, it was because I wanted to, not because I had to.

#### **Developing a distance strategy**

Though I avoided the strict structure of my previous year's triathlon training, I wasn't just winging it. I slowly increased my weekly miles. To best prepare for the ultras, I tried to get two quality runs in during the week and then build on two longer runs back-to-back on the weekend. For example, I would get my quality workouts done on Tuesday and Thursday, and then do a 10-mile trail run on Saturday and a 16-miler on Sunday. The same pattern would repeat itself the next week, except I would increase the miles of my Saturday run. The next, however, I would try to keep my Saturday run the same and increase my Sunday run (example 10/16, 12/16, 12/18, 14/18, 14/20, etc.). Every third week I may have cut back a little and I would also judge my runs by length of time and not just miles. I was also flexible on which day I did the longer of the two runs.

The wonderful thing I discovered about trail running was that it just didn't feel like "training." I built my mileage toward my key peak-intensity workouts, including an all-day trek up to three different lookouts on three different mountains and a 24-mile run along the front range of the Rockies on the east side of Glacier National Park. At the end of these runs I was completely spent, but as I pushed through the final miles they continued to feel more like adventures

to relish and less like hard-core workouts. Certainly my surroundings had an influence on my attitude, level of enjoyment, and focus. There's nothing like the very real threat of being eaten by a grizzly bear to heighten your adrenalin.

#### **Fueling for the distance**

Another huge influence on my enjoyment of the trail was the ease in which I maintained my energy throughout my run. Perpetuem, Endurolytes, and an occasional Hammer Gel and Hammer Bar were my primary forms of sustenance on long trail runs and races. Even on family hikes, Perpetuem, in the form of Perpetuem Solids, has replaced the typical sugary trail mix we used to carry.

When it came to my summer races, I followed a similar nutrition protocol that has evolved over years of Ironman racing. I achieved my primary goals in each of my races this summer, and I have no doubt that my arsenal of Hammer Nutrition products made a big difference.

Primary energy source: One scoop of Caffé Latte or Strawberry-Vanilla Perpetuem with one scoop of **Unflavored Perpetuem** and water in a Hammer Flask. During the Elkhorn 50K, I carried two flasks and a number of **Hammer Gels** as well. In Le Grizz 50-mile race, I had drop bags every ten miles or so. I carried a single water bottle holder during the race, and placed a flask of Perpetuem and a water bottle in every drop bag.

Supplements and additional energy support: For all of my races I take Endurolytes every 30 minutes and one each of Endurance Amino. Anti-Fatigue Caps, and Race Caps Supreme every hour. When I start to struggle or as I head up a long hill, I pop an Energy Surge. I slowly nibble on a **Hammer Bar** at the halfway point of any long-distance race, as a reward and for a little nutritional variety. This form of solid food, a little at a time, works well for me. Prior to my three "A" races (Elkhorn 50K, Bozeman Marathon, and Le Grizz 50-mile) I used a four-day preloading protocol of Race Day Boost.

I am already thinking about the upcoming season, and I plan to enter a number of long trail runs, maybe a 100-miler, and who knows, maybe even a triathlon or two. There is no doubt however, no matter which races I do, if they last much more than two hours, I will be fueled by Perpetuem. HN



# Why EMS should be on your training gear "wish list"

BY LEVI HOCH, Hammer Nutrition EMS expert



The author crushes it at Thursday Night Race League at Whitefish Mountain Resort. Photo: Myke Hermsmeyer

f you've been reading Endurance News for any length of time, by now you know how much we promote electrical muscle stimulation (EMS). Outside of sound nutrition and smart training, EMS is one of the best ways to improve your performance. With the push of a couple buttons, you can expedite recovery, aid in muscle development, and get an effective warm-up before a hard effort.

If you've read these past EN articles you may have thought, "It all sounds too good to be true" or been hesitant to make the investment in EMS. For many people, the price tag might initially deter them from taking the plunge, but if you consider the value of what you're actually getting with an EMS purchase, it really makes sense that a muscle stimulator should be at the top of your wish list.

#### **YEARS OF BENEFITS**

It's a long-term investment that will bring you years of recovery benefits, muscle building, and injury recovery and prevention.

#### **SHARE WITH YOUR FAMILY**

You can share an EMS unit with family members so you're not just spending the money exclusively on yourself.

#### **ULTIMATE TRAVEL TRAINING TOOL**

EMS units are portable and easy to travel with; you can even use them as a passenger in a car or on a plane.

#### **MULTITASK WHILE BOOSTING RECOVERY**

The program durations allow you to squeeze a session into your busy schedule very easily and even do other things simultaneously. If you relax in front of the TV at night, read before bed, surf the web, etc., a recovery program could be ran while you're winding down from your day. You could even use one of the recovery programs at work if you sit at a desk.

#### **LESS DOWNTIME FROM INJURIES**

Just having one around for use after hard workouts to aid in recovery, or having one available for the inevitable pains and injuries that inherently accompany our athletic endeavors, makes EMS a worthwhile investment. EMS can dramatically reduce

recovery time from injuries and get you back in the game quicker. The training programs can also be used to prevent muscle atrophy if you are ever laid up due to injury and will help you rebound to peak fitness.

#### SAVE MONEY AND TIME BY REDUCING MASSAGE AND THERAPY SESSIONS

Think of how much recovery time you could avoid if you were able to expedite healing and return to peak fitness exponentially faster, and think of how much money you'll save by reducing the amount of times you'll have to visit the massage therapist or physical therapy clinic. If you or your loved ones frequent a massage therapist to alleviate muscle stiffness resulting from working at a computer or from previous injuries, implementing regular EMS Massage programs can really cut down on the number of necessary massages.

#### ABILITY TO TRAIN, REGARDLESS OF CONDITIONS, TIME OF DAY, ETC.

Although EMS training should not and does not replace conventional training, on occasions when you are unable to complete your workout session for one reason or another, an EMS training session can be supplemented so you don't have to completely forfeit all training due to an unavoidable circumstance such as extreme weather, equipment failure, or lack of daylight.

Compared to the cost of upgrading expensive athletic gear, investing in an EMS device that's backed by a three-year warranty and Hammer Nutrition's legendary customer service should be a no-brainer! Spring training is just around the corner, so what are you waiting for? Order yours today! **HN** 

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



Levi Hoch, EMS expert

#### EMS consultations with our experts!

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

30-minute consultation

#### Discover the benefits of EMS

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

In addition, you will learn:

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

#### The Competitor - \$79.95

60-minute consultation

#### **Integrate EMS into your** daily training regimen

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

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

#### The Expert - \$60.00\*

60-minute consultation \*Per hour

#### Become an advanced **EMS** user

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

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

"I used EMS to strengthen muscles in my lower leg and foot while recovering from an ankle injury. I had such a fast recovery!

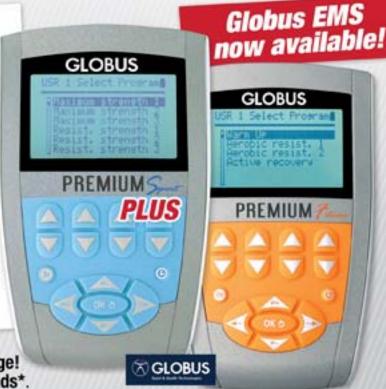
## I have been trying to make up for lost training time since then, and EMS has become essential.

It helps me be able to fully recover and be ready to do the efforts I need to do, day in and day out." - Nathan W.

Give yourself the ultimate competitive advantage! FREE shipping FREE consultation FREE extra pads\*.

#### MSRP

\$499.00 - Premium Fitness \$750.00 - Premium Sport \$850.00 - Premium Sport PLUS









### Giving you the ultimate competitive advantage

**Incorporating Electronic Muscle Stimulation** (EMS) into your training routine will allow you to:

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

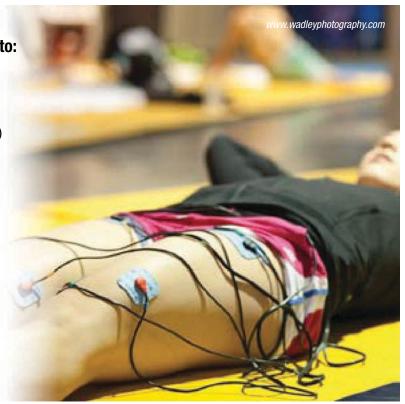
For more than 26 years, Hammer Nutrition has been the leader in educating athletes to fuel properly, and since 2006 has been the leader in EMS education in the U.S.

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.

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



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



#### Real Athletes, Real Results!

"Hi Hammer team,

Thank you for your thorough and very helpful response to my EMS questions about how to best use the Active Recovery program. I also spent time reading many of the helpful articles on the Hammer Nutrition website regarding EMS!" - Bob C.

"I love my EMS unit and I've only had it two weeks!" - Steven G.

"I just spoke with Levi and he was very helpful . . . super informative about EMS! I also reviewed some of the great EMS info on the Hammer website. Thanks Hammer Nutrition!" - Patrick R.

"I have come to rely heavily on EMS for recovery. I use it every day, sometimes twice a day, and I occasionally use the Endurance and Resistance modes as well after training. You may recall I had mentioned I was working on improving my speed on the flats and steady-state efforts. Well, I'm sure the combination of EMS, my training, and Hammer Nutrition products has worked. In a recent century ride challenge, I beat all my goals." - Mike M.

# Hammer Nutrition now provides a complete selection of the leading brands of EMS units!

#### Choose the unit you need to reach your athletic goals!





#### Globus **Premium Fitness PRICE**

\$499.00

#### **PROGRAMS**

- Demo
- Warmup
- Active Recovery
- Endurance 1 & 2
- Massage
- Plus 4 more!

#### Compex Performance U.S. **PRICE** \$579.99

#### **PROGRAMS**

- Pre-Warmup
- Resistance
- Active Recovery
- Strength
- Endurance

All Compex models include a muscle stimulator, battery charger, user's manual, instructional DVD, electrode placement guidebook, drawstring bag, electrode lead wires (4X), and gel electrodes.

All Globus models include a muscle stimulator, carrying case, 4 lead cables, battery charger, 4 reusable adhesive electrode pads 2" x 2." 4 reusable adhesive electrode pads 2" x 3.5," and a user's manual

Both Globus and Compex are cleared by the FDA



#### Globus **Premium Sport** PRICE \$750.00

#### **PROGRAMS**

- Demo
- Warmup
- Resistance 1-3
- Active Recovery
- Sprint Prep
- **Endurance Prep**
- Endurance 1 & 2
- Max Strength 1-3
- Explosive Strength 1-3 •
- Massage
- · Plus 4 more!



#### Compex **Sport Elite** PRICE \$849.00

#### **PROGRAMS**

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







#### **Globus Premium Sport Plus PRICE** \$850.00

In addition to what the Globus Premium Sport model offers. this model includes two Ultra Endurance programs as well as a Stretch Relax program.



#### **Compex Edge PRICE** \$399.99

This model is an entry-level option offering programs for Resistance, Recovery, and Endurance.



#### Replacement pads and accessories

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

#### **EMS consultations with our experts!**

30-minute consultation 60-minute consultation Advanced consultations \$49.95 \$79.95

**\$60.00** per hour

See our website for details.

# **ORDER TODAY!**

Order your EMS unit from Hammer Nutrition and enjoy these FREE bonuses:

- 30-minute consultation FREE A \$49.95 value!
- Electrode pads FREE A \$29.90 value!
- 90-day money back guarantee FREE Priceless!
- 3-day FedEx Express shipping
- 3-year warranty
- Ongoing tech support



New cycling and tri clothing colors and styles for 2014

2014 is the year of options when it comes to high-quality Hammer Nutrition and 53x11 Coffee logo wear. Get ready to podium in comfort and style!





Photo: Myke Hermsmeyer



## MEN'S HAMMER NUTRITION CYCLING AND TRI COLOR OPTIONS

(cycling jersey and shorts, tri top and shorts): Lime, White, Black, Red - In stock and ready to ship!

#### Put together a more complete kit—ADDITIONAL STYLES ALL AVAILABLE IN LIME, WHITE, AND BLACK:

- Jerseys: Long sleeve and sleeveless
- Cycling bibs
- Thermal jackets and vests
- Wind jackets and vests
- Arm warmers
- Cycling and cyclocross skinsuits

#### MEN'S 53x11 CYCLING AND TRI COLOR OPTIONS:

Black, Red - *In stock and ready to ship!* 53x11 short sleeve and long sleeve jerseys, thermal vests and jackets, wind vests and jackets, shorts, bibs, and arm warmers available.



