

# ENDURANCE



BY HAMMER NUTRITION

ISSUE 94 // APRIL/MAY 2015

\$3.95

NEWS

HOW TO:

**FUEL FOR  
IRONMAN SUCCESS**

**BE SURE YOU ARE  
DRINKING ENOUGH WATER**

**STAY AHEAD OF  
SPRING ALLERGIES**

PLUS:

**50/50**

**50 MARATHONS IN 50 DAYS**

Sugar Hurts Your Heart

When to Carbo Load

Healthy, Nutritious Recipes

7 Inflammation Busters

News From Hammer Athletes

**AND MORE!**

## THE LEADOUT

### **The swell life.**

When all the right conditions come together, the wave called Peahi (better known as JAWS) in Maui, Hawaii, brings out the best watermen on the planet. Here, Hammer Nutrition athlete Robby Swift calmly negotiates a high speed bottom turn.

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PHOTO: RICHARD HALLMAN / [freelanceimaging.com](http://freelanceimaging.com)





# WELCOME



Springtime is here, which means that it's time to shake off the cobwebs and shift your training into high gear. As we have been for the past 28 years, my staff and I are here to help you achieve your endurance goals with the best fuels and supplements on the market and the know-how to get you from start to finish with a smile on your face, guaranteed.

Even after all of these years, I continue to be amazed by the cool and epic things you do, fueled by Hammer! Your submissions and stories are the first thing I read when we put together each issue. Keep those great submissions coming! Your race recipes also provide excellent examples of athletes who fuel right and feel great on their way to winning performances and race PRs.

This issue of *Endurance News* is a fine example of our process — create, innovate, refine, analyze, and refine some more. We have a great lineup of articles touching on the core issues of the fueling battlefield: the fight against excess sugar and sodium consumption.

You'll find compelling articles on these fronts as well as great success stories from our clients and sponsored athletes. These are all examples of athletes succeeding with a "less is best" approach to fueling with sugar and salt. If you've fallen prey to the siren song of the sugar and salt peddlers, I urge you to read these articles and reconsider taking a healthier approach to fueling.

Over the past two decades, we've won the wars against excess hydration and "replace what you lose" caloric intake, but sugar and salt are another story.

The plethora of new sugar- and salt-laden sports drinks and gummy candy flooding the market and clogging the shelves is proof enough that we have formidable opponents with ample capital. We'll continue to fight this good fight for as long as necessary because it's what's best for you!

Consider this: in your pursuit of optimal athletic performance and health, the greatest potential for improvement will come from systematically lowering your sugar and salt intake and using complementary products while exercising. Make this year the year that you moderate these two dietary staples and enjoy all the benefits of the "less is best" approach to sugar and salt.

Being that springtime is in the air, so too are pollen, hay, and other airborne irritants. If you suffer from seasonal allergies, this year, think about trying alternatives to the fleeting relief and side effects of prescription and over-the-counter remedies.

Instead, I'd like to call your attention to two of our newest products — Nasol and Clear Day. They provide a powerful 1-2 punch to address all of the symptoms of allergies with absolutely zero side effects. The feedback from clients who used these products last spring was extremely positive!

Enjoy the read, and please share your copy with a friend.

**Brian Frank**  
Hammer Nutrition Owner

**On the cover:**  
Hammer Athlete Reilly Smith looks speedy in "Winning Blue," the newest color of Hammer cycling and tri gear.

Photo: [www.wadleyphotography.com](http://www.wadleyphotography.com)

## ENDURANCE NEWS

The informed athlete's advantage since 1992

AN EXCLUSIVE PUBLICATION OF:



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### MISSION

*Endurance News* provides informative, inspirational content to help endurance athletes like you achieve peak performance and health. The views expressed favor a healthy diet, hard training that emphasizes quality over quantity, and prudent supplementation to improve health and performance. Back issues are available at: [www.hammernutrition.com](http://www.hammernutrition.com)

### OUR GUIDING PRINCIPLES

**Service:** From day one, we've strived to treat each client fairly, honestly, & individually. Your trust is our top priority.

**Education:** We educate and empower athletes with free, easily accessible information on health and performance.

**Principles before Profits:** Profits never take priority over our values. If it says "Hammer Nutrition," it's good for you.

### OUR CORE VALUES

**Innovation:** Our development of new, cutting-edge products and categories has led the field since 1987.

**Product Integrity:** Our consumables are researched, tested, and USA-made to the strictest standards.

Read more at [www.hammernutrition.com](http://www.hammernutrition.com) "Mission"



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# Hammer for the long run

Last fall, I completed my eighth Arkansas Traveller 100 Mile Endurance Run with a 2nd overall finish and 1st AG. As usual, HEED, Hammer Gel, and Endurolytes were a vital part of my race plan. They've helped me to three 1st place wins and three 2nd place finishes. I rely on HEED for a steady source of calories and electrolytes during the race. When it heats up, I supplement with Endurolytes and a Hammer Gel every hour. Thanks Hammer!

**PODOG VOGLER**

## Sharing the adventure

Recently I teamed up with my rookie husband for a six-hour orienteering footrace outside of Dover, N.H. Both of our newcomer teammates are experienced cyclists but new to adventure racing. I brought along Hammer Gel, Endurolytes, and Endurance Amino for the whole team. What a difference great nutrition made for everyone! We got a

little lost, but no cramps or bonking. Two more athletes were baptized into the fun of adventure racing and have become big fans of Hammer Nutrition. It might have been our best off-season training day ever.

**SHELLEY KOENIG**



Koenig (left) and friend Lani pause to refuel during a training hike in Maine.  
Photo: Courtesy Shelley Koenig



Photo: Courtesy Kev Hawn

## Fueled for a historic run

The Grand History Trail is a planned 250-mile loop that will connect the historic cities of York, Pa., Gettysburg, Pa., Baltimore, Md., Annapolis, Md., and Washington, D.C. By fueling with Hammer Gel, Hammer Bars, Endurolytes, and Recoverite, I was able to run a 136-mile section in about 2 1/2 days. I felt solid throughout, and had surprisingly strong legs in the mornings after running the entire previous day. Thanks for great products.

**KEV HAWN**

## On the road to another Triple Crown

I love your products! With your help, I'm hoping for another California Triple Crown (finishing three double century races in less than 17 hours each) this year at the age of 68. My goal is to do 50 double centuries before I retire!

**MARK GREGORY**



## Thank you for your service!

Thanks for your generous offering to military personnel. Hammer Nutrition products represent the best and most advanced nutrition, and we are proud to represent you!

**KIRBY R. COLAS**

COL. CALIFORNIA AIR NATIONAL GUARD, COMMANDER, 163RD MAINTENANCE GROUP MARCH AIR RESERVE BASE, CALIFORNIA

**i** Hammer Nutrition extends its gratitude to active members of the military, as well as to city and wildland firefighters, by offering a discount on Hammer fuels and supplements. See the "Customer Service FAQs" page on our website for details.



Photo: Gabby Mew

### New approach, new milestone

I'm taking a very different approach to racing this year (including new coaches) and it is making a huge difference. At the New Year Windsurfing Regatta, I raced alongside amazing women from the U.S., Mexico, Hungary, Estonia, and Canada – including two who have competed in the Olympics. After taking a long break during the school year, it felt good to compete again. Overall I finished 4th/14, the top Canadian – a new milestone for me!

I used Hammer Bars, Fizz, HEED, Hammer Gel, Recoverite, and Vegan Recovery Bars for this event. I tried the new Peanut Butter Hammer Gel and absolutely loved it! It tastes just like peanut butter but has a softer consistency and is easier to digest. Next I head to Miami for two final training blocks before the Pan Am Trials. I am beyond excited to continue working toward my Pan Am goal.

**OLIVIA MEW**



Photo: Courtesy Charlie Coe

### Setting the pace

My daughter Alyssa, age 11, and I recently ran the Concordia University President's 5K Run. It was Alyssa's first cross-country race and an opportunity for me to race alongside some of the area's top high school and collegiate talent. I finished with a 1st AG. Alyssa got 2nd AG. For training and racing, Hammer always plays a key role in helping me meet and exceed my goals. Thank you.

**CHARLIE COE**

## New Endurance News “likes”

I wanted to tell you how much I like the new look of *Endurance News*. It is so classy. I find myself not wanting it to get wet from the bathtub because the pictures are so inspiring. Great work. As always ... we appreciate you all and your support. God Bless!

**CODY NEWCOME**

I am so impressed after my first year of working with Hammer. It's just so above and beyond the industry standard for support, knowledge, quality, and community.

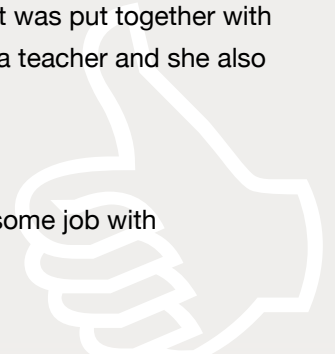
The *Endurance News* format looks great and the content has been

great to read. I also just downloaded your *In the Kitchen with Hammer Nutrition* cookbook and was impressed at the scale. Clearly, it was put together with some intention. My wife is a yoga teacher and she also promotes your products.

**STEVEN TERRY**

I think Hammer is doing an awesome job with *Endurance News* magazine!

**KELLY AGNEW**



### Hammer household

I've been a happy customer for several years now, and have benefited greatly from your products. They're also perfect for youth sports. My kids love the Hammer Bars and Hammer Gels, and HEED is my son's go-to drink for soccer games and tournaments. As a parent, I want my kids to consume healthy, high-quality fuels for their endeavors. Hammer has been a huge hit in our household!

**RICH MAINES**

### Hammer on!

We love hearing from our clients! Drop us a line and share a tip or tell us about your latest adventure. You can also stay in touch with us and other Hammerheads via social media (see page 8). Please send your letters and comments to [letters@hammernutrition.com](mailto:letters@hammernutrition.com)

# #howihammer

PHOTOS, FEATS, AND WORD ON THE STREET FROM HAMMER NUTRITION SOCIAL MEDIA



@pebbleshoo



## In search of wild times

Pebbleshoo is Leigh and Spring McClurg, Hammer Canada Athlete Ambassadors and self-proclaimed “storytellers, outdoorsy nuts, photographers, happy campers, wanderers, and sometimes adrenaline seekers.” Their blog is an entertaining, sometimes deeply personal diary that will surely inspire you to seek your own outdoor adventures:

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



@loren.thompson.afa



## Racing with purpose

Whether cycling, running, or tackling obstacle courses, Hammer Athlete Loren Thompson races not only for his own edification, but also to help raise awareness for orphaned children, and money to support adoption. He trains and competes as part of the Athletes for Adoption fundraising team. Learn more about the charity and the team at:

[www.athletesforadoption.org](http://www.athletesforadoption.org)

## Seen on Facebook: Blazing-fast new ultra track record

March 8, 2015, ultrarunner and Hammer Nutrition devotee Dion Finocchiaro set a new Australian record for the 6-Hour Track Race, covering an incredible 84.637 kilometers. About his nutrition, Dion said, “I used 2 Endurolytes capsules per hour, and alternated between HEED and Perpetuem at a rate of one bottle every hour. I also drank plain water as needed.” Congrats on the outstanding performance, Dion. *Hammer on!*



Dion Finocchiaro en route to a new 6-Hour Track Race record.

Photo: Patrick Ashkettle

Remember to tag your own social media posts for a chance to appear here in future issues!

