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ENDURANCE NEWS

OCTOBER/NOVEMBER
DECEMBER 2014
#92

Eat better, save time!

Fueling to win

Recovery Matters

Good carb or bad carb?

Product Spotlight:
Phytolean, Phytomax, Digest Caps



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ABOVE: Thomas Maximus enjoys a training ride on the Flume Trail above Lake Tahoe. Photo : Courtesy Thomas Maximus
ON THE COVER: Powered by Hammer, Jodi Ruby races to a 1st place AG finish at Ironman Coeur D'Alene.
Photo : Terry Martin



The Hammer Nutrition Promise of Satisfaction

Products - Powerful, safe, natural, and undeniably effective! They will do exactly what we say they will, and will outperform the competition every time . . . Guaranteed!

Knowledge - Our time-tested, science-based fueling protocols will help you achieve your best possible performance . . . Guaranteed!

Service - Second to none, the best you've ever had! We treat you like you are important to us, because you are . . . Guaranteed!

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, 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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LETTERS

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

Dear Hammer Nutrition,

I just got in from a hard 75-mile ride. I had my Whey smoothie and am now hooked to my Compex so that I will be ready for a hard group ride at 9 a.m. tomorrow. At 65, I try to be smart.

Five years ago I could not walk unassisted after a broken back and 11 surgeries. Instead of a wheel chair I ordered a custom bike because being active was all that I knew. I learned long ago to fire any doctor that says "won't," "can't," or "never will." It leaves no room for the human spirit. We are awesome healing machines if we trust ourselves. Never sell yourself short. We are meant to help others and push ourselves. Today I am competitive again and able to Hammer. I got a second chance and I am truly thankful.

Ed Baumstark

Hello Hammer Team,

We are so grateful to Hammer Nutrition for sponsoring the Full Moon 50K again this year. We had 400 runners, including five who were blind or visually impaired. It was truly an amazing experience for all the runners. When we started at 7 p.m. it was 93 degrees with 85% humidity. At our aid stations, we put Endurolytes in the runners' hands and HEED in their bottles because the conditions were ripe for dehydration. We had an astoundingly low number drop out in those conditions, and no one had to receive an IV—simply incredible!

Thank you for helping our racers focus on the fun and the running instead of being sick from the heat and overwhelming our medical crew! We are very lucky to have you as a sponsor and look forward to working with you again next year.

Happy trails,
Susy Sturgeon
Full Moon 50K Race Director

Dear Hammer,

I am a professional certified tennis instructor, and I started using Endurolytes Fizz in my water coolers for my clients here in Florida and for myself. Fizz is great; I can feel the effects almost immediately. It keeps me going in the hot Florida sun and on the courts, where it is even hotter. Thanks.

Jordan McDonald

Hi Hammer folks,

I have always used Hammer Nutrition products. About a year ago I found out I have an intolerance of gluten, dairy, and soy foods. Fortunately Hammer Nutrition products still meet my needs, and I use tons of them when I train and race. Yes!!!

Mandy Jellerichs

Dear Hammer Nutrition,

I am a pediatric dental hygienist and I have a HEED poster on my wall at work. I see the effects that other sports drinks have on teeth daily. I can't say enough good things about HEED!

Janice



www.hammernutrition.com 3

Welcome to the 92nd issue of *Endurance News!*



Brian and Miles Frank on Big Mountain in Whitefish after a Thursday night mountain bike race league finish. Photo : Sonia Frank

This is the last issue of 2014 and it's a great one for sure. It has to be because it's the last issue that we will be mailing to you until early February 2015. As usual, you'll find lots of athlete generated stories of triumph, transformation, return, and renewal as we wrap up another amazing year. I hope that your season included many memorable performances, too, and that you will share them with us and fellow athletes for our next issue.

This issue of *Endurance News* also is packed with useful articles on training, products, and nutrition, all aimed to help you improve your health and your athletic performance. Our mantra remains unchanged: eat less packaged, processed food and more fresh, natural food. The same applies to exercise fueling. Fuel with premium, natural ingredients and you will perform better and feel better. Of course we are here to help you do that so that you won't go on a candy binge every time you exercise.

A fantastic new Hammer Gel

We've added to our line of innovative endurance fuels with yet another new flavor of Hammer Gel, which will be a game changer. If you are tired of gels or think you don't like the way they taste, I urge you to give them one more try with our new Hammer Gel flavor, Nocciola. I know many of you scratch your head at some of the names I come up with, but this one was unavoidable. The new flavor is Hazelnut-Chocolate, and it reminds me of my favorite gelato flavor, thus the name Nocciola—pronounced “no CHO la.” You can call it whatever you like, but after you taste it, I'm pretty sure you'll call it your favorite. The new Peanut Butter and Peanut Butter-Chocolate flavors are delicious, but this Nocciola flavor is on an entirely different level.

The Nocciola flavor is also a great option for those of you who have peanut allergies and feel like you've missed the boat with those other new nut flavors. Our

revised Chocolate and Espresso flavors of Hammer Gel are still on the horizon; making the switch took a bit longer than we had planned, but they should be here by the end of the year. Nocciola, on the other hand, will be in stock by the end of October and I can hardly wait!

Now is also the time to start stocking up on a couple of products that already are popular, Phytolean and Nasol. You'll want to have Phytolean within reach for the coming holidays and all of the excess calories that come with them. We can't save you from everything, but with Phytolean, at least you'll be able to block the absorption of a significant amount of the starch from all of that stuffing, mashed potatoes, pound cake, and the like. For dry sinuses, congestion, and everything else that bothers your nose during cold and flu season, Nasol is your best friend. The first spray will make your eyes water, but the relief that follows is priceless.

- continued on page 5



Brian rounds turn 6 during FJR racing action at Sonoma Raceway. Photo : Mike Freeman



Formula Jim Russell at Sonoma Raceway Race #8 podium. Brian Frank 1st, Doug Tuttle 2nd and John Schauerman 3rd. Photo : Mike Freeman

- continued from page 4

Don't miss these performance boosting tips

In between everything else, I found time to write a couple of short articles for this issue: one on EMS and another on fueling for cyclocross races, or any event that lasts an hour or less. If you own an EMS unit or are considering buying one, be sure to read the article on page 40, "48 minutes to a fresh set of legs." By placing the pads creatively, you can do two muscle groups simultaneously, thus cutting the time it takes to do quads, calves, hamstrings and the glute/piriformis combination. Likewise, if you are gearing up for cross season, or just want to know the optimal method for fueling for high intensity, short duration events, be sure to read my article on page 18.

Your daily diet also plays an extremely important role in your athletic performance, and I urge you to work on it this off season. It's not that hard

to do, and it will give you a meaningful goal during the holiday season. Focus on eating less of the usual—wheat, sugar, dairy, in that order—and more vegetables, whole fruit, lean proteins, healthy fats, and limited starches from rice, potatoes, and low-gluten grains like those discussed in the last issue of EN. Not all calories are equal, especially when it comes to carbs. (See "Straight talk on carbohydrates" on page 36.)

Remember that every calorie counts. Be honest with yourself and know when you are "cheating" and when you are doing well with your diet. This issue is packed with page after page of articles and recipes to help you. It's never too late to clean up your diet, and you can do it incrementally. It does not have to be an all or nothing proposition.

Hammer Core Value: Service

Before signing off for the year, I'll add one more core value to our list—service. Yes, customer service is a big part of this value

and one you can tangibly experience, but service for us is also community service, both locally and nationally. For me, this is where the rubber really meets the road. Superlative products and the expertise to put them to their best effect certainly are key, but how a company interacts with its customers is really more important. From day one, we've strived to treat every client exactly the way I want to be treated when I'm on the other side of the counter—fairly, honestly, and individually.

We do everything possible to ensure that is what you experience when you contact us. Our reputation for 5-star customer service has been earned by living this value every day for the past 27 years. I still read every feedback submission we receive and work directly with my staff to ensure that every issue is handled to my satisfaction. It takes a lot of work and resources to maintain my standards, but it's the only way I'm willing to run my company.

The same goes for our local community. We support dozens of local organizations, schools, arts, charities, and athletic events because this is where we all live and work and because these people are our neighbors, friends, and the families of our staff members.

We also believe that supporting small, local races serves the endurance community as a whole and it ensures that you have these events to compete in and to practice your sport. For many of you, they are a stepping stone for bigger, national events. For others, they are a great way to commune with your fellow competitors. The logistics and resources needed to support more than 1,500 events is immense, but like our tireless efforts to support each of you individually, we see this as worthwhile work that will benefit everyone in the long run.

This may be the earliest anyone has ever extended holiday wishes to you, but due to the timing of our issues, this will be the last time I will "see" you until next February, so this is my chance. I wish you Happy Thanksgiving, Merry Christmas, and a prosperous New Year!

Enjoy the read and hammer on!

Brian

Winning formulas by the distance

Experienced athletes share their fueling secrets for success.

BY THE STAFF OF *ENDURANCE NEWS*

When it comes to race day fueling, there is no single magic formula. Your size, fitness level, individual makeup, race day conditions, and the duration of the event all come into play. Here's what works for four Hammer Nutrition sponsored athletes in the sprint, Olympic, half iron, and full iron distances. Consider their expert advice, but be sure to test any fueling plan in training and adjust accordingly to find *your* winning formula!

LESS is BEST!

To greatly boost your chances of race day success, follow these Hammer Nutrition guidelines.*

PRERACE MEAL:

300-400 calories, no later than 3 hours before the race

HYDRATION:

16-28 fluid ounces/hour during the event

CALORIES:

150-180 calories/hour

ELECTROLYTES:

Full-spectrum (not salt); 2 Endurolytes, OR 1-2 Endurolytes Extreme, OR 1-2 Endurolytes Fizz per hour

**Extreme conditions may warrant slightly higher levels. For product usage details see the Hammer Nutrition website.*

SPRINT TRIATHLON Lincoln Murdoch

Photo : Brandon Fenster



Storm the Lake Triathlon, 1st place AG, 2nd overall

"Fueling for shorter races is very important because, typically, you're attempting to move at a much faster rate of speed and using calories far faster than in longer, slower-paced races. You need to keep the fueling sufficient but light and easily digestible. I've found that fluids and gels are the way to go for top-end speed sprint races, and including specific Hammer Nutrition supplements (see below) can really help you nail your high intensity effort!" -Lincoln Murdoch

Every day: Race Caps Supreme, Mito Caps, Premium Insurance Caps, EndurOmega, PSA Caps, and Tissue Rejuvenator

Prerace meal: 2 scoops of HEED in a water bottle

45 minutes before the race: Anti-Fatigue Caps, Mito Caps, Race Caps Supreme, Endurolytes, Endurance Amino

10 minutes before the race: 1 Hammer Gel

Half-way through the bike: Anti-Fatigue Caps, Mito Caps, Race Caps Supreme, Endurolytes, Endurance Amino; plus 1 Hammer Gel

Run: 1 Hammer Gel, Endurolytes (if needed)

Post-Race, within 30 minutes: 2 scoops Recoverite

Later the same day: Race Caps Supreme, Mito Caps, Premium Insurance Caps, EndurOmega, PSA Caps, and Tissue Rejuvenator

70.3 HALF IRON Ian Mallams



**Ironman 70.3 Boise,
10th overall, 1st amateur**

"Now that I've finished a few of these suckers, I've discovered that fueling strategy increases with the length of each race. Triathletes spend countless hours training, yet too often ignore nutrition during a race. First and foremost, however, I advise every athlete to test their fuel plan during training before using it in a race." -Ian Mallams

The night before: You want a full tank of fuel before the race. I eat until content—but that does not mean over-eating.

Prerace breakfast: Hot cereal with pecans, honey, banana, and blueberries; coffee

Swim: Breakfast is still kicking

Bike: A concentrated mix of Perpetuem to last the whole bike leg. I start immediately and take a swig about every 10 minutes, supplementing with Hammer Gels—1 within the first 10 minutes, 1 at the 20-, and another at the 40-mile mark. I also aim to finish a full bottle of water within the first 20 miles. On a hot day I will get another bottle at the 20-mile station and another at the station closest to 40 miles.

Run: When I reach T2 I have 3-4 more Hammer Gels (one for every 20 minutes) waiting in my running shoes. (Water and sponges are available at the aid stations.) I put the Gels in the back pocket of my kit and off I go. Taking a Gel in the first mile helps me start easy rather than too fast.

For racing I prefer the pouches because they don't bounce around as much as a flask. It's also easier to ensure you receive a full dose. My favorite for the run is Espresso for the caffeine. Regardless of what fuel you use, water is an absolute crucial, and I make sure to stop at the aid stations for it.

OLYMPIC DISTANCE Bailey Hinz

Photo : Kara Bliss



Boulder Peak Triathlon, 9th female pro

"Fueling for a race of any distance of triathlon is a fine balance between consuming enough to power through the finish line without being weighed down with anything extra. For me, this balance is especially crucial in Olympic distance events, as it is short enough to really push the pace (which can cause stomach issues) but long enough to need to take in calories and hydration. After a lot of trial and error, I've found a combination of Hammer products that consistently powers me to the finish!" -Bailey Hinz

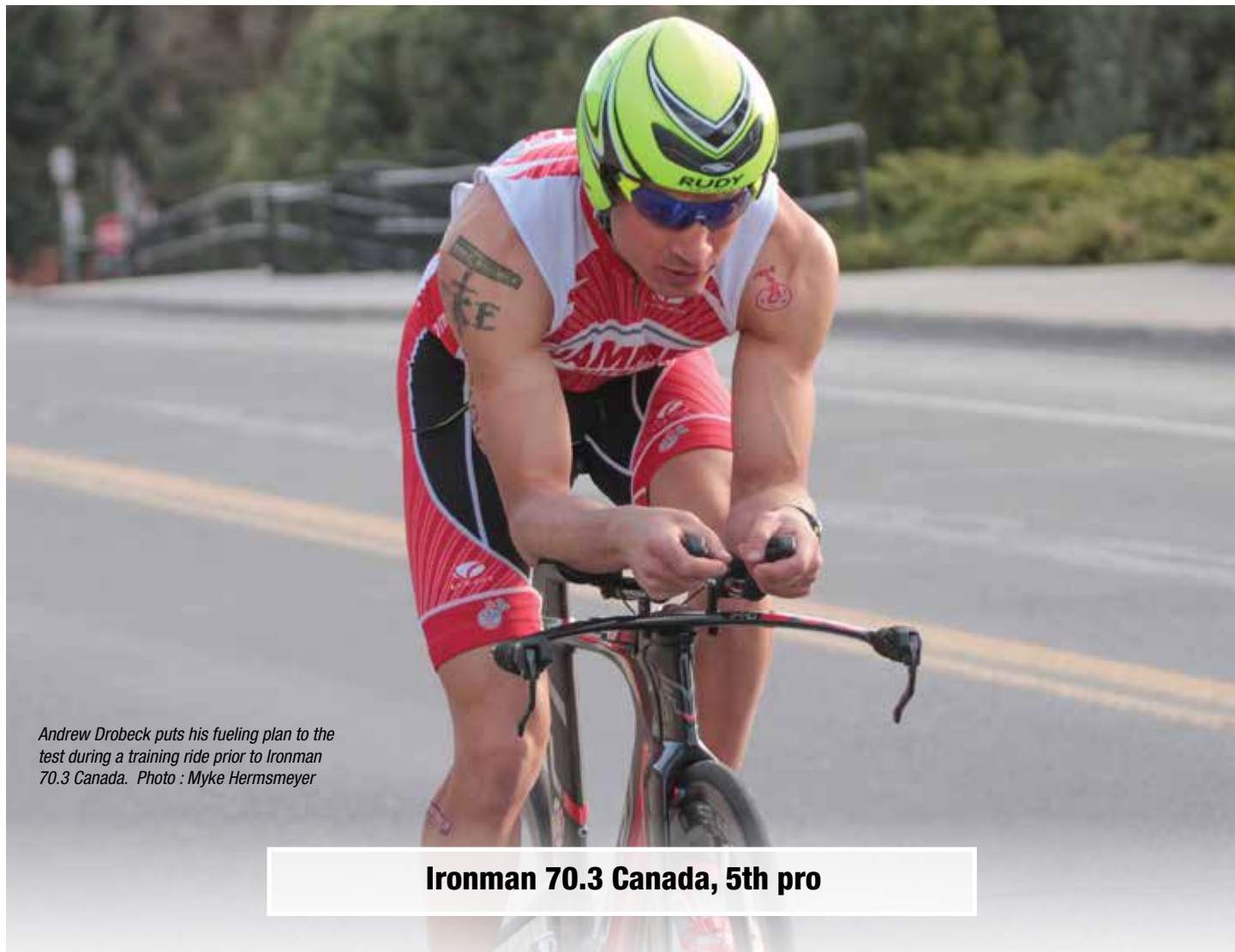
Prerace breakfast: Banana with a mix of mashed sweet potato, 1/2 scoop of Vanilla Hammer Vegan Protein Powder, 1/2 cup applesauce, 1 Apple-Cinnamon Hammer Gel

Prerace: Water with Endurolytes powder (amount dependent on heat and amount of time awake before the race), 1 Espresso Hammer Gel before the race start

Bike: 1 bottle HEED consumed throughout the first portion, up to 1 bottle of water with Endurolytes powder (amount dependent on heat and course difficulty), 1 Tropical Hammer Gel approximately 5 minutes before the bike finish

Run: Water along the course as needed

Post-Race: Water with Endurolytes Fizz (my favorite is Mango), Chocolate Vegan Protein Powder, a banana or 1 Hammer Bar (all delicious, but Cashew Coconut Chocolate Chip has to be the best)

FULL IRON Andrew Drobeck

Andrew Drobeck puts his fueling plan to the test during a training ride prior to Ironman 70.3 Canada. Photo : Myke Hermismeyer

Ironman 70.3 Canada, 5th pro

"The Ironman is a totally different beast than any other triathlon distance. You're out there for 8.5 to 17 hours, and if you don't fuel properly, bad things will happen. When it does, there is no getting ahead of the curve. I strongly advise testing your fueling plan in training, and training in the same conditions—temperature, intensity, etc.—that you'll be racing. Those factors can drastically affect how your fueling plan will work. Here's what works for me." -Andrew Drobeck

Week leading up to the race: I follow the same diet as I do while training, but pay particular attention to obtaining adequate hydration because I think it keeps muscles healthier and flushes out lingering soreness. I use Endurolytes Fizz to make sure I'm not losing valuable electrolytes.

Four days before: Begin Race Day Boost

One-two days before: I eliminate all high-fiber

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vegetables, fruits, whole grains.

Race day morning: Hot rice cereal (or similar) with bananas, honey, peanut butter, and dried fruit; water with Endurolytes Fizz all morning

10 minutes before the swim: 1 Espresso Hammer Gel

Bike: 1 Hammer Gel and 1 bottle of HEED shortly after getting on the bike; 1 bottle of HEED per hour (I pack 3 bottles of HEED with some Endurolytes powder in each, which usually can get me to my special needs bag), plus more water as needed.

In addition, I have a Hammer Gel every 45 minutes, alternating between non-caffeinated and caffeinated (Espresso and Tropical) flavors. I also supplement with Hammer Bars.

T2: I rubber band 2 Hammer Gels to a pre-mixed

10-oz. bottle of HEED and Endurolytes, and put that in my pockets as I leave for the run.

Run: After I finish the bottle, I toss it, then take course aid until I reach special needs. I shoot for a Hammer Gel every 40 minutes, but if I'm getting the feeling like I need more carbs, I'll go to every 30 minutes. In my special needs bag I'll have another 10-oz. bottle of HEED and Endurolytes with 2 more Hammer Gels for the remainder of the race.

I've found that this nutrition plan provides what I need to maintain my pace and not slow down. It also allows me to utilize Hammer products, which means less chance of any unknown GI issues. **HN**

"Endurolytes have saved me on many occasions!" - Kristi C.

HAMMER

NUTRITION[®]

Since 1987



Real endurance fuel
NOT CANDY!

Dialing it in Hammer style

A triathlete with lifelong digestive troubles finds a nutrition formula that works.

AS TOLD TO BRIAN FRANK

By following Hammer's race day plan (cutting calories and adding supplements), Howie Nordström finishes fast and strong. Photos : courtesy of Howie Nordström



For 30 years, Howie Nordström paid careful attention to his diet—largely because he had to. Like an increasing number of people, the 48-year-old triathlete is gluten- and dairy-intolerant, and as he suffers from irritable bowel syndrome.

In early 2013, an ankle injury forced Howie to slow down and reassess his training and fueling strategies. That's when he discovered Hammer Nutrition: "I started with Hammer Bars – Cashew Coconut Chocolate Chip and Cranberry. And then I tried the Chocolate Peanut Vegan Recovery Bars – and they're dangerously good."

Before long, Howie began diving deeply into the Hammer Knowledge Base, a broad collection of research-based articles available free on the Hammer website. Although he already had a background in exercise physiology, he wanted to learn all that he could about fueling specifically for endurance.

Smarter fueling

His new knowledge and determination to come back from injury stronger than ever led him to fueling with HEED, Sustained Energy, and Endurolytes.

"I started fueling in every workout exactly the same way I do on race day. By the time I got to Kona – Honu 70.3 – in late May 2014, fueling the Hammer way was

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“I noticed higher energy levels throughout the day and during workouts—my ability to enjoy each day increased, too.”

- continued from page 10

second nature—I had no fueling issues at all,” he said. “Eighteen months after reconstructive surgery, my body was fit and my nutrition plan was solid. I finished Kona and had a near perfect race with zero nutrition issues.”

Supplements put to the test

Excited and encouraged by his fueling experience, Howie wondered whether he could gain further improvements by adding Hammer supplements. He discussed his options with Hammer Nutrition Client Advisors, but “didn’t want to try something new just before the race. I wanted to wait until after the race to compare the effects of supplement use (after Honu) with non-supplement use (before Honu) on my training, energy levels, and recovery.” In early June 2014, Howie began taking Tissue Rejuvenator, Mito-Caps, Race Caps Supreme, and Anti-Fatigue Caps.

“Within two days I noticed that something was happening,” Howie told me. “I was recovering faster from each workout – no more aches and pains. Tissue Rejuvenator was working – I was able to get out of bed in the morning with

no stiffness in my ankle or anywhere else.

“Within a week, I had dialed in my daily dosage of the other products. I noticed higher energy levels throughout the day and during workouts – my ability to enjoy each day increased, too. And no more tired, aching muscles after long workouts—cool!”

Following Hammer Nutrition recommendations, Howie also reduced his calorie intake on the bike from 280 per hour to less than 220, and on the run from 180 calories per hour to about 140. His preferred fueling mix is ½ scoop of Sustained Energy and ½ scoop HEED in 750 ml (about 25 ounces) of water, per hour.

He hesitated to follow Hammer prerace meal advice—limit calories to 300-400, and stop eating completely three hours before racing. Like many athletes, he was used to consuming a 700+-calorie meal hours before the race. “But I tried the Hammer protocol for a B race and I never felt better . . . now, I follow the program before every race and it works like a charm.” Howie Nordström finished the 2014 Ironman Canada (his first full IM) in late July, placing 14th in his division, with the awesome time of 10:51! **HN**



Results: 14th in division (45-49) at 2014 Ironman Canada, his first full IM!

“My nutrition plan with Hammer products worked perfectly. I rocked a 10:51.”
– Howie Nordström

CARLY GUGGEMOS'S AFFRESH IRONMAN 70.3 MUNCIE RACE RECIPE



RESULTS

3rd AG; 150/1477 OA

“Hammer Nutrition products kept me fueled and feeling fantastic throughout the race. I had plenty of energy with no poor side effects!”

JUST BEFORE SWIM:
Hammer Gel

DURING THE RUN:
HEED; Hammer Gels

ON THE BIKE:
HEED; Hammer Gels;
Perpetuem Solids

POST-RACE:
Recoverite (simply delicious!)

Photo : Tyler Guggemos

Tim Hinderman heads north through the Boreas Pass (elev. 11,481 ft.) of the Colorado Rockies. Photo : Linda Guerrette

Riding the Divide 2014

Fueled right, felt great: 2,800 miles, 30 days, 0 stomachaches

BY TIM HINDERMAN, Hammer Nutrition Sponsored Athlete

DIVIDING BY THE NUMBERS

Here are a few of the ride highlights:

- 2,807 Miles - 30 Days
- 31 Continental Divide crossings
- 176,277 total vertical feet climbed
- 359 hours riding (average 12 hrs/day)
- 3 grizzly bears, 1 moose, 1 wolverine
- 1 crash resulting in minor road rash and a broken GoPro Mount
- 0 mechanical issues, 0 flat tires!