# **NEW!** Custom fit, custom graphics for women

#### **WOMEN'S CYCLING AND TRI COLOR OPTIONS:**

Pink and Hibiscus Hammer Nutrition - *In stock and ready to ship!*Black 53x11 - *In stock and ready to ship!* 

White Hammer Nutrition - Also available, Call for details!



#### HAMMER NUTRITION TOP SELLERS





#### **Recovery made** easy

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

SIZE	PRICE
Single Serving	\$3.50
6 or more	\$2.95
16 Servings	\$32.95
32 Servings	\$56.95
Flavors: Chocolate, Citru	s, Strawberry, Vanilla



#### **Rapid energy** that lasts

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

SIZE	PRICE		
Single Serving	\$1.40		
12 or more	\$1.25		
26 Servings	\$19.95		
3 or more	\$17.95		
Flavors: Apple-Cinnamon, Banana, Chocolate, Espresso,			
Montana Huckleberry, Orange, Peanut Butter, Raspberry,			
Tropical, Unflavored (26 servings 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	\$17.95
32 Servings	\$29.95
80 Servings	\$54.95

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



#### A potent, legal performance enhancer

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

SIZE PRICE 90 Capsules \$48.95 3 or more \$44.95

#### ORDER TODAY 1.800.336.1977 / www.hammernutrition.com

Product	Flavo	or Size	Price	Qty.	Amount
		We're here			
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.	<b>Cruise</b> www.hammernutrition.com for quick and easy ordering.	Whitefish, Montal	na na	Shinning	See chart below
Call 1.800.336.1977 and talk with a Client Advisor.	Shop Local Check our online Dealer Locator to find one near you.	2-4 Days 3-5 Days	4-6 Days 6-9 Day	Order Total \$0 to \$39.99 \$40 to \$99.99 \$100+	Ground FedEx \$4.95 \$7.95 FREE!
Client # :				Payment (circle	one)
Name :			Check / MC	• Visa • MC • D	iscover • AmEx
Address :			Card # :		
City, State, Zip :			Exp. :	Verificati	on # :
Phone : Emai					



#### **Endurance Fuels** MSAX





#### RECOVERITE

Single Serving \$3.50 6 @ \$2.95

16 Servings \$32.95 32 Servings \$56.95

Recoverite Flavors: Chocolate, Citrus, Strawberry, Vanilla



#### HAMMER GEL

Single Serving \$1.40 26 Servings \$19.95 3 @ \$17.95

Hammer Flask \$2.39

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



#### **HEED**

Single Serving \$1.95 6 @ \$1.80

16 Servings \$17.95 32 Servings \$29.95 80 Servings \$54.95

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



#### HAMMER WHEY

Single Serving \$3.50 6 @ \$2.95 24 Servings \$39.95 3 @ \$37.95

Hammer Whey Flavors: Chai (24 servings only), Chocolate, Strawberry, Unflavored (24 servings only), Vanilla



#### HAMMER BAR

Hammer Bar \$2.50 12 @ \$2.40 Hammer Bar Flavors: Almond-Raisin, Cashew Coconut Chocolate Chip, Chocolate Chip, Cranberry, Oatmeal Apple

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 Whey Recovery Bar Hammer Whey Recovery Bar Flavor: Peanut Butter-Chocolate	\$3.50	12 @ \$3.25
Hammer Vegan Recovery Bar	\$2.95	12 @ \$2.75
Hammer Vegan Recovery Bar Flavors: Almond Cacao, Chocolate F	eanut	
Hammer Soy Protein - Single Serving	\$2.95	
Hammer Soy Protein - 24 Servings Hammer Soy Flavor: Vanilla	\$31.95	3 @ \$29.95

Hammer Vegan Protein - 26 Servings	\$44.95	3 @ \$42.95
Hammer Vegan Protein Flavors: Chocolate, Strawberry, V	'anilla	
	** **	
Perpetuem - Single Serving	\$3.25	6 @ \$2.95
Perpetuem - 16 Servings	\$29.95	
Perpetuem - 32 Servings	\$49.95	
Perpetuem Solids - 6 Tablet Tube	\$3.95	3 @ \$3.50
Perpetuem Solids - 90 Tablets	\$37.95	
Perpetuem Flavors: Caffé Latte, Orange-Vanilla, Strawbe	rry-Vanilla, Unflavored	d (16 servings only)
Sustained Energy - Single Serving	\$3.25	6 @ \$2.95
Sustained Energy - 15 Servings	\$32.95	
Sustained Energy - 30 Servings	\$54.95	3 @ \$51.50
Sustained Energy Flavor: Unflavored		

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



#### **Endurance Supplements MADE**





# RACE CAPS SUPREME

90 Capsules \$48.95 3 @ \$44.95



#### **PREMIUM** INSURANCE CAPS

120 Capsules \$19.95 210 Capsules \$34.95



# TISSUE REJUVENATOR

60 Capsules \$17.95 120 Capsules \$29.95 3 @ \$27.50



### MITO CAPS

90 Capsules \$24.95



#### PHYTOLEAN

120 Capsules \$34.95 3 @ \$29.95



Anti-Fatigue Caps - 90 Capsules	\$19.95	3 @ \$17.50	EndurOmega - 180 Softgels	\$29.95	
AO Booster - 60 Capsules	\$33.95	3 @ \$29.95	Energy Surge (ATP 100) - 30 Tablets	\$17.95	3 @ \$15.95
Appestat - 90 Capsules	\$27.95		Nasol - 30mL / 200 Sprays	\$24.95	
Boron - 90 Capsules	\$14.95		Phytomax - 90 Capsules	\$22.95	3 @ \$19.95
Chromemate - 100 Capsules	\$13.95		PSA Caps - 60 Capsules	\$24.95	3 @ \$22.95
Clear Day - 60 Capsules	\$22.95	3 @ \$19.95	Race Day Boost - 64 Capsules	\$19.95	
Digest Caps - 60 Capsules	\$16.95		Race Day Boost - 32 Servings	\$22.95	
Endurance Amino - 120 Capsules	\$29.95		REM Caps - 60 Capsules	\$19.95	3 @ \$17.95
Endurance Amino - 240 Capsules	\$54.95		Super Antioxidant - 60 Capsules	\$33.95	3 @ \$29.95
Endur0mega - 60 Softgels	\$12.95		Xobaline - 30 Tablets	\$9.95	3 @ \$7.95







**Complete Powder Sampler Kit** \$36.95 Save \$11.30

1 packet of each flavor of Recoverite, Sustained Energy, Perpetuem (excluding Unflavored), HEED (excluding Unflavored), Whey (excluding Unflavored and Chai), Soy.

**Junior Powder Sampler Kit** \$19.95 Save \$4.45

1 packet each of Vanilla and Strawberry Recoverite, 1 packet each of Strawberry and Caffè Latte Perpetuem, 1 packet each of Lemon-Lime and Mandarin Orange HEED, 1 packet each of Vanilla and Chocolate Whey.

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

1 pouch of each flavor, 10 total.

**New Product Sampler Kit** \$9.95 Save \$4.35

1 pouch of Peanut Butter Hammer Gel, 1 packet of Vanilla Recoverite, 1 packet of Strawberry Whey, 1 Chocolate Peanut Vegan Recovery Bar, 1 Almond Cacao Vegan Recovery Bar.

\$84.95 **Long Fueling Starter Kit** 

1 jug of Raspberry Hammer Gel, 8 pouches of Hammer Gel, 3 packets of Sustained Energy, 6 packets of Perpetuem, 4 packets of Recoverite, 1 bottle of Endurolytes, 1 tube of Endurolytes Fizz, 1 Capsule Dispenser, 1 Flask, 1 Water Bottle, 1 Product Usage Manual.

**Short Fueling Starter Kit** \$69.95

1 jug of Raspberry Hammer Gel, 9 pouches of Hammer Gel, 8 packets of HEED, 4 packets of Recoverite, 1 bottle of Endurolytes, 1 tube of Endurolytes Fizz, 1 Capsule Dispenser, 1 Flask, 1 Water Bottle, 1 Product Usage Manual.

#### Body Care USAX



Cool Feet 0.1 oz.	\$1.50	Pelle Eccellente 0.3 oz.	\$3.95
Cool Feet 2.7 oz.	\$15.95	Pelle Eccellente 2 oz.	\$19.95
Hammer Balm 0.3 oz.	\$4.95	Pelle Eccellente 4 oz.	\$32.95
Hammer Balm 1.5 oz.	\$21.95	Seat Saver 0.3 oz.	\$2.95
Hammer Balm 4.0 oz.	\$34.95	Seat Saver 2.0 oz.	\$12.95
Hammer Lips 0.15 oz.	\$2.95	Seat Saver 4.0 oz.	\$19.95
Hammer Lips 0.15 oz.		Soni-Pure 2.0 oz.	\$9.95
Hammer Lips Flavors: Wildberr	y, Wintermint		

#### 53v11 Coffee

JUNIT DUTIEC		AII JJX I I
The Big Ring 2 oz.	\$2.95	Coffees are
The Big Ring 12 oz.	\$13.95	
The Chain Breaker 12 oz.	\$13.95	available in
The Down Shift 12 oz.	\$13.95	ground or
The Early Break 12 oz.	\$13.95	whole bean!









All 52v11

1-Month Daily Essentials Kit

\$94.95

Save \$13.90

1 Premium Insurance Caps (210), 1 Race Caps Supreme, 1 Mito Caps.

**\$269.95** Save \$56.60 3-Month Daily Essentials Kit

3 Premium Insurance Caps (210), 3 Race Caps Supreme, 3 Mito Caps.

Race Performance Kit \$49.95 Save \$7.90

1 Race Day Boost (capsules), 1 Energy Surge, 1 Anti-Fatigue Caps.

**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 Bar 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.

Note: Kits containing multiples of packets and/or pouches will include various flavors of that product. Please call or see website for details.

#### **EMS Units**

Globus Premium Fitness	\$499.00
Globus Premium Sport	\$750.00
Globus Premium Sport Plus	\$850.00
Compex Sport Elite	\$849.00
Compex Performance U.S.	\$579.99
Compex Edge	\$399.99

#### SPORT ELITE, PERFORMANCE U.S., & EDGE ACCESSORIES

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

#### SPORT CLASSIC & FITNESS CLASSIC ACCESSORIES

Charger	\$19.99		
Battery Pack	\$39.99		
Pin Cables (4)	\$39.99		
Snap-On Conversion Cables (4)	\$44.99		
Pin Electrode Pads (4X - 2" x 2")	\$9.99	6 @ \$8.95	12 @ \$7.95
Pin Flectrode Pads (2X - 2" x 4")	\$9.99	6 @ \$8 95	12 @ \$7 95

#### **GENERAL ACCESSORIES**

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/hou

# **Get the VIP treatment**

Join the Hammer VIP Program today!



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



#### 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 guarter.

\*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 cands are always available free of charge. • This rewards program does not apply to EMS unit purchases. Visit www.hammenutrition.com/dea/eis/ems-referral-program/ for EMS-specific referral program.

Your friend wants you to save 15% off your first order with us!

Name

Client Number



Order today! 1.800.336.1977 www.hammernutrition.com

Your friend wants you to save 15% off your first order with us!

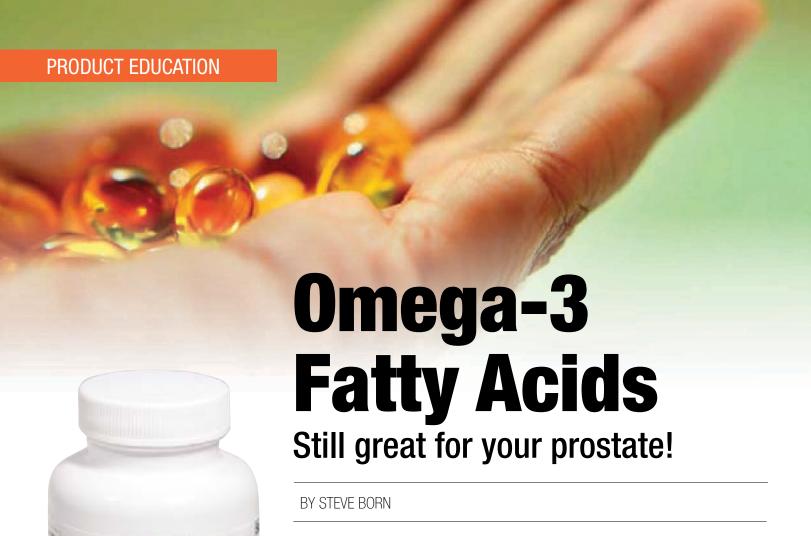
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Client Number



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hough the mainstream media would have us believe otherwise, with the ongoing blitz of alarming headlines and news stories regarding study results published in the Journal of the National Cancer Institute July 2013 issue [1], we remain convinced that consuming omega-3 fatty acids benefits overall health, including prostate health, and an overwhelming body of research over the years confirms it.