#howihammer

## Overheard ...

*“There are days when I would be lost without Recoverite. Today is one of those days!”*

*“Getting ready for some serious nutrition in 2015.”*

*“Big training days need quality fuel!”*

*“Montana Huckleberry Hammer Gel is the bomb.”*

*“Thx to @hammernutrition, I got 99 problems but nutrition ain’t one.”*

*“Up early, drinking my cup of 53x11 Chain Breaker to start the morning off right!”*

*“These folks care about their customers.”*



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# TOP OF THE WORLD

## 57-year-old bikes 3,100 miles from Alaska's Arctic Circle back home to Colorado

BY GREG HERBERS

"You gotta be out of your mind!" That's the response I usually get when I tell people about my latest adventure. "Really? Why would you want to ride your bike home from the Arctic Circle?"

Years ago I caught an episode on the OLN Channel (Outdoor Life Network) about a guy who rode his mountain bike from Fairbanks, Alaska, to the Arctic Circle. At the time, I wasn't even aware that there was an accessible road to the Arctic Circle, let alone one you could easily travel on. The seed was planted, and finally at the age of 57, I began planning my journey — with one little tweak. Instead of riding from the Arctic Circle to Fairbanks, I would ride back to my home in Golden, Colorado.

As with most adventures, success lies in the planning.

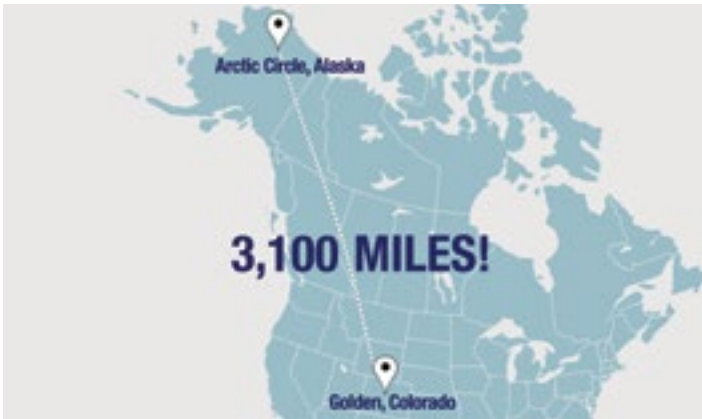
**The route:** Pretty straightforward — I would start at the Arctic Circle and ride south! The distance is roughly 3,100 miles, and I planned to do 50-60 miles a day. Finding detailed, and up-to-date road maps for some sections of the route was a

challenge. Some great books are available that detail possible routes from Alaska to the lower 48, but the route options through Alaska and Canada are very limited. I knew that including the Cassiar Highway section was a must, as was staying off major highways.

**Where to stay and eat:** I solved these challenges by convincing my wife to act as sag support. She drove an RV and leap-frogged me daily. At night we stayed at the nearest RV Park or a quiet roadside.

**Equipment:** Plenty of bike parts, tires, and tubes. I took two bikes: My mountain bike for sections of the dirt road above Fairbanks and my road bike for the remainder of the trip.

**Nutrition:** I was concerned about burning so many calories for a couple of months and possibly losing too much weight. I planned to follow my usual healthy diet and add some additional healthy carbs in the form of Hammer Nutrition products. Having our RV made it easier to eat healthy.



My fueling and supplementation regimen included HEED and Hammer Gel, as well as Premium Insurance Caps, Mito Caps, and Race Caps Supreme. Take my word for it, you don't complete a ride like this without quality products from Hammer working for you!

It took 2 1/2 months to make it home, and I learned a few lessons along the way. The Arctic Circle doesn't always have snow in June. A drive (by vehicle alone) to the Arctic Circle should be on your "to do" list. Bears usually don't chase a bike, but dogs do. Horses will attack an RV. People in cars don't always try to run over you; when you least expect it, they may hop out of their car, cheer, and applaud. The Cassiar Highway in Western Canada is possibly the best bike ride in North America. People in Montana drive the fastest. The wind does always blow in Wyoming (a head wind of course). And, it's a long darn way!

When asked if I would do it all over again, my response is, "Absolutely!" It was such an incredible journey. *[HN]*

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Greg and Angel "the Sagger" Herbers live in Golden, Colorado. Greg is an avid cyclist and mountaineer. Visit his blog at: [goobnsagger.com](http://goobnsagger.com)

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**Above, from top:** Alaska's Arctic Circle is remote but green when Greg and Angel arrive in June.

At the journey's start, Greg prepares to head south toward the Yukon River.

**Opposite page:** The ride through Wyoming's Tetons includes 20-mile climbs, 35 mph-downhills, and spectacular views.

**Photos:** Courtesy Greg Herbers

## BY THE NUMBERS

**Total miles:** "I don't know exactly. It wasn't my intention to make this journey about the miles. It was more about the feeling of freedom one gets by riding on an unknown road day after day."

**Days riding:** About 75

**Longest day:** about 80 miles

**Flats:** 2

**Tires:** 5

**Trips to bike shop for repairs:** 3

**Hammer products:**

**HEED** – (3) 80-serving jugs

**Perpetuem** – (3) 32-serving jugs

**Hammer Gel** – 100+ single serves

**Recoverite** – (2) 32-serving bottles

**Hammer Bars** – 4 boxes

**Premium Insurance Caps, Mito Caps, Race Caps Supreme** – daily

# IRONMAN FUELING SUCCESS

BY BRIAN FRANK & JOHN CAVOULAS

On August 3, 2014, a few days shy of his 64th birthday, John Cavoulas completed Ironman Boulder with a smile on his face as his family cheered him on. Just weeks earlier, John had contacted Hammer Nutrition, hoping for help. Although he had completed four previous IMs over the past 20 years, this time he was battling a nagging foot injury and he had zero confidence in his nutrition/hydration plan.

“The biggest WOW factor was Brian Frank himself, the founder of Hammer, working with me,” recalled John, a few months later. “Not just once or twice, but numerous times. How often does this occur? Brian’s calm, methodical, pragmatic advice resulted in the overall plan I would take into this adventure. The products speak for themselves. The Founder speaks to us ALL!”

Although John was a firm believer in Hammer products, he struggled with proper calorie, fluid, and electrolyte intake during workouts of two or more hours. He also had a habit of



Photo: Courtesy of John Cavoulas

doing workouts that were less than two hours with just water. These email excerpts tell the story of how John overcame those challenges to succeed at Ironman Boulder.

“Hammer’s products are only surpassed by Brian’s honest dedication and desire to see ALL of us, who throw our hats into the ring, use his products effectively to succeed in achieving our goals.”

July 7, 2014, 4:51 pm

Hey Brian,

I spoke to you this morning at great length about dialing in my nutrition and hydration for Ironman Boulder on August 3. It’s hard to believe the top dog would actually take time out of his busy day to talk to an old age group athlete customer ... I’ll get back to you with feedback re: the fueling and hydration.

John

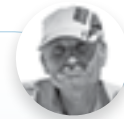


**July 8, 2014, 2:01pm**

Good morning Brian,

I followed your advice on my ride [30 miles] this morning and am cautiously optimistic. I used just 1.5 scoops of Perpetuem in about 16 ounces of water from one bottle, and carried a separate bottle with 16 ounces of water only. I usually don't eat at all on a two-hour ride, but I felt balanced and sustained throughout and had only a couple of burps. I probably could have had 2 scoops and would have been OK. I guess I need to find the right ratio of product to water in the one bottle ... suggestions? I am excited about finally using this product to my advantage!

**John**



**July 8, 2014, 2:37 pm**

Hi John,

Thank you for the feedback. I'm glad things went well. The goal is to find the LOWEST amount of calories that will keep you fueled and feeling strong. So, since you burped a couple of times, try going out on Thursday with just 1 scoop in about 8 ounces of water in one bottle, plus a full bottle [24 ounces] of plain water. See how you feel, and compare that to how you felt today. If you don't feel as strong, then you know that 0.75 scoops per hour is your "sweet spot."

Second, it's not a good idea to do short rides on zero calories and then try to go with a bunch of calories on long rides. So, unless you are going for a 30-40 minute spin or run, always bring calories — not too many (about 100-150 per hour) even on one- or two-hour workouts. This is especially important if you ever do sprint tri or other races of this duration. During training, fuel exactly like you do on race day and vice versa.

Good stuff, you are making great progress. Looking forward to your next update.

**Best Regards,  
Brian**



**Over the next several weeks, John experimented with different amounts of Perpetuem on training rides of two to five hours and up to 70 miles ...**



Photo: Courtesy of John Cavoulas

**July 21, 2014, 2:06 pm**

Well Brian, the time is almost here. I've decided on 0.60 scoops per hour with 5 ounces of water per scoop, as you suggested. Since I'm catching this on the taper down, I will not know till the day of the race if this will be enough for the full 112 miles. But my fueling has seemed much better.

I'm conservatively estimating the bike at seven hours. So, seven hours x 0.60 scoops/hour = 4.20 scoops of Perpetuem total. I will mix 2.1 scoops with 22 ounces of water to start, then at halfway I'll make a fresh mix of the same. After the swim, I'll eat a Hammer Bar while heading out on the bike. For the run I'll mix two 10-ounce fuel belt bottles with 3-3.5 ounces of Espresso Hammer Gel with water.

Well, what do you think? Any further suggestions? Thank you for getting me to this point with hydration and nutrition.

**John**



## A few days before the event Brian offered a few final tips ...



July 30, 2014, 9:45 am

Hi John,

I hope you had a nice weekend and got a lot of rest. The rest of this week before you travel, stay loose with 30-45 minute spins, 20-30 minute runs, etc. For your race, here are the big take-aways from our conversation last week, as I noted them:

- Set a recurring alarm, or just plan to do something every 15 minutes.
- At the top of each hour, drink, eat, take Endurolytes, etc.
- Have a plan A, B, and C, just in case. \*\*
- Be flexible with your fueling, and be ready to make changes on the bike or run according to how you “feel.”
- “Breakfast on the bike” is a great idea since you are not going to have breakfast before race start.
- Sleep in as much as possible. Get to the event with enough time check in, set up your transitions, etc.
- Have a Hammer Bar, extra Endurolytes, and a flask of Gel at special needs for the bike and run turn-arounds — just in case you need them. Stay with your plan of having unmixed bottles of Perpetuem and water to fill the bottle in your special needs bag. Good luck, have fun!

Best Regards,  
Brian

\*\*The A, B, C plans: Plan A was John's preferred amount of Perpetuem and Endurolytes each hour on the bike and run. Plan B was extra Hammer Gel and Hammer Bars in his special needs bags in case he lost his bottle or decided to abandon plan A. Plan C was to get to mile 20 on the run using any combination of A and/or B, and then bailing and using the on-course sugar/salt/citric acid drink.

July 30, 2014, 11:53 pm



Brian,

Your follow-up is appreciated and totally unexpected. The recurring alarm idea was “golden.” I used it on my last ride. The mind will drift through 112 miles and the alarm brings it back. My game plan(s) is in place and ready to bring my Ironman journey to completion successfully. Thanks again for the support.

John

## On August 3, 2014, John Cavoulas achieved his goal, completing Ironman Boulder with his family looking on. Eager to learn the results, Brian emailed John ...

August 11, 2014, 9:30 am



Hi John,

How was your day in Boulder? I hope it went well, but either way, I'd like to hear about it.