Like many of the riders that I met on the trail, I first became interested in riding the Tour Divide after seeing the 2010 documentary *Ride the Divide*. When research revealed that “the Great Divide Route is the world’s longest off-pavement cycling route” and “Tour Divide is the longest—arguably most challenging—mountain bike race on the planet,” I was hooked!

Gearing up

After riding several major sections between Banff and Butte in 2013, I became confident that I could do it, and I began planning and training for the full ride in earnest. During the summer and fall of 2013 I logged 2,500 miles including several multi-day rides to refine my bike/bag set-up.

During the winter I contacted Sportsman Ski Haus, near my home in Whitefish, MT, about possible sponsorship of my ride. Not only did they enthusiastically agree, but they suggested that I also contact Hammer Nutrition and even provided the introduction. After X-C skiing and stationary biking through the winter months, I began riding again in mid-March as soon as the snow melted. From March until the “grand depart” on June 13 I logged more than 2,000 miles and dialed in my bike, my logistics, and my fueling/nutrition plan.

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Although the route is traditionally ridden southbound (SOBO) from north to south, I decided to ride northbound (NOBO) because of the late season snow pack in Montana and Canada. (After the awful weather that the SOBOs faced, this turned out to be a great decision!)

On June 12 I flew to El Paso, TX, to catch a ride to the starting line at the Antelope Wells, NM, Mexican border crossing. At 6:30 a.m. on June 13, five of us started the journey to Banff 2,700 miles to the north. We became separated almost immediately by our individual riding pace, and ultimately only two of us would finish.

The first few days riding through the New Mexico desert and Gila Wilderness proved to be the most difficult, with temperatures exceeding 100° F and headwinds. On the positive side, the scenery and the people I met will never be forgotten. The friendliness and enthusiasm I encountered, especially in the small towns along the route, were truly amazing.

Fueling for 2,800+ unsupported miles

Because the Tour Divide ride is totally self-supported, one of the biggest challenges is nutrition – how to maintain a high level of energy and endurance while replenishing the 8,000 to 10,000 calories burned riding 12 hours and 100 plus miles per day. Traditionally, many riders accomplish this primarily with a high-carb fast food diet from along the route. But after my spring training with Hammer Nutrition products and consulting with Hammer staff, I felt like I had a better idea. By carrying my Hammer fuels and supplements in what I called my “survival kit,” and then drop-shipping additional products to the route’s midway point, I was able to vastly improve upon the traditional “Tour Divide Diet.”

Replenishing calories in a healthy manner without Hammer fuels and supplements would not have been possible. As it turned out, I stayed TOTALLY healthy the entire 30 days – not even a headache or stomachache – and I maintained my power and endurance at a remarkable level.

Since completing the ride and returning home I have been asked repeatedly “Would you do it again?” My response: “Never say never . . .” **HN**

Tim's Tour Divide Diet

PERPETUEM . . .

usually 2 water bottles per day morning and afternoon

RECOVERITE . . .

my favorite! Every day after riding!

HAMMER GEL . . .

usually 1 or 2 per day to supplement the Perpetuem

ENDUROLYTES CAPSULES . . .

especially during the hotter weather in New Mexico and Montana

HAMMER BARS . . .

for solid food, when I had run out of other good solid food options



"I've used regular Endurolytes for years. The Extreme version is even better, especially in the desert heat." -Lyle T.



- Superior cramp prevention
- Full-spectrum electrolytes
- Effective, convenient capsules

Endurolytes Extreme
MSRP
\$14.95 - 60 Capsules
\$24.95 - 120 Capsules

Endurolytes
MSRP
\$19.95 - 120 Capsules
\$17.95 - 3 or more



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Mountain running for gold

Team U.S.A. Women rises to the challenge.

BY AMBER REECE-YOUNG, Hammer Nutrition Sponsored Athlete



Gold-winning Team USA from left: Christine Lundy, Amber Reece-Young, Maria Dazlot, Brandy Erholz. Fueled by Hammer Gels, Amber pushes through tough terrain (above right) on her way to the finish line (p. 15 top) in Ajijic, Mexico. Photos : Richard Bolt



The 2014 North American Central American Caribbean (NACAC) Mountain Running Championships were held Sunday, July 20, at Carrera La

Chupinaya in Ajijic, Jalisco, Mexico, a beautiful town with the Sierra Madre mountain range as its backdrop. Lake Chapala, the largest lake in Mexico, is at the edge of town. This year, the NACAC Championship was part of the Chupinaya Mountain race, a legendary race in Southern Mexico. The base of the mountain is at 5,046 feet elevation, and the 13.8K course ascends nearly 3,800 feet with an equally long descent.

I was one of four women who represented Team USA in the race. Because I live and train in Asheville, NC, I am blessed with access to trails that range from

2,300-6,683 feet in elevation. The Blue Ridge Mountains are my playground—so for me, training that involves climbing hills and descending them is fun!

Yet, despite my mountain training, Mexico's Chupinaya Mountain trail proved challenging. The trail is very technical—with lots of rocks, cliffs, cacti, and rocky scrambles—which made the race an adventure, competing against the elements.

Spectators lined the trail and screamed "animal!" as we ran past. I later learned this meant, "go, go!" but imagining yourself as a wild animal racing on the rugged Chupinaya Mountain does give you an adrenaline rush! Water packets that resembled clear water balloons were handed to us on the course. We could

simply bite into them to sip the cool water.

Cannons fired as the first male and female reached the top of the mountain, and the final cannons fired as the first male and female headed back down it. Sure, we all ran our hearts out and tried to beat our competitors, but after a short while, it was evident that we would all race against the mountain.

My legs felt heavy but with the help of a prerace fueling and hydration with HEED along with Montana Huckleberry Hammer Gels throughout the race, I was able to fuel myself to 6th place female for the NACAC Championship. **And Team USA Women took gold!!**

- continued on page 15



“ Sure, we all ran our hearts out and tried to beat our competitors, but after a short while, it was evident that we would all race against the mountain. ”



Photo : Chris Reece-Young

- continued from page 14

The NACAC Mountain Running Championships was an amazing and incredible experience. Our Mexican hosts were phenomenal. We returned home with unforgettable memories and new friendships. I learned that sometimes, although we train and prepare our best

for a race, our bodies do not always cooperate on a given day. Even with heavy legs and a less than best personal performance, gutting through a race still can result in a solid finish. And it will always provide an experience that you won't soon forget. **HN**

AMBER REECE-YOUNG'S 13.8K MOUNTAIN RACE RECIPE

Amber Reece-Young's hill-hurdling fueling formula for the NACAC Mountain Running Championships in Ajiuic, Mexico, included:

PRERACE (3 HOURS PRIOR):
1 scoop Melon HEED in water;
Cashew Coconut Chocolate
Chip Hammer Bar

DURING THE RACE:
2 Montana Huckleberry
Hammer Gels and water

POST-RACE: Chocolate
Recoverite; 2 Tissue
Rejuvenator

RESULTS: 6th female; Gold for Team USA Women

“If you have any joint issues, take this product . . . You won't regret it!”

- Carl S.



Boost joint health and recovery!

MSRP
\$17.95 - 60 Capsules
\$29.95 - 120 Capsules



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“Esophageal cancer is relatively obscure, but unfortunately becoming more common. It’s one of the so-called silent killers, because by the time a person figures out something is wrong, it’s often too late.”

Dan Black continued to race and win during cancer treatments. For much of that time, Hammer fuels sustained him nutritionally and athletically.

Hammer strong

An athlete battles a rare cancer with grace, courage, and a little help from friends.

BY DAN BLACK

In January 2012, I ran a half marathon PR, and then followed it with another half marathon PR just a month later. Around that time I wondered why I had begun to experience almost violent hiccups—but I didn’t think too much about them, since my running was going well. My 1:37.38.3, which had come just before my 58th birthday (and about 48 hours before the standard for 50-year-old men was lowered

to around 1:33), guaranteed my entry to the New York City Marathon.

By March the volcanic hiccups were frequent enough that I saw a doctor. My internist referred me to a GI specialist, and an endoscopy was scheduled for May. By April, I was so sick that my wife, bless her insistent heart, called the doctor and got the endoscopy moved up 2 weeks. While I was still under anesthesia, he

told her I had adenocarcinoma. My esophagus was almost 100% blocked.

Training and racing through treatment

The next 3 weeks were a whirlwind of tests and procedures, including the installation of the first of two feeding tubes for a diet that was nearly 100% liquid. I continued to train through nine chemo rounds and 25 radiation sessions, while watching my weight drop from about 155 pounds to an alarming 130 during the worst of the chemo.

During the first round of three intense chemo sessions, while on that mostly liquid diet, I won my age group at the Y Tri Freedom Sprint Triathlon.

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I was desperate to find a way to meet nutritional needs, and to at least slow the weight loss. My oncologist hadn't a clue about treating athletic cancer patients. I lived, LITERALLY, on Perpetuem, HEED, and Hammer Gel. Hammer Nutrition products are designed to be consumed during intense activity, they mix well with each other, they go down easily and, most importantly, they stay down . . . perfect for me during treatment, I reasoned. Eventually I was given a nutritionally complete and calorically dense prescription liquid product. Using six cans of that a day, supplemented with Perpetuem, I slowly gained back about 15 pounds.

During the second round of chemo, which happened in conjunction with radiation, I won another solo tri and was the bike leg in a winning relay triathlon (3rd fastest bike split of the race)

Surgery and recovery

I was in New York in November on the day the 2012 NYC Marathon was cancelled. I came home, strapped on my trusty GPS and ran 26.2—exactly one week before esophagectomy. My surgeon, Dr. Shanda Blackmon, a marathoner, said post-surgery that I had “perfect anatomy.” I'm convinced that Hammer is largely responsible for not only the way I handled therapy, but especially for what Dr. Blackmon found when she opened me up. After surgery, when I wasn't able to swallow any solids, I continued to rely on the prescription formula supplemented with Perpetuem and Hammer Soy Protein.

On January 8, 2013, I returned to private trombone teaching (I'm a retired school band director). I lived on a concoction of Hammer Perpetuem, various Hammer proteins, peanut butter, and milk for months. Though I was able to gradually return to solid foods, I found it impossible to teach and chew. I'm now almost 21 months past esophagectomy, and I still rely on Hammer Perpetuem and Hammer Whey Protein while teaching.

“My prayer is that perhaps Hammer Nutrition products can help others the way they've helped me—not just athletically, but as a means of surviving what otherwise could be a life-shortening experience.”

Recovery has been infinitely tougher than chemo or radiation. Esophagectomy didn't just change the capacity of my digestive system. It changed everything about the way I process foods and liquids. I have had to relearn not just what and how to eat and drink, but also how to breathe, speak, and sleep.

Surviving and thriving

This summer, I won my age group at both the Texas Star Triathlon and Jeff and Brede's 22nd Annual Triathlon (I've done this race 21 times; the only time I missed was during the first summer of recovery). I will return to the New York Marathon in November, and will attempt to re-qualify for Boston (I did the race seven times pre-cancer) at the Sugarland USA Fit Marathon in January.

The best estimate for full recovery is based on what I've learned from Mr. Bill Sheets, a fellow survivor who is also a runner/triathlete. Bill says it takes until sometime into the third year of recovery before the “new” normals settle in. I'm thinking seriously about IM AZ in 2016, or perhaps IM HITS Ocala 2016. Arizona is almost close enough to drive to, but Ocala is tempting because it's within 70 miles of Universal Studios, and the Wizarding World of Harry Potter. I've always been a bit of a Harry Potter fan. It may be all “in my head,” but I feel a particular kinship with magic since my experience with esophageal cancer. As Dumbledore said, “of course it's in your head—that doesn't mean it isn't real!”

Depending on which studies you read, there seems to be a 3 - 15% survival rate for this cancer. My doctors have said I'm in the 3%. My survival is thanks to Jesus and His Dad; my wife, who is proof that God sends us angels; a team of unbeatable medical professionals, particularly Sharon Bigelow with the Navigate Cancer Foundation; and YOUR HAMMER PRODUCTS. There are no words to express sufficient gratitude not just for the gift of life, but for the privilege of living it as I choose. **HN**



Dan Black wins his AG at the Y Tri Freedom Sprint Triathlon 2012 DURING chemo treatments. Photos : Bonnie Goodrich

HOW DAN HAMMERS

“I've used Hammer Nutrition products for years. The difference now is that, rather than merely fueling my athletic endeavors, they aid my ongoing recovery and have allowed me to reclaim my life.”

LIQUID DIET DURING TREATMENT:

Perpetuem; HEED; Hammer Gels

DAILY REGIMEN FOR RECOVERY AND HEALTH:

Premium Insurance Caps; Mito Caps; Race Caps Supreme; Endurance Amino; Anti-Fatigue Caps; Phytomax (extremely important because processing vegetables remains a challenge); Endurolytes Extreme; HEED; Hammer Gel; Recoverite

Fueling for cyclocross success

A winning plan for short duration, high intensity competition

BY BRIAN FRANK

Whether you are fueling for cyclocross, a 40K time trial, or a 5K or 10K run, calorie timing prior to a high intensity, short duration event is critical. For most athletes, optimal fueling for these types of events remains a bit of a mystery. (Hint: Oatmeal 60-90 minutes before the start is not optimal.)

Having attended 10-12 CX races in the Seattle area each of the last four fall seasons and providing rider support for my son Miles as he progressed from the junior/cat 5 category up to the 1-2 category, I've had the opportunity to give this subject extensive attention. The nutritional plan we created and used for Miles and many of the other racers consistently resulted in success. Follow this fueling plan for your upcoming CX races, or for any competition that lasts an hour or less and requires 100% effort from the get go, and you will experience positive results, too.

Heed the 3-hour rule

First, remember that what you do after the starting gun goes off is of much less import than what you do in the hours prior to the start and the night before. The 3-hour rule (consuming no calories for the 3 hours before the event) applies

here more so than for any multi-hour effort. Here's why.

For your body to give 100% of its effort and resources throughout the entire 30-60 minutes, it needs to be able to focus on that singular task. It should not have to digest food simultaneously or deal with "porpoising" (rising/falling/rising) blood sugar levels. Your goal is to be at the starting line warmed up, stomach empty, and muscles and liver glycogen stores topped up. When you start pedaling, you want your blood sugar levels to be spiking for the first time, and then to stay high for the duration of your race. The key to achieving this is to strictly observe the 3-hour rule.

Race day fueling by start time

The start time of your event can affect your fueling strategy. Here's what I recommend:

If you have a mid-morning or afternoon start time, feel free to eat a reasonable breakfast and even to continue snacking lightly, as long as you stop 3 hours before the race start. At that point, switch to water until 10 minutes before the start; continue to drink only water during your warm up as well. Then, 10 minutes before your race starts, consume one serving of Hammer Gel, 2

Endurolytes or 1 Endurolytes Extreme, and 4-8 ounces of water, and you'll be set. If you are racing cat 1 or 2 and will be out there for 60-70 minutes, a second serving of Hammer Gel may be desired at the 30-minute mark. You can do this by tucking a single serving pouch in one of your leg cuffs or by mixing one serving in a flask, diluted with 2-3 ounces of water, and also tucking it in your leg cuff.

If your race starts at 7 or 8 a.m., you might not have 3 hours between the time you wake up and race start. Never sacrifice sleep for food. Just skip breakfast altogether. After waking, continue to fast, drinking only water until you begin your warm up, or even until 10 minutes before race start. Honestly, your body will perform better this way than with any measurable amount of solid food in transit through your digestive system. It's only 30, 40, or 60 minutes; you can then eat as much as you want after you finish, or have a beer or two, if you prefer.

If you are racing two categories, observe the 3-hour rule between the two. If you have at least 3 hours between them, by all means eat a meal as soon as you can after the first event. Then, repeat your warm up and take another serving of gel 10 minutes before your second start. If, however, you have much less than 3 hours between races, do not eat

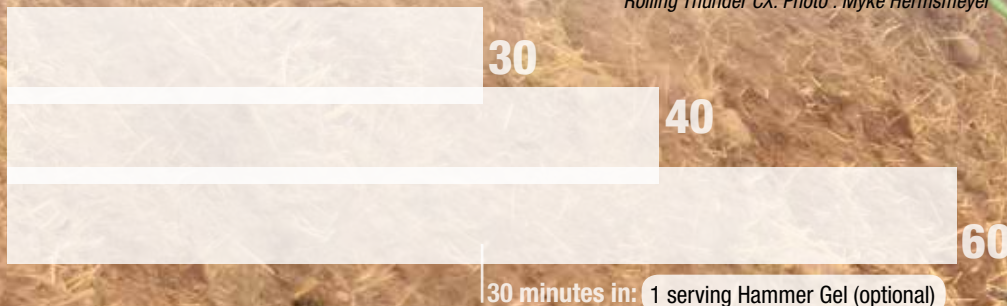
3 hours before

Eat reasonably up to 3 hours prior to the start. At that point switch to water only.

10 minutes before

1 serving Hammer Gel
2 Endurolytes or 1 Endurolytes Extreme
4-8 ounces of water

START



Kurt Erbach of the Hammer Nutrition-sponsored University of Montana cycling team at the 2013 Rolling Thunder CX. Photo : Myke Hermsmeyer

- continued from page 18

between them. Instead, “keep the motor running” by sipping HEED or having another serving of gel shortly after the finish and then again 10 minutes prior to second start.

Eating the night before

In addition to observing your race day fueling ritual, it's important to eat a fairly light dinner the night before the event. Having a heavy meal won't help your performance. Your body would have to work hard to digest all of that food and eliminate it in the morning. It might also interfere with your sleep that night. Instead, eat a sensible meal with plenty of vegetables, some lean protein, and a starch of your choice—preferably rice, potatoes, quinoa, or something other than wheat. Eat just enough to feel sated, but not full. You should complete this meal 3 hours before going to bed and not snack afterwards. A serving of Whey Protein in 4-6 ounces of water just before bed would be very beneficial—but not juice, milk, or any other carbohydrate that will cause a rise in blood sugar/insulin levels before your body shuts down for the night.

Follow this plan, and your races will go better and you'll feel stronger all the while . . . if that's possible during 30-60 minutes of gut-busting, lung-searing intensity. **HN**



Heading into the Off-Season

BY NATE LLERANDI

With the 2014 racing season nearly over, many of us already have one eye on 2015. As we reward ourselves with some off-season downtime, we also need to begin preparing for next year.

“Off-season” is the accepted term for the period between racing seasons, but it's not my favorite description. To me, the true off-season is that short time after your final race, when you pull the ripcord and take a few weeks of downtime. “Preparation” might be a better term for the period between the last race of this year and the first one of the next. Once we resume training, it's all geared toward the following racing season, isn't it?

After many months of racing, your body and mind are ready for a break. You've put yourself through a lot of mental, physical, and emotional stress, so spending a few weeks disconnecting from the rigors of training is necessary to recharge the batteries. No training allowed: Sleep more; be lazy; complete some overdue projects around the house. And if you feel the need to “move,” pick something outside your ordinary routine, such as a hike. The whole point is to get away from daily structure and rules and limitations. Be freer!

This time away from training is also a great opportunity to review your 2014 plan. What worked well? What kind of worked? What didn't work at all? What have you learned over the past months that you want to incorporate into your 2015 training, and how will you do it? What are your high-level goals for next year and how will they impact your training? This is arguably my favorite

time of the year because I get to wipe the slate clean and start building my new master plan from scratch.

You want to be chomping at the bit to start training again. Don't force it. If you're forcing it, your mind is telling you that your body's not ready. Better to extend the downtime an extra couple of weeks to get into the right frame of mind.

Once you start working out again, spend the first two to four weeks gradually ramping up. Increase your workout frequency first, then worry about duration. Worry about intensity last. This first prep period provides a perfect opportunity to get back to strength training, too. Especially as we age and enter our Masters years, strength training takes on more importance.

But a few words of caution: the longer the time between the end of the 2014 racing season and the beginning of the 2015 season, the more careful you need to be. There's a difference between being strong in January and being race ready. You want to avoid being race ready at the time of year with the least amount of daylight. Use that extra prep time to really work on your aerobic engine. Becoming more efficient at L2 (or Zone 2) will serve you well, and it's the foundation for going faster for longer in races.

Before you know it, next year's first races will be right around the corner. Just remember that ideal preparation begins with honoring all of your hard work in 2014—before you start cracking the training whip for 2015. **HN**

Nate Llerandi, a Hammer Nutrition sponsored athlete and longtime ambassador, has been coaching endurance athletes since 1990.

“Sleep more; be lazy; complete some overdue projects around the house. And if you feel the need to move, pick something outside your ordinary routine, such as a hike.”



Al Limberg and Barb Bradley train for the 120-mile Ausable River Canoe Marathon. Photo : Larry Mishkar

The atypical [Hammer] athlete

In each issue of *Endurance News*, we highlight some of the less conventional ways athletes use our products. From professionals in the firefighting business to adventurers doing things the rest of us only dream about, Hammer Nutrition customers use our products far and wide. Hammer's "atypical athletes" prove that smart fueling and nutrition apply to far more than cycling and running!





[Al Limberg and Barb Bradley]

We are marathon canoe paddlers and have recently completed the Ausable River Canoe Marathon—a 120-mile race with a running start and five portages—in a time of 16 hours and 1 minute, using Hammer Nutrition products.

Both of us have competed nationally and/or internationally in paddling, cross-country skiing, triathlons, and crew since high school. Like many long-time athletes, we've experimented with many types of fuel for racing and training. For the last 10 years, we've relied on Hammer Nutrition products.

We like Hammer products because they've been solidly researched, and they work very well for us. Athletes have different preferences when it comes to their fueling, and we like that we can customize our fueling individually using Hammer products. Al

favors HEED and Hammer Gel; Barb uses Perpetuem and lots of Endurolytes. We both use Recoverite.

While paddling, the easiest way to fuel is to drink through a tube attached to a 1- or 2-liter bottle. Before the race, we mix our bottles with Hammer Nutrition products and water. Our feed team then meets us nine times during the race to give us fresh bottles.

Hammer Nutrition products are easy to use, and they make us feel very "even" during long events. Before using Hammer products, fueling seemed complicated and we experienced less than desirable results. That hasn't been the case for the last 10 years, however. We are hands-down sold on Hammer products!

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]



[Loren Thompson]

Having completed many extremely challenging running and cycling events, I decided to try something different. Obstacle course racing (OCR) piqued my interest because it challenges you physically and mentally.

In June I completed my first Spartan Beast near Monterey, CA. This very difficult course covers 12.7 miles with 30 obstacles and 3,500 feet of elevation gain, all on dirt trails. The terrain is incredibly steep and treacherous in places. It was sunny, without much shade, and I soon began to feel very warm.

Fortunately I came armed with my Hammer Nutrition plan and products and they didn't let me down! About halfway through, I started passing many fit-looking people who were experiencing fatigue and cramping. Later I passed many who had slowed or had completely stopped. I wanted to offer my Endurolytes but had to make sure I had enough for myself to finish my first obstacle race.

As a flight nurse on an air medical helicopter for the last 17 years, I know that I need to consume regulated amounts and appropriate types of fluid and fuel when competing in endurance events. For this course I opted for a trail runner style hydration vest

with plain water in the bladder. Prior to the race I measured how many ounces I drink per swallow from the hydration bladder and figured that one swallow equals approximately 1 oz.

Based on Hammer Nutrition guidelines I aim for 20 oz. per hour; that's five swallows from the hydration pack every 15 minutes. For electrolytes I carried two ziploc bags with Endurolytes, and took 3 regular capsules every 30 minutes due to the very difficult terrain and temperature. I also consumed 1-2 Hammer Gel pouches per hour. The pouches were convenient to carry and I didn't have to worry about a lid popping off in the uneven terrain. I carried Energy Surge and Anti-Fatigue Capsules in other baggies with hourly-size doses. Prior to the race I used Race Day Boost, and at the end of it my Recoverite was ready and waiting. (My young daughter thought it would be cute to dump the white powder onto the ground before I could mix it. Fortunately I had extra!)

At my first race I finished in the top 11% and I've continued to improve with each race since. I'm convinced that my performance was directly related to using the Hammer Nutrition fueling plan and products. Thank you!