The media frenzy concerning fish and fish oil supplementation was sparked by the SELECT study (Selenium and Vitamin E Cancer Prevention Trial), which claims a link between higher levels of omega-3 fatty acids in the blood—specifically DHA, EPA, and DPA (all found in EndurOmega)—and an increased risk of prostate cancer.

However, the following flaws in the study invalidate the findings:

 The SELECT study was designed to evaluate vitamin E and selenium intake—not fish oil—on prostate cancer risk.

- 2. This study did not monitor whether the male subjects ate fish or took fish oil supplements. It is not possible to link blood levels of omega-3 fatty acids and prostate cancer if there is no data to confirm how much fish or fish oil supplements, if any, were consumed.
- The results were based solely on only one blood sample, taken very early in the study, to check for fatty acid levels in the blood. This particular test only indicates what a person ate over the course of a few hours; it has no bearing on medium-to-long-term consumption and certainly not over a six-year period as was the case with this study. Because blood levels of fatty acids rapidly change with short-term dietary alterations, it's misleading, while verging on flat-out wrong, to link plasma omega-3 levels from a single blood test with an increased risk of prostate cancer.
- 4. Even if the results of this single blood test are taken into account,

- continued on page 53

Take 2 softgels daily with food.

OPTIMIZATION

180 Saftgeti

the differences are too minuscule to draw any meaningful conclusions. The men who had omega-3 blood levels of 4.48% were less likely to have prostate cancer, while those with a fractional 0.18% increase (4.66%) had astronomically higher rates-44% greater risk of low-grade prostate cancer and a 71% increased risk of high-grade prostate cancer. Dr. Peter Bongiorno states, "The authors made a terrific leap by suggesting that this infinitesimally small number was enough to somehow promote cancer. The article also gave no information about how the fish oils could have possibly caused the cancer." [2]

Other factors that contribute to cancer were never taken into account! Over 50% of the men in the study smoked, nearly 65% consumed alcohol regularly, and a whopping 80% were obese. How these vitally important factors could be overlooked or disregarded is astonishing.

#### Omega-3 fatty acids benefit prostate health!

One study that included nearly 50,000 men showed that increased levels of EPA and DHA—the two fatty acids found primarily in fish and fish oil supplements—was correlated with a decreased risk of prostate cancer [3].

A study from Harvard that included more than 293,000 men concluded that a significantly lower rate of fatal prostate cancer was associated with increased omega-3 fatty acid intake [4].

A 2010 meta-analysis of over 15,000 men found a 63% reduction in prostate cancer death rates in those with higher fish consumption [5].

A study involving 6,300 Swedish men over a 30-year period showed that those who didn't eat fish had a 200% -300% higher rate of prostate cancer as compared to the men who consumed large amounts of fish [6].

#### Summary

After evaluating this particular study

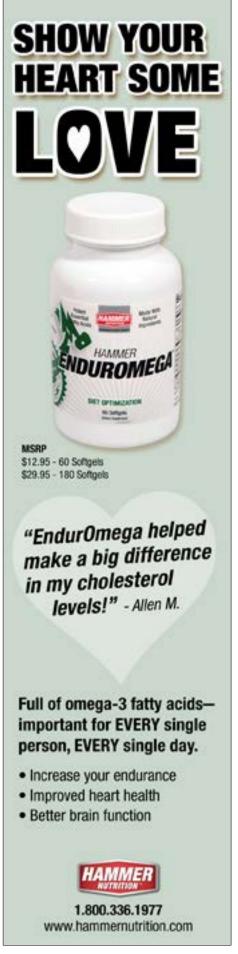
and how the results were obtained, it is simply not rational to implicate omega-3's as being a cause for prostate cancer, especially given the abundance of existing and undeniably more credible research showing that omega-3's positively influence prostate health. We adamantly don't believe the misleading and inaccurate media hype and neither should you. The bottom line is that consumption of omega-3 fatty acids from fish or fish oil supplements (EndurOmega) benefit numerous areas of overall health, including prostate health. HN

#### Suggested additional reading:

"Do Fatty Acids Really Increase Risk of Prostate Cancer? Evaluating the results of the recent report from the SELECT Trial" (www.naturalmedicinejournal. com/article\_content.asp? edition=1§ion=3&article=446)

#### REFERENCES:

- [1] Brasky TM, Darke AK, Song X, et al. Plasma Phospholipid Fatty Acids and Prostate Cancer Risk in the SELECT Trial. Journal of the National Cancer Institute. Jul 10 2013.
- [2] www.psychologytoday.com/blog/innersource/201308/do-fish-and-fish-oils-causeprostate-cancer
- [3] Leitzmann MF, Stampfer MJ, Michaud DS, et al. Dietary intake of n-3 and n-6 fatty acids and the risk of prostate cancer. The American journal of clinical nutrition. Jul 2004;80(1):204-216.
- [4] Bosire C, Stampfer MJ, Subar AF, et al. Index-based dietary patterns and the risk of prostate cancer in the NIH-AARP diet and health study. American journal of epidemiology. Mar 15 2013;177(6):504-513.
- [5] Szymanski KM, Wheeler DC, Mucci LA. Fish consumption and prostate cancer risk: a review and meta-analysis. The American journal of clinical nutrition. Nov 2010;92 (5):1223-1233.
- [6] Terry P et al. Fatty fish consumption and risk of prostate cancer. Lancet 2001; 357: 1764-6











## **HAMMERBUCK\$**

# Turn race day into payday!

Over \$27,000 in cash and credit awarded in 2013 . . .

you could be next! www.hammernutrition.com/deals/hammer-bucks/



#### **Sean Lewis**

Ironman 70.3 Austin 1st 45-49 Men's \$1,500 product

"Set another Ironman 70.3 PR by training and racing with Hammer Nutrition!"

- Sean Lewis

#### **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,

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

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# Hammerbuck\$ winners in 2013



James Thorpe Ironman 70.3 Miami 1st 18-24 Men's = \$1,000 cash



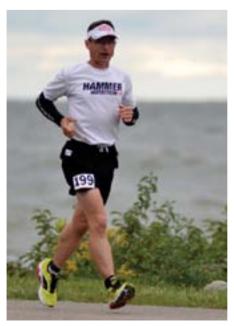
Andrew Drobeck
Ironman 70.3 Worlds Las Vegas
2nd 30-34 Men's = \$750 cash



Carly Guggemos
Ironman Louisville
3rd 18-24 Women's = \$375 credit



Faron Reed
Ironman Lake Tahoe
1st 60-64 Men's = \$1,000 cash



Greg Trapp
North Coast 24 Hour Endurance Run
1st 50-54 Men's = \$750 credit



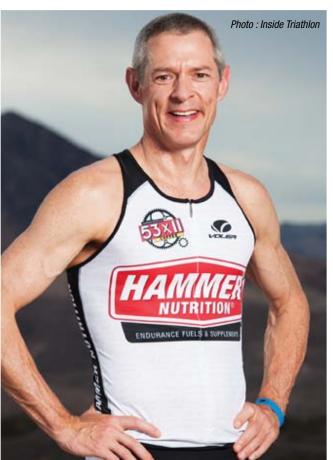
Art Mathisen
Ironman 70.3 Austin
2nd 40-44 Men's = \$750 credit

# . . . more Hammerbuck\$ winners



#### **Hubie Kerns**

2013 Marriott U.S. Masters Swimming Summer National Championships 2nd 60-64 200 IM, 3rd 50 Breast, 3rd 200 Fly = \$100 cash



Patrick High Ironman World Championships 70.3 2nd 50-54 Men's = \$1,250 credit

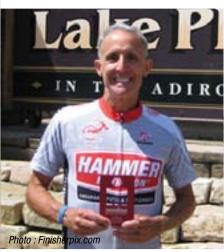


#### **Pat Peppler**

Ironman Wisconsin 3rd 60-64 Men's = \$187.50 credit

#### **Andrew Loeb**

Ironman 70.3 World Championships Las Vegas 2nd 65-69 Men's = \$1.250 credit



#### **Garrett D'Alessandro**

Ironman Lake Placid 3rd 55-59 Men's = \$375 credit



#### **Ben Rawson**

Ironman Wisconsin 1st 35-39 Men's = \$1,000 cash



Espresso Hammer Gel (proper fluid intake levels, about 20 oz. during the bike ride)

During the run: 2 Endurolytes

During the run: 2 Endurolytes capsules, a lighter mix of HEED, and one more Espresso Hammer Gel (less calories consumed during the run)

After the finish: I love Hammer Vegan Recovery Bars!



### RESULTS

I don't think I would have beat my PR by 20 minutes and finished 2nd AG and 5th overall in a recent Olympic tri without the help of Hammer Nutrition products and guidance. I started using Hammer Nutrition this year exclusively and have been tailoring my nutrition plan with the help of their Client Advisors (Katey and Joe) and the Hammer Nutrition website. The information they have provided has been invaluable! Being a professional motorcycle road racer turned triathlete, I know how important proper information is.

I have been tweaking my race-day nutrition all summer, and started out fueling with too many calories and not enough electrolytes. The first time I called Hammer Nutrition was just before my 70.3 race to order Perpetuem for that longer distance. I'm a firm believer in using the same products all the time and not just some random stuff provided on the race course.

For my shorter distances, like Olympic, I had been using HEED, Hammer Gel, and water, but I was missing the proper electrolyte intake, which is what Katey determined after asking me a few questions about my recent race performances. We tweaked my nutrition plan a little bit more by bringing down my caloric intake and adding Endurolytes. That was the key to achieving my 20-minute PR and 5th overall at MuncieMan!



#### Mito Caps offers anti-aging benefits and aids in energy production!

The long list of additional benefits includes antioxidant support and improved fat metabolism. Take care of your mitochondria, and they'll take care of you!

MSRP

\$24.95 - 90 Capsules



ORDER TODAY!

# Hammer ALL STARS



#### New faces on Hammer Nutrition's 2014 sponsored athlete team



My story starts in 2010 with a paragliding speedflying crash followed by three and half weeks in an induced coma. I'm now considered an incomplete C7 quadriplegic. Shortly after my accident, I regained my independence and decided to pursue hand cycling, accomplishing mountain passes in Montana within the next year. Fast forward to 2013, when I made my first attempt at becoming the first known wheelchair-using quadriplegic to complete an Ironman triathlon. Though I didn't make the time cut-off to complete that IM, I am training again for another attempt in late fall 2014. I'm doing this to inspire others to set goals and push through barriers and perceived limitations. I'll also be focusing on off-road hand cycling this year, as well as helping companies develop lower-cost equipment for disabled athletes.

#### **FUELS**

Favorite for sustaining energy during IM training: Perpetuem, Hammer Gel, and Hammer Bars

How I make fueling easier: Gel flask holder on my bike fork Shoulder pain recovery recipe: Tissue Rejuvenator and EndurOmega



I have been using Hammer Nutrition products for five years now in half-marathon road races, Ironman triathlons, 50K to 100-mile trail runs, 100+ mile bike rides, and extended backpacking trips. Hammer Nutrition has never failed to stop me from moving forward.