Best regards,  
Brian

August 11, 2014, 12:28 pm



Brian,

It was as good as it gets. It was not my fastest time but most certainly my best time! It was only fitting to have my family there to share the finish with me, since 20+ years ago they witnessed a DNF in my first one of these things.

I was well within myself all day. Thank you for helping me to understand how to use your products, and the benefits of flexibility — I used plans: A, B, and C! I've now brought this 20+-year Ironman journey to completion. I'll continue to swim, bike, and run as I have for years, but will try to mix it up a little. Thanks again for your support Brian. Whether you make it down here or I get up there, let's go for a ride.

John

August 11, 2014, 1:47 pm



Hi John,

Congratulations! That is awesome, and I'm so pleased that I could help you achieve your goal! Keep on Hammerin' and I'll look forward to the day we can ride together!

Best regards,  
Brian



John Cavoulas dials in his fueling to finish Ironman Boulder 2014.

Photo: Courtesy of John Cavoulas

# JEREMY JOHNSON'S RIVER ROUX HALF IRON RACE RECIPE



## DAYS LEADING UP TO THE RACE:

Race Day Boost

**PRE-SWIM:** Race Caps Supreme, Hammer Gel

**ON THE BIKE:** 1-2 Race Caps Supreme per hour; HEED

**DURING THE RUN:** 1-2 Race Caps Supreme per Hour; HEED

**AFTER THE RACE:** Chocolate Recoverite, Race Caps Supreme, Mito Caps, Super Antioxidant, AO Booster

**BEFORE BED:** Hammer Vanilla Whey Protein



## RESULTS

### 2nd Overall

*"It was only 32 degrees at the start, but warmed up close to 50 by the run. My legs felt great considering the cold conditions! As always, Hammer Nutrition products helped me prepare, race, and recover!"* – Jeremy Johnson

Johnson turned in a sizzling performance despite cold race day temps.

Photo: John Fell

**"I was able to push for a long time and not get sick thanks to Perpetuem! I also got my first overall division win!"**

- Cole Jaquette - Overall B winner at Round 3 of the AMRA Motocross Off-Road Championship Series in Wickenburg, AZ.



Photo: Cole Jaquette



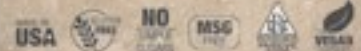
- Sustained energy
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- Prevents muscle fatigue

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\*Mix or match flavors



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# Overcoming injury

**Hammer athletes share nutrition and training tips for healthy recovery**

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BY VICKI HACKMAN

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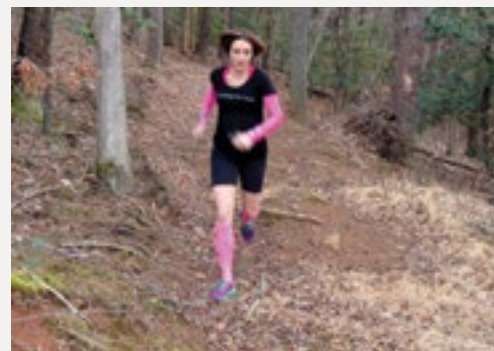
It happens in an instant. You're in the zone and feeling strong, on pace to hit a new PR, when life throws you a curve in the form of a stone, berm, or divot. In that split second, even before you hit the ground, you know your life is about to change.



# Training during pregnancy

Pregnancy is a perfectly natural phenomenon that at times can feel like a lingering injury. Here are a few tips from ultrarunner, nurse, and mother-to-be Amber Reece-Young, whose daughter Willow is expected in May. (*Note: Always consult your own medical professional prior to exercising during pregnancy.*)

- **Don't overheat.** "Exercise at a pace that allows you to talk. Dress to keep yourself and baby cool or warm, depending on the season," she says.
- **Stay hydrated/prevent cramps.** "I use more HEED during workouts and runs."
- **Fuel properly.** Reece-Young also uses Hammer Gel and Chocolate Recoverite.
- **Tread carefully.** During pregnancy, your center of gravity changes. Wear proper footwear, keeping in mind that you may need a larger size than usual due to swelling, she adds.



How fast you get back to racing form — without risking re-injury — depends on many things ... the severity of your injury, the state of your health, and how well you respond. Here's some hard-won advice from fellow Hammer athletes.

## Assess damage cautiously

The endorphins released during exercise are highly effective pain blockers, making it easy for athletes to underestimate the severity of their injury.

While skiing 20 years ago, Brian Brothers hit a mound, flipped, and landed on his head. "At the time I thought I sprained my shoulder. I even skied the next day," he says. Later he learned he had broken his collarbone and seriously damaged two disks in his cervical spine — an injury he's still working to overcome.

Before you get back in the saddle or return to the slopes after a hard fall, consult a medical professional.

**Maintain/boost protein intake** — Just as your body requires protein to repair muscle fibers after a workout, it absolutely needs the amino acids of protein to repair



traumatic tissue damage. "I've increased my protein intake with Hammer Whey protein shakes, Recoverite, and a high-protein diet to help build new bone," says Brothers, now recovering from spinal surgery.

Both products also contain glutamine, an essential amino acid believed to speed healing.

Hammer athlete Bailey Hinz is relying on Hammer Vegan Protein to help heal a broken clavicle and broken elbow after her accident during a triathlon last season.

**Increase tissue-repairing micronutrients** — Since hitting a berm, breaking his clavicle, and sustaining numerous tears and bruises at the Cyclocross National Championship in January, Fred Schmid "added a recovery level dose (up to 8 capsules per day) of Tissue Rejuvenator."



After her accident, Hinz added EndurOmega, AO Booster, and Tissue Rejuvenator to her daily supplement regimen "to give bones and muscles extra support." All three products also reduce inflammation and soreness. Boron, a key mineral for bone health, is also good for injury repair.

**Ease digestive troubles** — Many prescription meds have unpleasant digestive side effects, as Hinz discovered. She found Hammer Vegan Protein easy to handle, and "Hammer Digest Caps immediately helped get my system back in synch."

**Maintain strength and fitness with EMS** — "I have two Compex EMS units that are seeing increased duty," says Brothers, post-surgery. "I use them to maintain strength and endurance in my legs and to balance out the strength in my arms. Like a bicycle or good running shoes, the Compex EMS is integral to my training and recovery."

## PROGRESS REPORT

*Hinz:* Just a few days out from surgery, Hinz began long, slow daily walks. After a few weeks, she began workouts on the recumbent bike, and later the stationary bike and elliptical. She's on track to resume her normal routine three months after her fall.

*Schmid:* Soon after his injury, 82-year-old Schmid was back on his cross bike ("for a more upright sitting position"), wearing a figure-eight brace. Within three weeks he was riding his road bike without discomfort.

*Brothers:* Brothers says his complete spinal fusion will take a full year post-surgery, but "I'll be on the sidelines, cheering on my fellow competitors with Hammer Gel hand-ups. Bring on 2016!" **[HN]**

### Opposite page:

Bailey Hinz uses Hammer products to recover from a pair of fractures.

**Photos:** Bailey Hinz

**Top:** Amber Reece-Young continues to train and race through her pregnancy.

**Photo:** AmberReece-Young

### Above left:

Hammer helped Fred Schmid get back on his bike within weeks of his injury.

**Photo:** Fred Schmid

### Above right:

Brian Brothers recovers from spinal surgery, using protein and EMS.

**Photo:** Brian Brothers

# Sugar could be hurting your heart

## Studies link dietary sugar to cardiovascular disease

BY VICKI HACKMAN

You work out routinely, supplement daily, and load up on leafy greens twice a day. But if you're eating and drinking sugar at the rate most Americans are (an estimated 150 pounds per year!), you're sabotaging all of those healthy behaviors.

Consuming lots of sugar – especially the refined, simple sugars used in processed foods and many endurance fuels – has been linked to a host of health problems including many forms of cancer, diabetes, liver disease, tooth and gum disease, and arthritis. The American Heart Association (AHA) also warns of dangers to the heart and cardiovascular system. Check out these recent study results:

**Coronary heart disease** – A report from the Nurses Health Study showed that women who consumed diets with a high glycemic load (such as from desserts, white bread, and white rice) had an increased coronary heart disease (CHD) risk. Those in the highest 20% had a more than a two-fold increase in risk during 10 years of follow-up.

High fructose corn syrup (HFCS) may be the deadliest of all sugars when it comes to CHD. In one clinical trial, those who consumed HFCS developed higher risk factors for cardiovascular disease in just two weeks!

**Cholesterol** – Several studies have linked increased dietary intake of sucrose with decreased levels of high-density lipoprotein (HDL, the “protective”) cholesterol. Diets high in sucrose also are associated with elevated triglyceride levels. High-sucrose foods include baked goods, sugary sodas, sugar-sweetened coffees and teas, and sucrose-containing energy drinks.

**Hypertension** – Many animal studies have shown an association between sugar consumption and hypertension. For humans, one report suggested that



Studies show that consuming excess sugar can increase heart disease risk.

### NEED TO KNOW

Read more about the health problems linked to sugar consumption in the book *Suicide by Sugar* by Nancy Appleton, Ph.D. and G. N. Jacobs, available for sale on the Hammer Nutrition website. The “Advanced Knowledge” section of our site also contains numerous articles about the dangers of refined sugar.

increased sugar intake boosted the risk of coronary heart disease among diabetics who used diuretics.

### WHAT YOU CAN DO

You can minimize your intake of refined, simple sugars and help protect your heart by taking the following steps:

**Eat whole foods** – According to Laura Schmidt, Ph.D., a scientist at the University of California-San Francisco, sugar is added to 74% of all packaged foods! Make natural, unprocessed foods the foundation of your daily diet. Fill your shopping basket with fresh foods from the produce section, lean meats, nuts, plain yogurt, and a few non-wheat whole-grain foods (like brown rice or quinoa). Keep dairy products and fruit drinks/juices to a minimum.

**Learn to love unsweetened drinks** – Just say “no” to sugary sodas, sweetened teas, and flavored coffees. A single soda contains 8-9 teaspoons of added sugar. Instead, reach often for pure water, the very best way to hydrate, or water with a squeeze of lemon.

**Read the label of your endurance fuels** – If your fuel contains sucrose, dextrose, fructose, or glucose, you are fueling with a simple sugar (the equivalent of candy!).

Hammer Nutrition's Hammer Gel, HEED, Perpetuem, Sustained Energy, Hammer Bars, and Recoverite contain no added simple sugars — only complex carbohydrates guaranteed to deliver sustained energy without the potential adverse health effects of simple sugars. **[HN]**

# FUEL FOR THOUGHT

## SIMPLE SUGARS VS. COMPLEX CARBOHYDRATES



### Skratch LABS Exercise Hydration Mix

#### Ingredients:

Cane Sugar, Dextrose, Sodium Citrate, Citric Acid, Magnesium Lactate, Calcium Citrate, Lemon Juice, Lime Juice, Potassium Citrate, Ascorbic Acid

- 1 serving contains 20 grams (4 teaspoons) of refined sugar
  - 1 serving contains 360mg of sodium (16% Daily Value)
- Plus: Minerals chelated to citrate (citric acid)

Skratch LABS and Skratch LABS Exercise Hydration Mix are trademarks of Skratch LABS LLC.

Red text used for emphasis.