Armed with Hammer, Loren Thompson powers through a Spartan Beast with a smile on his face. Photo : Kristin Thompson

Steve's Faves

Endurolytes Fizz

BY STEVE BORN

Having used Endurolytes capsules ever since they were first introduced, I don't need to be convinced of their effectiveness in staving off cramping and supporting the optimal performance of many bodily functions. However, being the creature of habit that I am—most always following the “if it's not broke, don't fix it” mentality—I didn't give much notice when Endurolytes Fizz became available. I already was a die-hard and thoroughly satisfied Endurolytes capsule user, so I saw no reason to change.

And while I still tend to prefer the encapsulated form of this awesome electrolyte replenishment product, I recently have become a huge fan of Endurolytes Fizz and plan on using it much more frequently. My experiences on day three of Ultraman Canada made me a bona fide believer.

The test: double marathon, triple digit heat

I was on the support crew for Hammer Nutrition sponsored athlete, Kay Uibel, who was tackling the tough double marathon portion of the race. Fortunately for Kay, race rules permitted her to have a pacer (from her crew) run with her during this most-difficult segment of the three-day race. I had no idea how much of the 84.3K/52.4-mile course I would eventually run, but with temperatures hitting into triple digits, I needed to make sure that not only Kay's electrolyte needs were thoroughly covered, but mine as well.

While Kay uses both Endurolytes and Enduroytes Fizz in her training, she asked the crew to supply her primarily with Endurolytes Fizz during her double marathon. After noticing how well she was responding after consuming the bottles of Fizz that I was handing her—she really was running well!—I thought I'd also give it a try during the times I ran alongside her.

Cramping? None!

When all was said and done, I ended up running about 25K (15.5 miles) with Kay, and, while I expected no less from an Endurolytes product, I am happy to report that even in the stifling heat I experienced no cramping at all, not even a hint! What impressed me most was that I was in prime condition to cramp, not only because of the extreme temperatures (which I wasn't acclimated to), but also because I was only running for a short while before getting back in the support vehicle and driving for a spell. The short-period running-then-resting-then-running-then-resting routine definitely increased the potential for cramping . . . yet I never experienced any.

USAGE

Use prior to, during, and after workouts to satisfy the body's electrolyte requirements with maximum precision.

Use as needed, but primarily when:

- Exercise lasts for more than two hours, regardless of temperature or humidity.
- Exercise lasts less than two hours and
- temperature is above 80 degrees and/or 70% humidity
OR
- temperature and humidity is 10° or more above what you are accustomed to.

MIXING INSTRUCTIONS

Starting at an hourly dose of 1/2 tablet per 50-60 pounds of body weight, add Endurolytes Fizz tablets to your water or fuel bottle(s), allow to dissolve completely, and consume as needed to maintain proper hydration and electrolyte levels. *Note: Each rapidly dissolving effervescent tablet contains the equivalent dosage of approximately 2 Endurolytes capsules.*



Oh yeah, Kay never had a cramp either throughout the entire 52.4 miles, an even more remarkable feat after swimming 6.2 miles and cycling 261.4 miles the previous two days.

Clean, refreshing, effective

I normally don't like to drink much volume of flavored fuels when I exercise, which is why I personally prefer Hammer Gel + water over HEED, and concentrated, multi-hour bottles of Perpetuem + water over one-hour bottles of Perpetuem. I also like the dosing preciseness of Endurolytes capsules. But I have to admit that the oh-so refreshing flavors of Endurolytes Fizz won me over. With just the right amount of natural flavoring in my 2-tablet bottles the taste was perfect, with Grape Fizz being my #1 choice, followed closely by Mango, Grapefruit, and Lemon-Lime, respectively.

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IMPORTANT NOTES

Many variables—daily salt intake, body weight, fitness level, weather conditions, and acclimatization level—affect individual electrolyte requirements. Do your own trials with Endurolytes Fizz dosing, under a variety of conditions, to determine what your individual needs are.

Endurolytes Fizz DOES NOT prevent heat stroke, hyponatremia, or any other dangerous physical condition resulting from overexertion in the heat.



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Endurolytes Fizz contains no refined sugars or artificial sweeteners, so it did not have an unpleasant syrupy sweet taste, nor did it cause stomach distress the way some products do. And after consuming numerous bottles of Endurolytes Fizz, I was truly thankful that the product doesn't contain chemicals like polyethylene glycol, which is in similar products.

Just a crisp, clean, naturally refreshing taste and incredibly powerful electrolyte replenishment support. I may not have run the entire distance, but 15.5 miles was plenty—thank you very much—and having Endurolytes Fizz do EXACTLY as it's advertised to do not only allowed me to enjoy my time running, but it also helped me to provide better support for Kay. This product is a winner and it's my new fave . . . I love it! **HN**

“Keeping energy levels high is easy and tasty with Endurolytes Fizz.”

David Steele



Photo: Rosemary Tull

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

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

Flavors: Grape, Grapefruit, Lemon-Lime, Mango

Other effervescent electrolyte products may contain the chemicals polyethylene glycol, saccharine-K, sucralose, or other artificial sweeteners, flavors, or colors.



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Please DON'T pass the salt

BY THE STAFF OF *ENDURANCE NEWS*



Perhaps you've read some recent articles encouraging endurance athletes to increase sodium intake. One of these articles, published by a widely-read cycling magazine, even advocates "please pass the salt!"

But before you jump on the more-sodium-is-better bandwagon, we urge you to consider the facts. Given the overwhelming research that excess salt consumption is not only dangerous but downright deadly, we believe these "news" stories are doing an enormous disservice to readers.

While it's true that not getting enough salt "can put you at risk for dehydration," it's far more likely that you are consuming excess sodium. According to Bill Misner, Ph.D., "The average western diet contains 2.3 - 20 grams of sodium per day. In 70 diets computer analyzed from actual food intake lists of athletes and non-athletes non-athletes 1996-2006, endurance athletes

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consumed between 6,000-8,000 mg sodium per day.” Our decade of doing dietary analysis on our clients confirmed these numbers.

Yet as Dr. Misner points out, “The human body needs only very minute amounts of sodium to function normally— only 250 mg of sodium each day, athletes maybe 500 mg. Those amounts are easily supplied by consuming natural, unprocessed foods.”

Athletes who care about their health and athletic performance should weigh the entire body of evidence before they use more salt at the dinner table or as an adjunct to exercise. Consider this recent research:

- “More than 1.6 million cardiovascular deaths per year can be attributed to sodium consumption above the World Health Organization’s recommendation of 2,000 mg/day.” **Source:** Research analysis of 205 surveys worldwide, reported in *New England Journal of Medicine*, Aug. 14, 2014
- In an analysis of seven studies with an overall sample of nearly 270,000 people, researchers found that regularly eating salty foods was directly associated with 68% higher risk of gastric cancer. The more salt in the diet, the greater the risk. **Source:** *Clinical Nutrition*, 2012
- A study of the eating habits of 20,000 cancer patients found that routinely adding salt at the table was associated with an increased risk for not only stomach, but also lung, testicular, and bladder cancers. **Source:** *European Journal of Cancer Prevention*, 2011

The recent media stories suggesting that more salt might be a good thing focused mainly on a single study published in the *American Journal of Hypertension*. According to that study, those who consumed more than 2,300 mg of sodium per day had a lower risk of death than those who stayed within the recommended guidelines.

According to the American Heart Association, this and similar “studies were poorly designed to examine the relationship between sodium intake and mortality, and the findings fail to take into account well-established evidence.” Additionally, “the new study included unreliable measurements of sodium intake and an overemphasis on studying sick people rather than the general population.” **Source:** <http://blog.heart.org/reduced-salt-intake-critical-american-heart-association-says/>

University of Alabama at Birmingham Distinguished Professor of Medicine Dr. Suzanne Oparil points out that this study “is observational in design and does not test directly whether reducing sodium intake in a population reduces cardiovascular disease outcomes compared to a comparable population, selected at random, that consumes moderate amounts of sodium.”

Source: University of Alabama at Birmingham

Bottom line: Consider the very serious consequences associated with high sodium intake, and then please don’t pass the salt. We remain convinced that lowering dietary sodium intake to the 2,300 mg/day recommended by the American Heart Association is essential for health, and that moderate sodium intake during exercise—in conjunction with other electrolytic minerals—is necessary for maximizing your endurance potential. **HN**



- Provides steady energy
- Reduces muscle fatigue
- Helps prevent cramps

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



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

Flavors: Lemon-Lime, Mandarin Orange, Melon, Strawberry, Unflavored*
*Only available in 32 servings.

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Setting a new course

Hammer Nutrition fuels a 12-hour swim across Lake Winnepesaukee, NH.

BY DR. ERIC MIZUBA, CCSP



Eric Mizuba has competed in open water swimming events since 1984. In 2012, he became only the 14th person to cross Lake Erie. In August, he swam a new course across Lake Winnepesaukee, NH (top right), fueling on Perpetuem, Hammer Gels, and Hammer Bars during breaks. Photos : Courtesy of Eric Mizuba

This August I became the first person to complete a new course for solo swim across Lake Winnepesaukee, NH, starting at Center Harbor at 5:10 a.m. and finishing at Wolfeboro at 5:20 p.m. I am proud to say that my nutrition consisted of Hammer Nutrition products.

I started studying Lake Winnepesaukee in August 2013 for a possible course that would offer the greatest combination of visual stimulation and challenge. I chose a southeasterly route that would then change direction and finish at Wolfeboro. My training weeks consisted of three open water swims of 5 to 7 miles each, three shorter, higher-intensity swims, and dry-

land training. I fueled with HEED and noticed significant gains in my pace and endurance. On the longer, 10- to 14-mile training swims, I used Perpetuem with great success. Finally, after nearly 12 months of training, I set out at Central Harbor on August 8 at 5:10 a.m.

Phase 1: Central Harbor to Birch Island

In darkness, I began the swim accompanied by my support crew of kayakers and boat. I was able to stretch out and find a comfortable pace within the first 30 minutes. At two hours I had my first break—a “break” in marathon open water swimming means no contact with the kayaker, boat, or kayaks as the



- continued from page 26

swimmer fuels and treads water. I took 20 oz. of Perpetuem and a Hammer Bar then swam another hour.

Phase 2: The Broads

The second phase entered a 6-7-mile section with wide-open spaces known as

the Broads, where waves come in from the right. My approach was to decrease my exposure to the waves by increasing my intensity and speed. Correct nutrition is imperative, as the high intensity lasts several hours. To do that, I refueled with Perpetuem, Hammer Bars, and Hammer Gels. They gave me smooth energy with no stomach upset.

Phase 3: Alton Bay and Barndoor Island

This section became the greatest trial. I was already fatigued when a storm blew in, funneling its energy into the narrow strait in which I was attempting to swim. The 6-foot waves capsized two of our kayakers. To overcome the current and waves I was forced to increase my pace. I continued this way for 20 minutes without the support crew, and then headed north.

Phase 4: To Wolfeboro (the final 4 miles)

During my break after the storm, I refueled with Hammer Nutrition products. Refreshed and energized, I was able to continue on and even accelerate towards the finish at 5:20 p.m.! The final mileage was 23.39 miles.

Without proper nutrition, I would not have been able to push as far and as hard as I did. I'll be using Hammer products as I prepare for my Catalina Channel marathon swim in California. Thank you so much, Hammer Nutrition! **HN**

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Diane Gleason, member of the record-setting six-person team for the Kailua Channel Relay. Photo: Hawkins Biggins Photography



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Erik finishes the Vienna City Marathon with a new PR, beating his old PR by more than 4 minutes! Photo : Courtesy of Erik Thiele Orberg

Honing the edge

The science and personal experience behind a runner's winning fueling strategy.

BY ERIK THIELE ORBERG, Hammer Nutrition Sponsored Athlete

Most athletes generally accept the notion that fueling is important for optimal performance, but I have noticed that many do not pay enough attention to the details of product selection and use. As a man of science, I believe in using all available research to gain an edge at sports. In fact, I consider it the trump card of my training, and perhaps the reason I was able to improve my running so much over the past few years. These are the fueling products I recommend using immediately before, during, and/or after a run.

HEED – I use this electrolyte and carbohydrate powder immediately prior to and during training as well as at races. It's ready for drinking once you mix it with water. At both of my goal races last spring (the half in Wilmington and the full marathon in Vienna), I ran with a 20 oz. water bottle containing 7% HEED [about 1.5 scoops/bottle].

Research backs the importance of carbohydrate consumption around hard sessions, and I feel that using HEED has

allowed me to perform at a higher level. In contrast to Gatorade, HEED consists mostly of maltodextrin, a complex carbohydrate that I tolerate exceptionally well. Gatorade never worked as well for me, a fact I attribute primarily to its sucrose content (sucrose is a disaccharide made up of glucose and fructose). In the gut epithelial lining, sucrose is broken down into its two components, and thus people sensitive to fructose tend to not tolerate this sugar as well. Maltodextrin, on the other hand, does not contain any fructose.

Another benefit of HEED is that it tastes much less sweet than drinks from other manufacturers. The first time I tried it, I was surprised: by definition, I expected a sports drink to be super sweet. However, I very much appreciate its milder taste, especially by the time I'm on the second or third bottle!

Recoverite – This also consists of maltodextrin, but it has added whey protein for a 3:1 ratio of carbs to protein—the magic formula for optimum post-workout recovery. I carry it in a blender

bottle, so that I can add water and then refuel instantly after a workout. This is vital since the first 30 minutes following a session are the optimal window for glycogen loading, in which nearly all carbohydrates consumed are used to replenish the just-depleted glycogen stores. If you are planning back-to-back workouts (i.e., doubles, or an evening run followed by a morning run), or are in a week of heavy training, maintaining full glycogen stores is a top priority. Recoverite tastes pretty great, too, and I strongly recommend the Vanilla and Chocolate flavors.

Hammer Gel – The product that originally attracted me to Hammer Nutrition was introduced to me by a friend, who swore by the Montana Huckleberry flavor. I find Hammer's fruity gels (made of real fruit) especially tasty compared to the competition's, many of which use overpowering artificial flavors. Hammer Gels also are very digestible. They've recently updated their gel pouches to be easier to carry, too.

Runners, re-examine your nutritional plans. By learning to use nutrition to your advantage, you'll likely enjoy higher quality workouts and improved performance. You'll probably also sustain your goal pace a few miles longer in your next race! **HN**

Erik Thiele Orberg is a Baltimore-based competitive runner, aspiring cyclist, outdoor enthusiast, M.D. and Ph.D. candidate.

DOUG CLARK'S TRIPLE TRIATHLON WINNING RACE RECIPE

PRERACE (3 HOURS PRIOR):

2 cups Chainbreaker 53x11 Coffee
3 scoops HEED in water

JUST BEFORE START:

Hammer Gel

DURING RACES:

Hammer Gels

POST-RACE:

Recoverite

RESULTS

OA Winner with new course record,
Lincoln Park Triathlon
OA Winner, Randolph Triathlon
4th OA, NJ State Triathlon (Olympic, Elite)

"Hammer Nutrition products have been essential for my success in races of Olympic distance and longer." - Doug Clark

Vegan Recovery Bars ... It's written in the stars!



4.9 out of 5



"They taste great and are a quick, easy recovery snack on the go." - an online reviewer

"These are my go-to recovery option. They leave you feeling satisfied and healthy!" - Hank B.

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

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

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Conquering The Rut, 2014

An epic, new challenge draws world-class athletes to southwestern Montana.

BY MIKE HAHN, Hammer Nutrition creative director



“Thanks to Hammer Nutrition for keeping me fueled.”

- Kristina Pattison

Lone Peak looms large over Big Sky Resort, home of the 2014 Rut 50K. Steep, exposed climbs and off-trail descents on loose talus make this an intimidating piece of rock. On September 12 and 13, athletes and fans assembled at the base of barren Lone Peak for an endurance experience unlike any other.

As the final race in the 2014 Skyrunner® World Series, The Rut drew top talent and international media attention. Securing the designation was a feat in itself for Montana race directors Mike Foote and Mike Wolfe, especially given the fact that The Rut is only in its second year.

Early Saturday morning, a headlamp start in the cool morning air sent runners uphill for a morning of forested single track, alpine ridge lines, and the storied summit of Lone Peak. In the end, Spanish phenom Kilian Jornet stood atop the men's podium, with teammate Emelie Forsberg placing 1st among the women.

Hammer athletes power through

Hammer Nutrition athletes rose to the day's steep challenge, with Hillary Allen and Kristina Pattison finishing in 5th and 6th places, respectively. Allen clearly had her fueling dialed. "When I reached the last aid station, I knew I was ready to gun it," she said. "I finished beaming . . . and was super-pleased with my race." Pattison seconded, "Thanks to Hammer Nutrition for keeping me fueled. Endurolytes Extreme is one of my favorite new products!"

Meanwhile, ultrarunner Jimmy Grant struggled to overcome the effects of a recent illness. For the first 15 miles he trailed only the most aggressive front runners, but by the time he reached the first ridge, he knew this wouldn't be his day. The fatigue from being sick had caught up with him.

"A friend convinced me to push on," said Jimmy. "Endurolytes, Perpetuem, and nearly a dozen Hammer Gels fueled me to the finish . . . Even though I wasn't truly racing anymore, I

experienced a beautiful day in the mountains, received the support of countless friends, and finished the Rut 50K—an accomplishment in itself since only about half of all starters made it across the line. Another ultramarathon in the books, and my DNF count remains at zero."

For Hammer sponsored skier-mountaineer David Steele, The Rut's vertical kilometer was a case of familiar terrain under very different conditions. "I was moving up a mountain with my trekking poles early in the morning but instead of carrying a day pack, I had a number pinned to my shorts," he said. "The camaraderie of the participants completely negated the fact that we hadn't met previously; that's how I came to climb the last half mile with a guy in a Superman costume."

David fueled with new Peanut Butter-Chocolate Hammer Gel and .75L of water. "With no aid stations along the VK course, it seemed smart to bring some liquid, and I was happy I did. The cold, dry morning air and elevation tore up my throat, making the gels and water taste and feel great on the way up."

Congratulations to all who participated in the 2014 Rut 50K, Vertical Kilometer, and 12K events. Hammer Nutrition was proud to sponsor this unique event, providing quality endurance fuels on the course to weekend warriors and world-class mountain runners alike. **HN**



FAR LEFT: Kristina Pattison topping out on Lone Peak. LEFT: Hillary Allen. ABOVE: David Steele and Superman. Photos : Myke Hermsmeyer

Introducing the Double Anvil Tri ... with a twist of lemon, thank-you!

Consider challenging yourself in 2015
with this new ultra triathlon.

SUZY DEGAZON, Hammer Nutrition sponsored athlete

In July I had the pleasure of participating in the inaugural Double Anvil Triathlon held at Lake Hagg in Oregon. The venue was outstanding, and race co-directors Steve Kirby and Teri Smith put on an excellent race that set a new standard for this distance: swim 4.8 miles, bike 224 miles, and run 52.4 miles.

A total of only two athletes out of 16 finished the full Iron distance. For the run, I ended up doing 20 loops (26.2 miles), an option given by the race directors. But I will return to Lake Hagg next year to run all 40 loops and receive another certificate for completing the full event!

Swim: In the 4.8-mile swim (eight loops in the lake), I managed the fastest female time—and swimming usually is my weakest sport! I had two bottles of water on the shore before starting. After each complete loop I stopped for more water, some Montana Huckleberry Hammer Gel, and Endurolytes. As I was getting ready for the bike leg, I replenished with an Oatmeal Apple Hammer Bar.

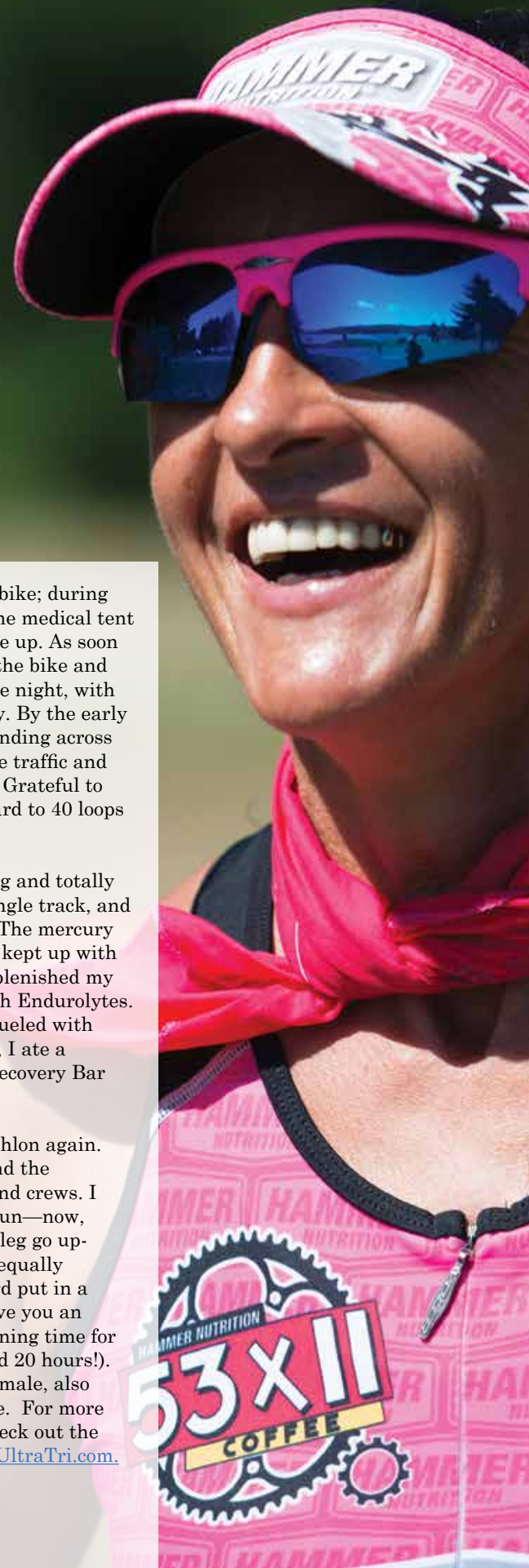
Bike: The 224-mile bike leg (21 loops around Lake Hagg) totaled more than 14,000 feet gain in elevation; the entire ride was rolling hills, with the only flat part when you crossed the dam. I fueled with fresh Perpetuem and water after every lap (about 40 to 45 minutes), occasionally mixing it up with Hammer Bars and Espresso Hammer Gel. I also took 2 Endurolytes, 2 Anti-Fatigue Caps, 2 Endurance Amino, and 2 Race Caps Supreme after each lap.

I just made the cutoff for the bike; during the night I was sidelined in the medical tent for 3.5 hours. But I never gave up. As soon as I felt better, I got back on the bike and rode through the middle of the night, with only the stars lighting the sky. By the early hours of dawn, deer were bounding across the road! There was very little traffic and the views were breathtaking. Grateful to finish the bike, I looked forward to 40 loops (52.4 miles) of the run . . .

Run: The run was challenging and totally unique to ultra tris. It was single track, and for the most part off camber. The mercury was in the red zone (HOT!). I kept up with my HEED and water, and replenished my electrolytes every 4 hours with Endurolytes. At lap 10 (about 13 miles), I fueled with some Perpetuem. Afterwards, I ate a Chocolate Peanut Hammer Recovery Bar and Recoverite!

It was fun to do an ultra triathlon again. I had missed the challenge and the camaraderie of the athletes and crews. I totally enjoyed the bike and run—now, if they would make the swim leg go upstream, everything would be equally difficult! Winner Steve Fullard put in a stellar time of 27 hours (to give you an idea of the challenge, the winning time for these events is usually around 20 hours!). Stacey Shand, the winning female, also gave an amazing performance. For more information on this venue, check out the web page at <http://www.USAUltraTri.com>.

HN



Suzy Degazon enjoys the challenge of ultra triathlons. Photo : Marc André Trouard-Riolle



CASEY MCKINNEY'S EVERGREEN SPRINT TRIATHLON RACE RECIPE

TRAINING:

HEED, Hammer Gels, Tissue Rejuvenator

STARTING FOUR DAYS PRIOR:

Race Day Boost

PRERACE (1 HOUR PRIOR):

4 Anti-Fatigue Caps

PRE-SWIM:

Espresso Hammer Gel

BIKE LEG (20K):

1 scoop HEED in 20-oz. bottle

RUN (5K):

not long enough to need nutrition

POST-RACE:

2 scoops Orange-Vanilla Recoverite in 12 oz. water



RESULTS

1st AG (40-44), 15/296 OA

"The Evergreen Sprint Triathlon (Hammer sponsored event!) isn't as much of an endurance event as it is an anaerobic drag race . . . My plan was to ensure my fuel stores were fully topped off as I knew I would not need to sustain my effort for much longer than an hour. After the race, I felt absolutely great. The next day, I was able to hit my normal training regimen with no noticeable fatigue or soreness." - Casey McKinney

Phytomax

Live green food for peak energy and health

BY STEVE BORN

Everyone, and especially athletes (who need more nutrients than the average person), should consume adequate amounts of fresh vegetables. Whole vegetable foods contain important nutrients in addition to vitamins and minerals.