#### **FUELS**

Favorite for longer training runs and races: Raspberry, Banana or Peanut Butter Hammer Gel every 30-45 minutes

To top off the "tank": Hammer Bar every couple of hours during long-distance events

Hot-weather racing tip: Endurolytes (two or more every hour) Epic MTB ride secret: Strawberry-Vanilla Perpetuem keeps me going

#### A sampling from my race résumé

Shadows of The Giants 50K trail run, 2nd place Cinderella 50K trail run, 2nd place Zion 100 trail run, 13th place Antelope Island Buffalo Run 50 Mile, 6th place Expedition Man Ironman, 1st place (2013) Missoula Marathon, 16th place (2013) Old Gabe 50K trail run, 1st place (2012) Xterra White Tanks 20K trail run, 2nd place (2012)



Photos : Myke Hermsmeyer

By adding proper fueling with Hammer Nutrition products to my training, I feel stronger and faster than ever. I'm now less than 2 minutes away from the "B" standard of sub 2:43 to qualify for the US Marathon Olympic Trials. I'm primed and ready to train hard for my next big race in April at the Boston Marathon!

#### **FUELS**

Favorite for evening track intervals: Apple-Cinnamon Hammer Gel Most recent Hammer Nutrition product I got "hooked" on: Melon HEED Recovery tip for after long runs: Strawberry Recoverite on ice followed by a hot-tub soak

Prerace refreshment choice: Lemon-Lime Endurolytes Fizz

# By the Numbers

BY MYKE HERMSMEYER, Hammer Nutrition Sponsorship Coordinator

2013 was a great year for all of our sponsored athletes and teams. From Ironman podiums to mountain summits, from paddling ocean currents to soaring above the Alps, our athletes had some tremendous accomplishments across the globe. We love to see when racers reach their goals, be it winning their "A" race for the season, setting a PR after a long hiatus from racing, or just being an active and encouraging member of their local endurance community.

In addition to all of the podiums listed (right), 2013 saw 65 Hammerbuck\$ award winners, turning race day into payday to the tune of \$26,000 in cash and \$16,000 in Hammer credit. For 2014, we've added over a dozen (and counting!) ultra-running events to our

Podiums Wins

**Overall** 

YTD 881 294 184

Hammerbuck\$ program to encourage more involvement in the running community. Check out our website to learn more about eligible events!

2014 is already shaping up to be the best year yet. We have many strong athletes returning and a new crop of talent that we're excited to report on throughout the year. So keep your updates and reports coming and we'll keep on fueling your fire! HN

#### **Fueled by Hammer Nutrition,** Kelly's numbers add up

Number of races: 38 Number of ultra events: 20 Number of states raced in: 10 Number of countries raced in: 6 Total distance raced: 1,622 miles Average race distance: 42.69 miles Total time raced: 334 hours, 48 minutes Total elevation gain: 247,612 feet Total miles ran: 4,017

"Of all my stats from 2013, I'm most excited about my average race distance. I've been tracking the yearly average and watching it climb every year. I love analytics and plan to keep watching the numbers grow this coming race season. With Hammer Nutrition products, I feel like I can do all kinds of crazy stuff. (My finish of the Leadville 100 Trail Run last year is an example!)"



Send news of your successes to athleteupdates@hammernutrition.com

"I'm so glad that Hammer Nutrition products are gluten-free! I've been fueling with Hammer for a long time



All Hammer Nutrition fuels and supplements are gluten-free and can be consumed by even the most gluten-intolerant individuals!



# Steve's Faves: REM Caps

BY STEVE BORN

t was a cyclical kind of thing.
Without any prior warning, or even an understanding as to why it was occurring, I used to go through blocks of time—seemingly right on cue every 5-6 weeks—where for 3-4 nights in a row, getting a full night's sleep was basically impossible. Some of the time, I couldn't fall asleep right away and I'd be tossing and turning for hours before sleep eventually came. Or, I'd wake up in the middle of the night, staring at the ceiling, and unable to fall back asleep for the remainder of the night and earlier morning hours.

When this first started, I shrugged it off, thinking that it was just an anomaly that I had to deal with occasionally. But when it started occurring with more frequency, I knew it was time to get resolution for the problem. These periodic bouts of interrupted sleep were so harsh at times that I felt that a prescription medication would be necessary. And I did give them a try for a short while. However, I wasn't at all happy with how expensive they were, I didn't feel that they worked with much consistency (sometimes they didn't work at all), and I was concerned that using them regularly, or even occasionally, would lead to dependency and exposure to potentially harmful side effects. On top of all that, I learned that some of these sleep aids actually deplete the body of melatonin, its most powerful sleepinducing hormone.

A safer, long-term solution was necessary, and I found it in REM Caps. To be 100% honest, I hadn't originally given REM Caps the benefit of the doubt; with the severity of my sleep issues, I really did feel that I needed something stronger. I was wrong, with a capital "W"! After I began using REM Caps I found that they were, in fact, a very potent and undeniably safer way to get my sleep

issues under control. REM Caps really work; ever since I gave them a thorough test, I no longer have these cyclical bouts of interrupted sleep.

At first, I only used REM Caps on an as-needed basis. However, after doing some research on its primary component, melatonin, and how important a role this particular nutrient plays in numerous aspects of health, not just as a sleep aid, I realized that taking REM Caps on a nightly basis would be highly beneficial. Here's what I discovered about melatonin:

- It possesses neuroprotective effects Age-related decline in the body's melatonin levels is associated with an increase potential for neurodegenerative diseases such as Alzheimer's and Parkinson's.
- It provides protection against stroke Research has shown that a deficiency in melatonin is correlated with an increase in both ischemic and hemorrhagic strokes. Conversely, adequate bodily levels of melatonin reduce high cholesterol and high blood pressure, which are some of the risk factors for stroke.
- It's an extremely powerful antioxidant - One well-known nutritionist has stated that melatonin is "one of the most powerful antioxidants ever discovered with a greater range of effectiveness than vitamin C, vitamin E, or beta-carotene . . . "Another highly respected nutritional scientist writes, "Melatonin neutralizes one of the most damaging free radicals, and does so five times more effectively than the antioxidant enzyme glutathione . . . "Speaking of glutathione, melatonin increases the endogenous production of this powerful antioxidant.



Take 1-2 capsules one hour before bedtime.

Ongoing research is finding that melatonin may help extend lifespan by increasing levels of Sirt1, often referred to as the "longevity protein."

Supplementing with REM Caps is an easy way to supply my body with ample amounts of melatonin. The benefits of melatonin that I've just listed are reason enough to take REM Caps regularly, even if I didn't have sleep issues. However, since getting adequate amounts of highquality sleep had been a major problem for me—and it's something I don't want to go through ever again-I now use REM Caps every single night before going to bed. In addition to melatonin, REM Caps contains a number of other nutrients that help me fall asleep quickly, while helping me stay asleep longer, without the side effects associated with prescription sleep aids. REM Caps really has been a life saver for me!

If you experience any issues with sleep, even if it's only occasionally, REM Caps is a must-have product for you. However, even if you don't have sleep-related problems, given all the important roles that melatonin plays in the body, and with all of the benefits attributed to melatonin, I genuinely believe that REM Caps is a supplement that can and should be used regularly. **HN** 

"I really appreciate how friendly and helpful you were on the phone. You went the extra mile for me!" - Kelly E.

# Sleep FAQ

# Optimize your zzz's with the right protein

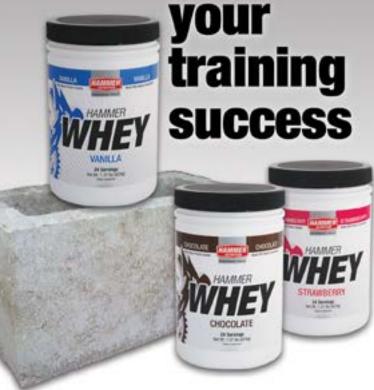
Can I use Hammer Vegan Protein at bedtime instead of Hammer Whey to help raise human growth hormone (hGH) levels?

We do not recommend it for two reasons. First, it is the amino acid glutamine that is responsible for the dramatic increase in human growth hormone (hGH) levels. Dr. Bill Misner writes, "Glutamine (2,000 mg) has been observed to raise serum hGH 430% above sedentary values. During sleep, 85% of hGH is released, and the 6 grams of glutamine in each serving of Hammer Whey is adequate to cross the blood-brain barrier to raise nocturnal release of hGH." While both the pea and brown rice protein components in Hammer Vegan Protein contain glutamine, the amounts are not sufficient enough to positively influence hGH release.

Secondly, in order to effectively elevate hGH levels, minimal-to-no carbohydrates should be consumed; carbohydrates blunt natural hGH release. Per scoop, Unflavored Hammer Whey contains no carbohydrates, all flavored versions of Hammer Whey contains less than 1 gram of carbohydrates, and all flavors of Hammer Vegan Protein contains 5 grams. That may not sound like a very wide gap, but it's enough to make a difference when the goal is maximizing hGH release.

To safely raise hGH levels without risk to your endocrine system, we recommend mixing 1 scoop of Hammer Whey in 4-6 ounces of water only; not juice or milk as those carbs will hinder the process. This may safely raise hGH levels while you sleep by as much as 430% compared to the usual nightly spike. That's enough to have a noticeably beneficial effect on anabolic, muscle building/maintenance activity in the body. *HN* 

# The building blocks for your



Hammer Whey protein isolate contains a high concentration of the essential building blocks for muscle repair.

- Minimize post-exercise soreness
- Protect lean muscle tissue
- Immune system support
- Boost hGH levels during sleep

#### MSRP

\$3.50 - Single Serving \$2.95 - 6 or more\* \$39.95 - 24 Servings \$37.95 - 3 or more\*

\*Mix and match flavors









1.800.336.1977 / www.hammernutrition.com

#### **Coffee Corner**

# Fair trade coffee

# Coffee drinkers, celebrate one of the good habits!

BY PHILIP HOWETH

aving been involved in the coffee industry for the past several years, I have read many articles regarding my favorite beverage. Perhaps I am biased, but I cannot recall an article that has made me reconsider my daily coffee routine. In fact, news about health and coffee consumption are consistently positive. There are myriad potential benefits to making coffee your drink of choice (besides water, of course!). Here are just a few that I have come across in my reading recently:

According to Kristin Kirkpatrick, in her article "9 Amazing Benefits of Coffee," a 2011 study found that men who regularly drink coffee have reduced risk of prostate cancer. According to the study's findings, men who drank six cups of coffee a day reduced their prostate cancer risk by 20%. Six cups a day may be a bit excessive for most, but this is good news nonetheless! There were also findings that suggest women who drank up to four cups a day lowered their risk of endometrial cancer by 25%.

To most fitness and nutrition enthusiasts, antioxidants are a familiar term. We find them in our fruits, we find them in our vegetables, and we supplement our daily intake with Hammer Nutrition products. Coffee, as well, is a source of antioxidants. It has been said that coffee is the number one source of antioxidants in the American diet! Stephen Adams wrote a recent article that highlighted a study involving 83,000 healthy adults, which found that over a 13-year period, people who drank at least one cup a day had about a 20% lower risk of stroke. According to Dr. Yoshihiro Kokubo, the lead author of this study, regular coffee drinkers can benefit from improved cardiovascular function because it can help reduce blood clots from forming. This is thought to be due to coffee's antioxidant properties.

As an athlete and reader of Endurance News, you've most likely adopted a daily routine of healthy eating, fitness, and nutrition. If you haven't added coffee to that plan, perhaps it is time to reconsider. Evidence suggests that regular coffee consumption is safe, if not beneficial, for your health. So drink up, coffee lovers! Go ahead and have a cup of your favorite 53x11 coffee! **HN** 





# Join the club!

Roasted fresh and delivered to your door!

#### 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 94-95 for more details!

Short Sleeve Jersey Retail price - \$39.95 VIP price \$28.00 Cycling Bibs Retail price - \$74.95 VIP price \$55.00 Tri Top Retail price - \$44.95 VIP price \$30.00 Tri Shorts Retail price - \$44.95 VIP price \$30.00



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

# **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 EN88CF. For the FREE bag of coffee, mention ad code EN88CB. Offer expires 3/13/14. Valid while supplies last.





ORDER TODAY!

1.800.336.1977 / www.hammernutrition.com



# 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 always show up to instruct my Monday morning (5:30 a.m.) spin class wearing my 53×11 bibs with my 53×11 Coffee in hand." - Tony

Short Sleeve Jersey Cycling Bibs Retail price - \$39.95 Retail price - \$74.95

Club member price - \$28.00 Club member

price - \$55.00

Tri Top Retail price - \$44.95 Retail price - \$44.95 Club member

price - \$30.00

Tri Shorts

Club member price - \$30.00

For more information on how to join the club and get amazing prices on 53x11 clothing, see page 63 and/or go online!