### Hammer Nutrition HEED

#### Ingredients:

Maltodextrin, Xylitol, Natural Flavor, Calcium Chelate, Potassium Chelate, Magnesium Chelate, Salt, L-Carnosine, Stevia, Glycine, Tyrosine, Manganese Chelate, Chromium Polynicotinate

- 1 serving contains 2 grams of naturally occurring sugar
  - Xylitol, a natural, plant-based sweetener, benefits oral health
  - Stevia is a natural sweetener extracted from plant leaves
  - 1 serving contains 45mg of sodium (<1% Daily Value)
- Plus: A full spectrum of amino-acid chelated minerals

## IT'S WHAT'S INSIDE THAT COUNTS!

You read labels at the grocery store, and you should do the same when it comes to sports nutrition. What you consume before, during, and after exercise is just as important as what's on the dinner table. Skip the simple sugars, excess sodium, and questionable additives found in other products. With Hammer Nutrition you can rest assured you are putting only the finest endurance fuels and supplements into your body. Fuel Right, Feel Great!®



**REAL ENDURANCE FUELS SINCE 1987**

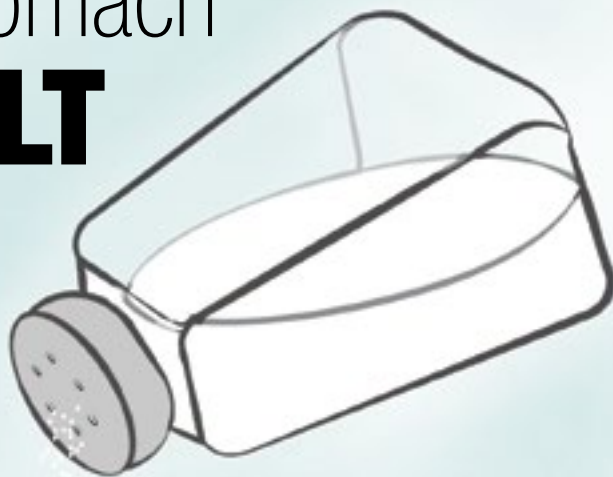
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# Why you shouldn't stomach **TOO MUCH SALT**

BY STEVE BORN



High salt consumption is widely known to be a leading cause of high blood pressure and cardiovascular disease. But here's another serious reason to carefully monitor your salt intake: Research has linked high dietary salt intake with an increased risk of stomach cancer — the world's fifth most common cancer. More than 950,000 new cases of stomach cancer were diagnosed in 2012 alone.

## The role of salt

*Helicobacter pylori* (*H. pylori*) infection is considered the primary risk factor for stomach cancer because it causes stomach inflammation, which can progress to stomach cancer. The *H. pylori* bacterium is found in the stomach of approximately two-thirds of the world's population.



Above: *Helicobacter pylori*, an unwelcome guest in the human stomach.  
Photo: [www.worldingayon.com](http://www.worldingayon.com)

Some researchers believe that high sodium intake could make the *H. pylori* bacterium even more dangerous. "Although we don't know exactly why salt increases the risk of stomach cancer, studies suggest it may encourage the growth of *H. pylori* and make it more toxic to the cells of the stomach," says Professor John Atherton, United European Gastroenterology Secretary General. "Most of us know that salt is associated with high blood pressure and

an increased risk of heart disease and stroke. However, I suspect very few people are aware that a high-salt diet may also increase the risk of stomach cancer."

The average daily salt intake for Americans 2 years and up — yes, starting as low as 2 years old — is a staggering 8,500 mg (3,400 of elemental sodium), vastly more than is necessary for health. Protecting both your cardiovascular health and your stomach can be as easy as lowering your salt intake, especially as found in packaged/processed foods. According to Dr. Bill Misner, "The evidence is compelling — we eat too much salt and are losing around 92,000 American people every year. Salt is highly addictive but taking it out of the diet can be done to reduce the taste addiction driven for sales of packaged foods to Americans." [HN]

## Excess sodium, what's the deal?

The American Heart Association (AHA) has spoken out strongly in response to a recent report suggesting that high sodium intake isn't so bad after all. According to the AHA website: "Some newer research questions the link between sodium consumption and health problems, but as the American Heart Association reiterated previously, the connection is well-established and Americans should still be cutting back on salt. ... Much of the research that questions sodium intake and health problems relies on flawed data ... [or studies that were] poorly designed to examine the relationship between sodium intake and the health outcome of interest." Read more at [www.heart.org](http://www.heart.org)

The AHA says that most people consume about 3,400 mg of sodium a day, "more than twice the 1,500 mg recommended" for the average person. Those who lose large amounts of sodium in sweat, including competitive athletes, can safely consume a bit more sodium per day, says the AHA. Hammer Nutrition advises athletes to consume no more than 2,300 mg of sodium daily. For dozens of in-depth articles on the dangers of salt consumption, visit the Knowledge section of the Hammer Nutrition website: [www.hammernutrition.com](http://www.hammernutrition.com)

"Protecting both your cardiovascular health and your stomach can be as easy as lowering your daily salt intake."

# FUEL FOR THOUGHT

## SODIUM CONTENT & ARTIFICIAL VS. NATURAL INGREDIENTS



### NUUN Active Hydration

**Active ingredients:** Electrolytes (Sodium, Potassium, Magnesium, Calcium) Vitamin C, Vitamin B2

**Other ingredients:** Citric Acid, Sorbitol, Natural Colors Flavors, Polyethylene Glycol, Sodium Benzoate, Acesulfame Potassium, Riboflavin-5-phosphate

- 1 serving contains 345mg of sodium (14% Daily Value)
- Polyethylene Glycol is a petroleum-derivative compound sometimes used in antifreeze, laxatives
- Acesulfame Potassium is an artificial sweetener

Nuun and Nuun Active Hydration are trademarks of Nuun & Company, Inc. Red text used for emphasis.

### Hammer Nutrition Endurolytes Fizz

**Active ingredients:** Electrolytes (Sodium, Potassium, Magnesium, Calcium, Chloride) Manganese, Vitamin B6, L-Tyrosine

**Other ingredients:** Citric Acid, Natural Flavors, Sorbitol, Stevia, Wheat Germ Oil

- 1 serving contains 200mg of sodium (9% Daily Value)
- Wheat Germ Oil is a gluten-free\*, unrefined, natural oil that is obtained from the germ of the wheat kernel
- Stevia is a natural sweetener extracted from plant leaves

\*There are less than 5 ppm (parts per million) gluten in wheat germ oil; the FDA defines gluten-free as a gluten concentration of 20 ppm or less.

## IT'S WHAT'S INSIDE THAT COUNTS!

You read labels at the grocery store, and you should do the same when it comes to sports nutrition. What you consume before, during, and after exercise is just as important as what's on the dinner table. Skip the simple sugars, excess sodium, and questionable additives found in other products. With Hammer Nutrition you can rest assured you are putting only the finest endurance fuels and supplements into your body. Fuel Right, Feel Great!®



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## EPIC

## WORKOUT/RACE SUPPLEMENT PLAN

**Follow this tried-and-true program  
for winning results**

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BY STEVE BORN

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I'm frequently asked by athletes, "What supplements do you personally take before, during, and after an ultra endurance event?" For truly epic events — whether cycling, running, or multisport — smart supplementation can yield tremendous results. You can expect more efficient energy production, increased stamina, reduced fatigue and cramping, and speedier recovery.

Here's the plan I use for epic rides, like the 130+-mile, mega-climbing Highline Hammer loop through Glacier National Park. (For important notes about this plan, first read "Need to Know," p. 23.) Based on the enthusiastic feedback I've gotten from other athletes, I believe you'll be happy with the results, too.

**30–60 minutes prior**

**Race Caps Supreme** – Contains CoQ10, idebenone, vitamin E, and other nutrients, which are key for energy production. It's also also a tremendous source of antioxidants. Take this product before exercise to give your body a head start on free radical neutralization.

**Mito Caps** – Provides the nutrients necessary for optimal mitochondrial function, which is vital for energy production and overall health. It helps your body use the calories from fatty acids as fuel more efficiently, while also increasing the volume and activity of substances involved in producing energy from food and oxygen. R-alpha lipoic acid (r-ALA) is also a superb antioxidant.

**Anti-Fatigue Caps** – Supplies two nutrients — potassium/magnesium aspartate and ornithine alpha-ketoglutarate (OKG) — that help neutralize the negative effects of excess ammonia, a primary culprit in premature fatigue.

**Endurance Amino** – Contains specific amino acids, headed up by the branched-chain amino acids (BCAAs), that help delay fatigue, enhance endurance, minimize muscle tissue breakdown, and provide antioxidant support.

**Endurolytes** – Taking this full-spectrum formulation of electrolytes before a long workout or race provides a "preemptive strike dose," so you won't have to take any during the first 60 minutes of the event.

**Left:**

Steve Born puts it all together while climbing Mt. Lemmon, below Windy Point, in Arizona.

**Photo:** Brian Frank



## Every hour during

**Race Caps Supreme** – Like “replacing the spark plugs” in your body, taking Race Caps Supreme helps ensure consistent energy production during prolonged exercise. You also get powerful protection against fat soluble-based free radicals.

**Mito Caps** – Maintains optimal mitochondrial function for more efficient energy production and free radical neutralization. Plus, the r-ALA component helps maintain proper glucose metabolism, which is beneficial during exercise.

**Anti-Fatigue Caps** – Supplies potassium/magnesium aspartate and OKG to help neutralize the effects of fatigue-causing excess ammonia accumulation.

**Endurance Amino** – Provides your body with BCAAs to help prevent muscle tissue breakdown, resulting in decreased ammonia accumulation, less fatigue, and less need for muscle tissue repair post-exercise. Also supplies your body with l-alanine, which your liver can convert to glucose for energy as needed, and the powerful antioxidant glutathione.

**Endurolytes (regular, Fizz, or Extreme)** – Replenishes the electrolytes necessary for optimal performance of many important body systems and helps prevent cramping. (The specific product and amount to use will depend on your daily sodium intake, acclimation, and environmental conditions.)

## After (with Recoverite)

**Premium Insurance Caps** – Replenishes the vitamins and minerals depleted during exercise and supplies key antioxidants to enhance immune system function.

**Race Caps Supreme** – Supplies the antioxidants CoQ10, idebenone, and vitamin E; all three are also tremendous “heart health” nutrients.

**Mito Caps** – Provides significant antioxidant support from several nutrients.

**AO Booster** – During prolonged events, you burn a lot of fat to satisfy energy requirements, which means you’re producing a massive amount of fat-soluble free radicals. AO Booster neutralizes the negative effects of these free radicals by providing a wide range of fat-soluble antioxidants — the entire vitamin E “family,” lutein, and astaxanthin. Anti-inflammation is an additional benefit.

**Super Antioxidant** – The antioxidant nutrients in this product also have circulation-enhancing benefits. They help accelerate the clearance of metabolic waste by-products accumulated during prolonged exercise.

**Endurance Amino** – Gives your body a nice dose of BCAAs to augment what you receive in Recoverite, as well as the potent antioxidant glutathione.

**Chromemate** – Research suggests that athletes who consume chromium polynicotinate (Chromemate) along with ample carbohydrates shortly after exercise experience a significant increase in glycogen synthesis. Taking Chromemate with Recoverite helps maximize glycogen synthesis/storage, which is vital to recovery.

**Xobaline** – Contains B12 and folic acid, best known for their role in the production of red blood cells. These nutrients also are involved in protein utilization and RNA and DNA synthesis. Supports enhanced recovery.