These “phytonutrients”—such as the indole-3-carbinol and sulforaphane in broccoli and other cruciferous vegetables—have numerous benefits that make an undeniably significant contribution to overall health. Without adequate vegetables in your diet, your body will not receive the nutrient support and protection it needs, which means that your health and performance will suffer as a result.

What's an “adequate” vegetable intake?

The USDA recommends that adults who consume 2,000 calories daily should eat 2.5 cups of vegetables and 2 cups of fruit per day. Unfortunately, the typical American diet only contains about half that amount . . . we're falling well short of the mark!

To make matters worse, today's food supply no longer contains the nutrients it once did. Dr. Bill Misner states, “In the past several decades, chemical agricultural farming has depleted 90% of the soil's original minerals. Today's veggies contain only 11% of the organic minerals found in produce during World War II. To get what we once got from 3-5 servings of vegetables per day, we would have to consume 40 servings per day, or approximately the amount consumed by a medium-sized horse.

“What are we really missing? Plant sterols and phytoestrogens have been shown to protect us against cholesterol absorption, tumor formation, colon cancer, radiation poisoning, and the side



USAGE:

3-6 capsules per day with meals.
Use higher dose if your diet is consistently poor in fresh vegetables.

modern food supply.

Here's what Dr. Misner has to say about Phytomax:

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

Because the hydrilla plant is rooted, it easily accesses high amounts of organic minerals, vitamins, enzymes, and trace micronutrients found in the prehistoric lakebed's soils. After harvesting “live” hydrilla by cutting the plant just above its root structure, an exclusive non-cooking, non-freezing, and non-organic-altering process is carefully applied.

This five-stage pressure wash, which includes an ozone injection for removing only bacteria and microorganisms, is applied to extract the raw foods found within the plant's green stems, stalk, and leaves. A drying process is then applied using jet turbine blowers at a maximum of 88°F to remove the moisture without damaging the “living” enzymes and rich nutrients stored in the harvested plant.

After drying, the hydrilla is fine-ground, encapsulated, and

effects of most allopathic medicines. Most of these protective phytonutrients, phytosterols, and phytoestrogens are lost during processing, degumming, refining, deodorizing, canning, bottling and packaging; we simply are not getting enough.”

Phytomax helps solve the problem

While consistent daily vegetable intake is still important—and we highly recommend consuming organically grown produce—most of us rarely eat enough vegetables, and the majority of the produce available just doesn't contain the level of nutrients we need.

This is where Phytomax comes in. Three capsules of Phytomax provide higher quality vegetable nutrition than blue-green algae, spirulina, chlorella, wheat grass juice, barley grass juice, or any other similar product. Phytomax is a concentrated source of the enzymes, phytosterols, and phytonutrients that are so important for overall health but are not available in appreciable amounts in our

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bottled to prevent degradation or contamination from its "live" state. Hydrilla presents in a 2% solution a pH of 12.0, which contributes to increasing an otherwise acidic pH generated during exercise. Phytosterols may decrease cholesterol absorption by displacing cholesterol from bile salt micelles. Cholesterol analogs found in plants may be protective against colon cancer.

Superoxide dismutase (SOD), a free radical fighter, antioxidant, and enzyme found in most plant life, is being seriously studied for its plausible positive effects in halting the aging process. SOD has been shown to provide a natural defense against the potentially damaging superoxide free radicals generated during exercise or aerobic metabolism. Including a source of "green" foods may not only enhance recovery, but also prevent the side effects from radiation, carcinoma formation, and the initiation of leukopenia.

University studies report that milk production from dairy cattle and the egg-laying capacity of chickens were significantly enhanced when these animals were supplemented with this form of hydrilla (Phytomax). The assumption is that carry over to human physiology is obvious, though not yet confirmed by reliable research. Some studies do suggest that the nutrients from this plant may have direct application for free radical scavenging, anti-arthritis effect, stress management, remediating aging disorders, promoting healthy skin, and energy recovery.

Summary

Athletes and active people need to pay attention to their diets first and foremost. Still, even our best efforts at consuming healthy foods on a consistent basis usually fall short. That's why supplementation is so important—to close the gap between what we need nutrient-wise and what we actually obtain in the diet. It is especially true when it comes to vegetable intake.

Ask yourself these questions:

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

If the answers to 1, 2, and 3 do not total 9 or above, then you should be taking Phytomax daily.

Phytomax complements the vitamins and minerals provided in Premium Insurance Caps. Phytomax is a powerhouse of enzymes, fatty acids, antioxidants, RNA, DNA, chlorophyll, sterols, and phytonutrients. It helps "complete the puzzle" when it comes to vitamin/mineral supplementation. Especially during the fall and winter months, when obtaining fresh, organic vegetables is even more difficult, daily supplementation with Phytomax is a must. **HN**

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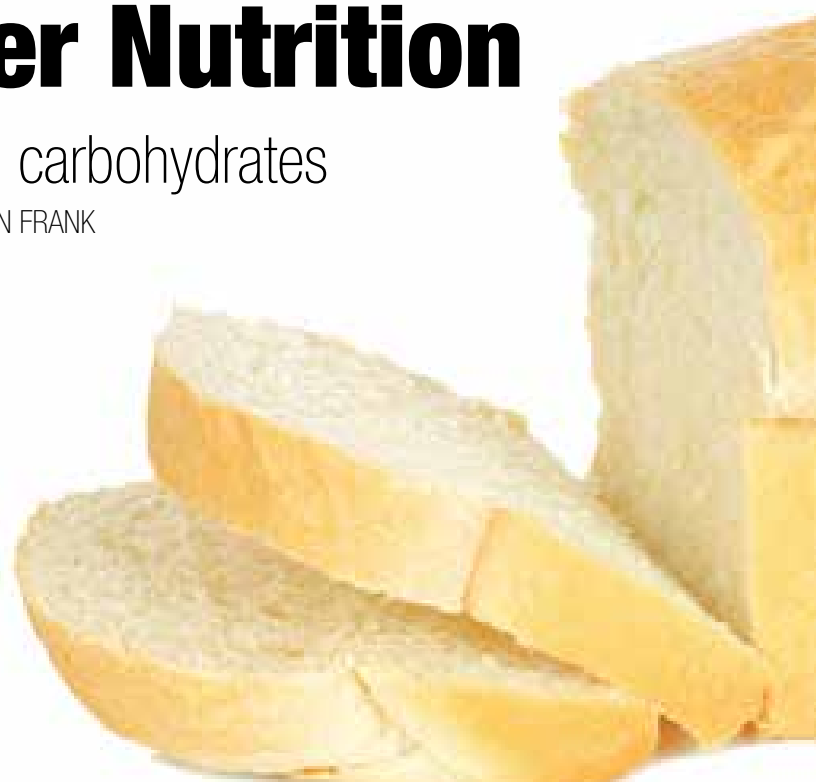
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Ask Hammer Nutrition

Straight talk on carbohydrates

BY BRIAN FRANK



Do endurance athletes really need as many carbohydrates as we've previously been told? What is Hammer's position on low carb diets?

First, let's clarify the term "carbohydrates." Not all carbs are the same. There are some very good carb sources, some very bad carb sources, and some carbs that should be consumed only in moderation.

Most athletes need more good carbs. Good carbs include leafy greens (such as lettuce and spinach), cruciferous vegetables (like broccoli, kale, and bok choy), and vegetables with a high water content (like zucchini). These are more than adequate for post-workout replenishment and they are not associated with inflammatory and/or degenerative diseases.

"Bad" carbs include wheat and sugar; you should eliminate them from your diet, both for optimal health and peak athletic performance. The third group of carbs—starches and low-gluten grains like rice and potatoes—can be bad when consumed in excess, but in moderation can be helpful for controlling one's weight. The key is to eat them only after you have met all other dietary requirements by consuming an abundance of "good carbs," along with lean protein and high quality fats.

Many who follow "low carb" diets use it as an excuse to avoid eating healthy carb vegetables, yet they still manage to consume refined sugar and wheat. In fact, the average American eats over 150 pounds of refined sugar each year, and several times that amount of wheat. This is precisely why we face epidemic levels of obesity, diabetes, and inflammatory/ degenerative diseases including cancer. Meanwhile, many companies continue to sell sugary sports drinks, gummy candies, and jelly beans—touting them as the best energy source for athletes.

Consuming the right carbs in the correct volume, before and during exercise as well on a daily basis, is beneficial for both health and fitness. Athletes do NOT need wheat or sugar, and they should avoid consuming these carbs in their daily diet and especially during exercise. The only time I recommend consuming low fiber, high-glycemic index complex carbs (such as maltodextrin) is immediately before and during endurance exercise. The volume should be between 120 and 180 calories per hour, depending on your size and the intensity of your exertion.

Is carb loading still relevant nutrition advice for athletes?

In the strict sense of the term, "carb loading" to increase glycogen stores before an anticipated depletion effort, the answer is a resounding NO! Not only is it not a good idea, but it will actually hinder your athletic performance.

You can't positively affect muscle glycogen storage capabilities at this time, and consuming excess calories will only cause bloating and other stomach issues.

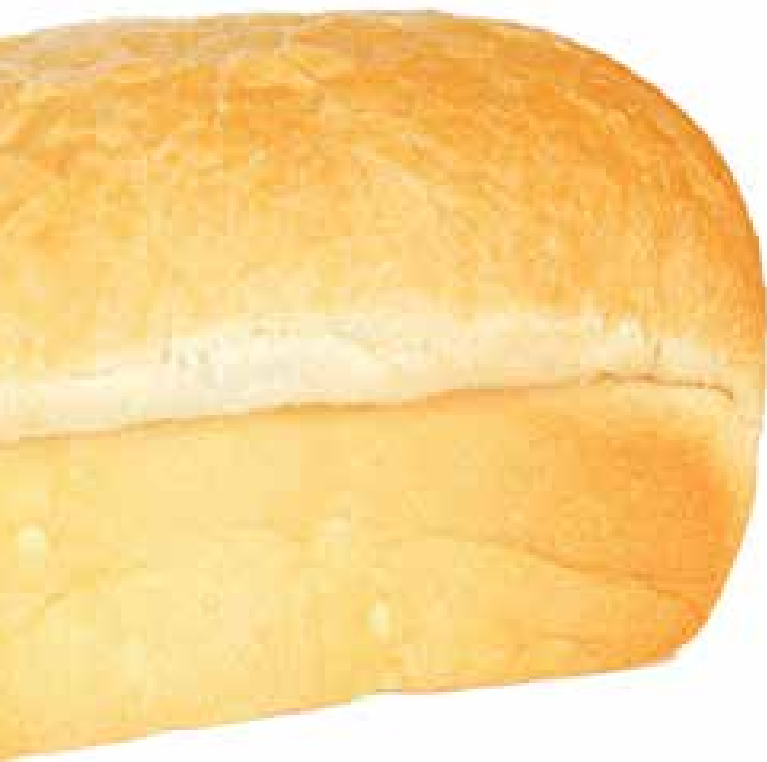
The enzyme that controls glycogen synthesis and storage, glycogen synthase, is active only for a short time after your workouts. True "carb loading" is what you did for the first 60 minutes after your workouts in the weeks and months before a race. In the few days leading up to a race, and especially the night before—a period when you shouldn't be training—glycogen synthase is on "sleep mode."

Instead of "carb loading," maintain a steady intake of the good carbs described earlier, along with lean protein, and good fats—mostly omega-3s from fish and vegetable sources—during the "taper" leading up to an event.

The night before a race, don't go overboard with one of those prerace pasta feeds. Consume complex carbohydrates, some high quality protein, and low-to-no saturated fat. Drink sufficient amounts of water. Skip the alcohol, fatty foods, and dessert. Eat until you're satisfied, and then call it a night. You will be more than prepared for an endurance event lasting from an hour to several days.

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If the real aim for endurance athletes is to burn their fat stores more efficiently, is there any way or product to help achieve that?

Yes! Endurance athletes should aim to do all they can to access and utilize their body's fat stores as their primary source of energy while preserving glycogen levels—60-70% of total caloric expenditures during exercise will come from fat stores, if you allow it. The way to achieve this is to practice correct calorie timing before exercise and to consume the correct type of calories during exercise.

This means not eating for 3 hours prior to exercise and then (during exercise that lasts longer than 2 hours) consuming a mixture of complex carbs with small amounts of protein and fat mixed in.

Perpetuum, Hammer Nutrition's "ultra fuel," provides these components in very precise ratios to allow the body to maximize fat utilization while still maintaining adequate glycogen synthesis to keep liver and muscle glycogen levels from being depleted. **HN**

Brian Frank is the founder and CEO of Hammer Nutrition. Portions of this interview appeared in the South China Morning Post article "Loaded Questions" (Aug. 5, 2014). You can read the entire article at www.hammernutrition.com/downloads/Loaded-Questions.pdf

Hammer Bars . . . **Everybody's Fave!** ★★★★★ 4.7 out of 5

"Hammer Bars are a regular part of my nutrition plan, whether on the bike, at home, or at work. I'm never without one!" - Tom N.

"They are the best bars ever! Easy to chew on hot days when we ride 100 miles!" - Teri P.

"Hammer Bars taste great. They're not heavy on my stomach and they give me energy throughout my race or work out!" - an online reviewer



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

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15 oz mug \$12.95

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Hammer Nutrition Gift Certificate

Nothing says "I love you" like a Hammer gift certificate. It's the ideal gift for discriminating athletes and those who seem to have everything. With our broad selection of highest quality products, your guy or gal will love having the freedom to choose their favorites.

Call our Client Advisors or go to HammerNutrition.com to purchase your gift certificates today!

Voler 53x11 Thermal Wear

Cyclists will warm up to Voler's cool thermal jackets and vests. Both provide windproof, water-resistant protection with a lightweight, breathable design. Tailored design features a longer back length for extra coverage while riding, three rear pockets, full-length exposed zipper, and comfortable mid-level collar. Choose red or black. Also available: arm, knee, and leg warmers, and thermal booties.

Thermal Vest \$74.95
 Thermal Jacket \$99.95
 Hammer-branded apparel also available



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To redeem this certificate, reference the number in the lower right-hand corner when placing your order over the phone. If placing a web order, put a note in the "special notes" field of your order referencing the same number. If mailing in an order, include the actual gift certificate and send to: Hammer Nutrition, 49622 Whitefish Stage Rd., Whitefish, MT, 59937. Gift certificate will expire one year after the issue date.

Order Today! 1.800.336.1977 / www.hammernutrition.com #0001

EMS: 48 minutes to a fresh set of legs!

BY BRIAN FRANK

If you already own an EMS device or have been thinking about purchasing one, here's a timesaving trick that I learned a long time ago when I first was introduced to this powerful technology in the early 2000s. By placing the pads creatively, you can effectively run Active Recovery on two muscle groups simultaneously to refresh four muscle groups in less than an hour. First, you do quads and calves, then you flip over and do hamstrings and glutes/piriformis. (The latter are treated as a single muscle group because they are positioned atop one another and are activated together.)

For those of you who are not well-acquainted with EMS devices and their benefits, the Active Recovery program is a 24-minute routine that effectively replicates the best sports massage you can imagine. It is the most often-used EMS program, and when we demonstrate EMS units at events, this is the program that convinces athletes that they need to own one of these devices.

Active Recovery is a compound program. It creates a "pumping" action on the capillaries that flushes out lactic acid and metabolic waste-filled blood and replaces it with fresh, new blood. The second component of the program is for de-contraction and endorphin release. This "feel good" part of the program causes tense muscles to relax and elongate, while also creating a powerful endorphin flush.

You'll need an EMS device, Compex or Globus, and eight of the 2x4 pads, either single lead (Globus only) or double lead.

1. **Quads and calves:** Follow the diagrams for pad placement and body positioning; I like to do this part of the routine in a seated, semi-reclined posture so that my knees are at about a 45° angle and my calves are

not pressing against anything. For maximum comfort on the calves, be sure to keep your ankle at 90°. Do not point your toes at all.

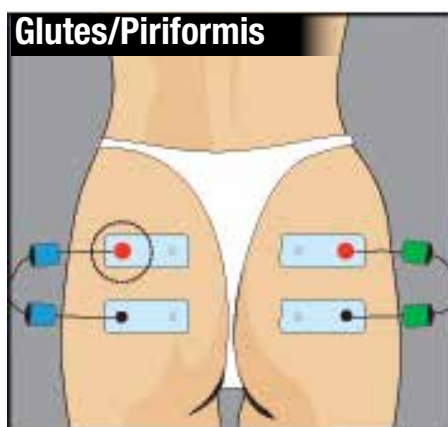
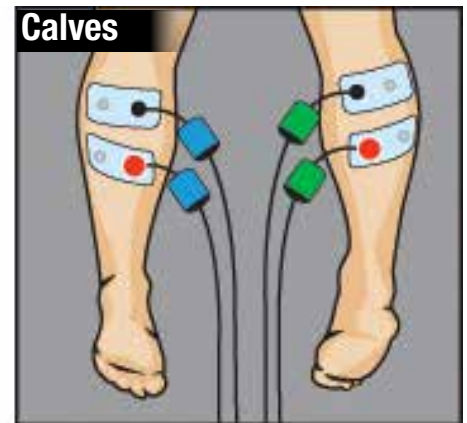
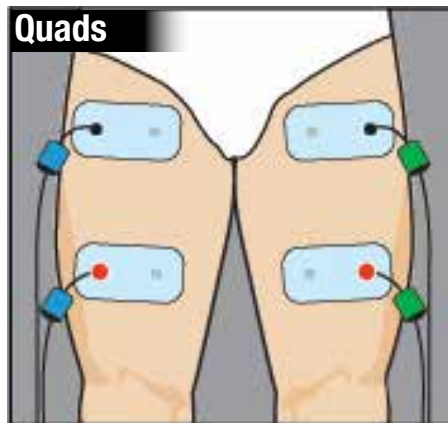
2. **Hamstrings and glutes/piriformis:** Next, flip over and apply the pads to your hamstrings and glutes/piriformis (see diagram). I like to lie on the floor or bed face-down with a cushion under my ankles so that there is about a 15° bend in my knees.

A few words about input levels: To gain the maximum benefits from the Active Recovery program, it's important to turn up the input levels to the ideal ranges. If

you own a Compex EMS unit, work your way up to a level of at least 50 energy units to a maximum of 100. There's no harm in going higher, but there's also no benefit to it. If you own a Globus EMS unit, you should be between 30 and 50 milliamp units. Again, no harm in going over 50, but no additional gain either.

With this simple trick, you can give yourself a completely fresh set of legs in well under an hour—including the time it takes to apply and relocate the pads. **HN**

Brian Frank is the founder and proprietor of Hammer Nutrition.



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*Complex Edge model excluded

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*“I trained very hard every day last week and used active recovery on my EMS after every ride. **I felt great by the end of the week—no stiffness and soreness**—which kind of surprised me. I went for an easy two-hour mountain bike ride on Saturday, but I wasn’t able to use active recovery afterward. I felt worse the day after that than I did after any of my harder training efforts where I used active recovery afterward. **It’s made me a believer!**” - Andy B.*

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- Plus four more!



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

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Both Globus and Compex are cleared by the FDA.



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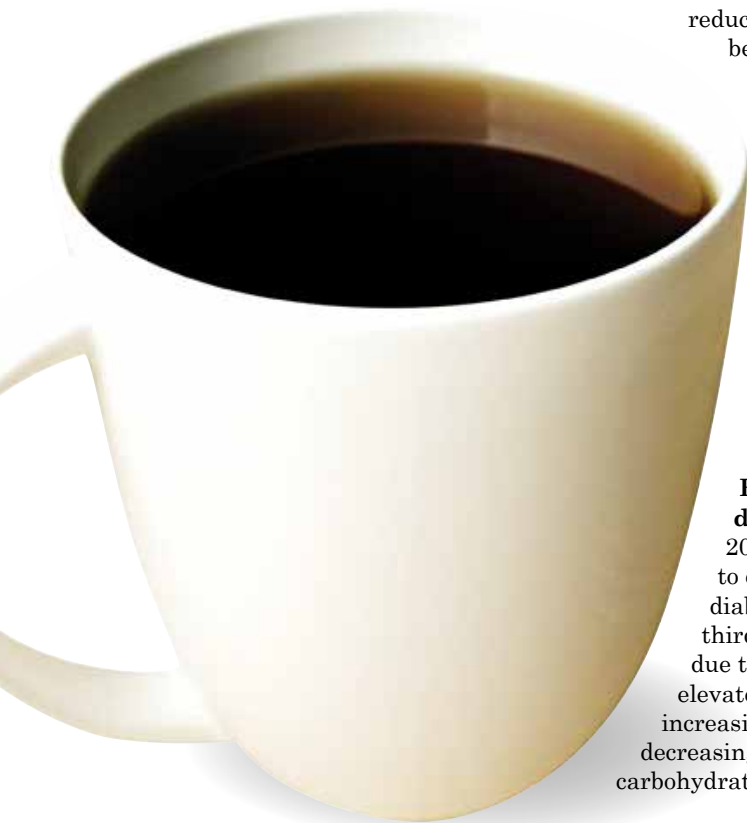
- 30-minute consultation - **FREE A \$49.95 value!**
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**Compex Edge model excluded.*

Drinking coffee can help you live longer

Wake up and savor the benefits!

BY THE STAFF OF *ENDURANCE NEWS*



If cooler weather has you reaching for more coffee, don't hold back! Research confirms that coffee drinking can be a richly rewarding habit. Besides being a flavorful kick start for your day, coffee offers many health benefits, including a lower risk of death overall compared to non-coffee drinkers. Here's the scoop.

In a 13-year study involving more than 400,000 men and women, National Cancer Institute researchers found an eye-opening association between coffee consumption and reduced risk of death. What's more, the benefit increased with the amount of coffee consumed.

Compared to those who did not drink coffee, men who had two or three cups per day had a roughly 10% lower risk of death. Women experienced even better results, with about a 13% lower risk of death compared to non-coffee drinkers. Coffee consumption was linked to a decreased risk of dying from injuries, infections, stroke, and heart disease, though it was not linked to fewer cancer-related deaths.

Interestingly, drinking decaffeinated coffee also was associated with a reduced risk of death, so the benefits in this particular study can't be attributed to caffeine. Lead researcher Neal D. Freedman, Ph.D. noted that coffee contains more than 1,000 compounds that could play a role in its healthfulness.

Coffee's other potential benefits

Reduced risk of diabetes – According to a 2011 study, coffee appears to cut the risk of type 2 diabetes by almost two-thirds. This is believed to be due to coffee's ability to reduce elevated blood glucose levels, increasing insulin sensitivity and decreasing the storage of fat and carbohydrates.

Reduced risk of cancer – Multiple studies have shown that coffee seems to provide protection against many common cancers, including prostate, breast, colorectal, and liver cancers:

- Men who drank six or more cups of coffee (caffeinated or decaffeinated) a day had an 18% lower risk of prostate cancer, as well as a 40% lower risk of aggressive or lethal prostate cancer. – *Journal of the National Cancer Institute*
- Postmenopausal women who consumed five cups of coffee daily had a 57% decrease in their risk of developing non-hormone-responsive breast cancer. – *Breast Cancer Research*
- The data from two dozen studies indicated up to a 30% lower incidence of colorectal cancer, the higher percentage among those who drank greater amounts of coffee. Several earlier studies confirm this meta-analysis. – *Journal of the National Cancer Institute, American Journal of Epidemiology, and others*
- Drinking just one cup of coffee daily was associated with a 42% lower risk of liver cancer. – *International Journal of Cancer*

Cardiovascular disease – While blood pressure can rise shortly after drinking coffee, studies suggest that coffee can help decrease blood pressure over the long term. In one study involving over 40,000 women over a 15-year period, those who consumed one to three cups of coffee per day had a nearly 25% decreased risk of cardiovascular disease.