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"Please keep making the best nutritional products in the world!" - Paul C.



Here at Hammer Nutrition, we pride ourselves on providing the best possible customer service around. We offer products that work, the knowledge to back them up, and most importantly, a friendly and knowledgeable staff ready and available to help you! "Just wanted to thank you guys for the excellent customer service that you consistently provide. In September I completed my first triathlon (Dash for Divas, White Lake, NC). I was proud to sport my Hammer Nutrition tri top!" - Monica Croom

"I have to give kudos where they are due. Hammer Nutrition's customer service is the best I've encountered in a very long time. Faceless corporations NEVER make personal phone calls to thank customers for their purchases, nor do they usually care about other questions or concerns. Keep up the great personalized service. Very much appreciated and unexpected!" - Daryl Pass

"Dear Hammer Team.

THANK YOU for all of the help and support you have given me over the last eight months. As a "newbie" to the running scene, I was lost in a sea of nutrition products. With the help of your knowledgeable advisors and easy-to-understand product education, I was able to properly train and compete in my first Chicago 10K last weekend. At 36, I'm in the best shape of my life!" - Justin Faull



"Hi KC, I just wanted to say again how much we appreciate your help. Mark said someone called him personally and wanted to know if everything was satisfactory with our order. **Wow, you just don't get that kind of service anymore.** Please, keep up the customer service and we will be buying from Hammer Nutrition every time. Thank you!" - Kelly and Mark E.

"Thank you so much, KC. You all are always incredibly helpful and have advised me many times since I started taking your products three years ago! I'm one happy customer!" - Everett S.



# Fight weight gain and obesity with branched chain amino acids

BY STEVE BORN



ith Phytolean and Appestat, you have an incredibly potent "one-two punch" to help you lose weight and keep it off. The perfect complement to that powerful weight-loss combo is Hammer Nutrition's protein powders and/or Endurance Amino, thanks to their branched chain amino acids (BCAAs) content.

Approximately four years ago, the results of the International Study of Macro-/Micronutrients and Blood Pressure (INTERMAP)—which included over 4,400 non-diabetic men and women between 40 and 59 years old from China, Japan, the United Kingdom, and the United States—indicated an association between an increased intake of BCAA (L-leucine, L-isoleucine, and L-valine) and a reduced risk of obesity and becoming overweight.

	Classified as overweight	Classified as obese
China	25.3%	1.9%
Japan	26.3%	3.4%
United Kingdom	69.3%	22.4%
<b>United States</b>	70.3%	33.3%

Researchers analyzed the participants' food, beverage, and supplement intake for its BCAA content. The results of the study showed that increased intake of BCAA were associated with a lower adjusted risk of being overweight. For the participants whose intake was among the top 25%, a 30% lower risk of being overweight was noted compared to those participants whose BCAA intake was the lowest. A decreased risk of obesity among both the United Kingdom and United States participants was also observed, with a 25% lower risk occurring among participants whose BCAA intake was highest compared to those whose intake was in the lowest percentile.

#### **BCAA** content on Hammer Nutrition's protein powders

Amounts listed as milligrams of BCAA per gram of protein and amount of BCAA per total grams of protein in one serving of each product.

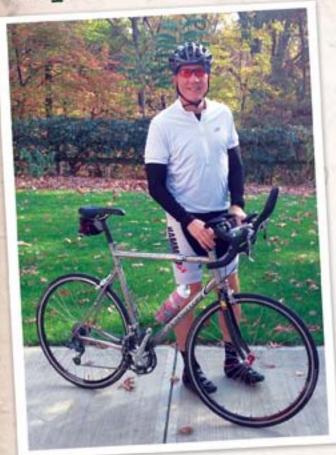
	Vegan (20 grams)	Soy (23 grams)	Whey (18 grams)
L-leucine	53.7 mg / 1,395 mg	59.4 mg / 1,367 mg	100.3 mg / 1,806 mg
L-isoleucine	32.5 mg / 649 mg	35.4 mg / 814 mg	51.3 mg / 923 mg
L-valine	34.3 mg / 685 mg	36.2 mg / 832 mg	36.2 mg / 651.5 mg

Every two-capsule dose of Endurance Amino contains 400 mg of L-leucine, 200 mg of L-isoleucine, and 200 mg of L-valine.

#### Summary

Weight gain and obesity already have a more-than-formidable opponent in the Phytolean/Appestat combination. Consuming branched chain amino acids via Hammer Nutrition's protein powders and/or Endurance Amino will add ever more ammunition to help you achieve your weight-loss goals! **HN** 

# Happy to report rapid recovery!



#### Hi Hammer Folks,

In June, I crashed my bike and suffered a broken hip. Shortly after surgery, I contacted Hammer Nutrition for guidance on rapid rehabilitation. Steve Born suggested several products, one of which was Tissue Rejuvenator. Although I've used TR off and on over the years, I didn't fully comprehend what a fantastic product it is until this accident.

First, the ability of Tissue Rejuvenator to reduce pain and inflammation was incredible. I was able to greatly reduce the need for over-the-counter pain medication when taking a dose of four tablets twice per day. Based on how fast my recovery went and how surprised the doctor was at my rapid healing, it really appeared to me that the Tissue Rejuvenator had a positive effect. I also used Hammer Vegan Protein as recommended because of the value of protein during injury recovery. Now, even after 18 weeks post-accident, I can notice the effect that product has on localized pain. Quite incredible!

I was allowed back on the stationary bike six weeks after the crash. I built up to four hours per week, mainly in 30 and 60 minute segments in the basement. At 12 weeks, the doctor allowed me to return to outdoor biking. Between Sept. 18 and Oct. 25, I was able to accumulate a little over 500 miles of riding!

There is no doubt that a structured rehab program and superior Hammer Nutrition supplementation led the way to my quick recovery. During this time, I used TR, Hammer Vegan Protein, Race Caps Supreme, Mito Caps, EndurOmega, Super Antioxidant, AO Booster, and Premium Insurance Caps. I am planning an aggressive winter training schedule and have already set goals for the 2014 racing season. You can bet that Hammer Nutrition products will be a central component in achieving those goals!

Corky Semler

#### FREE!

Receive a FREE 0.3 oz. tube of Hammer Balm when you purchase a bottle of Tissue Rejuvenator! Ad code EN88TR. Offer expires 3/13/14. Valid while supplies last.

Hammer Balm is the perfect complement to Tissue Rejuvenator, formulated to alleviate pain and discomfort associated with sore muscles and inflamed joints.

- Reduce pain & swelling
- Strengthen joints
- Avoid NSAID problems

#### MSRP

\$17.95 - 60 Capsules \$29.95 - 120 Capsules \$27.50 - 3 or more









**ORDER TODAY!** 

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# The link between good athletes and bad teeth

You see them on the international stage every four years, setting the standard for superior athleticism and supreme health. A little known fact about Olympians competing in recent years, however, is that they may be paying the price for their performance with their dental health. After reports of serious dental problems at the 2008 Games in Beijing, the International Olympic Committee called for more research to assess this growing concern.

One such study, published in the British Journal of Sports Medicine, revealed that more than 40% of the 2012 Olympic athletes in the study reported that they were bothered or impacted in some way by their oral health. Findings showed that 55% had tooth decay and 45% had dental erosion.

According to a 2009 IOC report, poor dental health among Olympians may be due to the excessive use of highly acidic sports drinks in their training and competitions.  $\emph{HN}$ 

#### **Hammer Tip:**

Many sports drinks contain high amounts of citric acid. and some even register a very high acidic pH of between 2.5-4.5. When pH falls below 5.5, cavity-causing bacteria proliferates. HEED does not contain citric acid, just one of the many factors in its neutral pH level of 6.5 to 7.0 (as shown in repeated tests). In addition, HEED may actually improve oral hygiene due to the presence of xylitol, which is a naturally occurring 5-carbon sugar alcohol found in many fruits and vegetables. We're thinking the new motto could be "switch to HEED, your teeth will thank you."



# A lack of zzz's might be causing those bad eating habits

It has been widely reported for decades that sleep deprivation can ultimately result in weight gain, but the specifics as to why being tired makes you crave pizza or a burger have been unclear. A study released in August 2013 and printed in Nature Communications looked to real-time brain imaging for answers.

This UC Berkeley research showed that subjects' insular and frontal cortices, which help to regulate the foods your body craves, were less active when sleep deprived. Brain mechanisms, in response to a lack of sleep, may actually lead to weight gain due to the fatty and sugary foods the body craves during those times. **HN** 

#### **Hammer Tip:**

A good night's sleep goes a long way toward optimal health and fitness, from helping curb those empty calorie cravings to supporting strong muscle mass. For a safe, natural, and highly effective sleep aid, try REM Caps, a nutrient combination that allows you to reap the benefits of a more sound, restful, and productive sleep.



#### **Centenarians share their secret**

There's a cluster of villages in the Sicani Mountains of Sicily, Italy, where the population of centenarians is six times higher than the national average. Researchers were naturally drawn to this location to determine what it was about this group of residents, aging from 100 to 107, that might be the common thread in their longevity. The secret, a group from the University of Palermo discovered, is plants.

Throughout their lives, all of these centenarians had practiced a diet consisting of primarily plants, vegetables, and whole grains. There was very little, if any, refined carbohydrates, processed sugars, or red meat in their diets. Researchers suggest that plant-based diets help slow aging effects by being rich in phytochemicals and antioxidants, which help fight free radicals and prevent cellular damage. **HN** 

# Sugar may not be so sweet to your heart

Next time you reach for a soda or sugary dessert, think about it and show your heart some love. According to a 2013 study in the Journal of the American Heart Association, the G6P molecule found in sugar can alter the muscle protein of the heart, and could actually negatively impact its pumping mechanism as well. These changes, through continued sugar intake, can ultimately lead to heart failure. **HN** 



#### **Hammer Tip:**

Take the time to read product labels and avoid simple sugars in both your daily diet and sports fuels. The estimated number of pounds consumed by the typical American adult is between 76 and 100, depending on which agency statistics you reference, and that is not difficult to imagine, with so many products containing added sugars.

In your training and racing, skip the sugar and fuel your efforts with Hammer Nutrition—free of all simple sugars and sweetened with only healthy, natural flavors and sweeteners.

#### **Hammer Tip:**

For decades, Hammer Nutrition has been spreading the word about all of the health and athletic performance benefits to be gained by a predominantly plant-based diet, and we will continue to do so. In addition, to boost your phytonutrient intake, supplement with Phytomax. For an antioxidant boost that will also assist with post-workout recovery, try Super Antioxidant and AO Booster.





from the kitchen of

# Laura Labelle

#### Ratatouille

#### Ingredients

- 1 3/4 cup olive oil
- 2 onions, chopped
- 2 yellow bell peppers, seeds removed, cored, and diced
- 6 small zucchini, diced
- 3 medium eggplants, diced
- 6 tomatoes, diced
- 4 garlic cloves, peeled and chopped
- 1 tablespoon chopped fresh or dry thyme
- 1 tablespoon chopped fresh or dry oregano
- 2 bay leaves

Salt and pepper to taste

#### **Preparation**

In a heavy skillet, brown onions and peppers in 1 cup of oil with herbs. Set aside. Use a second skillet to sauté zucchini and eggplant in 3/4 cup of oil for 10 to 15 minutes, or until tender. Combine contents of both skillets plus all remaining ingredients into a large skillet or sauce pan, and simmer on the stove over low heat for about an hour, stirring occasionally. It becomes a yummy, healthy veggie stew!

Serve warm or at room temperature.

# Fennel and orange salad

#### Ingredients

3 oranges

1/2 cup pomegranate seeds

4 cups baby arugula

1 bulb fennel, cleaned and thinly sliced

1/2 red onion, thinly sliced

#### **Dressing**

1/2 cup extra virgin olive oil Juice of one lemon Salt and pepper to taste Put all dressing ingredients in small bowl (or Hammer Blender Bottle!) and mix well.

#### **Preparation**

Peel oranges and thinly slice. Set aside. Mix arugula, red onions, pomegranate seeds, and fennel. Toss with oranges and dressing.