**Boron** – Helps restore and normalize exercise-depleted hormones and enhances boneh

That’s my “epic workout/race” supplement program. Give it a try and let us know how it works for you. I’m sure you’ll be pleased with the results. [HN]

## NEED TO KNOW

The ideal product amounts to take before, during, and after exercise can vary individually, based on body weight and activity level.

For suggested product amounts, please refer to our product pages or the *Little Red Book/ Product Usage Manual* (a free PDF download) at: [www.hammernutrition.com](http://www.hammernutrition.com)



For “digestively challenging” forms of exercise, such as running, I suggest starting slowly and gradually increasing the number of products, and the amounts, you take. You’ll find a much more in-depth version of this article, “Epic Sessions,” under the “Advanced Knowledge” heading.

**Turn back the clock**

Mito Caps offers anti-aging benefits. Take care of your mitochondria, and they'll take care of you!

- Improves energy production
- Superior antioxidant support
- Improves fat metabolism

MSRP  
\$24.95 - 90 Capsules

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BRIAN'S SPRING

# FAVE

## PHYTOLEAN

**The proof is in the potty!**

BY BRIAN FRANK

Since its introduction last year, Phytolean has been a popular item among our clients and a constant in my refrigerator. Like many of you, I tend to over-consume calories in general and starchy carbohydrates specifically. I believe that a big part of this product's popularity is its visible effectiveness.

"Each 1,000mg, 2 capsule dose will block roughly 100 grams of starchy carbohydrates – or about 4 ounces."

Phytolean gives me a potent tool to accelerate my weight loss as I restrict calorie and starch intake to reach my ideal weight, which unfortunately has become a springtime ritual. Unlike some supplements that make you wonder whether the product is actually working or if it's merely the power of suggestion, Phytolean produces visible results within 24 hours. To put it as tactfully as possible, let's say that the first time you eliminate after taking 2 capsules with a typical starch-rich lunch/dinner, you'll notice a significant increase in volume.

### Why Phytolean works

In slightly more technical terms, Phytolean's active ingredient, *Phaseolus vulgaris*, is a potent alpha amylase inhibitor. This is the enzyme that is primarily responsible for breaking down starch. Blocking this enzyme activity causes starch to pass through you like a fiber. Since *Phaseolus vulgaris* blocks roughly 100 times its weight in starch, each 1,000mg, 2 capsule dose will block roughly 100 grams of starchy carbohydrates – or about 4 ounces. That's the equivalent of a typical serving of starchy pasta, potatoes, rice, etc.



### How to use Phytolean

Take 1-2 capsules prior to a meal, especially if high in starchy carbohydrates.

To further assist in fat weight reduction, we complemented Phytolean's starch blocker with a potent fat burner, raspberry ketone. The effectiveness of this clinically proven nutrient warrants its inclusion.



### For maximum results

As I mentioned earlier, Phytolean is a tool that can help you get where you want to go faster. It's not intended to be a crutch. I've spoken with a couple of clients who actually gained weight while using this product because they thought it gave them a "free pass" to consume starches, and then ate them even more freely than they did in the past. This is not the intended use of this product.

The best way to use Phytolean is in conjunction with a thoughtful plan to moderate starch intake, especially at midday and evening meals. When used in this manner, you will find its effectiveness to be profound and highly rewarding.



# Sometimes you need a spare tire.



*"I am down 6 pounds since I started taking Phytolean. I would recommend it to anyone!"* -online reviewer

# Sometimes you don't.

***Lose extra weight just in time for race season with Phytolean!***



- Blocks starch absorption
- Enhances fat burning
- Decreases fat absorption
- Optimizes blood sugar levels



120 Capsules - **\$34.95** 3 or more **\$29.95** ea



**FREE HAMMER WHEY!**  
Purchase Phytolean and get a packet of Hammer Whey FREE!\*

\*Use Promo Code: EN94PL Limit one per customer. Offer Expires 6/5/15. 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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# 5 SIGNS OF CHRONIC DEHYDRATION

**Know your body's warning signals of inadequate daily fluid intake**

BY JAKE GRILLEY

Thirst is your body's natural cue that it's time to drink more fluids, right? Wrong. If you're drinking water only when you feel thirsty, you are likely living in a constant state of dehydration.

By the time your brain signals you to drink up, your body has already lost approximately 2-3% of its overall water volume, and both athletic performance and overall health have been hampered.

In a University of North Carolina report, nutritionists cite the myriad of effects even mild chronic dehydration can have on endurance athletes. "Individuals engaging in rigorous physical activity will experience decrements in performance related to reduced endurance, increased fatigue, altered thermoregulatory capability, reduced motivation, and increased perceived effort," the report states.

That laundry list of side effects from inadequate daily fluid intake should send chills up the spine of any endurance athlete. Even scarier is the fact that the more your body acclimates to a state of chronic dehydration, the more it loses

sensitivity to water deprivation. In other words, you won't be thirsty when you should be.

## KNOW THESE WARNINGS

Thirst, however, isn't your body's only alert that its water reserves are consistently too low. Check out these five warning signs of chronic mild dehydration:

**1 Headache** – Water, not aspirin, is likely your best defense against a mild headache. Experts suggest that nerve endings in the brain trigger pain signals as a response to both the excess metabolic waste and the decreased blood and oxygen flow caused by chronic mild dehydration.

**2 Impaired mood and cognitive function** – According to a University of Connecticut study, both men and women had difficulty with mental tasks and working memory when mildly

dehydrated. Both groups also experienced increased fatigue, tension, and anxiety with the symptoms "substantially greater in females than in males, both at rest and during exercise."

## Proper daily hydration

Adequate daily hydration will help you stay strong and healthy before, during, and after exercise. Aim for 0.5-0.6 ounces of water per pound of body weight in addition to the average 20-25 ounces per hour you are drinking during exercise. You can include coffee and tea as part of your daily fluid intake but make the vast majority of your hydration pure, clean water.

**3 Allergies** – Experts suggest that mild dehydration can cause a concentration in histamine levels and immune system deficiencies, which often manifest in allergy symptoms.

**4 Digestive problems** – Water is an essential part of the digestive system. Experts agree that both acid reflux and constipation can be triggered by dehydration.

**5 Food cravings, especially for sweets** – Often your body can misinterpret its own signals. Thirst signals, particularly those that are consistently ignored, can show up as food cravings — with an urge to indulge in sweet or salty snacks being most common. [HN]

WHEN IT COMES TO FUELING FOR ENDURANCE SPORTS,

# WE WROTE THE BOOK!

# 5 SOS

Secrets of Success  
for Endurance Fueling

NEW!



**HAMMER**  
NUTRITION

Fuel Right, Feel Great!  
Undiscovered Since 1987

## 5 SECRETS OF SUCCESS

FOR ENDURANCE FUELING

- All-new for 2015
- Reads quick and the info sticks
- Free to our customers

Nearly 30 years ago, we literally began writing the book on endurance fueling, and here it is! Get the exclusive Hammer Nutrition knowledge you need to succeed, distilled into an easy-to-read, FREE guide that will change the way you train and compete.



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**Calories Count - What and how much to consume during exercise**

...available during exercise—no longer as relative intake as within the recommended 120-180 cal/hr range. (It is a measure of the speed at which the body burns down a carbohydrate into glucose.) But while carbohydrate clearance is linked to muscle fiber activity, it does not come down to us as a simple formula. The way you eat, drink, and breathe can have a significant impact on the way you perform. The key is to find the right balance of carbohydrates, fats, and proteins in your diet. The key is to find the right balance of carbohydrates, fats, and proteins in your diet. The key is to find the right balance of carbohydrates, fats, and proteins in your diet.

Secret #2  
**CALORIES COUNT**  
What and how much you consume during exercise can be the difference between a DNF.

**Our recommendations**  
Consume 120-180 calories per hour of your complete carbohydrate, such as carbohydrates, and simple sugars or a blend of 1:2 ratio, your best overall calorie intake is a ratio of about 1:1 carbs to protein.

**Fuel lean: 120-180 cal/hr**

**FACT:** Your body can't process calories in an amount that approaches what it expends during athletic activity. If you want to enhance your best performance, you need to follow the "Carb-to-Protein" ratio, as recommended by some "experts". Instead, replace calories in your carbohydrate intake. Your body will really make up the difference. For most athletes, 120-180 cal/hr will be the ideal range. Your calorie intake can have a significant impact on your performance. In very rare instances, more than 1000 calories per hour. It's always better to err on the side of taking a calorie, as you can always really eat them.

10 SECRETS OF SUCCESS

# 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 the importance of smart fueling and nutrition applies to far more than cycling and running!

## X-Alps: high-flying challenge

BY HONZA REJMANEK

I began flying paragliders as a 17 year-old, back in 1993. In 2007, I participated in my first X-Alps, an exhausting two-week hike and paraglide race that covers 600 miles from Salzburg to Monaco. I've now competed in four of these X-Alps; this summer I'll compete in my fifth.

Each attempt has been unique, grueling, and euphoric. Though I enjoy pushing myself, in normal life I do not reach the state that I find myself in after a week or more of the X-Alps. It's an intense, fatigued, sleep deprived, emotional state in which flying and walking happen only because they are second nature and do not demand conscious thought.

Ecstasy and frustration take turns in my head as I attempt to navigate through confusing topography. Crossing some of the most scenic terrain on Earth in this primal and semi-delirious state is very addicting. That's why I keep coming back for more.

My racing fuel consists of Hammer Bars, lots of Hammer Gel, HEED, and Perpetuem — all consumed while hiking and in flight! I also take Premium Insurance Caps, Tissue Rejuvenator, and Endurolytes throughout the day. After dinner I like to drink a bit of Recoverite before crashing into sleep. The crazy thing is that you continue racing in your dreams! To me the X-Alps combines two of my favorite activities: flying and hiking in the mountains. I find it to be the perfect game!



### Above and Right:

Honza Rejmanek trains around Mount Tamalpais State Park near San Francisco.

Photos: Myke Hermsmeyer



## Hunting: the long haul

BY ED HIRSCH

An alarm goes off several hours before sunrise. It's the big day. I've been training all year for this. Breakfast is coffee and a Hammer Bar — Oatmeal Apple. The ingredients came from the land, not a chemistry set, and that matters. This sport fosters respect and appreciation for what nature provides.

Suit up. Every sport has its uniform. It's 14 degrees now, but they say it'll hit 40 by noon. Layers are key. Turn on a headlamp, double check my gear, take a swig of HEED (Mandarin Orange), and then get moving.

Marathoners might recognize this ritual, but my finish line is a bit more ... elusive. It's the first day of hunting season and there are only 12 hours of daylight left!

Hunting is a physically demanding endurance sport. I'll cross miles of pathless wilderness, chase bobbing white tails over mountain peaks, then crawl on my hands and knees the length of a football field, only to spook my quarry too soon. To save weight and stay sharp I carry Hammer Bars for meals, Hammer Gel for snacks, and HEED for hydration. Nothing boosts flagging spirits like a Nocciola Hammer Gel.

If I'm skillful, steadfast, keen-eyed, and lucky, I might bring home a freezer full of healthy, preservative-free meat. When I do, I'll carry it out on my back across those same high ridges or long prairie miles. Most days I won't, though. And that's all right. There are plenty of other wide-open spaces to explore. Hammer on.