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

Bottom line: Loaded with antioxidant power, coffee offers powerful health benefits beyond its ability to get you started. Decades of research show that coffee can help you stay stronger, longer, on race day and every day. **HN**

REFERENCES available upon request

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Treat Your Own Back

Don't resign yourself to a lifetime of recurrent pain—read this book. It works.

BY VICKI HACKMAN

It seems to happen out of the blue. You bend to tie your laces or reach across the table, and then feel that old familiar twinge. Your back is “out.” And that means you too could be out—out of commission, out of training, and out of sorts—for days and possibly weeks ahead.

Depending on your level of discomfort, you might seek massage, spinal manipulation, acupuncture, ultrasound, or cortisone injections from a practitioner for relief. When the condition becomes chronic and debilitating, you might even consider surgery. According to the National Institute of Neurological Disorders and Stroke, “nearly everyone at some point has back pain that interferes with work, routine daily activities, or recreation,” and Americans spend at least \$50 billion each year to treat it. Unfortunately, those treatments all too often fail to bring long-term relief.

Before you try yet another treatment, prescription med, or surgery, consider treating yourself. More than 50 years ago, physiotherapist Robin McKenzie developed a system, now known as the McKenzie Method, for diagnosing and treating back pain. Today the McKenzie Method is internationally recognized among physical therapists as the treatment of choice for back problems.

McKenzie's book *Treat Your Own Back* gives low back pain sufferers the tools for managing acute attacks, for restoring mobility, and for preventing future damage and pain. He discusses spinal function in simple terms, common causes of low back pain, and diagnosing back problems using the McKenzie Method. Nearly half of the book is devoted to the McKenzie Exercise Program, a series of simple exercises and stretches, beginning with those suitable for treating acute

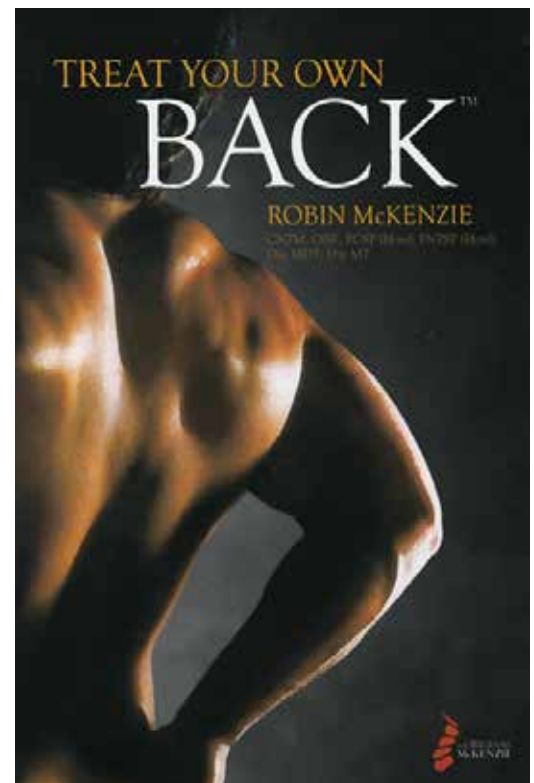
(emergency) low back pain. As the back improves, you add other recommended exercises designed to restore flexibility and function. Each exercise or stretch is clearly explained and illustrated with step by step photos.

The McKenzie exercises emphasize achieving normal lumbar lordosis (the natural inward curve in the small of the back, just above the pelvis). Loss of lordosis, usually due to habitually poor posture that overstretches ligaments, causes most cases of lower back pain, says McKenzie. In addition, the location of the pain is an important indicator of progress. Pain that becomes centralized to one location in the lower spine, rather than radiating down one side, tells you that you're exercising correctly and the program is working.

One section specifically addresses low back pain in pregnancy and low back pain in athletes. And the especially useful “Emergency Panic Page” tells and shows you just what to do when sudden, acute pain strikes.

McKenzie makes a bold promise: “Most people will benefit from the advice given in this book, and many will completely rid themselves of pain. Only a few

patients—perhaps 10 or 15%—will fail to derive any benefit or favorable response.” Judging by the continued popularity of *Treat Your Own Back*, now in its ninth edition, along with the results of extensive scientific studies (see www.mckenziemdt.org), the McKenzie Method is a smart and effective way to eliminate or reduce pain and restore mobility. **HN**



NEED TO KNOW

Robin A. McKenzie (1931-2013), a world renowned physical therapist, lectured internationally and authored or co-authored a dozen books, including and *Treat Your Own Back*. His method of diagnosing and treating low back pain continues to be taught and practiced worldwide. You can order *Treat Your Own Back* (100 pp., paperback) and *Treat Your Own Neck* from the Hammer Nutrition bookstore on www.HammerNutrition.com.

Digest Caps

BY STEVE BORN

Many modern nutritionists agree with Hippocrates (the “father of modern medicine,” 460-377 BC) that “all disease begins in the gut.” If your gut is unhealthy, your entire body will be negatively affected.

A primary aspect of intestinal health is the battle between “good” and “bad” bacteria for colonization of the digestive system. Good bacteria fill important roles in digestion, while bad bacteria contribute to illness and disease. Infections, poor diet, stress, overuse of anti-inflammatory medications (NSAIDs), antibiotic use, and even chlorinated water can deplete or destroy the healthy bacteria living in the human digestive system.

This can allow undesirable bacteria to flourish and compromise digestive system function, nutrient absorption, intestinal health, and immunity.

Digest Caps is your ticket back to digestive stability after any bout of intestinal distress. Daily use of Digest Caps also can help maintain high populations of beneficial bacteria to keep your intestines healthy and prevent the growth of unhealthy intestinal flora.

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USAGE:

Take 1-2 capsules daily

L. acidophilus is a strain of healthy bacteria that aids the digestion of protein. It has anti-fungal properties, aids in the absorption of nutrients, and helps lower blood cholesterol levels.

B. bifidum and **B. longum** are two bacteria strains that are first introduced in the human body at birth through breast-feeding. These particular strains have an important role in breaking down dietary carbohydrate. They provide the proper environment for the manufacturing/synthesis of the B vitamins.

L. plantarum OM According to U.S. Patent # 5,895,758, *L. plantarum OM* “has proteolytic [the breaking down of proteins into simpler compounds], anti-viral, anti-retroviral, anti-bacterial, anti-microbial, and anti-tumoral characteristics and uses.” With this impressive resume, it’s no wonder that many have labeled *L. plantarum OM* a “Super Probiotic.”

Bottom line: Consistent use of Digest Caps can give your digestive system the upper hand against the abuses today’s world can inflict upon it. Digest Caps requires no refrigeration, so it’s also an ideal travel companion (and valuable ally against traveler’s diarrhea). Keep it out of direct sun and heat for maintaining maximum potency.

Maintaining healthy intestinal flora—top priority for athletes

Dr. Bill Misner writes, “Poor diet, stress, antibiotics, and aging can tend to increase the ‘bad’ (pathogenic) bacteria, which may be blamed for several gastrointestinal problems endurance athletes suffer from during extreme events. Probiotics are ‘good’ bacteria that are healthful for normal intestinal function that prevents harmful bacteria from causing stomach problems or worse, disease.”

One well-known nutritionist writes, “Unhealthy flora can result in the liberation of abnormally high levels of ammonia as protein-containing foods are digested. This irritates the intestinal membranes. In addition, the ammonia is absorbed into the bloodstream and must be detoxified by the liver...” High blood levels of ammonia are linked to fatigue, so it simply makes sense to do all that you can to minimize ammonia production: for this reason, and many others, the wise athlete will make sure the “gut is healthy.” **HN**

“My tummy doesn’t bother me anymore!”

- 10-year-old who USED to suffer from painful irregularity

Probiotics for better performance

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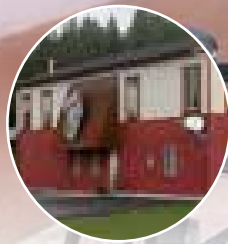
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Brittani

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Leaning Out

Homemade, non-processed food is the key to reaching and maintaining a healthy weight.

BY LAURA LABELLE

Every January my family gets the urge to shed the “extra love” from the holidays, or as we say “lean out.” This past February my lovely daughter, Sabrina, and I took leaning out to a whole new level. Originally we wanted to shed just 10 pounds, but our quest became a mission and, to date, we both have lost more than 25 pounds. And we are keeping it off. We’ve never felt better during workouts and training, and we are told we “look amazing.”

Here’s how we did it . . .

THE BASICS

We knew we had been indulging in unhealthy foods but we had become addicted to them nonetheless. To achieve our goals, we began by eliminating the foods that provided little or nothing other than calories. We wanted to drop a quick 10-15 pounds!

NO SUGAR

The first villainous item on our list was processed SUGAR (naturally occurring sugars were fine, like fruit). While we both have a sweet tooth, processed sugars are poisonous and have infiltrated our daily diets as an additive to most every packaged food.

LIMITED STARCHES

The second food we completely cut out was wheat. In addition, we decided to eat very few starches at all, limiting ourselves to one or two servings of potatoes or rice a week. Away went the crackers, most bread items, cookies, and cereals.

LIMITED DAIRY

We also got rid of most dairy items, having only whole yogurt as a treat or string cheese as a snack.

HEALTHIER SEASONINGS

No more were we using sauces and all kinds of condiments. Instead we seasoned foods with herbs, spices, lemon juice, and healthy oils.

HEALTHY FATS

We included nuts, avocados, coconut oil, and ghee in our diets.



Laura Labelle and daughter Sabrina “leaned out” by returning to nutrition basics.

- continued from page 54

We cleared our house of easy “go to foods” and anything that might tempt us. Most anything that we used to “grab and go” was not an item we wanted around. In addition to making these dietary lifestyle changes, we trained two to three times a day.

The first 10 pounds fell off in only 3 weeks! We had committed ourselves to a 12-week program and decided to hold strong and see what other health benefits would come our way. Over the remaining weeks, our weight loss slowed but our bodies became more toned and changed shape. By the end we were both down two full dress sizes and three pant sizes.

By now you are probably wondering what everyone seems to ask at this point: “What on earth do you eat? The answer is pretty simple. We eat **non-processed, homemade food that consists of about 70% vegetables and fruits, 25% protein (fish, lean meat, eggs, and high-protein veggies) and 5% percent “starch” (non-wheat bread, rice, potatoes).** We also put a big emphasis on proper hydration and fueling for maximum fat burning.

Ok, that’s a completely foreign concept to most. But let me assure you, it’s just not that hard to follow. We made a lifestyle change that left us feeling so good that when we “cheat” and eat our old comfort foods, they not only taste bad but they also make us feel bad. **HN**

“Leaning Out” meal plan

Here are some examples of what our meals included.

MORNING

Upon rising (one of the following)

- Hot water with lemon
- Green tea
- Coffee with coconut oil

Note: Coconut oil neutralizes the acid and helps promote fat burning!

Before workout

- Hammer Gel

Breakfast (one of the following; NO toast or starch)

- 2 eggs, scrambled with chopped vegetables of choice, turkey bacon
- Poached eggs over spinach with a tiny bit of feta and chicken sausage
- Eggs over easy on top of sliced tomatoes with avocado and fresh basil
- Hammer Recovery Bar or Recoverite

MIDDAY

Lunch (one of the following)

- Lean protein (such as grilled chicken breast) with steamed vegetables
- Large salad with tuna or salmon
- Vegetable stir-fry with choice of lean protein

Snacks (one of the following)

- Handful of almonds
- 1 piece string cheese
- Sliced turkey
- Hard-boiled egg
- Hammer Bar

EVENING

Dinner

- Depending on workout regime, same as lunch or lighter, PLUS
- Additional vegetables and leafy greens

Dessert (one of the following)

- Banana with a little peanut butter
- Peaches and whole organic yogurt
- Other fresh fruit

“Leaning Out” in the kitchen

In the Kitchen with Hammer Nutrition cookbook includes many of my favorite recipes, which work perfectly for this diet. Download your FREE copy at the Hammer Nutrition website at <http://www.hammernutrition.com/products/hammer-nutrition-cookbook.hncb.html>



From the
kitchen of

LAURA LABELLE

Here are three recipes that are among our favorites for leaning out . . .

Green Gazpacho

Serves 2

Ingredients

2 cups diced honeydew melon
1 large cucumber, deseeded and diced
1 small sweet onion, diced
1 large ripe avocado, peeled, pitted, and chopped
1 small jalapeño pepper, seeded and chopped
4 large cleaned basil leaves
1 clove garlic
3 tablespoons white vinegar
1 tablespoon lime juice
Salt and pepper to taste

Preparation

Blend all ingredients in a processor or blender. Serve chilled with a dollop of plain yogurt and a few drops of olive oil to garnish.



Vegan Huckleberry Cookies

Ingredients

2 cups almond meal
1/4 cup coconut oil, softened
3 tablespoons honey
1/4 teaspoon salt
1/2 teaspoon baking soda
2 teaspoons vanilla extract
1/4 cup huckleberries (or blueberries), reserved

Preparation

Preheat oven to 350°F. Combine all ingredients except for the berries. With your hands, roll the dough into balls (the size of meatballs), then place them on a greased cookie sheet. Use your thumb to make an indentation into the center of each cookie. Put four or five huckleberries in the indentation. Bake 12-15 minutes. Cool cookies on a rack.

Vegan Pesto

Ingredients

4 oz. basil leaves
3 cloves garlic
1/2 cup of pine nuts (I sometimes use walnuts)
2 tablespoons white miso
1/2 cup olive oil

Preparation

Blend all ingredients in a food processor or blender. Enjoy a small amount as a sauce or spread.



Take 5:

Tips for avoiding holiday weight gain

BY VICKI HACKMAN

Sugar- and fat-laden desserts, party noshes and nibbles, second (and third) cocktails . . . Add reduced exercise and stress to the mix, and you've got a recipe for weight gain. During the holidays, even the most disciplined athlete can struggle to hold the line against extra pounds. Use these tips to devise your defense.

- 1. Remember to hydrate.** Proper hydration is always important, but during the holidays, it can be a valuable ally. Drink 0.5-0.6 ounces of pure clean water per pound of your body weight daily. Aim to drink two full glasses of water before you leave for that party to help curb your appetite and counteract the dehydrating effect of alcohol.
- 2. Rein in appetite.** Don't wait for the holidays to fight your appetite. Get a jump on cravings now with Appetat. Appetat safely suppresses appetite and increases carbohydrate metabolism. It also contains a plant-based precursor of serotonin, which may enhance sleep quality and reduce sugar cravings. Take 1-2 capsules an hour before lunch and dinner; use in cycles of three weeks on and one week off.
- 3. More green, less white.** Be proactive. Instead of wondering whether to have salty, starchy nachos or high-fat brie at those parties, show up with a veggie tray of raw broccoli, stuffed cherry tomatoes, kale wraps, and sliced sweet peppers. These veggies are loaded with nutrients and fiber, yet low in calories.
- 4. Choose lean proteins,** such as steamed shrimp or a small handful of roasted nuts (just one handful!). By all means avoid starchy carbs like bread, chips, and pasta. On those rare times when you know you'll indulge, be sure to take Phytolean. It blocks the digestion of starchy carbs, enhances fat burning, and optimizes blood sugar levels.
- 5. Get 40 winks.** Research has shown that not getting those 8 hours of sleep can affect your body's insulin and ghrelin levels, leading to overeating. Ensure a full night of quality, restful sleep by taking 2 REM Caps an hour before bedtime.

Not **JUST** for race day!

The endurance enhancing benefits, general health benefits, and potential anti-aging benefits derived from Race Caps Supreme are cumulative. We recommend taking this product year round and on a daily basis to benefit your overall health and performance.



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- Reduces muscle fatigue
- Increases workload capacity
- Enhances energy, endurance, and recovery



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Phytolean

Your off-season
weight-control weapon

BY STEVE BORN

Athletes often resign themselves to weight gain in the off-season, when they typically are training less and eating more (courtesy of holiday events and get-togethers). But that doesn't have to be the case this year! With a little effort on your part—along with a powerful assist from Phytolean—this is the year you're not going to pack on those excess pounds.

Just think of the advantages: Instead of spending January and February struggling to return to your normal weight, you'll already be there. And you'll have a massive head start on achieving your training and racing goals for the upcoming season!

Clients who have used Phytolean have reported that it made a significant difference in helping them achieve their desired weight goals. Even better, continued use of Phytolean has

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helped them keep that weight off for good. Of course, in order to reach and maintain your desired weight, you must pay attention to your diet, eat as healthy as possible, and exercise regularly. In addition, if you reduce your starch intake in the afternoon and evening, and limit snacking between and after your meals, you'll be leaning down like never before.

Bottom line: Considering how much money athletes spend to shave off a few grams of weight from their bike, running shoes, or other equipment—all in the hopes of going faster—Phytolean is the undeniably more effective and cost-saving way to drop performance-inhibiting weight. We're talking pounds, not just a few measly grams!

Phytolean is guaranteed to help you reach your target weight and stay there. It's safe, natural, and downright effective. Put Phytolean to the test today—like thousands of satisfied (and lean!) athletes, we guarantee you will be very pleased with the results. **HN**

The Phytolean formula and how it will work for you

A 2-capsule dose of Phytolean contains the following ingredients:

400 mg of Razberi-K® raspberry ketone

A natural compound found in red raspberries that helps with weight reduction through two mechanisms:

- **Enhancing the breakdown ("burning") of fat**
Raspberry ketone increases a process known as norepinephrine-induced lipolysis, and supplementation with raspberry ketone results in a higher secretion of the hormone adiponectin. Both of these effects—increased norepinephrine-induced lipolysis and higher levels of adiponectin—enhance fat metabolism.
- **Decreased fat absorption and storage**
Raspberry ketone assists in inhibiting a primary step in the absorption of fat, trioleoylglycerol hydrolysis. Additionally, an increase in adiponectin (mentioned earlier) not only results in increased metabolism of fat, but it also is associated with a decrease in fat storage.

1,000 mg of Fabenol Max™ *Phaseolus vulgaris* L.

The extract from the white kidney bean is generically known as phaseolamin, though more commonly referred to as a "starch blocker." This "blocking" effect is due to phaseolamin's ability to reduce the activity of an enzyme known as alpha amylase, which is involved in starch breakdown and sugar absorption. When less alpha amylase enzyme is available, there is a greater potential for more carbohydrates (primarily starchy carbohydrates) to be excreted from the body instead of being assimilated into sugars and stored as body fat.

Two capsules of Phytolean will block 300 grams (that's 1,200 calories!) of starchy carbohydrates from being absorbed and turned into stored fat.

Phytolean

THE PROOF IS IN THE RESULTS!



"Phytolean helped me bring my weight back into fighting range after a rough two years." - Beverly E.

- Effective weight loss
- Higher energy levels
- Enhanced fat burning

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
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Healthy, fast foods for athletes on the go!

Tips and recipes for time-crunched cyclists, runners, and other active people

BY MILES G. FRANK

To save time in the kitchen and enjoy the most nutritious meals possible while training, I designate two days a week as my cooking days to prepare multiple servings of a base protein and a base starch in advance. On these days, I might spend two to three hours planning, shopping, preparing, and cooking, but it frees up lots of time during the rest of the week. Here's what a typical cooking day is like.

The proteins: After planning and shopping, I begin marinating the meats in a 2-gallon sealable bag, which then goes in the refrigerator. As a 155-lb. cyclist, I consume 0.75-1.5 grams of protein per pound of my body weight per day (that's 116-232 g/day or about 4-8 oz/day)—high quality protein snacks and meals throughout the day and Hammer Whey protein nightly. Two to four medium chicken breasts or an 8-oz. piece of fish and 1 pound of beef or turkey burgers usually last me about half a week, until my next cooking day. You can add a can of drained tuna to a salad for additional protein, too.

The starches: As the meats marinate, I prepare two different starches (such as rice, quinoa, or potatoes) to last two to three days until my next designated cooking day. For most people, six to 10 servings of starch are enough for half a week, depending on body size and training volume.

I usually choose a cooking method that leaves the starch "plain," e.g., baked potatoes, quinoa pasta tossed lightly with olive oil, or plain steamed rice. The foods keep better this way than with a heavy sauce. Depending on the starch, cooking takes 20 minutes to 1 hour. Quinoa and rice are great for any meal, either as porridge in the morning or as a side dish at lunch and dinner.



Miles Frank is a Cat. 2 road and cyclocross racer, and a Cat. 1 mountain bike racer with interests in cooking and health. He is studying business and sports science at St. Mary's College of California in the Bay Area this fall. His home base is in Whitefish, MT. Photo : Sonia Frank

After the starches have cooked and the meats have marinated for 1-2 hours, I cook the meats simply by grilling, baking, or broiling them.

The veggies: Once you've prepared and refrigerated these staple proteins and starches, meals come together fast, usually in 10 minutes or less. Simply add lightly steamed, grilled, or sautéed veggies (like broccoli, asparagus, green beans, or kale) or fresh raw greens, carrots, or other produce. Your meals will be far healthier and tastier than any take-out or processed packaged meal would be. And instead of spending hours daily in your kitchen, you can spend those hours, training, racing, or whatever you most like to do. **HN**

EASY SAMPLE MEALS

Breakfast

- Quinoa porridge, 1/2 cup almond milk, 1 tablespoon peanut butter, handful of blueberries, 1 scoop of Hammer Whey protein in water
- 3 eggs, half a baked potato, steamed or sautéed veggies, twist of pepper
- Rice porridge, 2 tablespoons unsweetened coconut flakes, 1/2 cup almond milk, 1 tablespoon maple syrup, apple slices

Lunch

- Chicken, rice, cooked veggies, splash of soy/sriracha sauce, mixed green salad*
- Large salad with a can of tuna (drained), 2 boiled eggs, celery, 1 serving quinoa
- Steak, potatoes, cooked kale, raw carrots

Dinner

- Fish, mixed green salad, rice, broccoli
- Quinoa, kale, cilantro, celery, lemon juice olive oil (vegetarian)
- Chicken, potatoes, green beans and asparagus

*For healthy recipes, including salads and dressings, download your free copy of *In the Kitchen with Hammer Nutrition* on the Hammer Nutrition website.

Marinated Chicken

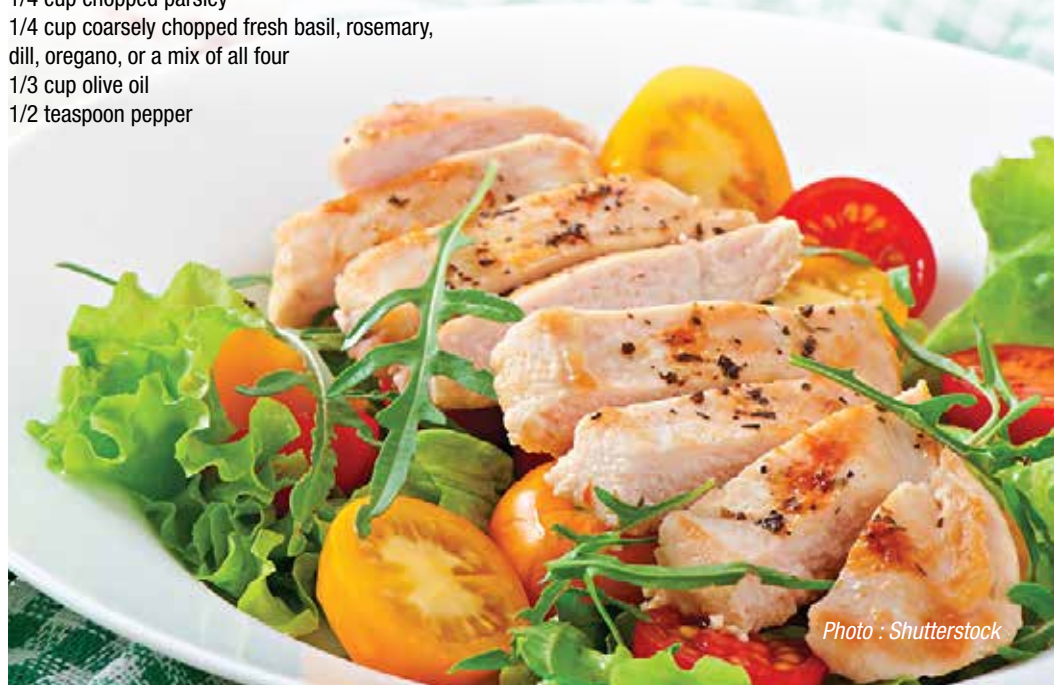
Lean (preferably organic or free-range) chicken is a very good protein source and, when paired with a healthy, low-sodium seasoning or marinade, can be very flavorful as well. *Makes 4 servings*

Ingredients

4 chicken breasts or a mix of thighs/ breasts/wings
2 large lemons (zest one, then juice both)
3 cloves of garlic, minced
1/4 cup chopped parsley
1/4 cup coarsely chopped fresh basil, rosemary, dill, oregano, or a mix of all four
1/3 cup olive oil
1/2 teaspoon pepper

Preparation

Combine all ingredients in a 2-gallon Ziploc-style storage bag. Marinate chicken for 1-2 hours in the refrigerator. Preheat oven to 365°F; bake for 45 minutes. Allow to cool, then refrigerate until ready to eat.