# Kale and quinoa salad

Courtesy of Hammer Nutrition staffer Chad Baker

#### **Ingredients**

1 bunch kale

1 cup quinoa, rinsed

1 red bell pepper

1/3 cup red onion

3 cloves garlic, crushed

1/2 inch of fresh ginger, grated

1 lemon, squeezed

3 tablespoons apple cider vinegar

Sea salt, to taste

\*Quinoa and all produce listed in Ingredients preferrably organic.

#### Preparation

Cook quinoa according to directions. Process kale to desired consistency in food processor. Dice red bell pepper and red onion. Mix kale, pepper, onion, garlic, and ginger in large bowl. Pour lemon juice over mixture and mix well. Add apple cider vinegar and mix. Stir in olive oil

Let quinoa cool slightly and add to mixture while still warm (not hot). Salt to taste if needed.

MARLAND WHALEY'S NUE SERIES TITLE RECIPE

#### In his water bottles and Hammer Flasks

5 scoops of Perpetuem (a 3-hour supply) 2 servings of Hammer Gel Water

#### In his hydration pack

5-7 Endurolyts Fizz tablets, dependingon temperatures Water

#### In his jersey pockets:

Endurolytes capsules Anti-Fatigue Caps

#### Posthreen

Recoverite REM Caps

### **RESULTS**

Overall Masters championship title, 2013 NUE Series

"100-mile mountain bike racing and training demands highquality fuel and hydration products to keep you running at your best without hunger and GI tract problems. That's why I used Hammer Nutrition products exclusively to win the 2013 NUE Series Masters title."

# "Anti-Fatigue Caps helped make my Team USA performance and PR possible!

I competed for Team USA at the ITU World Championships. I was the 4th fastest American in my AG! I took Anti-Fatigue Caps before the start, on the bike, and before the run. I logged a PR on the run–faster than I had ever run before!" - James C.

- . Boost endurance for "ultra" efforts
- Reduce fatigue-causing ammonia
- · Increase energy production

#### MSRP

\$19.95 - 90 Capsules \$17.50 - 3 or more

#### ORDER TODAY!

HAMMER NUTRITION

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#### **Race Director's Report: Mike Foote**

The Rut Runs 50K and 12K, held in Big Sky, challenged runners with technical terrain, a strong dose of altitude, and a generous helping of challenging weather in its inaugural year. Close to 400 event participants pushed their limits in a serious mountain environment, including traversing the five miles of steep and technical alpine ridge line heading up to and down from the 11,166 ft. summit of Lone Peak. All four aid stations were stocked with Hammer Gel and Endurolytes Fizz to help runners get through to the finish line.

After going off course for a short time following the first climb of the day, overall men's winner Paul Hamilton, of Fort Collins, CO, re-established his lead and controlled the race all the way to the finish in 5 hours, 8 minutes. On the women's side, Erin Phelps, of Flagstaff, AZ, won with a time of 6 hours, 43 minutes.

Now that the dust has settled from year one, race directors are already looking forward to next year and celebrating mountain running in Big Sky, MT with even more folks in 2014.







BY JIM BROWN, TEAM EXECUTIVE DIRECTOR

hen Rad Racing NW was founded in 1998, it was a very small grassroots effort that was targeted toward mountain bike racing and cyclocross. Dale Knapp, one of the program founders, stood atop the podium of the Elite races for over a decade in MTB/CX racing in the Pacific NW. Over the years the program has evolved and grown in many ways; in the spring and summer the kids are headed in different directions with MTB/road/track, but when September rolls around, the kids all flock to cyclocross. It's like a pilgrimage to the roots of the team.

Starcrossed is the big kick-off for the 'cross year in our neck of the woods. It takes place at the Marymoor Velodrome, and racing goes on all day and culminates with the Pro race under the lights. It is also known as the "Unofficial Cat-2/3 NW World Championships," which Rad has won several times. For 2013, it was a battle at the front; in the end Rad conceded the victory to a very strong Oregon rider, but Nolan Brady and David O'Brien came home 2nd and 3rd respectively. In the younger

Rad Racing riders get some pointers from champion Gabby Durrin at the Starcrossed races. Photo: Jim Brown

U17 category, Rad took the top four spots with Scott Funston, Lewis Whiley, Ben King, and Calder Wood respectively . . . a solid day at the office!

There are two series in the Seattle area, MFG and SCX, which means racing pretty much every weekend from Labor Day until the middle of December. Every week Rad has staff onsite to support the kids with coaching, mechanics, and neutral support. The familiar Rad trailer is stocked with bike parts, heaters, a changing area, and lots of Hammer Nutrition products. Hammer Gel is the most popular item in camp followed by Endurolytes, HEED, and Hammer Bars. With Hammer Nutrition products, and the education provided by Brian Frank himself, the kids are able to develop a fueling plan that works best for them. We really try to instill the idea that fueling is just as important as all of the other aspects of racing. The combination of all of this support seems to be working, as RRNW pretty much rules NW Junior Cyclocross. **HN** 



# **Charity of Choice**

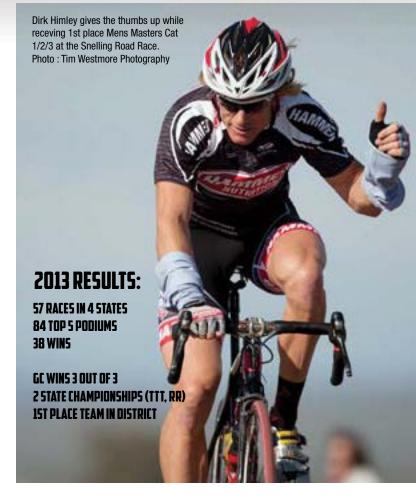
BY HUNTER ZIESING, TEAM DIRECTOR

eam members include Cale Reeder (2012 World Champion/2010 National Road Champion), Kurt Bickel (multi-time National Track Champion, 2012 National Tandem Champion), Craig Parker (2008 National 1K Track Champion), Dirk Himley (2013 State Road and TTT Champion), and Steve Heaton (2013 State TTT Champion).

While our results speak well for a tiny team, what's most important is to win with integrity and to promote charity, including the USA Cycling Development Foundation that supports youth cycling. We also remind ourselves that Masters racing is a hobby and nothing more, and that we are so lucky to be able to do this in our 40s and 50s.

With the added Hammer Nutrition sponsorship in 2014, the team will be competing in most of the high-profile stage races on the west coast while also adding several other travel races including the infamous Tour of Battenkill, The Tour of the Dairy Lands, and possibly a stage race in Spain.

The team would be inviting composite riders from other teams to join their squad at select races. Under USAC rules, riders can momentarily jump to another team members during the season. There are a lot of great teams who can't always all travel to races. Combining some of their top riders with us at big events is great for camaraderie between teams as well as a learning experience for us. HN





milie Moreshead has made a name for herself in the world of snowmobiling, and that name is "Miss Extreme." Just nine years after she first rode a snowmobile into the snow-covered mountains of the Washington backcountry, Emilie is one of the icons of the sport, especially among female riders.

This Hammer Nutrition-sponsored athlete got her start by winning the Tahoe Films Miss Extreme contest after voters selected her video of backcountry riding stunts as their favorite. Since then she has traveled throughout the western U.S. and Canada shooting footage for 509 Films, Octane Productions, and other extreme snowmobiling film companies. Emilie was packing for her American Freeride Adventure Tour when we caught up with her, preparing for several weeks of teaching clinics throughout Sweden.

**EN**: How did you initially get your start in the sport of snowmobiling?

Emilie: I got into riding dirt bikes shortly after college. In 2004, after a few seasons on dirt bikes with friends, they decided to drag me out during the winter to try snowmobiling. Even though I had too many hobbies to count at the time and had promised myself that I wouldn't get into yet another sport, I was hooked.

A few years later, I won the Miss Extreme contest and earned a feature in Sled Heads 5, a major sled industry film. After that it seems like things just kept snowballing (ha ha, winter sports pun!). I stepped into roles that I had the confidence I could fill. My attitude was 'well, someone in the women's industry needs to do it'!

**EN:** You mentioned earlier this year that you had significantly changed your daily diet and training strategy a few years ago to remain competitive in your sport. What did you change, and what differences has it made?

Emilie: This sneaky little thing called age was catching up with me. My younger habits had allowed my conditioning to slide and my joints were not happy with me for the added weight and the extra strain. It all hit home when I went on a dirt bike ride with a group where I was the weakest link and it was due to my conditioning!

Looking ahead, I was seeing my professional snowmobile career taking

off; I was booking up for worldwide trips all of a sudden and I had only six months to prepare. I needed to clean up my eating, my training, and my body so that I could continue to do what I love to do.

I found Hammer Nutrition and fell in love: Hammer Bars for on-the-go snacks, proteins for post-workout recovery, Tissue Rejuvenator for reversing those hereditary bad joints, Hammer Gel for fueling while I was crosstraining, and the all-important energy and electrolyte replacement of HEED!

**EN:** So many athletes think that fueling isn't all that important in motorsports, that they can get by on solid foods and not much for recovery after. What "insider" tips can you give aspiring riders about fueling their bodies?

**Emilie:** People think "the machine does all the work." Until you ride a snowmobile through technical terrain, you have no idea the stress and strain put on a body while throwing around a 500-pound machine. It is extremely taxing physically and mentally to be charging through technical backcountry terrain.

I bonked once while riding (two years ago, before I made the changes to my diet and fueling), and it is not a pretty sight to be deep in the snowy mountains and have to go into "reserve mode" to get back to civilization. Now, I drink plenty of water (mixed with HEED, of course) and I always have Hammer Gel and a few Hammer Bars on my snowmobile. Snacking on quick, healthy energy is now an absolute must!

**EN:** Craziest adventure you've ever had on a snowmobile?

Emilie: I'd have to say most of my crazy adventures include two brothers I know and ride with out of the Spokane area. Just about every time I get out with them it's an adventure of some sort! One specific story involves my full mountaineering gear, a rider on belay, copious amounts of rope, a chain saw winch with a sled 'on belay,' some really nasty cliffs, five friends (including the two brothers, of course) and a wife at home who had sent me with strict instructions to bring her husband home alive. Our nerves were a little shot at the end of the day but it was a successful sled rescue and my friend (and his sled) returned home safely to his wife!

- continued on page 78





**EN:** How do you inspire other female riders to overcome the intimidation factor in such a male-dominated sport?

Emilie: I believe I inspire by doing and not being intimidated about it myself! As a professional athlete, there is a huge push to elevate yourself above others so that you can stand out in the crowd for your sponsors. However, I believe that I'm just a regular ole Joe; I might just have a little more confidence to charge into situations than your average person. I'm not afraid to show my flaws or mistakes, and it makes me human. What I've accomplished actually seems attainable to riders who are watching what I do and they don't feel too intimidated to talk to me about the path I've walked to get to where I am.

**EN:** I know you've got packing and planning to do for your trip to Sweden. One last question: what's next after Sweden for Emilie Moreshead?

Emilie: I think this is my happy place—hosting events, coaching, and submitting 'how to' articles for various forums and magazines. Being involved on this level enables me to influence riders from the grass roots level where I honestly feel more effective.

Don't get me wrong though, there is nothing simple or easy about the level at which I have chosen to be involved! It keeps me going 24/7 and this winter looks like it might be another wild one! I have a feeling I will be putting Hammer Nutrition products to good use again! **HN** 



# PIT ROW

# On the podium at EnduroX Championships

BY ROB FARRINGTON

When the dust settled after the final round at the Las Vegas Endurocross Championships, there were six Hammer Nutrition riders in the top ten podium spots. Cody Webb won the race with a large margin, followed by Cory Graffunder in 2nd place. Taddy Blazusiak came in 5th, securing enough points to take the title of Series Champion, his fifth consecutive championship. Taylor Robert, Mike Brown, and Destry Abbott grabbed the 7th, 9th, and 10th place spots, respectively.

These talented athletes are relentless in their training and understand the extreme importance of fueling their bodies correctly. Because endurocross is one of the most intense, physically demanding "sprints" of any racing on two wheels, riders have been using Hammer Nutrition products for a long

time. It's great to see it now as the fuel of choice for the most extreme off-road racers in the world.

For me personally, it was a tough final race in the Vet class. After putting in many hours of training, both on and off the track, I was going for a podium finish. Winning my qualifying race and laying down one of the fastest lap times, I was well positioned going into the main event. In the first corner, my bike completely washed out, leaving me sliding across the dirt. I was able to work my way back up to 5th before running out of laps.