**Right and Below:**  
Ed Hirsch hunts outside of Havre, Montana.

**Photos:** Myke Hermsmeyer



# ASK HAMMER NUTRITION

BY ENDURANCE NEWS STAFF

**Q:** Since the big chain stores have been busted for selling fake supplements, can Hammer Nutrition convince me of the integrity of its products and their sources?

**A:** If Hammer Nutrition products didn't contain precisely what we say they do, and if they didn't do exactly what we say they will, we would not have remained in business for long. The fact is, Hammer Nutrition has been in business for 28 years and we continue to grow. If our products were formulated with fake or inferior ingredients, we would not have a following of tens of thousands of extremely loyal endurance athletes who regularly report their success with our products.

All of us here at Hammer Nutrition use our products daily.



Like you, we care about our health, and would not consume supplements or fuels that contained anything but the highest quality ingredients.

We encourage you to read our “Core Values” statement on the Hammer Nutrition website, and take to heart this excerpt: “Every one of our products is 100% research based, extensively field tested, composed of the highest-quality U.S. and European ingredients, and manufactured in accord with the strictest manufacturing practices in the world.

Every ingredient is carefully selected for complete efficacy and provided in amounts that will deliver real benefits and the promised results.”

In addition, please read our “Commitment to Quality” and the FAQ “What are your quality control procedures?” (especially “Obtaining the finest ingredients”) — both also on the Hammer Nutrition website. We're certain that after reading this information you will be completely comfortable and confident using any Hammer Nutrition product.

**Q:** Is it OK to take REM Caps regularly?

**A:** Yes! Because its main component, melatonin, has such potent antioxidant/potential anti-aging benefits, taking REM Caps on a regular basis — every night, in fact — is an excellent strategy. Melatonin neutralizes/detoxifies numerous free radicals, including the highly toxic hydroxyl radical, and stimulates the synthesis of antioxidant enzymes including glutathione peroxidase, glutathione reductase, and superoxide dismutase.

Studies involving both men and women show that melatonin may help lower high blood pressure, one of the leading risk factors for stroke. In one study, while daytime blood pressure readings remained unchanged compared to placebo, melatonin supplementation significantly decreased nighttime blood pressure without modifying heart rate.

Perhaps melatonin's most impressive benefits come via its ability to help protect against a number of cancers, including breast cancer, liver cancer, and prostate cancer.



A 2004 study suggests that migraine sufferers may be able to reduce the frequency and severity of their headaches by using melatonin. In this study, a 3 mg dose of melatonin (the same amount in 1 REM Caps capsule), was given 30 minutes prior to bedtime for three months. Of the patients who completed the entire study, more than two-thirds experienced at least a 50% reduction in number of headaches per month, with the added bonus of

the intensity and duration of their headaches decreasing. Researchers attribute this to melatonin's anti-inflammatory and free radical-scavenging abilities.

Melatonin supplies a plethora of benefits besides its effectiveness as a sleep aid, suggesting that daily use of REM Caps is well worth consideration.

**Q:** In addition to PSA Caps, what other Hammer Nutrition products will help maintain good prostate health?



**A:** PSA Caps is indeed the “cornerstone” product for optimizing prostate gland health. Taking 1 capsule in the morning and 1 capsule at night (60 minutes apart from meals) provides a highly effective dose of eight powerful, all-natural nutrients that work synergistically to provide wide-ranging support.

These other Hammer Nutrition products also provide powerful prostate health benefits:

- **Boron** – Over a decade of research has shown that this trace mineral can reduce the risk of prostate cancer. DOSE: 1 capsule daily with or without food
- **EndurOmega** – Several studies have shown that increased levels of EPA and DHA — the two fatty acids found primarily in fish and

fish oil supplements — are correlated with a decreased risk of prostate cancer. DOSE: 2 softgel capsules, two to three times daily with food.

- **AO Booster** – Provides all eight components of vitamin E, with a primary emphasis on the all-important gamma tocopherol fraction, which has been shown to provide a significant protective benefit against prostate cancer. AO Booster also contains astaxanthin, which research has shown to help decrease levels of harmful dihydrotestosterone (DHT). DOSE: 1 capsule twice daily with food
- **REM Caps** – Research in 2014 found that men who had higher levels of melatonin (a main component of REM Caps) had a 75% reduced risk for developing advanced prostate cancer compared with men who had lower levels of melatonin. DOSE: 1-2 capsules prior to bed

**“I can really tell the difference with my recovery and my increased energy levels.”** - Jeremy J.

- Helps reduce soreness
- Helps reduce free radicals
- Helps improve circulation



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60 Capsules - \$34.95  
3 or more - \$30.95 ea.

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# RUNNING THE RANN



## India's new 100 miler offers extreme challenge and great reward

BY DAMIAN STOY

**R**un the Rann, a new 100 miler in Dholavira, India, proved to be the most painful yet rewarding ultra I've ever run. With GPS orienteering, desert heat, steep cliffs, salt flats, and thorny vegetation, this race is uniquely challenging.

### Fueling for a 2nd place finish

I love 100 milers because so many unexpected things can and do happen. Being successful requires solid training, nutrition, and, sometimes, even creativity. This race was no different. Around mile 30 I had run more than three hours without water because of a missing aid station. As temperatures approached 100 degrees F, I became very dehydrated. Finally I reached an aid station where I felt sure I would quit. Luckily, I was able to rehydrate with HEED and get back on my feet.

"Even under adversity, I stayed positive and made the right decisions, especially about nutrition..."

Often I have some digestive issues during a 100-mile race, but this time I had absolutely none. Early on I consumed about 2 Hammer Gels an hour. Later I switched to Perpetuem and Hammer Bars, which worked perfectly for me. I also diligently consumed 2 Endurolytes an hour.

I was fortunate to run with ultra veteran Linda Doke throughout the night. My favorite part was running across the extensive white salt flats illuminated by a nearly full moon. Linda and I finished in 2nd place in over 32 hours. Considering the race's difficulty, I was extremely happy with my performance.

I attribute my successful performance to my years of experience racing ultras. Even under adversity, I stayed positive and made the right decisions, especially about nutrition, which is so critical for 100 milers.

### Week after: hiking the Himalayas

After the race, I headed to the Himalayas where I hiked and camped for a week at above 12,000 feet elevation. I was amazed that I was able to hike 20-mile days with a heavy backpack so soon after the 100-miler. Luckily I had a bunch of Hammer Bars to fuel me during this part of my adventure, as well as Tissue Rejuvenator to help me recover quickly.

If you get a chance to go to India, I recommend checking out Run the Rann. It's a race you will never forget. **[HN]**

Photos: Courtesy of uphillmg.com



## Going the distance without injury

I used to suffer from many chronic running injuries. In fact, several doctors and physical therapists advised me to give up running completely. But after making a few specific changes, I've been able to run more than 30 ultras (winning eight of them) and have been injury free for 10 years. Here are some of my tips to help you run with fewer injuries.

- 1. Improve your running technique.** One way is to increase your cadence. Most runners should run at about 170-180 steps per minute.
- 2. Improve your nutrition.** I eat a wholefoods, plant-based diet that helps me recover quickly and perform well. I also recommend taking Hammer Nutrition's Tissue Rejuvenator daily.
- 3. Train smarter, not harder.** Quality is more important than quantity. Training with this philosophy can prevent burn out and decrease injuries. Plus, you'll enjoy running more.

Damian Stoy, the founder of Wholistic Running, is a coach, professional ultrarunner, biomechanics specialist, and nutritional consultant. Check out his site at [www.wholisticrunning.com](http://www.wholisticrunning.com)



**Opposite:** Damian Stoy pushes on through the night during India's brutal 100-mile ultra. **Above:** Stoy strategically assembles his pack with Hammer fuels and supplements

Photo: Courtesy of uphilleng.com



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***"Tissue Rejuvenator alleviated soreness in my Achilles tendon. I ran back to back 20 milers last weekend. Thanks to Hammer products, I've felt amazing!"***

- Travis McWhorter

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- Supports joint integrity
- No NSAID side effects

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Shown above, Travis McWhorter trains in the Sandia Mountain foothills of Albuquerque, New Mexico.  
PHOTO: COURTESY TRAVIS MCWHORTER

# CARBO LOADING: **NOW IS THE TIME!**

Think post-workout  
replenishment, not  
prerace pasta

BY STEVE BORN

With the first of your key races just around the corner, you're probably fine-tuning your training and nutrition to give yourself every advantage possible on race day. But have you begun carbo loading? If not, you should start now — not the night, or even the week, before your race.

**You may be thinking, “Carbo loading? Now? Are you crazy?”**

Hear me out, though. True carbo loading throughout your entire training season will result in noticeably higher quality training sessions and better race performances. You'll also be recovering optimally between all of your workouts, which is equally important to race day performance.

The only way to truly carbo load is to do it g-r-a-d-u-a-l-l-y. Think of it this way: When you start your training season, you don't bust out with hill repeats and high-intensity speed work from the get-go, do you? No, you do base miles, and then gradually increase the duration and intensity of your training so that your body becomes more accustomed to the stress you put on it. Additionally, you don't wait until the week before the race to start training, do you? Of course not!

These examples can be applied to carbo loading as well, which is more appropriately defined as maximizing muscle glycogen stores.

## **Muscle glycogen? What's that?**

When you begin a workout or race, the primary fuel your body uses for the first 60-90 minutes or so is known as muscle glycogen, a glucose polymer (complex carbohydrate) that contains 10s of thousands of glucose units arranged in branched chains. As your stores of muscle glycogen become depleted, your body switches over to burning fat reserves along with carbohydrates and protein consumed during exercise. You've got only a finite amount of this premium fuel, but its importance is hard to overstate. In fact, several studies have shown that pre-exercise muscle glycogen level is the most important energy determinant for exercise performance.

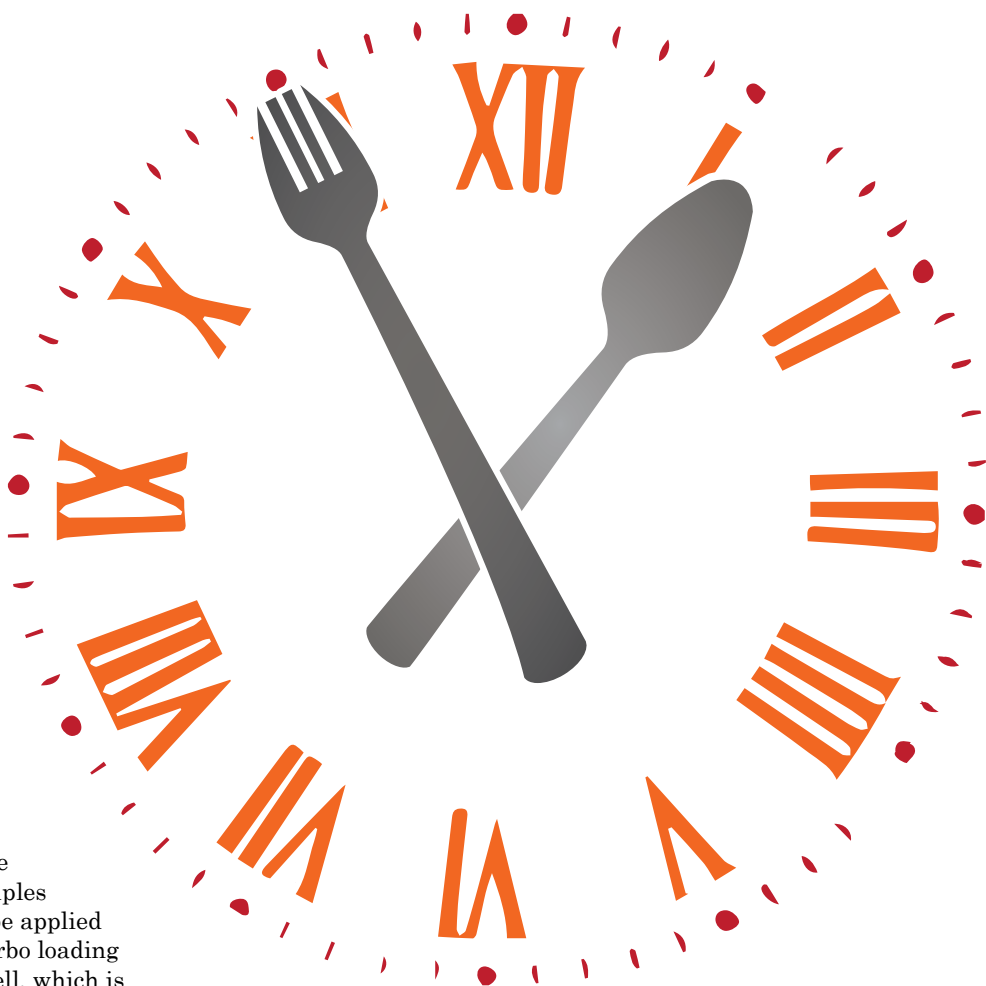
## **Maximizing glycogen stores is easy!**

Here's all you need to do:

1. Train intelligently and consistently.
2. “Refill the tank” with high-quality carbohydrates and protein ASAP after all of your workouts.