Quinoa Salad

While a very nutritious and healthy grain, quinoa can be a bit bland on its own. This salad takes only a few minutes to make and adds flavor and crunch to the quinoa. If you don't already have cooked quinoa, you can cook the quinoa first, using 1 cup of the dry grain to make about 3 cups cooked. *Makes 4 servings*

Ingredients

3 cups cooked quinoa
Handful of cilantro, chopped

1 tablespoon olive oil
Handful of cherry tomatoes (5-8)
1 small cucumber, diced
1 celery stalk, chopped
Braggs Liquid Aminos, or a drizzle of soy sauce to taste

Preparation

In a large bowl, gently mix together all ingredients. Refrigerate until ready to eat; keeps up to three days.



Photo : Shutterstock

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*“Brittani, thank you! Thank you! Thank you! **Your superior customer service is another reason to love Hammer Nutrition.**” - Jon K.*

*“Josh, thank you for your assistance. **You and the others at Hammer Nutrition are the reason your company and its products are great.**” - John C.*

*“Thanks guys for the great products and **EXCELLENT customer service!! A++**” - Mike L.*

*“I would like to **commend Andraya for going out of her way for me to help me** with a delivery . . . Outstanding service.”
- Brian Y.*



Antioxidants

Essential allies for arterial health

BY STEVE BORN

While the “experts” of some sport nutrition companies insist on attempting to invalidate the importance of antioxidant supplementation, studies continue to show the exact opposite to be true. Recent research on this topic is especially exciting.

Conclusions from a 20-study meta-analysis, published in the *Journal of Nutrition*, indicate that supplementing with antioxidants helps protect against age-related arterial stiffening. As this condition is associated with atherosclerosis, diabetes, and other health issues, these results have extremely important implications.

The studies involved more than 1,900 people, ages 22 to 63, and revealed a significant reduction in arterial stiffness with antioxidant supplementation compared to use of a placebo or no supplements. These improvements in arterial stiffness were seen regardless

of the participants’ age or length of treatment.

“The beneficial effects of antioxidant vitamins on vascular stiffness may be explained by the reduction of the damaging effects of free radicals on structural and functional components of the vessel walls,” noted the authors of the analysis. “Antioxidant vitamins inactivate free radicals, reduce inflammation, and therefore protect the integrity of the vascular wall. Furthermore, antioxidant vitamins increase the bioavailability of the vasodilator and anti-inflammatory molecule nitric oxide.”

Bottom line: Daily supplementation with antioxidant-rich Hammer Nutrition products—such as Premium Insurance Caps, Race Caps Supreme, Mito Caps, Super Antioxidant, and AO Booster—already offers a wealth of benefits. Add strong support for healthy arteries to the list! **HN**

NEED TO KNOW

For more information on the importance of antioxidants for health and athletic performance, visit the Advanced Knowledge section on www.HammerNutrition.com.

“Super Antioxidant keeps me going . . .



I haven't been sick in over two years!

- online reviewer

- Lessens muscle soreness
- Reduces free radical damage
- Improves circulation & cognition

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Downeast Cycling team's Matt Moon surges toward the front of the pack at Tour of the Battenkill 2014. Photo : Dave Kraus



Troy pauses during climbing practice on Mt. Greylock, MA. Photo : Joe Lynch

Training homework for race day success

BY TROY BARRY, DOWNEAST RACING,
Hammer Nutrition sponsored athlete

To have fun racing, you must work hard on training. As a year-round athlete, father, husband, and working professional I often struggle to find the balance of training and competing at a very high level. Over the years I've found training and supplement protocols that work for me in my busy life. I've utilized these approaches over and over when racing the NUE series, and they have helped me produce multiple top 10 results in the men's open pro field.

Structured training

My bike homework involves structured training blocks that start in December/January. The blocks typically run 4 weeks in length, and each week they progress by adding additional training hours to the cycle. I like to break down the blocks

with specific training zones (see the table on page 65), depending on the type of training in each block.

Once I'm into full-blown race season, my training blocks are somewhat disrupted with tapering for A races. (For more details on my training zones and blocks, see my blog at downeastracing.blogspot.com.) All of these blocks can be accomplished on different terrains, with different training partners, as group rides or alone:

Block 1 - Build: 4 days per week in Zone 2; 2 days per week in Zone 1. This is typically in December-February, when I've taken some time off from regular training to recover from the past season's efforts.

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Block 2 - Endurance: 2-3 days per week in Zone 2; 1-2 days per week in Zone 3; 1 day in Zone 1 between Zone 3 days.

Block 3 - Tempo: 2 days per week in Zone 2; 2 days per week in Zone 3; 1 day in Zone 1 between Zone 3 days.

Block 4 - Short intervals: 3 days per week in Zone 2; 1 day per week in Zone 5, followed by 1 day in Zone 1, followed by 1 day in Zone 6.

Block 5 - Long intervals: 2-3 days per week in Zone 2; 2 days per week in Zone 4; 1 day per week in Zone 3; 1 day in Zone 1 between the Zone 4 days.

Changes in nutrition seem to occur organically for me during these training blocks. In early Block 1, I tend to move away from the comfort foods of the holidays and instead crave vegetables, protein, and fats (nuts). I tend to snack every few hours and eat smaller meals so I'm not falling asleep post-meal.

Once I've cut some weight down during Blocks 1-3, I'm focused on increasing my carbohydrates and glycogen stores. This means anything over 2 hours and I am eating out of my pockets, consuming Hammer Gels to increase glucose and Hammer Bars to increase glycogen levels.

Supplements for success

With long, tough workouts, you also need the best possible supplement support to ensure you get the most from every minute of those training sessions. Since 2003 I've relied on Hammer products to

keep me healthy and strong. Here's the protocol I put together for the athletes of Downeast Racing.

30-120 minutes prior to the workout

- 1-2 Race Caps Supreme
- 2-4 Anti-Fatigue Caps
- 2-4 Endurance Amino
- 1-3 Endurolytes

Hourly during the workout, starting after one hour

- 1-2 Race Caps Supreme
- 2-4 Anti-Fatigue Caps
- 2-4 Endurance Amino
- 1-3 Endurolytes (more if weather dictates)

After the workout

- Recoverite within the first 20 minutes
- 4-7 Premium Insurance Caps (with a similar dose taken later with a meal)
- 1-2 Race Caps Supreme
- 1-2 Mito Caps
- 1 AO Booster (with another capsule taken with a meal)
- 1-2 Super Antioxidant
- 2-4 Endurance Amino

Bike racing is not always easy. Life is not always easy. But when I think about all I am grateful for, I realize how powerful a tool cycling is for me. Tuning out the world and tuning into the pedal stroke and heart rate allows me to be in the moment when I return home to my family. **HN**

Training Zones

The purpose of each training zone is to elicit specific physiological and metabolic adaptations to improve performance. As you can see from my training blocks, I see great benefit in Zone 2 work. Z2 training results in stimulated mitochondrial growth and function, which improves the ability to utilize fat. This is key in athletic performance; by improving fat utilization, we preserve glycogen utilization throughout the entire competition. Athletes can then use that glycogen at the end of the race when many competitions require a very high exercise intensity and therefore a lot of glucose utilization (Millán, 2013).

Zone	Training	Energy Substrate Used
Zone 1	Easy/Recovery	Fat
Zone 2	Endurance (build)	Fat, some carbohydrates
Zone 3	Intensive endurance (endurance/tempo)	Carbohydrates, some fat
Zone 4	Lactate threshold (tempo/long intervals)	Carbohydrates
Zone 5	Above lactate threshold (short intervals)	Carbohydrates
Zone 6	Anaerobic (short intervals)	Carbohydrates, ATP, PC

"Anti-Fatigue Caps worked like a charm!"

I finished 2nd in my age group in my first race this year! - Grant W.



- Boosts endurance for "ultra" efforts
- Reduces fatigue-causing ammonia
- Increases energy production

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Thomas digs deep while training, on his way to winning the Lanakila Classic in Redondo Beach, CA. Photos : Mike Muir

SUP fueling to win!

BY THOMAS "MAXIMUS" SHAHINIAN,
Hammer Nutrition sponsored athlete

Whether you're a weekend warrior just hoping to finish your first SUP race or an elite paddler looking for an edge, your body requires fuel in the form of fluids, calories, and electrolytes. Learning (*i.e.*, see *The Endurance Athlete's Guide to Success* by Hammer Nutrition) and testing prior to an event what your body requires during a race become exponentially important as the distance/duration of the race increases. Here's what has worked for me, and I'm confident these strategies will work for you, too.



CALORIES – Don't try to replace all the calories you use during a race! 120-200 calories per hour should be the maximum . . . or, in rare circumstances, slightly more. Remember to calculate the calories from any mixture within your hydration system, and again be sure to

test the products and estimated quantities in workouts before race day! I've had great success with HEED, Sustained Energy, and Hammer Gels.

My main fuel for use during most workouts and races is HEED, which I carry in my hydration pack/water bottle. Just prior to a race—when I want some easily digested prerace calories—or between exchanges on relay events, I supplement with Hammer Gels. During longer solo events (such as the 31-mile Chattajack in Tennessee or the 13-mile Round the Rock Race in Seattle), I prefer to fill a small squeeze flask with Sustained Energy mixed into a pancake-like batter for quick calories (it doesn't get as thick in colder temperatures as the gels).

- continued on page 67



HYDRATION – Estimate how long you'll be racing and measure your fluids before filling your hydration system. According to the fueling experts at Hammer Nutrition, "Most athletes under most conditions will satisfy hydration needs with fluid intake in the range of 20-25 ounces

per hour . . . lighter athletes in cool weather may only require 16-18 ounces per hour."



ELECTROLYTES – Electrolyte needs can vary dramatically according to conditions as well as individual differences. To avoid cramping and insure bodily systems perform optimally, it's important to test your products prior to race day.

I generally take 2-3 Endurolytes capsules prior to my races depending on the temperature and humidity of the event. To fulfill my electrolyte needs during shorter races, I always use HEED (an electrolyte-fortified carbohydrate fuel) in my hydration pack/water bottle. For longer events and relays, I replenish hourly with the Endurolytes capsules.



RECOVERY – One of the most overlooked and critical aspects of a successful training program is to replenish your body with the nutrition (food/fuel) it needs as soon as possible after a workout or race: 10-20 grams of protein and 30-60 grams of complex carbohydrates along

with vitamins, minerals, and antioxidants. Recoverite is precisely formulated to provide the ideal ratio of protein to carbohydrates, as well as antioxidants and other nutrients beneficial for recovery.

Riviera team rider Thomas Maximus has competed in more than 140 SUP (standup paddle) races, with 80+ 1st place wins and numerous course records. This article was adapted from one that first appeared in Standup Paddle Magazine.

"Sustained Energy yields amazing results for me. I constantly feel energized, regardless of the distance."

- Eric B.

Proven and tested in virtually every endurance event on the planet

Go the distance! On race day you don't want to leave your energy levels to chance. Fuel your body with a 7:1 carbohydrate to protein ratio for even, sustained energy hour after hour.

- Long-lasting energy
- Easy to digest
- Reduces fatigue and recovery



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\$21.50 - 3 or more

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SUP star Connor Baxter cleans up!

The water phenom shares his winning fueling formula.

BY THE STAFF OF *ENDURANCE NEWS*

Stand Up Paddleboarder Connor Baxter, featured in *Endurance News* 91, hammered the competition at every turn this summer. The Hammer Nutrition sponsored athlete won the Maui-2-Molokai World Cup Championships (his sixth win there), the Molokai-2-Oahu World Championships (beating his old record by 5 minutes, with a winning time of 4 hours, 8 minutes, 8 seconds), the Ultimate SUP Showdown, the Naish Columbia Gorge Paddle Challenge, and the Olukai Ho'olaule (his third win there)—and more!

For daily training leading up to a race, Connor routinely uses Hammer Nutrition's Endurolytes, Race Caps Supreme, Tissue Rejuvenator, Race Day Boost, AO Booster, Super Antioxidant, and Recoverite.

"I believe the most important aspect of Connor's training and racing is his nutrition, which comes from the Hammer products he uses," said Connor's mother, Karen Baxter, who devised his long-distance fueling formula. **HN**

After back surgery earlier this year, Connor Baxter returned with an outstanding 2014 SUP season. Photos : Courtesy of Connor Baxter

Baxters' SUPER Fueling Plan

Day before:

Karen prepares Connor's race fuels by putting the dry powder mixes in small water bottles (with NO water). Each mixture is different. Some contain Perpetuem and Endurolytes powder, some have Sustained Energy and Endurolytes powder, and "some may have Sustained Energy with Perpetuem," she says.

She marks the bottles "1 hour," "1 1/2 hours," "2 hours," and continuing in 1/2 hour intervals up to 5 hours. She also gathers Hammer Energy Bars and Hammer Gels in preparation for race day.

3 hours before the race:

Connor pre-fuels with Perpetuem.

Right before he leaves the beach (about 15 minutes before):

A small serving of HEED provides supplemental energy and electrolytes for the first hour.

During the race:

1 hour into the race, Connor takes his first fuel. (After the first hour fueling, he refuels every half hour.) Depending on how he is feeling, the fuel might be liquid, Hammer Bar, or Hammer Gel.

"We get as close to him as possible and ask HIM what he wants," says Karen. "He is so in tune with his body that when we pull alongside to ask, he tells us instantly—bar, gel, or liquid."

With the bars, I only give him about 1/3. I unwrap it and just hand him the portion. I also open the Gel pouches, so that he can just grab and squeeze."

Hydration:

Connor wears a hydration pack that contains pure water. About halfway or three-quarters of the way into the race, he exchanges it for another full pack that his parents have ready on the boat.

After the race:

Recoverite every time!



Recovery done right . . .

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

- Minimizes post-exercise soreness
- Rebuilds muscle tissue
- Restores muscle glycogen

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*Mix or match flavors

Flavors: Vanilla, Chocolate, Orange-Vanilla, Strawberry



"Citrus" is now "Orange-Vanilla" . . .

We've changed the name to more accurately describe the flavor. Its flavor and formula remain the same.



FREE RECOVERY BAR!

Order two (2) 16-serving or one (1) 32-serving container of Recoverite and receive a FREE Hammer Whey or Vegan Recovery Bar* (your choice). Promo code EN92RR. Offer expires 11/12/14. Valid while supplies last. *If you prefer a specific flavor, please indicate your choice in the "notes" section of your order.



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Recovery matters

For better performance tomorrow, recover right today!

BY THE STAFF OF *ENDURANCE NEWS*



The racer's edge: Recovery

Within 60 minutes (the sooner the better) after your workout or race, consume:

- 30-60 grams of high-glycemic complex carbohydrates
- 10-20 grams of protein, preferably whey isolate
- complementary amino acids and micronutrients

Depending on your weight, 1-4 scoops of Recoverite supply the recommended amounts in the ideal ratio for restoring glycogen, rebuilding muscle tissue, and reducing soreness. Recoverite also supplies a full spectrum of recovery enhancing micronutrients and electrolytes.

Training alone will not yield the results you hope to achieve as an athlete. Whether your goal is a new PR or simply to become fit and feel strong, you must make recovery a key part of your overall regimen if you want to achieve results.

Taking a few extra minutes to properly refuel after you exercise—when your body is in a state of prime receptivity—will help restore your body's premium fuel (glycogen), rebuild muscle, and strengthen your immune system. To maximize your training efforts and improve race-day performance, learn these keys to recovery success.

Rehydration

Water has no nutrient value but it's essential for performance and recovery. As a rule of thumb, you want to finish a workout with no more than about 2% body weight loss. Weight loss of more than 2% signals performance decline and dehydration. Within the first several hours after your workout, aim to drink about 1 pint of fluids for each pound (roughly 475 ml/kg) of weight lost during a workout or race. That's fairly easy, and you can get much of that through your nutritional replenishment, which we'll cover next.

Carbohydrates

Your body benefits from two key nutrients during recovery: carbohydrates and protein. Consuming carbohydrates after exercise will help your body replenish its premium fuel, glycogen. Carbohydrates also give muscles energy to absorb amino acids from the bloodstream, helping to initiate protein synthesis.

Several studies have shown that pre-exercise muscle glycogen

level is the most important energy determinant for exercise performance. Athletes who have more of this readily available fuel in their bodies have a definite advantage.

The good news is that you can substantially increase your glycogen storage capacity through the process of training and replenishing. During the recovery phase, your body converts carbohydrates from food into glycogen and stores it in muscle cells. This also drives the muscle repair and rebuilding process.

To maximize glycogen synthesis and storage during recovery:

- **Consume carbohydrates as soon as possible and within 60 minutes after exercise.** Researchers at the University of Texas at Austin demonstrated that glycogen synthesis was highest when subjects were given carbohydrates immediately after exercise.
- **Choose high-glycemic complex carbohydrates.** A high-glycemic complex carbohydrate (like the maltodextrin in Recoverite) is ideal because it spikes blood levels of insulin—and that's desirable after exercise. Insulin replenishes muscle glycogen, stimulates protein synthesis (needed to repair and rebuild muscles), and suppresses protein breakdown. And unlike the refined sugars used in most recovery products, the complex carbohydrate maltodextrin is easily digested and rapidly assimilated. It efficiently restores muscle glycogen without causing stomach distress.

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Protein

Protein in your post-workout fuel provides raw materials to rebuild stressed muscles, enhances glycogen storage, and supports the immune system. For endurance athletes who want lean muscle mass, a 3:1 carbohydrate to protein ratio (as in Recoverite) is best during recovery, and the ideal source of protein for recovery is whey protein isolate. Whey protein isolate (not concentrate) is virtually free of lactose and fat. In addition:

- **Whey works fast.** Whey has the highest Biological Value (BV) of all proteins. BV is considered an accurate indicator of how well and how quickly your body uses a protein that you consume. Whey protein isolate (the purest form of whey protein) has an outstanding BV of 154; whey protein concentrate has a rating of 104. Hammer Whey and Recoverite both use whey protein isolate, not whey concentrate. Whey protein isolate is 90-97+% protein and virtually free of fat and lactose. Whey concentrate contains only 70-80% protein or less.
- **Whey is better for muscle repair.** Compared to soy, whey protein isolate is a much better source of the critically important branched chain amino acids (BCAAs), including three that are crucial to the muscle tissue repair process: leucine, isoleucine, and valine.
- **Whey supports the immune system.** Whey protein contains excellent levels of the amino acids associated with glutathione. This powerful antioxidant often becomes depleted due to aging, stress, and environmental toxins. Ward Dean, MD, a leading nutritional scientist, calls glutathione a “master antioxidant” that “has major effects

on health at the molecular, cellular, and organ levels.”

Micro essentials

Research has shown that small amounts of several other substances can give a big boost to recovery, too. Recoverite contains all three of the following recovery-boosting essentials, as well as a full spectrum of electrolytes and antioxidants.

L-glutamine preserves and rebuilds lean tissue, supports the immune system, boosts glutathione levels, and aids gastrointestinal health.

L-carnosine offers antioxidant and antiglycation benefits. Glycation is a process that causes irreversible damage to the body’s proteins; some scientists cite it as an underlying cause of age-related problems.

Chromium polynicotinate boosts glycogen synthesis. Studies suggest that athletes who consume it (along with ample carbohydrates) within two hours of exercise can experience a 300% increase in glycogen synthesis.

Hammer Nutrition’s Recoverite also contains the antioxidants cysteine, methionine, and glutamic acid. As an athlete, you consume huge amounts of oxygen and metabolize far greater amounts of calories than a sedentary person does, so your need for antioxidants is far greater.

Prolonged exercise produces many different types of free radicals, and each antioxidant targets different free radicals. That’s why it’s important to supplement with a variety of antioxidants, such as those in Recoverite.

Taking other antioxidant supplements—like Hammer Nutrition’s **AO Booster**, **Super Antioxidant**, **Race Caps Supreme**, and **Mito Caps**—after your workout, and eating antioxidant-rich

foods (such as almonds, blueberries, broccoli, and carrots) will also boost your immune system.

Bottom line: If you give as much attention to your recovery as you do to your training, you’ll have a distinct edge over other athletes. Replenish your body within 60 minutes of exercise with adequate complex carbohydrates, whey protein isolate, and antioxidants, and experience the difference it will make in your performance and overall health. **HN**

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NEED TO KNOW

For more information on this important topic, go to www.HammerNutrition.com, and read the relevant articles in the “Advanced Knowledge” section. Also, read detailed product information about **Recoverite**, **Hammer Whey Protein**, and Hammer recovery supplements like **AO Booster**, **Super Antioxidant**, **Race Caps Supreme**, and **Mito Caps** on the Hammer Nutrition website.

“B” Good to Your Heart

Recent findings reveal an important new benefit of vitamin B intake: lowered risk of cardiovascular disease, courtesy of vitamins B6 and B12, and folic acid.

Nearly 400 people, ages 60-74, participated in the 12-month study. The treatment group received 2 mg of vitamin B6, 10 mcg of vitamin B12, and 400 mcg of folic acid daily, while the control group received only 50 mg of vitamin C daily. During this period, researchers calculated the Framingham Risk Score (FRS) for all participants. The FRS utilizes age, sex, total cholesterol, HDL cholesterol, smoking status, systolic blood pressure, and the use of blood pressure medication to calculate cardiovascular risk over 10 years.

At both the 6- and 12-month marks of the study, the treatment group had vitamin B12 and folic acid concentration increases of 80% and 253%, respectively, compared to the control group. The treatment group also showed dramatic improvements in FRS, meaning a reduced risk of cardiovascular disease. The reduced risk was even greater



in subjects who started the study with a folate deficiency.

The researchers concluded that low-dose supplementation with these specific B vitamins improves heart health by reducing the Framingham risk score.

They also noted that consistent supplementation is necessary to maintain those beneficial effects.

HN

Sources: Wang L, et al. European Journal of Nutrition. 11 June 2014. [Epub ahead of print.]

Hammer Tip:

You can easily obtain heart-healthy amounts of these B vitamins from a 7-capsule dose of **Premium Insurance Caps**, or a smaller, 2-4-capsule dose of PICs plus 1 **Xobaline** tablet.



Sugary drinks affect learning and memory

A study conducted with rats found that daily consumption of beverages sweetened with high-fructose corn syrup or sucrose can impair the ability to learn and remember information, particularly during adolescence.

In the study, both adult and adolescent rats had daily access to sugar-sweetened beverages with sugar concentrations similar to that of common soft drinks. After one month, the rats were tested for cognitive function. Although the adult rats seemed to perform normally, the adolescent rats showed impairment in both learning and memory capabilities.

“It’s no secret that refined carbohydrates, particularly when consumed in soft drinks and other beverages, can lead to metabolic disturbances. However, our findings reveal that consuming sugar-sweetened drinks is also interfering with our brain’s ability to function normally and remember critical information

about our environment, at least when consumed in excess before adulthood,” commented Scott Kanoski, Ph.D. of the University of Southern California, the study’s lead author.

“In addition to causing memory impairment, adolescent sugar-sweetened beverage consumption produced inflammation in the hippocampus, an area of the brain that controls many learning and memory functions. In many ways this region is a canary in the coal mine, as it is particularly sensitive to insult by various environmental factors including eating foods high in saturated fat and processed sugar.” **HN**

Sources: Society for the Study of Ingestive Behavior. “Drinking sugar-sweetened beverages during adolescence impairs memory, animal study suggests.” ScienceDaily. 29 July 2014.

Hammer Tip:

Among sports drinks, **HEED** is undeniably a better choice for children and young adults than the plethora of sugar-filled, artificially colored sports/energy drinks available. HEED contains the complex carbohydrate maltodextrin (not high-fructose corn syrup, sucrose, or other refined sugars) and the natural sweeteners xylitol and stevia, which are not only safe but also *beneficial* to teeth and gums.