My conditioning kicked in and let me battle through the tough obstacles. I know that I wouldn't have been able to do it without constant training, which

The author flying high at an AMA Endurocross event in Everett, WA. Photo: Drew Ruiz

I wouldn't have been able to do without my Hammer Nutrition products onboard. Throughout the season I concentrated on Endurolytes capsules and Fizz for maintaining hydration and electrolyte balance, Hammer Whey Protein and Hammer Vegan Protein for restoring lean muscle mass, and Tissue Rejuvenator and Mito Caps to help repair my body after intense workouts. I fueled regularly with tasty Hammer Bars, Anti-Fatigue Caps, and HEED. After every training session, I made sure that I had Recoverite ready to go.



# Bryan Roper

MAVtv Jr. Endurocross National Champion, top American Trials rider, and Hammer Nutrition-sponsored athlete

"The endurocross season ended in Las Vegas, and I was able to hold off my other competitors for the Junior Championship. With that, I received an AMA #1 plate, and the team got a group photo on the podium! My fuel of choice, in Vegas and for every endurocross, is Mandarin Orange HEED, along with Endurolytes and Hammer Gel for a boost!"

### HAMMER NUTRITION INTERNATIONAL NEWS



# **News from the North**

Hello! I'm Ryan Correy, the "Fueling Guru" for Hammer Nutrition in Canada. You may remember reading about my crazy cycling adventures in past issues of Endurance News. I'm the guy that took on Ironman, Race Across



America, cycled from Alaska to Argentina, completed the Tour Divide, and nearly crippled myself while riding a stationary bike for seven days straight. I'll be your moderator for the new Hammer Nutrition Canada column in Endurance News.

After reading the latest, I encourage you to check out our new website and video blog at www.hammernutrition.ca to see what our athletes have been up to. Also, if you're curious to know which Hammer Gel tastes best on pancakes, an innovative way to keep your Perpetuem from freezing on long winter rides, or any other "Canadianisms," you can email me at ryan@hammernutrition.ca.





# 'Ultraman' finish

We recently selected an ambitious group of athletes from across Canada to help build awareness for Hammer Nutrition and our endurance community. I'd like to introduce you to one of our new ambassadors (and good friend), Scott McDermott from Sylvan Lake, AB. Scott was committed to squeezing in every possible free minute the last couple of months to train for the infamous Ultraman World Championship in Hawaii. He has been working toward this goal for seven years, and in November he successfully crossed the finish line as the top Canadian! Scott gave us a report of his challenging race.

"The Ultraman World Championship race started well enough while swimming 10K from Kailua Kona on Day 1, but as the swim progressed, heavy swells and a strong current led to many of the field, including me, suffering from sea sickness. After throwing up for over 3 hours, I finished the swim in 4:43, a full 90 minutes behind practice time. Starting the 145K bike ride, my crew worked hard to get my energy back up with Hammer Gel, Hammer Bars, HEED, bananas, anything I could keep down. During the wind, rain storms, and climbing, I finished the hardest bike of my life in 11:42, crossing the line with just 18 minutes to spare.

Day 2 we had to fuel hard to try and overcome the fatigue left over from Day 1, and with an amazing crew and a strong commitment to fueling, we finished in 9:22.

In the double marathon of Day 3, the final day, I finished the run in 10:17:34, with enough energy left to do five burpees at the finish line! My total time was 31:20:21, placing me in 21st overall and top Canadian."





# 2014 Great Divide Mountain Bike Tour

In 2012, I successfully completed the 2,745-mile Tour Divide solo mountain bike race from Banff, Alberta to Antelope Wells, New Mexico. Upon returning home, I set out to repackage some of the wanderlust that I experienced into a supported tour format, and thus, the Great Divide Mountain Bike Tour was born!

In August 2013, I lead a group of 11 riders from across Canada and the U.S. on an 8-day, approximately 416-mile trek from Sparwood, BC to Helena, MT. This epic mountain bike ride served as a perfect opportunity to test the Hammer Nutrition line. Perpetuem and Endurolytes Fizz were our go-to fuel and electrolyte source out on the trail. I'm happy to say that no bonking was reported! At the end of each ride, the group had Recoverite and a bounty of healthy meals back at camp. Next to the campfire at night, several of our riders utilized an

EMS massage program to help relax their muscles and flush out any lactic acid that had built up. On day five, we had the great fortune of touring the Hammer Nutrition headquarters in Whitefish, MT. I can't say enough good things about the business and the employees we met there.

The Tour is on again for 2014 and Hammer Nutrition is onboard to help keep our riders fueled! Visit www.greatdividetour.com for all of the details on this incredible chance to ride part of the Tour Divide route.

> Sign up for 2014 www.greatdividetour.com

# Everybody's ta

"HAMMER BARS ARE GREAT! So delicious that my son is stealing my supply!" - Mark S.

"LOVE Hammer Bars! Not only are they healthy, THEY ARE SUPER TASTY as well!" - Dana B.

"HAMMER BARS ARE MY FAVORITE! I know that I can trust Hammer Nutrition to only include ingredients that will benefit me." - Tara G.



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

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

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# We support your sport!

The wide variety of events that Hammer Nutrition sponsors is definitely represented in this issue of Endurance News! There are still plenty of winter sports happening, but the number of ultra running, road cycling, mountain biking, and multisport events are starting to crank up as well.

Here's a sampling of the events that we're supporting in the next several weeks. Look for your favorite Hammer Nutrition fuels at these venues . . . perhaps give a new flavor a try! **HN** 



DATE	EVENT	LOCATION
2/8	Rocky 50 Trail Run	Huntsville, TX
2/8	Du 3 Bears Duathlon	El Sobrante, CA
2/9	Race Around the Lake (Mountain Biking)	Temecula, CA
2/15	Mt. Taylor Winter Quadrathlon	Grants, NM
2/15	Iron Horse 100M, 100K, & 50M Endurance Runs	Orange Park, FL
2/16	Bandit Ultra Trail Run	Simi Valley, CA
2/21	Ultraman Florida (Triathlon)	Orlando, FL
2/22	The Walburg Classic (Road Cycling)	Walburg, TX
2/23	Stowe Derby (Nordic Skiing)	Stowe, VT
3/1	The Snake Creek Gap 6 Mountain Time Trials (MTB)	Dalton, GA
3/2	Trisports.com Desert Classic Duathlon	Fountain Hills, AZ
3/8	Tom Dula's Revenge (Road Cycling)	Ferguson, NC
3/8	Green Jewel 50K (Ultra Running)	Brecksville, OH
3/8	The Pepsi Challenge Cup Cross Country Ski Race	Biwabik, MN
3/14	Tucson Bicycle Classic	Tucson, AZ
3/15	Coyote Backbone Trail Ultra (Ultra Running)	Santa Monica Mountains, CA
3/22	Barry-Roubaix (Road Cycling)	Hastings, MI
3/22	New Jersey Ultra Festival (Ultra Running)	Augusta, NJ
3/22	Blankets Creek Dirty Duathlon	Canton, GA
3/29	Lake Martin 100 (Ultra Running)	Alexander City, AL
3/30	Chuck Lyda Memorial Biathlon	Soda Springs, CA
4/5	Castell Grind (Road Cycling)	Castell, TX
4/5	Ouachita Challenge Marathon Mountain Bike Race	Oden, AR

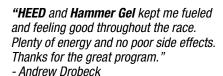
"Hammer Nutrition supported the 200 riders who braved the rain and mud in the 9th Annual Southern Illinois Fat Tire Festival, hosted by the Bike Surgeon.

Riders were in need of Hammer Nutrition's products to assist them in navigating a grueling (but fun) weekend in the Ozarks hills." - Christy Belsom

Photos : George Belsom

Fuel Right

# HAMMER NUTRITION **CONQUERS KONA!** Ironman World Championships in Kona







"Hammer Nutrition products are genuinely awesome-very easy to ingest, and I definitely notice a difference in my training and overall mood throughout the day after training. If I have my Recoverite post training and plenty of fluids, I feel fantastic. My combination of choice for long sessions: bottle of HEED and Perpetuem, Apple Cinnamon Hammer Gel, and Endurolytes, plus Recoverite for recovery. Happy days!" - Brian Fuller

"Perpetuem keeps me going on the bike. I use it to chase my Endurolytes, Endurance Amino. and Anti-Fatique Caps. Thanks to all the Hammer Nutrition folks for the awesome products and support!"

- Garrett D'Alessandro



MSRP \$2.95 - 57g Bar \$2.75 - 12 or more\* 'Mix and match flavors.







### HAMMER NUTRITION JUNIOR ATHLETES

# From our athletes

Catching up with the stars of tomorrow



# **Cory Longfellow**

1st place (12 and Under) at the Riverside Police Foundation Triathlon!

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



# **Angela Coe**

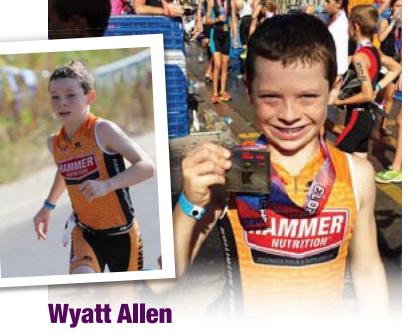
In only her second IronKids event, Angela Coe raced to an outstanding 7th place finish in her age group at the 2013 IronKids U.S. Championship. Angela credits HEED and her sleek Hammer Nutrition gear as keys to a fun and successful racing day. Hammer On, Angela!



## **Plantation Swim Team**

"Thanks, Hammer Nutrition, for your continued support of the PST Swim Team as we train for the Winter Championships! All of our swimmers, ages 8 to 18, appreciate the products."

Cindy Jones, Plantation Swim Team



"IronKids Nationals! We had a BLAST! Thanks, Hammer Nutrition!"

Mike Allen



"I wanted to keep you guys updated on whom might be the newest member of Team Hammer for next season! My daughter, Gianna Rotelli, has started doing triathlons at age 8 and is a consummate defender of Endurolytes Fizz tablets. She won her first two triathlons in the 8-year-old age group and obviously loves her Hammer Nutrition tri clothing (as does her younger brother Matteo!).

She is already bugging me about Youth Nationals next year. We wanted to say thank you for providing quality kid's triathlon gear without the outrageous cost."

Chris and Julie Rotelli

# Health "insurance" for your next adventure

Whether your next challenge is a race, a fitness goal, or a backcountry adventure, Premium Insurance Caps helps you get the essential vitamins and minerals you need to ensure your body is up to the task.





# Andrea Koenig and Denise Vaughn

Grand Fundo National Championship Series ride, Frederick, MD Andrea - 6th place AG in the 100-miler Denise - 3rd overall in the 62-miler, 1st AG

"I just started seriously riding a year ago and the Grand Fundo was my first official "race," timed only on the climbs, which were around 1000' elevation. I rode the 62-mile loop, and I came in 1st in my age group of 55 and over (I am 56) and placed 3rd overall in the women's division of the 62-miler!" - Denise

# **Darryl Smith**

"I was in Bangkok on business travel and had packed food for my one day of sightseeing. I needed some protein so I pulled out my favorite bar, the Hammer Vegan Recovery Bar in Chocolate Peanut."

86 February/March: Issue 88



# **Randy Young**

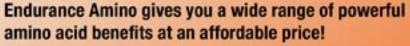
"Happy to report that I had a good race at the St. George Marathon. Because the race was serving Gatorade at the aid stations, I ran the event with my hydration pack, carrying HEED. Never needed to slow down to grab a cup, and didn't need to worry about getting a sour stomach!"



"For the Santa Cruz Triathlon, I used two scoops of HEED on the bike. Prior to the race, I put an Endurolytes Fizz in my bottle and drank it on the beach while waiting for my wave start. Works every time, and I have not had a cramp all season! I placed 1st in my age group and 10th out of 230 women. My husband, Jeff Pfeiffer (in the photo with me), finished 2nd overall in the Aguabike."

# "I added Endurance Amino to my arsenal and had my three fastest laps ever!

I've had several above-average training rides since incorporating Endurance Amino into my plan." - Paul O.