That's it! That's what true “carbo loading” is all about. It is NOT what or how much you eat the week or the night before the race. It is the replenishment of carbohydrates and protein within the first 60 minutes after ALL of your workouts in the weeks and months leading up to the race.

Maximizing muscle glycogen stores (carbo loading) is a gradual process that takes several weeks to happen. It cannot be truly achieved in the week leading up to the race.



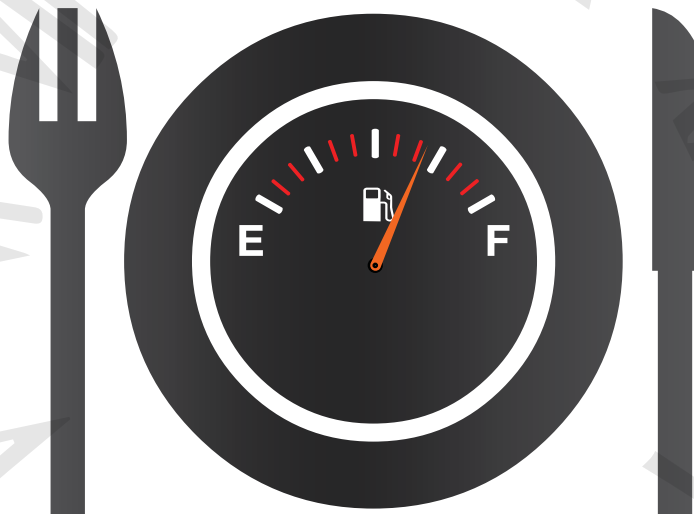
### How it works

Along with insulin, the enzyme glycogen synthase converts food carbohydrates into glycogen and stores it in muscle cells. This also drives the muscle repair and rebuilding process. However, to maximize the recovery process, you must take advantage of glycogen synthase when it's most active. Carbohydrate replenishment as soon as possible after exercise, when your body is most receptive to carbohydrate uptake, maximizes both glycogen synthesis and storage.

The oft used phrase "strike while the iron is hot" absolutely applies to recovery. So before you get out of your sweaty workout clothes, before you hit the shower, and before you get horizontal, put some fuel back into your body. Do that now, when glycogen synthase is most active, and you will enjoy a HUGE advantage over the athletes who blew off post-workout refueling or waited too long to do it.

### What to do

Give yourself a major advantage in all of your training sessions, and especially on race day. Put quality nutrition into your body as soon as possible after all of your workouts. Recoverite or Hammer Whey + a quality carbohydrate source will help you "refill the tank," effectively replenishing and maximizing muscle glycogen stores. That is the true definition of "carbo loading." If you haven't started already, begin the process now. Your body will thank you, and the quality of your workouts and races will prove it. [HN]



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— AMANDA H. / CLIENT

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Vanilla, Chocolate, Strawberry

# CHOOSING AN EMS DEVICE THAT IS RIGHT FOR YOU

## A comprehensive guide to the Globus and Compex brands and models

BY BRIAN FRANK

If you are like a lot of athletes who have been reading and hearing about EMS devices with increasing interest, but have been stymied by the various models that are offered, this article will help by explaining some of the differences between the models and the two brands.

If you did not get an EMS unit for strength training during the off season, now that spring is here, you will need one to accelerate your recovery from the higher volume of training and to address muscle strength imbalances before you get to the heart of your season.

### Starting at the top

The top end Globus model, the Premium Sport Plus, is a great unit. What sets it apart from its junior models, the Sport and the Fitness, are the two programs that I wrote back in 2008.

One of them is the Ultra Endurance program for ultrarunners and cyclists. This 55-minute program simulates about eight to 10 hours on the bike, or five to six hours of running! It works in the 30-50 hertz range, the very upper limit of the slow twitch muscle fibers.

The other unique program is called Stretch/Relax. It's a specific program for low back tightness that results from sitting on the bike for very long periods of time. It's a "feel good" program that focuses solely on muscle



An athlete uses an EMS unit during USMS Nationals in Omaha in 2010. Photo: wadleyphotography.com

decontracture and endorphin release. Just what I need after a long day in the saddle.

Aside from these two programs, the Compex Sport Elite and the Globus Premium Sport Plus share the same eight key programs: Endurance, Resistance, Strength, Explosive Strength, Active Recovery, Massage, Pre-Warmup (actually the best for enhancing circulation, thus also the best for injury rehab), and Potentiation. Each model has a couple more programs, as well. These two models represent about 80% of the units we sell and work best for most athletes because of their wide range of programs.

Moving down the range, the Compex Performance does not have the Massage program, but the Globus Fitness model does, which is one of my favorites. Neither

model has the Explosive Strength program, which is akin to plyometrics and works at 150 hertz, the very top end of fast twitch muscle fibers, and is essential for any sprint training or speed work replication. They also do not have the Potentiation program, which is a 3:47 program used just prior to an all out sprint — think 5K run, or cycling time trial.

### Globus vs. Compex

As for the functional differences between the machines, it's kind of like Ford and Chevy. They both employ the same patented, self-cancelling square wave technology, but the Globus is made in Italy by a family-owned company. It's a heavier, metal box, very durable, but uses the old style pin cable adaptors — not as flashy as the Compex snap pads — but the replacement

pads are less expensive (\$10 per set of pads vs. \$15). On the other hand, the Compex machines are lighter and feature a slicker user interface, complete with a pictogram-animated character to show you body location and type of activity being performed.

A big plus for the Globus is the cable splitters. They effectively allow you to turn the unit into an eight-channel machine. With its high power output, this is not a problem because each channel will still go up to 60 ma, which is more than most people can handle (120/2 per channel). On top of this, it has the 2 + 2 program, which is really cool. You can run Active Recovery on your legs while running massage on your lower back, etc. for example. Or, do a strength workout on your abs while doing active recovery on your quads — the options are limited only by your imagination.

The Compex is made in China and we have a regular problem with the snaps on the end of the cables coming apart when you pull them off of the pad nipples. Battery life and charging are about the same on both machines. You can expect to run 20-30 programs per charge and it takes about two to three hours to recharge the battery after the initial peak charge.

As always, if you have any questions that would help you decide which brand and model you want, just give us a call. Steve or I will be happy to help you. **[HN]**

# RECOVER FASTER, GET STRONGER

“EMS has been a phenomenal recovery tool and has kept me training and racing at a high level with no down time from injury.”  
- Travis B.

## GOOD



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

This entry-level model includes programs for Resistance, Recovery, and Endurance.

**Globus Premium Fitness**  
PRICE  
**\$499.00**

PROGRAMS

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

## BETTER



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

PROGRAMS

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

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

PROGRAMS

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

## BEST



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

PROGRAMS

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

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

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

All Compex models include a muscle stimulator, battery charger, user's manual, instructional DVD, electrode placement guidebook, drawing bag, electrode lead wires (40), and gel electrodes.

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

Both Globus and Compex are cleared by the FDA.

**FREE shipping**  
**FREE consultation**  
**FREE extra pads\***

\*Compex Edge model excluded

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STAY AHEAD  
OF SPRING  
ALLERGIES!

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BY ENDURANCE NEWS STAFF

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Spring is in the air!” Most people rejoice when they hear that phrase because it signifies longer days, warmer weather, and greener scenery.

But for the nearly 50 million Americans who suffer with airborne allergies — primarily to the pollen from trees, weeds, and grasses — spring can be downright miserable, especially if you enjoy exercising outdoors. Instead of breathing freely and easily, you’re wheezing with nearly every breath you take and stopping frequently to blow your stuffed-up nose. Instead of enjoying the scenery, you’re constantly rubbing your burning, itching, watery eyes.

### The cost of prescription allergy relief

Naturally, you want to resolve the problem fast. If you’re like many people, you might reach for one or more of the widely promoted prescription or over-the-counter allergy medications, unaware of their possible side effects.

Older antihistamines cause drowsiness. Decongestants may raise blood pressure, cause insomnia or irritability, or restrict blood flow. Steroids, which often take a couple of weeks to become effective, can cause weight gain, high blood pressure, and (over the long term) lead to cataracts, osteoporosis, or muscle weakness. When you consider the potential trade-offs for using these popular allergy products, they begin to lose their appeal.

### Put Clear Day and Nasol to work for you

Instead of trading the misery of allergies for the serious side effects of many medications, reach for a safe, effective solution. Clear Day contains four natural “anti-allergen all-star” compounds — olive leaf extract, quercetin, bromelain, and resveratrol — to combat allergies on several fronts. The plant compounds in Clear Day have antihistamine, anti-inflammatory, antioxidant, antibacterial, and antiviral properties for maximum effectiveness.

Nasol’s natural formula includes a proprietary micro-dose amount of capsaicin, the compound that makes peppers hot. This convenient nasal spray safely and effectively clears nasal passages of dirt, dust, and pollen — all major causes of sinus congestion. Nasol also soothes and moisturizes nasal passages and sinus cavities.

Numerous athletes who used Clear Day and Nasol last allergy season told us how extremely effective this combination is. We guarantee that these products will work for you, too — not just during allergy season, but anytime allergy symptoms arise, year-round. With allergy symptoms out of the way, you’ll be able to enjoy training, racing, and life, again — perhaps more than you have in years. *[HN]*

## Steer clear of airborne allergens

When spring pollen counts rise, take these steps to minimize your reaction:

1. **Shut out the pollen.** Keep pollen out of your home by keeping windows closed as much as possible. This includes nighttime, when you might be tempted to open a bedroom window.
2. **Exercise later.** Most plants are heaviest in pollen in the early morning hours of 5 a.m. to 9 a.m., says Miguel Wolbert, MD, an allergist in Evansville, Indiana. On days when very high pollen counts are expected, consider switching your morning ride to the afternoon or early evening.
3. **Be proactive.** Take a preventative dose of Clear Day and Nasol before you head out, rather than waiting for symptoms to arise.
4. **Keep pets clean.** If your dog or cat spends much time outdoors, bathe them regularly to remove the pollen that’s likely to be on their fur.
5. **Hit the shower.** When you return from your run or ride, change your clothes and shower immediately to keep pollen from following you indoors.