Hammer Bars are also perfect for kids!

While most energy bars are nothing more than glorified candy bars loaded with refined sugar, saturated fat, and artificial sweeteners, Hammer Bars are made with 100% healthy, non-GMO, organic ingredients with no refined sugars. Read more about Hammer Nutrition’s kid-friendly products at <http://www.hammernutrition.com/knowledge/hammer-nutrition-products-are-kid-friendly.17337.html?sect=blog-section>.

Stay cold and flu free this winter!

Sure, you *could* suffer through a winter workout with a drippy nose, headache, and mild fever if you had to. But who wants to? Here's how to avoid succumbing to winter colds and flu:

1. **Clean your hands.** It bears repeating: hands spread germs. Avoid touching your nose or eyes (where germs often invade) with unclean hands. Wash yours thoroughly and often, using soap and hot water, especially if you are touching door knobs, exercise equipment, or other surfaces in a public setting. And carry an antibacterial hand sanitizer with you to kill germs immediately and easily.
2. **Get your rest.** Getting an insufficient amount of quality sleep can impair your immune system, making it more difficult to fend off illness.
3. **Nourish your body.** Give your body the nutrients it needs to stay healthy: fresh, whole foods that contain the vitamins, minerals, and other compounds to support a strong immune system. As insurance, rely on high-quality vitamin and mineral supplements and particularly antioxidants.
4. **Sprinkle on the yeast.** Research shows that regular, moderate exercise boosts immunity, but intense hard-core training and overtraining can lower it. A new study found that athletes who consumed a spoonful of nutritional yeast daily in the weeks after a marathon not only were less likely to suffer respiratory tract infections than those who took a placebo, but they also enjoyed better mood!
5. **Whey healthier.** Studies show that whey protein is a potent immune system booster. It supports production of the key antioxidant glutathione, and also enhances the function of neutrophils, allowing your body to efficiently fend off disease-causing invaders. **HN**

Hammer Tip:

Create your own cold and flu-prevention kit with Hammer Nutrition products: **Soni-Pure** alcohol-free antibacterial hand sanitizer has been shown to kill 100% of aerobic bacterial, mold, and fungi for up to 8 hours. Keep one in your bag and one in your car. Strengthen your immune system with the **Daily Essentials Kit Plus** (Premium Insurance Caps, Mito Caps, Race Caps Supreme, and EndurOmega), **AO Booster**, and **Super Antioxidant**. Hard-working **Hammer Whey Protein** powder boosts immunity and enhances recovery; choose single-serving packets or 24-serving containers. For a solid night of quality sleep, rely on antioxidant-fortified **REM Caps**. Don't wait for cold and flu season to hit, strengthen your defenses now!

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ATHLETE SPOTLIGHT

Ryan Van Duzer

In June, cyclist and travel journalist Ryan Van Duzer completed the grueling Race Across America (RAAM)—his first-ever cycling race—as a member of an eight-person team, going the 3,000+-mile distance in slightly more than 1 week. Although Ryan is new to racing, he's certainly not new to endurance biking. After finishing a 2-year stint with the Peace Corps in Honduras, Ryan decided to bike back to his home in Boulder, CO—a 4,000-mile journey that took him 3 months. His other long-distance cycling treks include Maine to Key West, Vancouver to Cabo, Mexico, and San Diego to Tarpon Springs, FL.

Whether cycling, hiking, or climbing, Ryan is motivated not so much by the finish line as he is by the adventure. In 2006, he created and produced an outdoor adventure television program, *Out There*, which aired in the Boulder, CO, area. (Hammer Nutrition staffer Myke Hermsmeyer says the show was a major inspiration for him.) Within several years, Ryan began creating and hosting segments for many other media outlets, such as Travel Channel.com, Discovery Channel, National Geographic, CurrentTV, and Men's Journal, in locations all over the world. "My goal in TV is to produce content that is educational, inspirational, and entertaining," he says. "I feel like it's my job to motivate people to get out and enjoy this beautiful planet. Get OFF your couch!"

Ryan is also passionate about his belief that cycling can change people (and the world) for the better. During RAAM, Ryan raised money for his favorite cause, People for Bikes, which aims to make cycling better for all people; in July, he waved the People for Bikes flag at Tour de France. You can follow Ryan's adventures on TV, Facebook, Twitter, YouTube . . . or out there!

Cycling enthusiast and travel show host Ryan Van Duzer was a member of an eight-man team that finished the Race Across America in June. It was Ryan's first bike race ever. Photos: Courtesy of Ryan Van Duzer





“Get out there!”

BY VICKI HACKMAN

EN: I read that you'd never competed in a bike race before, so how did you wind up doing RAAM?

RVD: It sounds crazy but it's true! I had never done any sort of bike race before RAAM. I've done plenty of running races, but cycling for me was always just a way to get exercise and commute around town. I got involved in RAAM this year because back in 2009 I rode a New Belgium cruiser bike across the country and started my journey in Oceanside in conjunction with the RAAM event.

I quickly became friends with the directors and came back the following years to work on the media team. I absolutely loved the spirit of the event while documenting riders in the race, everyone had their own inspiring story and cause they were promoting. At that point I said to Rick, the director, that if he ever got a call from a team that needed a rider, please tell me. It all came together this year when he contacted me about a month before the race with a request from a British/Swedish team needing a rider. After a quick Skype call with one of the team members, I was in!

EN: Was the adjustment to a road bike difficult?

RVD: This is another funny story. I didn't even own a road bike, nor had I really ever ridden one before RAAM. After

committing to the team, I contacted a friend's bike shop in Boulder and they were nice enough to loan me a bike. I rode it up and down every mountain in Boulder to prepare for the race. I was blown away by the speed. I had only ridden mountain bikes before this. Needless to say, I was hooked!

EN: We heard about your scary hospital detour during RAAM—is everything OK? Any idea what happened?

RVD: My night in the hospital was interesting. I still don't remember exactly where I was when it happened; I think it was somewhere in the middle of Indiana. Anyway, I had severe chest pain, and every time I ate, it felt like I was getting stabbed in the throat.

I thought I could tough it out, but a quick call to my mom changed all that. “You better get to an emergency room right away!” Moms have a way of being persuasive. They gave me chest X-rays, an EKG, and blood work, and they monitored me as I lay on the bed. It was actually a lot more comfortable than our RV, so I wasn't complaining. They never pinpointed the cause of the problem, so they let me go at midnight. Four hours later I was back on the bike. My pain persisted until well after the race. I lost quite a bit of weight as well, but the worst part was that I couldn't celebrate with

my teammates in Annapolis. (It hurt too bad to drink anything, let alone the Jäger bombs they were trying to feed me.)

EN: Besides the hospital break, what surprised you the most about doing RAAM?

RVD: The biggest surprise was the lack of sleep. I thought being on an eight-man team would allow for plenty of sleep, but I was wrong! Between riding, navigating, driving, eating, shopping, and everything else, there really is no time to sleep. Our situation was a little more difficult because we only had two crew members, so every rider had to chip in—which actually made it a lot more satisfying at the end. We all tried to sleep when possible, but probably only got about 2-3 hours a day. We earned that finish line!

I also really enjoyed the camaraderie on the road with other riders. I met people from all over the world, as well as wonderful locals all across the country. Small town America is incredibly charming, and it's really the warm and loving locals that make it so special.

EN: Which Hammer Nutrition products did you use, and how did they work for you?

RVD: Perpeteum was my go-to fuel; I really like that there is an unflavored option—sometimes something simple like that is more appealing than a fancy flavor. The Montana Huckleberry Hammer Gels were also a favorite of everyone on the team. Usually gels are kind of nasty and I have to force them down, but this flavor is really tasty.

Before this race, I'd only ever used the big name energy bars. What I love most about Hammer Nutrition is their organic products and their commitment to using real ingredients. My personal favorite was the Almond Cacao Vegan Recovery Bars—yum! I quickly went through my entire stash. Besides using the fuels, I made sure to pop Endurolytes Fizz into my bottles on a regular basis, especially when we were riding through Kansas, where the temperature was super-hot.

EN: Think you'll do more races?

RVD: I'd love to do RAAM again on a four-person team.

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Ryan is pumped to start his next cycling adventure.

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EN: With all of the various causes you might support, what is it that you like about People for Bikes?

RVD: I love People for Bikes because they are 100% committed to making cycling better for everyone all across the nation. They support every type of rider—kids, adults, grannies, and racers. I truly believe that cycling is the silver bullet to many of our major issues, from obesity, to environmental problems, to dependence on oil—and People for Bikes is leading the charge in a major way.

I've never had a car in my life. I got my license at age 32 but only as a technicality for a job. I'm living proof that you can live a good life without a car. I go grocery shopping, meet friends out, and do everything with my bike.

EN: You have a growing audience (very cool!). What key messages do you most want to convey?

RVD: My main goal with everything I do is to inspire people to get off their couches and enjoy this beautiful world. I know that most people can't hop on a bike and take a few months to ride across the country, but they sure can enjoy their own backyards. Traveling, even in your own state, opens your mind more than anything else. I simply want to see more people out and about, and that can be as simple as going on a hike, or volunteering in an orphanage in a far off country.

EN: What motivated you to do that first long ride from Honduras to Colorado?

RVD: I had always wanted to do a long bike adventure, and when I finished my service in the Peace Corps, I thought it was the perfect way to return home. After spending two years working in a small village, I thought it would be too drastic to jump on a plane and be home in a matter of hours. This three-month journey allowed me to really think about what I had accomplished during

my service, and also to look toward the future. It was this ride that kicked off a life of adventure.

EN: What's on the horizon for you, near term, as far as outdoor adventures, TV, or other projects?

RVD: My next exciting video project is a web series that will highlight micro-breweries across the U.S. It will premiere on Travel Channel in late September. I will also be climbing the Matterhorn in early September.

EN: What are some of your "dream" cycling adventures, if time and money were no object?

RVD: I've always wanted to tour in Europe, and I've been drafting a route from southern Italy all the way to the tippy-top of Sweden. I'd obviously do this in summer and take advantage of the midnight sun. I also REALLY want to do the Great Divide trail. I like the idea of riding 2,700 off-road miles through pristine wilderness.

EN: What does your dream community of 2025 look like, and what role does cycling play in it?

RVD: Great question! The answer is bikes, bikes, bikes! I was lucky enough to live in Sweden as an exchange student and witnessed how cycling is so integral to everyone's lives there. The communities are built around bike paths, small shops on every corner, and safe roads. The U.S. is built on the highway system and caters to big gas-guzzling cars. This is slowly changing, as people are becoming more conscious, but we really need to incorporate more forms of alternative transportation—not only for environmental reasons, but because they build community as well.

My dream community has more bikes than cars, much smaller and more efficient homes, pocket parks where neighbors get to know one another, no fences (unless for dogs), small grocery stores scattered around so people don't have to drive long distances, farmers' markets selling local food, and a few crazy things . . . like zip lines, slides down main street, ball pits (like Chuck-E-Cheese), and designated areas for town festivals and concerts. **HN**

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during the Double Triple Bypass in Colorado."
- Bob S.



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PIT ROW

DESTROY **ABBOT**

It's hard to believe that it's been 24 years since I began my journey as a professional motorcycle racer! Over the years I've seen many changes within the industry and even more changes among my fellow competitors! Not long ago I was the youngest racer on the line. Now I find myself lining up next to my son who is currently chasing his own dream of becoming a pro EnduroX racer. Regardless of how many years I've been doing this, I still love the sport's competitiveness and the personal challenge each time I approach the start line.

The EnduroX series and X-Games have been my main focus this year, along with training up-and-coming racers and opening DA8 Training Facility! It's been a very busy and productive year so far, and the best part is that Hammer Nutrition has been a huge part of everything I've set out to accomplish!



The EnduroX series and X-Games are two of the most physically demanding and intense motorcycle events I've ever competed in. The fact that I'm now one of the "old guys" makes it even more exhausting and challenging! But with the help of HEED, Recoverite, Race Caps Supreme, and Hammer Gel I continue to perform at a competitive level and find myself feeling better and more prepared than ever to tackle each race.

As the year has progressed I've begun to transition to the new role of trainer and gym owner. I've had a blast training athletes from all over the world and introducing them to the benefits of Hammer Nutrition. Because our business is based in Arizona, acclimating to the summer heat has been a challenge for many of our athletes. With the help of Hammer Nutrition, I offer a "Hammer Training Pack" that includes many of our hot weather essentials: HEED, Recoverite, Hammer Gel, and Endurolytes Extreme. These products help make their training days or weeks both safe and successful. I also offer Hammer Nutrition products at DA8 Training Facility and have found that HEED and Recoverite have made all the difference for our members!

Overall 2014 has been a great year, and I look forward to seeing what I can continue to accomplish as a racer, trainer, and gym owner. One thing I'm sure of, Hammer Nutrition definitely will be coming along for the ride!

BRANDON **SCHEIBER**



The 2014 season is my first year racing the NASCAR Super Late Model car. We announced our intention to run for Rookie of the Year in January of this year and made the commitment to run the whole year to pursue that goal. The year has been far and beyond what we could have dreamed. Not only am I the current leader for Rookie of the Year for NASCAR in the state of Washington, but I am also close to being in the Top 5 in points for the year.

My qualifying times have dropped by 0.7 seconds on the 3/8ths track, which is a huge gain. I have also now won my first race, which was against multiple time winners and track champions in the field. I owe a lot to my training with Harding Motorsports and to my Hammer Nutrition HEED, which I depend on all day to keep me fueled and hydrated in the hot car. My secret is to use Hammer HEED Lemon-Lime together with Lemon-Lime Endurolytes Fizz (2 tablets) in a large Hammer Nutrition sport bottle. Our team won't even unload our trailer until the bottles are out and ready to use! We thank Hammer Nutrition and Brian Frank for all their support over the past few years in karting and now NASCAR.

Note: Brandon was featured on the cover of Endurance News 75 (June/July 2011).



PIT ROW

JIMMY *O'NEAL*

My 2014 season has been dominating to say the least, having won multiple races leading up to my goal of competing in the Mammoth Mountain Motocross, one of the largest amateur national races in the country. I've been back on my motorcycle for less than a year, after having surgery for a back injury last year. But we made it to the 45th annual Mammoth and swept the entire Vet weekend with four wins out of four motos, securing three "big bears" and the elusive overall American Motorcyclist Association's #1 plate.

The #1 advantage I have over the rest of the field is my fitness and nutrition. Hammer Nutrition fuels helped me tremendously during my Ironman days when I would be racing three classes in a single day, equaling six motos and three practice sessions. Thanks to Hammer Nutrition products I always have tons of energy and zero cramping issues. For motocross, my favorite Hammer fuels are Perpetuem, HEED, Hammer Gel, Endurolytes, and Recoverite. I couldn't have achieved this success without using Hammer Nutrition's premium products.



JIMMY *POVOLNY*

This year was a great one for me racing motocross. I was blessed with the opportunity to compete at most of the amateur nationals against some of the best in the country. Once again Hammer Nutrition products played a big part in my success. I was able to finish 1st or 2nd at every race but one, when I landed on the podium with a 3rd.

Hammer Nutrition's HEED, Endurolytes, and Recoverite are a must in my racing program because they allow me to perform when it really counts. On those race days when I have a lot of motos close together and no time to eat a meal, Perpetuem is also a key part of my fueling strategy. I advise the other riders whom I coach to rely on Hammer Nutrition, too. Serious racers put only good race fuel in their bikes; why not also put premium race fuel in your body?



BRIAN *FRANK*

This past season was my best since I began driving karts in 2010. I competed in the International Kart Federation Gold Cup (region 6, Pacific Northwest) Series in two classes (LO206 and S2 shifter), did a bunch of club races at Pacific Grand Prix raceway and Puget Sound Go Kart Association tracks, and competed in the last three races of the Formula Jim Russell Racing Series at Sonoma Raceway. I managed to win at least one race in each of the three series and was on the podium in all but one or two.

I ended up finishing 2nd for the Gold Cup Series in both the LO206 and Shifter classes. My win and two 2nd place finishes earned me 10th place in the FJR Series for the season. At the last round of the Gold Cup Series, we even managed a Hammer/NWRK (North West Race Karts) podium sweep with Steve Perdue in the top spot, me in 2nd, and junior rookie Kevin Janders taking 3rd in his first big-time shifter race.

As you might expect, I practice my prerace fueling protocols to a T whenever driving karts. That means eating a healthy meal 3 hours before my first stint in the kart/ car, taking a serving of Hammer Gel, gulp of water, and 1-2 Endurolytes 10 minutes before each driving session, and then sipping HEED or water with Endurolytes Fizz between practices, qualifying heats, and the main event. Driving shifter karts requires intensive brain function and burns a massive amount of glycogen as a result, in addition to the physical demands of withstanding 3 + Gs for 15 to 30 minutes. Heart rates and intensity reach levels similar to those for cyclocross,

Brian leads LO206 in the rain.
Photo : J. Janders



a 5K run, or the bell laps of a crit—redline! This is why proper nutrition is essential for consistent lap times from start to finish, every time I get in the kart.

I'd like to thank my sponsors and support crew, including Steve Perdue at NWRK for building super-fast, reliable motors and tuning them to perfection for every race. Steve also runs the team and is one of our top drivers (and the only one who beats me, sometimes). Thanks also to Steve's wife Michelle for looking after our pits and making sure everyone gets fed and stays hydrated; Roger Semro at Kart O Rama 'cause he always has whatever little bits and pieces we need, no

matter how obscure; and Rusty Lingle and Brian Nixon for spinning wrenches and setting up the karts for the ever-changing track and weather conditions. I also want to thank and welcome new teammates Kevin and Jeff Janders. They are an awesome father/son duo and have been a great addition to our team. Last but not least, my thanks to Hammer Nutrition—all have helped me realize my lifelong dream of being a race car (or kart) driver.

For 2015, I look forward to a full season in the karts and a few days in the big FJR cars!

A Hammer/NWRK sweep of the podium with Steve Perdue in 1st, Brian 2nd, and Kevin Janders 3rd. Photo : J. Janders



Breaking through the wall

Proper fueling helped this motocross and MTB racer reach the next level.

BY BRYAN MUTOZA, Hammer Nutrition Sponsored Athlete

Bryan Mutoza tears up his friend John's practice track. He credits his 2014 race success to Hammer. Photo : Chloe Pica

Last year I felt as though my mountain bike and motocross training had hit a "wall." I was training just as hard and just as often, but I wasn't seeing any results. Then, this past spring, I began using Hammer Nutrition fuels and supplements, and I quickly saw an improvement. Using Hammer products has helped me take my training and racing to the next level.

After my very first ride using HEED I noticed a substantial improvement in my endurance. I've also noticed that I need to drink much less water during training rides than I used to. Each water bottle lasts me much, much longer.

Recently, I began taking Race Caps Supreme. I am super stoked with the results! In the past, I would start out great when mountain biking, and then would bonk. A month after starting Race Caps I was riding nearly twice as far and at the same pace if not faster.

My post-ride recovery has improved tremendously, too. My legs used to become extremely sore the night after rides, and especially the next day. Not anymore! Since I've been using Recoverite, the soreness has basically gone away. I can now train and ride multiple days in a row with very minimal

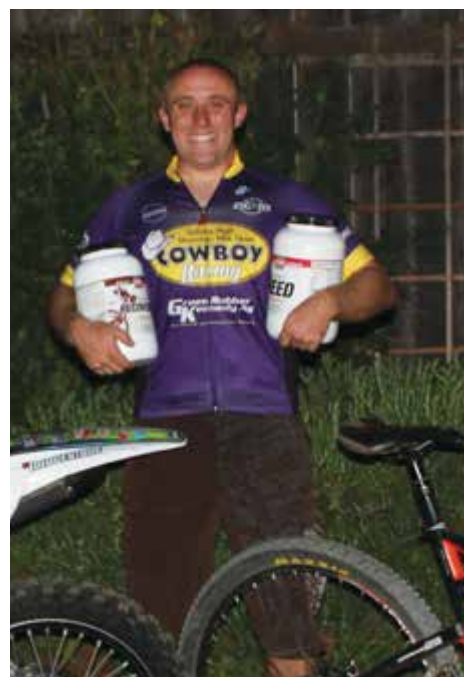
soreness at the beginning of the next ride.

Because I work a graveyard shift and have trouble sleeping during the day, I've been using REM Caps. Now I pop 2 of those puppies when I get home, and I sleep soundly and feel more refreshed when I wake up. I couldn't ask for more.

My 2014 season highlights included 1st place in the Police-N-Pursuit Racing Series and 6th AG in open men's Enduro at Sea Otter Classic. I am sure that I wouldn't have had this much success in my racing this past year without the support of Hammer Nutrition. I coach a mountain bike team, and anytime one of the kids asks me about fueling or supplements, I steer them directly to Hammer. I tell them that Hammer products are the best I've ever used, bar none. They are the only products that have made a difference in my workout and recovery program. Since I've been able to train more, I've lost 12 pounds of fat and gained back 4 pounds of lean muscle!

I'm so proud to be a part of the Hammer team, and I can't wait for my next race to see how far I have come! I will most definitely have my HEED, Perpetuem, Recoverite and the rest of my Hammer tool kit with me! **HN**

“ Hammer products are the best I've ever used, bar none. They're the only products that have made a difference in my workouts and recovery. **”**



We support your sport!

Fall might be the “off” season for some endurance sports, but not for ultra running! As you can see by this sampling of upcoming events, ultra runners just keep on cranking. Hammer Nutrition, a major supporter of all endurance sports, sponsors many great ultra races throughout the year. Check out these awesome autumn events:

DATE	EVENT	LOCATION
10/17	Pony Express Trail 50M/100M Trail Run	Faust, UT
10/18	Sinnemahone 50K Trail Run	Emporium, PA
10/18	Tatur's Pumpkin Holler Hunnerd	Tahlequah, OK
10/18	Uwharrie 100 Mile and 100K Trail Run	Troy, NC
10/19	Bimble's Bluff 50K	Guilford, CT
10/19	Lake Perry Rocks!	Meriden, KS
10/25	Goblin Valley Ultra Marathon	Green River, UT
10/25	Oregon Road Runners Club Autumn Leaves 50/50	St. Paul, OR
10/25	Prairie Spirit Trail "Fall Classic" 50 Mile & 50K Ultra Race	Ottawa, KS
10/25	Surf the Murph	Savage, MN
10/25	Whiskeytown Trail Runs	Redding, CA
10/26	G.O.A.T.z Trail Runs	Omaha, NE
10/26	Mutual Mine 50K	Inverness, FL
10/26	Run With Scissors Trail Races	Peninsula, OH
10/26	Stone Steps 50K	Cincinnati, OH
11/1	Mendon Trail Run	Pittsford, NY
11/1	Pinhoti 100	Sylacauga, AL
11/1	Silver Falls Trail Runs	Silverton, OR
11/2	Bobcat Trail Marathon	Glouster, OH
11/8	Chino Hills Trail Runs	Brea, CA
11/8	Icebox 480	River Falls, WI
11/8	Moab Trail Marathon (2014 Trail Marathon National Championship)	Moab, UT
11/8	OPSF 50/50 Ultramarathon	Spencer, IN
11/9	Rhode Island 6 Hr. Ultramarathon	Warwick, RI

Scott Gaiser at the 2013 LeGrizz Ultramarathon. This Hammer Nutrition-sponsored race takes place just down the road from our headquarters along the shores of the Hungry Horse Reservoir. It's a picturesque fall adventure just miles from the entrance to Glacier National Park. Photo : Myke Hermsmeyer



Gearing up for the Aloha Cycling Retreat: Ryan on Queen K Highway (left); HN Canada Ambassador Scott McDermott at Mauna Loa (right).



On the fly

from Canmore to Kona and beyond

BY RYAN CORREY

October signals the end of our busiest summer season yet in Canada!

We tackled several new and ambitious projects, including our Big Rig cross-country tour, managing the transition to exclusive distribution (including setting up a new warehouse in Toronto), breaking the sponsorship mold with our inaugural athlete ambassador program, adding a few new recruits to our team behind the scenes, and running our second annual (sold out) Great Divide Mountain Bike Tour (www.greatdividetour.com) from Canmore, AB,

to Hammer Nutrition headquarters in Whitefish, MT.

Looking ahead to the next few months, we're still firing on all cylinders as we prepare for our first Hammer powered road and triathlon camps in Kona, HI (www.alohacycling.com), November 9 – 16 and November 18 – 25, respectively.