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- Help build and repair muscle
- Powerful immune system support

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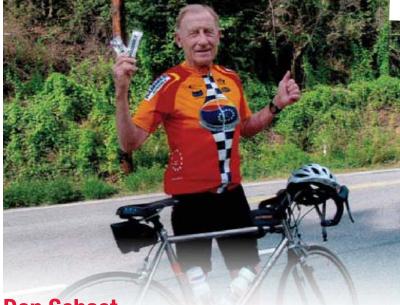
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# FROM OUR ATHLETES



# **Wesley King**

I rode to a 3rd place AG (55+) finish in the Conquer the Canal Time Trial. My fueling for the race: Anti-Fatigue Caps and Endurance Amino taken before the start, HEED in my water bottle, and my daily regimen of Premium Insurance Caps, Race Caps Supreme, Mito Caps, Phytomax, Boron, and Tissue Rejuvenator earlier in the morning.



### **Don Schaet**

In May 1999, I rode my first century, thereby becoming an "endurance cyclist." Shortly afterward I learned about Hammer Nutrition products and their science-based approach to fueling and hydrating. Fast forward to 2013, and I have ridden tens of thousands of training miles, pedaled a century through all 50 states, and raised almost \$200,000 riding 37 centuries with the Leukemia and Lymphoma Society's Team in Training.

All the while, I have relied solely on Perpetuem, Endurolytes, Race Caps Supreme, Hammer Bars, Hammer Gel, Recoverite, and Hammer Whey for all of my nutritional needs. I am looking forward to bringing that fundraising total up to a quarter million dollars by next June when I'll ride America's Most Beautiful Bike Ride around Lake Tahoe, just shy of 80 years old!

Send us your news today at athleteupdates@hammernutrition.com



# **Brandon Engle**

"I used lots of Perpetuem and Anti-Fatigue Caps this past racing season, including Ironman Wisconsin (7th place, 25-29). Perpetuem has become crucial for my training and racing as I no longer have to worry about carrying bulky nutrition options; instead I can get all of my essential calories from a bottle of Perpetuem.

Endurolytes is also essential and helps me replenish lost electrolytes out on the course."

## **Amber Reece-Young**

Go Run Trails Invitational 10K 1st place female and named "Carolina Mountain Goat"



### Joe Freeman

"This is how I prefer to use Hammer Nutrition products (HEED, Energy Surge, Endurolytes, and Espresso Hammer Gel) . . . paintballing!"



### **Rich Maines**

"Sending in a photo of me fueling with Hammer Nutrition products before my 10th and final lap at the 12 Hours of Fury. Fueled with a combination of Sustained Energy and Perpetuem Solids, I rode to 3rd Place in the Men's Solo Singlespeed category. Endurolytes in a capsule dispenser (see photo) helped keep me hydrated and able to manage the desert heat."

Photo : Nicki Maines















# **Show us how you Hammer!**

Share your Hammer Nutrition images via Instagram by tagging @ hammernutrition and adding the hashtag #howihammer. Post your pics between February 15 and March 15 and you could win!

Subject matter can be of anything as long as the Hammer Nutrition brand is represented clearly in the photo (products, clothes, tattoos, etc.!)

# **#howihammer contest** winner will receive . . .

A FREE Hammer Nutrition clothing kit of your choice (cycling, tri, running, or swimming).

NO PURCHASE OR PAYMENT REQUIRED TO ENTER OR WIN. Contest begins 2/15/14 at 12:00 a.m. MT and ends on 3/15/14 at 11:59 p.m. MT. Judging by Hammer Nutrition representatives will be based on photograph quality, originality, and creativity.

2013 Hammer Instagram WINNER

in his Hammer gear!



Tony Hoerne



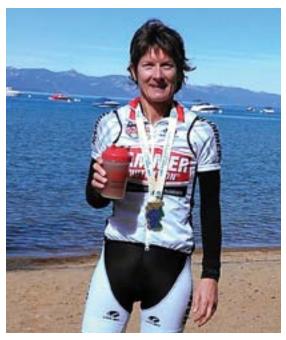
# FROM OUR ATHLETES





# **Jimmy O'Neal and Hammer MX Team**

"Our Hammer Nutrition fuels worked amazingly well, and the Hammer MX boys definitely proved that with their class results at Glen Helen. I grabbed two Overall wins, Braden O'Neal finished 2nd and 3rd overall, and Casey Clifford podiumed with 1st and 4th overall."



# **Jennie Phillips**

"I captured 1st place in my 40+ division and 2nd overall woman at the Lake Tahoe Bike Race. With all of my training and racing this season, Hammer Nutrition has been my go-to for supplements and nutrition both on and off the bike! I'm sending in a photo of me knowing how to 'Recoverite'!"

# Mike Lyle

"The Granite Man Challenge was a great Hammer Nutrition-sponsored century ride! My wife drove a sag vehicle and handed out an entire bottle of Endurolytes to participants who were not adequately prepared! I used Perpetuem throughout the entire ride, took a lot of Endurolytes, and had Hammer Gel as well.

Also, thanks for making a Hammer Nutrition cycling kit that is very easy to spot among thousands of riders!"







### **Robin Buckles**

Vanessa Barbosa, Julie Rhode, and I sported our Hammer Nutrition gear and racing our little hearts out with friends at the 43rd annual Maui Half and Full Marathon! 5th in my age group and in the top 12% (135th out of 1,062 people)—thanks to Hammer!

Your products ARE the reason I had a 12-minute PR today, AND I'm a year older. Espresso Hammer Gel in a flask on the run, HEED in a bottle before the start, and Recoverite after. Anti-Fatigue and Endurance Amino before, and Endurolytes during. Bam! Just like that. Thank you for all you do for us endurance athletes!



"I placed 1st overall with a time of 10 hours, 39 minutes at the Expedition Man Ultra Iron Distance in August in Reno, NV. I am a longtime Hammer Nutrition product user, and Hammer Nutrition helped fuel me to this win!"



### **Beth O'Brien**

I competed in the 2013 ITU Age Group Standard Distance World Championships in London and finished in the top third in females overall (212/~900). When I wasn't decked out in Team USA gear, the Hammer Nutrition women's hoodie came in very handy in London's chilly weather!



# **Mars Hill Cycling**

"Thanks for supporting the Mars Hill Mountain Bike Race at Kolo Bike Park and keeping our riders well fueled and feeling great."

# FROM OUR ATHLETES



"Until now, I had not seen nor heard of a single non-native sponsorship or interest in this tribe's welfare. Hammer Nutrition's investment in Native American athletic events on the Spokane Indian Reservation is highly commended. Thank you so much! This photo shows the age-group winners, wearing their award jerseys, courtesy of Hammer Nutrition."

- Dr. Bill Misner

Photo: Rudy Peone, Chairman of the Spokane Indian Tribe



### **John Cox**

"Doing hill repeats on a Saturday morning ride with the SLO Velo group. When I get to the top, I go back and ride with others who are having difficulty. To keep pushing the pace, I take the following every 90 minutes on my long rides (over two hours): 2 Endurolytes, 2 Anti-Fatigue Caps, 2 Endurance Amino, 1 Race Caps Supreme, and 1 Mito Caps. For energy I use a mixture of Sustained Energy and HEED."

# **Ronnie Poplar**

I'm a longtime customer and missionary for the virtues of Hammer Nutrition products. I recently did my first-ever triathlon as a team, in Mount Snow, VT. We podiumed as 1st overall team! Dennis Rentschler (right) did the swimming leg, Nancy Caldwell was our runner, and I took the bike leg in my Hammer Nutrition green jersey. We all felt like we could keep going! Not bad for a team with a combined age of over 165.





# 700 races and counting . . .

When longtime Hammer Nutrition client John Lowrey took his 2nd place podium spot at the Harvest Bazaar Fun Run in October, he had much more to celebrate than a top-three finish. This Milton, WI event marked John's 700th race in his athletic career. His ability to cross the line that day also marked his recovery from knee surgery 18 months prior and his continued role as an inspiration to other cancer survivors.

John has been lacing up the running shoes and racing for almost four decades, and if you do the math, that averages to about 18 races a year for 40 years. Given those numbers, it would be easy to assume that John loves to run, and you would be right. John is already scheduling his 2014 race season (#700 as a goal is already in John's rearview mirror).

For the last 20 years of John's racing career, he's been fueled by Hammer Nutrition, and we've all enjoyed getting to know him over the years. "I was an early customer to Hammer Nutrition and used the products when the company was still callled E-caps," John said. "I use Endurolytes and really like Lemon-Lime HEED. Hammer Balm, 53x11 Coffee (Down Shift and Chain Breaker), Hammer Bars, and Hammer Recovery Bars are always on my Hammer Nutrition orders as well."

Send us your news today at athleteupdates@hammernutrition.com

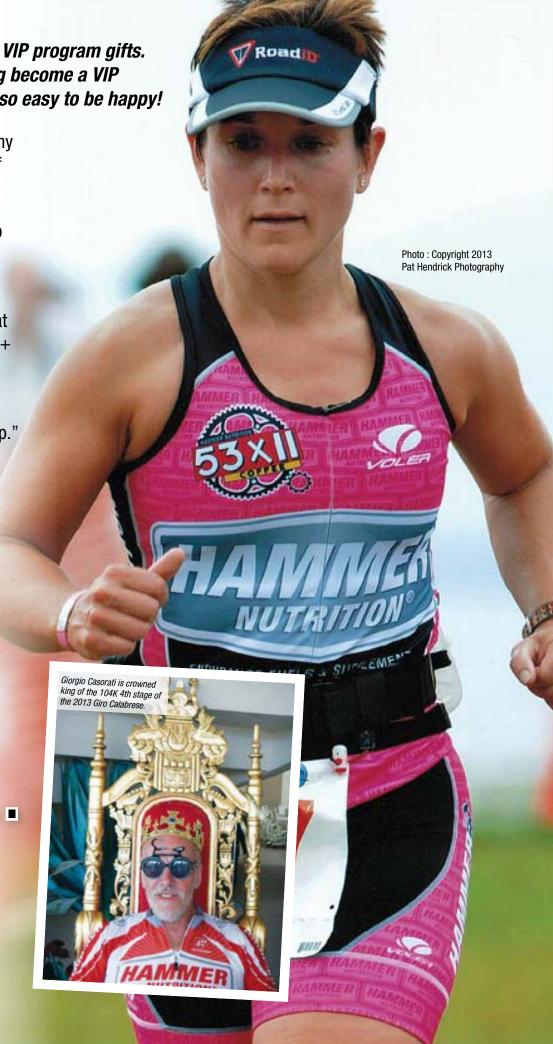


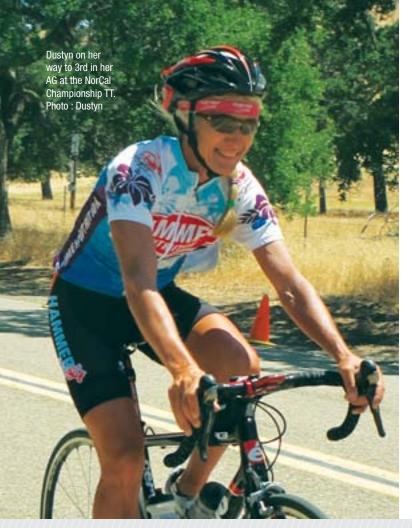
"Wow, thanks for all of the VIP program gifts.
I am SO thrilled with having become a VIP
member. You guys make it so easy to be happy!

Amazingly enough, over all of my sprints, Olympic, half irons, half marathons, and 5Ks this year, I had NO major fueling issues. None at all. I think I've come up with the right prerace formula as well as fueling plans for up to a half iron triathlon distance race. It's with your products that I believe I knocked minutes (40+ on my half iron) off of my last year's times! SUPER!

Thanks again for all of your help." **Deb Wechter, VIP Customer** 

# Get the Royal treatment... with the Hammer VIP Program!





# "Thank you for all of the VIP program benefits and special gifts throughout the year!

I also wanted to let you know how well Recoverite and Endurolytes work for me. And of course,

I'd be "dead in the water" without the Daily Essentials supplements!

Hammer Nutrition really does make a difference.

Believe me, when I trained in the '80s (BH–Before Hammer!), I did not feel good after intense efforts, and I just thought that was normal. Fig cookies and bananas are NOT enough fuel!"

**Dustyn, VIP customer** 

# **Get the VIP treatment**

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



Select one of our sport-specific kits: cycling jersey and shorts, tri

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

jersey and shorts, running top and shorts, or swimwear with a swim

### **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 ILS 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

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

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Train hard, recover right today, and feel great tomorrow—guaranteed!

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