A few spots remain on our Big Island adventure! Check out our Facebook retreat page for daily updates. And please, as always, email any and all questions to me at ryan@hammernutrition.ca HN

2015 Ambassador Program

Our pilot Athlete Ambassador program was a great success! We selected 11 athletes from across Canada to be part of a ground force to increase awareness of Hammer, and be positive examples in their communities. Unlike many sponsorship programs built on podium results, we chose ambassadors who had inspiring or positive stories.

Ambassadors participated in monthly challenges in return for online credit, exclusive clothing, cycling camp discounts, promotion through our social media channels, and the opportunity to engage in a unique one-on-one conversation behind the scenes, including a dialogue on how to set up a personal YouTube channel, how to do a fueling talk, ways that we can improve our business, and ultimately grow our ambassador program in year two.

Our 2015 Athlete Ambassador Program submission deadline is December 15, 2014. Please check with your local Hammer dealer for details on how to apply. Good luck!

Meet our team: Sajeev Kappukatt

Sajeev Kappukatt, our new National Sales Manager, and I recently met to discuss some of the interesting challenges and opportunities our business faces in Canada. View the full interview as part of my ongoing Hammer Nutrition Weekly video series at www.youtube.com/hammercanada



Spirit in St. Andrews

Our favorite Big Rig stop of the summer was Challenge St. Andrews in New Brunswick. By all accounts, the East Coast weekend of triathlon racing was a great success! It was the perfect combination of family-friendly atmosphere, engaged athletes, lasting connections, and a small community working together in the aftermath of Hurricane Arthur . . .



Hammer Nutrition family member, Mary Beth Buchanan, recounts her unique experience:

"A spectacular post-hurricane sunrise, amazing organization, wonderful volunteers, and my dad clanging a cowbell in support of the athletes drove us all into the water on the morning of the inaugural Challenge St. Andrews. Still, despite my very best efforts to finish the swim, I was not able to reach the cut-off in time.

"As I was falling behind, a really nice guy on a SUP encouraged me on, saying, 'Look how far you've come on your road to health and this goal of triathlon. You planned, you trained, you fueled. . . and you got in the water and did it!'

"In that moment, that really nice guy on the SUP showed me my win. For the rest of the day, my goal became encouraging other athletes in their race: 'That's the last hill, you're almost there!! Go, go, go!' And they did. They high-fived, they grinned, and some even cried. Sending them across the last stretch, I continued cheering, 'Look how far you've come!!!'

And then, that really nice guy on the SUP was suddenly next to me, asking if I would take a picture with him . . . Mr. Whitfield, thank you."



Race owners, Tressa and Scott Bevington had this to say about our involvement as a key sponsor:

"Hammer Nutrition not only understands the needs of our high performance athletes, but also jumped in with both feet. They participated in the expo, put in a relay team, and offered support on race day to make sure that everything was perfect. This is the kind of team we want to work with because they love the sport as much as we do! They truly care about our race and the participants. Thank you to Hammer Nutrition Canada for being a huge part of this world class race!"

Celebrating at St. Andrews, from left: Mary Beth Buchanan thanks her encourager, Simon Whitfield; World Champ Mirinda Carfrae leads young runners across the finish; Ryan asks Sarah to marry him.

Photos pp. 86-87 : Courtesy of Hammer Canada

To round out the weekend, World Champion Mirinda Carfrae helped me surprise my special lady at the awards banquet on Sunday. Mirinda picked Sarah's name out of a hat for our final Hammer prize, then called her to the stage. In the presence of 200+ athletes, Sarah got to hug her role model, unsure of what was to come next. She turned around to see me down on one knee. I proceeded to tell her how special she is to me and how I look forward to having her join our Hammer team in the very near future (working with me on Community Engagement). I also asked whether she would do me the honor of becoming my partner in life . . . she said "Yes!"

Sarah and I invite you to join our growing Hammer Nutrition Canada family in beautiful St. Andrews next year. Sign up at www.challenge-standrews.com



Not on Facebook or Twitter? We now have a monthly email update that includes highlights of our best posts, as well as exclusive promotions, easy to understand fueling knowledge, and an opportunity to reply directly with any questions. **Sign up on our homepage at www.hammernutrition.ca**

Junior Teams Hammer strong at NW Classic Stage Race

Team 2G1D racers made a strong debut showing at the Rapha NW Classic Jr. Stage Race. Photo : Team 2G1D



Team Arrivee Cycling/2G1D

BY PATRICK BULGER, COACH

Thanks to our friends at Hammer Nutrition and other sponsors, the Arrivee Cycling/2G1D Active Junior Development Team got off to a strong start this season. After a spring camp that focused on basic riding skills, followed by training rides and Northwest area races, it all came down to the biggest event of the season: the Rapha Northwest Classic Juniors Stage Race in Elma, WA.

The event, put on by Rad Racing, is one of the first of its kind truly dedicated to juniors. This weekend stage race hosts an incredible field of some of the top junior cyclists in the country, competing in a time trial and criterium on the first day and a 53-mile road race on the second. It was an amazing opportunity for our riders.

We arrived with high hopes, new jerseys and shorts, and crisply shaven legs. The time trial was an eye opener. The winning ride averaged 26.5 mph for the 12-mile

course. Of our two riders, Josiah finished midfield, and Jackson began his weekend of tough luck with a flat tire. On to the criterium . . .

Josiah fought hard to say the least. Jackson, coming into turn three at 30 mph and brushing against the far curb, well, let's just say the curb won. Fortunately, he was able to get patched up and prepare for Sunday's event with nothing worse than heavy road rash.

Sunday's epic road race covered the surrounding area, with hills, heat, and fast racing on the menu. Josiah's efforts were commendable and brought his love for the sport to a new level. Jackson fought like a true champion to finish, bringing pride to his weekend of tough luck. Did the Arrivee/2G1D Team win the event? No. Did we have fun? Yes! Will we return? Heck yes. Cycling and kids go together. Get your kids on a bike, ride with them, and your lives will change! **HN**

Tieni Duro

BY JASON KENT, COACH

Rad Racing has been organizing the Rapha NW Classic Juniors Stage Race for three years now, and Tieni Duro Junior Cycling can't thank Jim Brown and the team enough. Tieni Duro has attended the last two years, and we can attest to the fact that fields are strong, and the fight for the podium is fierce. This year we loaded up the van with five of our juniors, their bikes, and all the Hammer Nutrition products we could carry, and hit the road, driving 13 hours from California. It was worth it! Here are reports from two of them.

Hans Poulsen, age 14 (3rd road race, 10th overall)

"It was a fun-filled, exciting weekend of racing. I fueled with Chocolate Hammer Gel (my favorite), which gave me that extra push and a feeling of endless energy. It was the perfect race food for three hard races, and helped me attain my 3rd place podium spot for the road race and 10th overall. Lemon-Lime HEED goes in my bottles for each and every race. It keeps me from bonking and gives me the electrolytes I need!"

Drew Levitt, age 16 (1st AG time trial, 2nd overall)

"I recently wrapped up one of my finest weekends of racing, after almost two months of hard training specifically targeting the time trial. I used Lemon-Lime HEED on just about every training ride so that I never short-changed my muscles, and got the most from every workout. After workouts, I used Recoverite to maximize my potential performance

- continued on page 87

- continued from page 86

gains and to see the results on race day. I also researched and analyzed all I could for the time trial—distance markers, elevation gains (however slight), and past winning times to help me gauge my effort.

“On race day, I had an Apple-Oatmeal Hammer Bar and a banana roughly 3 hours before my start to allow my body to focus entirely on putting the pedal to the metal. In addition, I downed an Espresso Hammer Gel 15 minutes before my start, hoping to get every little advantage.

“On the way out of the 12 mile TT I noticed an average speed way higher than expected—I figured I was riding with a tailwind, meaning the way back would be significantly harder. As I came out of

the turnaround, my power meter died. I forced myself not to panic, and simply remembered the advice of my coach Shawn Rosenthal, ‘ride hard, and when it hurts, ride harder’. This is precisely what I did. By the end I was extremely fatigued, and surprised to learn that I had beat everybody in my age group (15-16) and AG 17-18 by at least 45 seconds.

“I continued to rely on HEED, Hammer Gel, and Recoverite throughout the race, fending off relentless attacks from a very strong field. It felt so good to know that all the hard training had paid off, and even when the race threw unexpected variables, I knew my fueling was totally under control. Thank you Hammer Nutrition!” **HN**

Tieni Duro's Drew Levitt finished 1st in the Rapha NW Classic time trial despite a technical glitch, and 2nd overall. Photo : Jason Kent



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Hammer athletes rise to the top at USA Cycling Masters Road Nationals

Photo : June Fox

Joe Lemire

1st Men Masters 65-69
Time Trial

1st Men Masters 65-69
Road Race

Best All-Around Rider,
Men 65-69



Photo : June Fox

Jim Fox

4th Men Masters
70-74 Time Trial

2nd Men Masters
70-74 Road Race



After losing the road race at Nationals last year by about half a wheel length I was determined to see what I could achieve in 2014 if I doubled down on my efforts. Using Hammer Nutrition's HEED, Endurolytes, and Hammer Bars on my rides, followed by Recoverite, I was able to train twice a day and bounce back fast. For an extra boost, I also began having an Espresso Hammer Gel in the minutes before a race.

By the time I got to the Masters Road Nationals TT in Ogden, UT, I was feeling pretty confident as I had set the National Masters TT record about 6 weeks earlier. I started perhaps a bit too fast but recovered on the descent and from then on pushed to my limit. I won by 48 seconds.

The road race began with an immediate climb of a mile followed by a descent to a lake, and then finished with a 6-mile climb. I let a few others set the pace and soon there were only three of us out front. About 1 kilometer before the finish I attacked, and then managed to stay away until the finish. Although I finished the criterium 4th, I had enough overall points to win the best all-around rider cup, completing a great week of racing. **HN**

The time trial site was Antelope Island (about 15 miles from Ogden, UT)—hot, desolate, and home to a herd of buffalo that roamed along the course. Race day morning was warm and very dry. With a nutritional boost from HEED, Endurolytes, and Anti-Fatigue Caps, I once again made the podium and maintained my Nationals record: seven trips, seven podium finishes.

With a 400-foot climb right off the start road race course at Snow Basin Ski Resort (elev. 6,400 ft), I knew the elevation would put the hurt on everyone. My plan was to warm up well and hit that first climb hard, again relying on HEED, Endurolytes, and Anti-Fatigue Caps. After the initial climb, I found myself off the front with only David Burnett, who won the TT the previous day.

In the first 20 minutes, we built up a 90-second lead on a six-rider chase group, and by the final climb back, the two of us had a 4-minute lead. Dave out-climbed me to the finish line, winning by 57 seconds. The chase group finished 3:30 minutes behind me, with Team Hammer Nutrition's Richard Shields finishing 5th. I felt energized throughout the race, thanks to Hammer. **HN**



Fred Schmid

3rd Men Masters 80-84 Time Trial
2nd Men Masters 80-84 Road Race
2nd Men Masters 80-84 Criterium

"Two silver medals and a bronze—Hammer Nutrition performance fuels really helped!"
- Fred Schmid

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Carly Guggemos *SPA*

Ironman 70.3 EagleMan
2nd 18-24 Women's = \$937.50 credit
Ironman 70.3 Muncie
3rd 18-24 Women's = \$375 credit

Simona Vincenciova *SPA*

Wilderness 101
2nd Overall Women's = \$500 cash

David Larpenteur *SPA*

Ironman 70.3 Lake Stevens
2nd 30-34 Men's = \$500 cash

Suzanne Endsley *SPA*

Ironman 70.3 Lake Stevens
1st 45-49 Women's
\$1000 cash



Michael Zinn

Ironman 70.3 Buffalo Springs
1st 65-69 Men's = \$500 cash

Ian Mallams *SPA*

Ironman 70.3 Calgary
1st 25-29 Men's = \$1000 cash

Jodi Ruby

Ironman 70.3 Coeur d'Alene
1st 50-54 Women's = \$1000 cash

Reilly Smith *SPA*

Ironman 70.3 Vineman
1st 30-34 Men's = \$500 cash

Connor Disney *SPA*

Ironman 70.3 Vineman
1st 1-19 Men's = \$250 cash



Jennifer Razez *SPA*

Ironman 70.3 St. George
1st 40-44 Women's
\$1000 cash

Ali Bronsdon

Ironman 70.3 Calgary
1st 30-34 Women's = \$1000 cash

Matt Seeley

Ironman 70.3 Calgary
1st 40-44 Men's = \$1000 cash

Pat Pepler

Ironman 70.3 Racine
1st 60-64 Men's = \$1000 cash

Doug Clark *SPA*

USAT National Long Course Duathlon
Championships
2nd 45-49 Men's = \$500 cash

SPA = SPONSORED ATHLETE

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.

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Emma (Elite Junior Women, 15-18)

Favorite product: Almond Raisin Energy Bars, Vegan Recovery Bars

Will (10 and Under)

Favorite product: Lemon-Lime Endurolytes Fizz

Cooper (CAT 1 19-29)

Favorite product: REM Caps

Annie (11-12 Junior Girls)

Favorite product: Lemon-Lime Endurolytes Fizz

John (Junior Men 13-14)

Favorite product: Caffe Latte Perpetuem

Photo : Mercedes Drummond

“Where training, dedication, and family combine”

Drummond family teams up to hammer its 2014 XC season!

BY COOPER DRUMMOND

Drummond Family Racing, a team of five Elite Junior and U23 racers from northwest Arkansas, competes in national level mountain bike races across the country. This year we set our eyes on the prize of the 2014 Cross-Country MTB National Championships, with several US Pro Cup and Pro XCT races along the way. Season highlights included Mellow Johnny's Spring Classic, where Annie (11-12), Will (10-Under), and I (CAT 1 19-29) all placed 1st; the Spring Texas Mountain Bike series, where John dominated with four wins in the Junior Men 13-14 group; and the Colorado Springs US Pro Cup race, where Will highlighted the weekend with his 1st

place victory in the 6-9 age group! In July, we headed to Wisconsin to attend the WORS Cup race. Annie and Will both dominated their age groups, showing great form going into Nationals.

USA Cycling Cross-Country MTB National Championships

Macungie, PA, hosted the National Championships, which include the Short-Track, Super-D, and Cross-Country events. We started our Tuesday with a Race Day Boost pre-load for the XC races to be held four days later. On Wednesday we did our course pre-rides and quickly followed up with a post-ride

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Annie 2nd, Will 1st, John 5th - XC Podium finishers!
Photo : Cooper Drummond

- continued from page 90

serving of Recoverite to be ready for race day.

Thursday kicked off the week's first event with the Short-Track races. Emma and Annie's 9-16 Junior Women's race was the highlight of the day, with Emma taking 2nd and Annie placing 5th at just 11 years old! Recoverite + hot tub + compression = the recovery plan for the races first thing Friday morning!

Friday morning, Emma began the Elite Junior Women XC race, but finished early unfortunately due to a broken chain. John had a solid race in the 13-14 Junior Men, finishing 5th after three laps. In the 11-12 Junior Girls, Annie had her best race to date, with a 2nd place finish! Will raced the Junior 6-8 boys, and brought home the 1st National Champion victory for our family! For these short duration events, both Annie and Will love Endurolytes Fizz.

My XC race was on Saturday morning, in the CAT 1 19-23 group. For a good



Will wins the 6-8 XC National Championship!
Photo : Mercedes Drummond

night's sleep (especially when staying in a hotel) in the days leading up to a race like this, REM Caps have been a big help to me. I finished in 3rd place in my group and 4th overall. Sunday concluded the weekend with the Super-D races. Everyone had a great time with this different style and great results as well: Cooper 4th (19-29), Emma 5th (15-18), John 6th (9-14), and Annie 2nd (9-14). 2014 proved to be our best season yet. A big "thank you" to Hammer Nutrition for its quality products and support! **HN**

"Getting quality sleep leading up to a race is key. **REM Caps** helps me sleep soundly, whether I'm traveling or at home."

- Cooper D.



MSRP
\$19.95 - 60 Capsules
\$17.95 - 3 or more



- Improve quality of sleep
- Enhance growth hormone release
- Support immune function



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Photo : Beth Bailey

Santa Barbara Triathlon Swim Club Team

“The parents in our program were very happy with the Hammer products for their young athletes. No refined sugars or artificial flavors = happy parents = happy coach!” – Jason Smith, coach



Photo : Shelley Koenig

Noah and Charlie Koenig

“Instilling an ownership of health and fitness and a love of wilderness in my children is a very important part of being an athlete to me. On our first family hiking trip to Colorado, Hammer Nutrition products played a huge role keeping the kids hydrated and nourished during extended hikes over 12,000 ft. Hammer Gel also serves as a great motivator for them since they love the taste! Thank you Hammer!” – Shelley Koenig



Mary Grace Blunt

“My daughter, Mary Grace (15), won her age category by racking up 197 miles in a 12-hour bicycle race with me in Mahomet, IL. We fueled all the way with Hammer Gel and a drink mix of HEED and Hammer Vegan Protein; we supplemented throughout with Endurolytes, Race Caps Supreme, Endurance Amino, and Anti-Fatigue Caps. Thanks for these terrific products!” – Christopher Blunt

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

Alyssa, Ashley, & Angela Coe

“We are a Hammer family and we love HEED!” – Charlie Coe, father

Hingham’s Memorial Day 5-Mile Relay

Results: 2nd AG

Alyssa, Ashley, and Angela kicking back after the big race with a little rock climbing on the shores of Lake Michigan. Photo : Charlie Coe.



Frazier Cycling Juniors

USA Cycling Amateur Road National Championship

Results: A record 16 Medals!!

“Lots of Hammer Nutrition products and lots of hard work is our recipe. We created a Hammer Team Bucket filled with the kids’ favorite Hammer products: Endurolytes Fizz (all flavors), Hammer Gel (Huckleberry and Tropical), Mandarin Orange HEED, and Chocolate Recoverite. Our team gave us our best road national championships ever!”
– Joshua Tullis and Ralph Frazier

Photos : Joshua Tullis



Photo : Coach Walsh



Jackson High School XC Polar Bears, Camp Shaggy

“Hammer Nutrition helped make our camp a huge success! I cannot thank you enough for all you do. Keep up the great work, and Hammer on!” – Mark Gorris

FROM OUR ATHLETES



Kelly (far right) and his 200 Men's Free Relay Bronze Medal winning team.

Kelly Karren

"I fueled with HEED before my 200 Free Relay to swim my lifetime fastest 50M leg to help my team win the Bronze Medal at the World Masters Swimming Championships!!"



Dustyn

NorCal Championship Time Trials

Results: 2nd place AG in 20K; 3rd place AG in 40K

"After racing to a 2nd place AG finish in the 20K, I recovered for 1 hour with Recoverite and an Oatmeal Apple Hammer Bar. I then rode again, twice as far, to take 3rd in the 50-54 AG—because I just had to know my 40K time! Powered by Hammer, anything is possible!"



Lance Fargo

"August was quite a month for me. I won my division at the New York City Triathlon, and then two weeks later was the first Clydesdale across the line at the inaugural USA Triathlon Clydesdale and Athena National Championships in Arkansas. The next day I returned for the Sprint Distance Championship and again I was the first Clydesdale across the line. Recoverite and my Compex EMS unit helped me come back and race strong the next day. Thanks Hammer!"



Steve Meichtry

Hoodoo 500 ultra cycling race

Results: 2nd Solo 60+ in 42h 56m

"Anti-Fatigue Caps kept my head sharp and Endurance Amino got my muscles through it great. I always had strength, even right up up to the end."



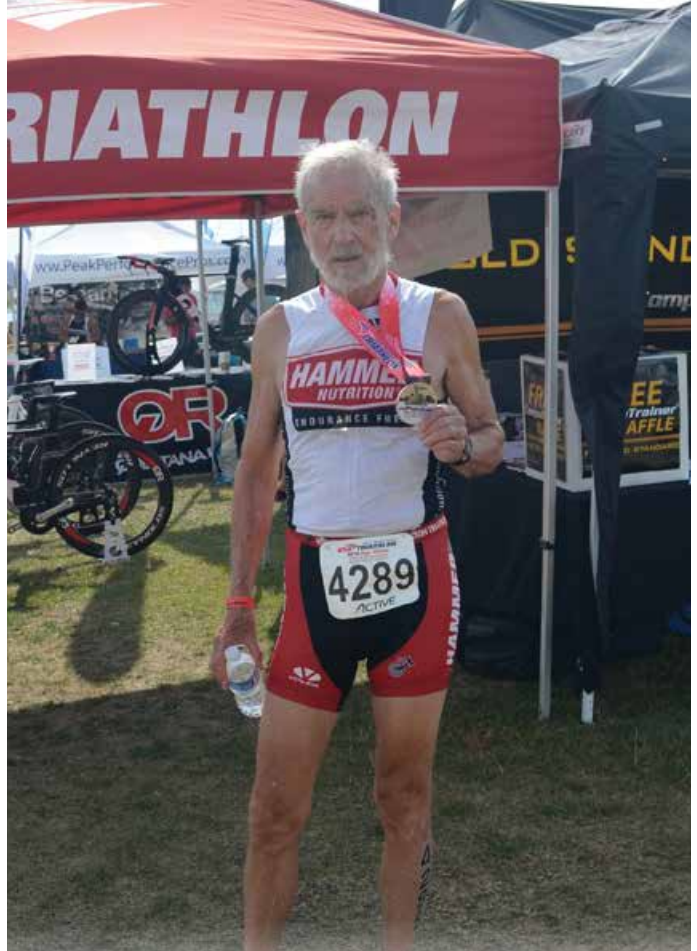
Trisha Drobeck

Hood to Coast Relay

Results: 22 hours 46 minutes—a PR for our team by more than 1 hour!

“Hammer Nutrition kept us going during a long night running! The pace was quick with no time to stop and eat between exchanges. Tropical Hammer Gel, with a bit of caffeine, was a life saver. Thanks Hammer!”

Send us your news today at athleteupdates@hammernutrition.com



James Chapman

USAT Nationals

Results: 6th AG (70-74) and a new PR for the swim and overall time

“I take Hammer Nutrition supplements—Race Caps Supreme, Mito Caps, Anti-Fatigue Caps, and Endurance Aminos—before, during, and after races. It really works!”



Photo : Lizzie Weaver

Jennifer Reschke

“I felt very confident about my nutrition going into my first Ironman, IM Lake Placid. But due to the driving rain, lightning, and thunder, I was not able to consume anything for the first 45 minutes of the bike leg—I was just trying not to crash! When I finally got back on track with my Hammer Gels, Perpetuem, and Endurolytes Extreme, I felt amazing for the rest of the race!”

FROM OUR ATHLETES



Marty Brown and Erin Devitt-Brown

Long Beach Island Splash and Dash

Results: Marty 1st AG, daughter Erin 3rd female overall

Navy Seal Challenge

Results: Marty 1st AG, Erin 2nd

“The Cranberry Hammer Bars fueled us before the race, while Endurolytes Fizz kept us hydrated and cramp free during and after the race.”

Photo : Sarah Kohl



Matthew Kohl

Ripon Medical Center Sprint Triathlon

Results: 1st overall

“Using Hammer Nutrition products I had a successful race with no stomach issues!”

Douglyss Giuliana

“I completed my second 50K trail ultra fueled by Hammer. It was great to go into the race with confidence about my nutrition products. I finished with a smile on my face, looking forward to my next race.”



Photo : Edith Dixon

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I have been using Hammer products since 2007, and I LOVE them!

I had a 3rd AG finish at the Bone Island Triathlon Half Ironman this year, using Fizz, Perpetuem, and Hammer Gel. Thanks for keeping me strong throughout my training and racing!"

- Bridget Ingram, VIP Customer



Bridget relaxes with her family on the beach in Key West after the Bone Island Triathlon.

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

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

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- 4 - On your second VIP order, you'll receive a FREE Hammer tee shirt.
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- 7 - FREE ground shipping on all automatic shipments and one fill-in order per quarter.

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The new Hammer Gel flavors, Peanut Butter-Chocolate and Nocciola (Hazelnut-Chocolate), give you 13 delicious flavors to fuel your workout or race. Both flavors will be available this fall in single-serve pouches and economical 26-serving jugs!

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- Wholesome, natural ingredients
- 13 delicious, natural flavors

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\$2.39 - 5-serving flask



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