# Keep allergies at bay the natural way!

**"Happy to say that the worst allergy season has been  
conquered by Nasol and Clear Day. Thanks Hammer!"**



- online reviewer



## Nasol

- Clears dirt, dust, & pollen
- Soothes nasal passages
- Supports healthy sinus function

MSRP  
30 mL / 200 sprays - \$24.95



## Clear Day

- Reduces allergy symptoms
- Helps relieve allergy discomfort
- Makes exercise more comfortable

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3 or more - \$19.95 ea



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## Dive in with Hammer Nutrition swimwear

For hardcore competition or weekend fun, Hammer swimwear and accessories are unmatched. Perfect for triathlon, indoor or open water events, stand-up paddleboard, or just a day at the beach. Like all Hammer apparel, our stylish swimwear is made for comfort and performance.

### Men's Briefs, Women's Swimsuit

Slip into these comfortable, smartly designed suits and experience the ultimate in quality, durability, and performance — all at a terrific price. Made from non-fading, shape-retaining Hydro-Core fabric with flatlock stitching to ensure comfort. Men's Briefs are double-lined. Made in the U.S.A. Men's Jammers, not shown, available online.

**Men's Briefs** \$34.95  
**Color:** Black With Logos  
**Size:** 28-34



**Women's Swimsuit** \$59.95  
**Color:** Black With Logos  
**Size:** 28-36



### Hammer Beach Towel

Guaranteed to make a splash! Our generously sized, 60-inch x 30-inch Hammer red beach towel is 100% cotton with a soft, velour finish. Design is woven (not printed) for double-sided visibility. Fade resistant, made in the U.S.A.

**Beach Towel** \$39.95



**Above:** Hammer Nutrition athletes Taylor Spivey (front) and Reilly Smith (back) enjoy a spring training run along the California coast.

**Below:** After an ocean dip, Spivey dries off with her Hammer Beach Towel.

Photos: wadleyphotography.com

### Hammer Swim Caps

Latex cap is lightweight and has a tear-resistant edge. Silicone cap is thicker, won't fade or crack. Both are red with side Hammer logo; one size fits all.



**Silicone Swim Cap** \$9.95



**Latex Swim Cap** \$3.95

### Women's/Men's Hoodie

Wrap it up! Our soft and cozy hooded sweatshirts are ideal for pre- and post-competition, everyday casual, and travel comfort. 100% French terry cotton Women's Hoodie features a sporty, feminine fit; Hammer logo on back and front chest. Red Men's Hoodie has logos on chest, sleeve, and back.



**Charcoal Women's Hoodie (XS-XL)** \$39.95

**Red Men's Hoodie (S-XL)** \$39.95



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# REILLY SMITH'S IRONMAN ST. GEORGE 70.3 RACE RECIPE



## RACE DAY:

**Before the swim:** Hammer Gel

**On the bike:** Hammer Gel, Hammer Bar, Hammer Gel; "In my back bottle, I mix 3 Grape Endurolytes Fizz tablets with Energy Surge and Race Caps Supreme."

**On the run:** 4 Hammer Gel, Energy Surge

## RESULTS

**4:19:50 — 3rd amateur**

"I knew I had to stay on top of things with this hot, hilly, dry bike course. It was a great day for me on a course that works against me in a lot of ways. Could not be happier. I am so damn proud to rep Hammer!" - Reilly Smith

Photo: wadleyphotography.com



# WINNING BLUE

NEW, NOW, AND IN STOCK!



Check out Hammer Nutrition's cool new hue for 2015! Like sky and sea, blue signifies power, limitless possibility, and cool confidence.

**It's the color of winning**



**W**hether you're gearing up for a breakthrough cycling season or training for your first tri, you'll love the style, fit, and comfort of our clothing in every color. We work with some of the world's leading manufacturers to bring you only the best. All of our sports attire is designed to our precise specs, then closely inspected and road tested by us before we make it available to you.

We're excited to offer our new blue in Voler Men's and Women's Cycling Kits, Jerseys, Shorts/Bibs, Vests, and Jackets, as well as Men's and Women's Tri Kits — all with custom Hammer graphics. Kids' Cycling and Tri Kits also are available in blue.

Join the winners in 2015: Order your kit and separates now, and step up to the top of the podium in style all season long! Visit our website for complete details and prices.

**From Top:**  
Taylor Spivey, Todd Parks, and Reilly Smith rockin' Hammer blue!

**Photos:** wadleyphotography.com  
**Chamois Photos:** voler.com



## FABRIC HIGHLIGHTS

### New! Elan Pad chamois

Our new blue Men's and Women's Cycling Shorts and Bibs feature the Elan chamois, the latest in Skyve molding technology, for a smoother riding surface. Multi-density foam, two-way stretch, and five-layer construction make it ideal for long-distance training and racing. Men's and Women's specific pads.



### New! Fusion Pad chamois

Our new blue Men's and Women's Tri Shorts feature the Fusion tri-specific chamois, which has an ultra-soft, breathable nylon surface. Perforated, low-density foam wicks away moisture, dries quickly.



### Airies Micro Fabric

Voler's Men's, Women's, and Kid's Cycling Short Sleeve Jerseys, and Men's Sleeveless and Downhill Jerseys are constructed of Airies microdenier yarns for a lightweight, breathable, and durable garment. Soft and comfortable. Milled in the U.S.A.



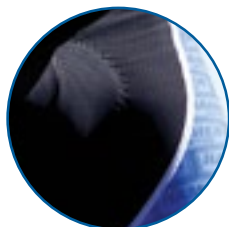
### Triton Fabric

Men's and Women's Tri Tops and Shorts, Women's Cycling Bib and Shorts, and Kids' Cycling and Tri Shorts are made with Triton 7-oz. micro-spandex. Highly breathable and durable, this premium fabric ensures a perfect fit. SPF 35+. Milled in Italy.



### Forza HC Fabric

The Voler Men's Cycling Shorts/Bibs and Compression Bibs feature state-of-the-art Forza High Compression fabric, milled in Italy. The tightly woven yarns have extra Lycra®, making these garments highly durable and great fitting. Compression increases performance!



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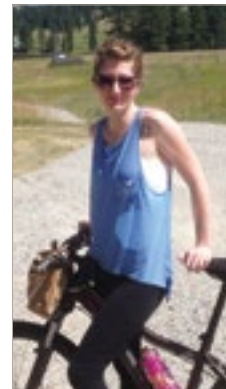
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When we're not working to help clients, Hammer staffers love hitting the backroads, peaks, and trails of northwestern Montana. Just like you, we climb, hike, bike, run, swim, paddle, and ski every chance we get! And like you, Hammer Nutrition products fuel our adventures. Here are . . .

A FEW  
OF OUR **FAVES**



As I've gotten older, my digestive system has made a drastic change ... not for the better! Ever since I started using **Hammer Vegan Protein**, I've been able to work through most issues due to the high quality ingredients — great plant-based proteins, digestive enzymes, and no dairy or soy. A shake in the morning and another one after my workouts seems to do the trick — energy and recovery at its best!

**CHAD** / DEALER SERVICES



My favorite product by far is **Energy Surge!** I've been using it during all of my basketball tournaments the past few summers and noticed a big difference in my performance. When you're playing back to back games in the heat (sometimes up to four in a row), it's easy to get tired. Energy Surge has ATP, which keeps me explosive and quick on my feet!

**AUSTIN** / WAREHOUSE CLERK



The Hammer product I love most is **Race Caps Supreme**. I take it every morning to keep me bright-eyed and bushy-tailed, all without caffeine!

**MEGAN** / CUSTOMER SUPPORT



I use **Hammer Gel** for most of my outdoor workouts. It gives me that extra boost to get through a long ski, ride, or paddle and is easily stored in a backpack or pocket. In the gym, my go-to fuel is **HEED**. I like that I can carry my fuel and water together as I move from my cardio workout to the various weight stations.

**MARY** / ACCOUNTS RECEIVABLE



When I'm running, biking, or hiking the trails of northwestern Montana I turn to **Hammer Gel** (my personal favorites are Raspberry and Espresso) to fuel my pursuits. The rapid, reliable, sustainable, and extremely tasty energy undeniably enhances my ability to log extra miles.

**JAKE** / GRAPHIC DESIGNER

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remarkable nutrient, harnessing the power of CoQ10 into a product called “Race Caps.” Almost three decades after setting the pace for endurance supplements, Race Caps Supreme remains ahead of the pack as the must-have, daily use supplement.



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# save your skin, drink coffee

## A daily cup may help reduce your risk for melanoma

BY STEVE BORN

You may now have an even more important reason to enjoy your daily cups of coffee: Protection against malignant melanoma, the most dangerous type of skin cancer and the leading cause of death from skin disease.

Findings by Erikka Loftfield, MPH (Master of Public Health) and colleagues, published in the *JNCI: Journal of the National Cancer Institute*, suggest a strong association between increased caffeinated coffee consumption and decreased risk of malignant melanoma.

Dietary questionnaires from more than 447,000 participants in the National Institutes of Health-AARP prospective study were analyzed for the intake of regular and decaf coffee. The researchers followed up with the study subjects for an average of 10.5 years. After adjusting for a variety of factors that could influence the development of melanoma, researchers noted a decreased risk of malignant melanoma for coffee drinkers compared to non-coffee drinkers.

A 10% lower risk of developing malignant melanoma was found for those who drank one to three cups of coffee a day. Subjects drinking four or more cups were found to have a 20% decreased risk. The protective effect of coffee was found in caffeinated coffee but not decaffeinated coffee. This may be due to chance, the researchers suggest, but may also be due to the caffeine content and/or other compounds (polyphenols, dipertenes, chlorogenic acids) that may be found in higher quantities in caffeinated coffee.

The findings could be especially good news for endurance athletes, who may be more vulnerable to skin damage due to their exposure to the sun's ultraviolet rays.

### More than a cup of comfort

Dozens of studies support the link between coffee consumption and good health. So you have every reason to drink up! Benefits include reduced risk of type 2 diabetes; reduced risk of cancer, including prostate, breast, colorectal, and liver cancers; decreased risk of cardiovascular disease; and powerful protection against liver disease.

Perhaps most significant, one 13-year study of more than 400,000 men and women found an association between coffee consumption and reduced risk of death from a variety of causes, including death from injuries, stroke, and heart disease!

### 53x11: Delicious, organic coffee delivered fresh to your door

For your daily shot of good health, it simply makes sense to choose delicious 53x11 Coffee. 53x11 Coffee is Fair Trade Certified, 100% organic, and micro-roasted daily to our exact specifications. Available ground or as whole beans, 53x11 is delivered fresh to your door within a week of two of roasting. That freshness is your guarantee of maximum flavor and maximum health benefits!

53x11 is available in four savory varieties – the Big Ring (full-bodied Sumatra varietal), the Early Break (a bright blend perfect for that first morning cup), the Chain Breaker (a darker, more full-bodied roast, ideal for espresso or drip), and the Down Shift (a smooth, water-processed decaf).

Compare 53x11 to supermarket beans, or even the expensive coffees from trendy chains. You will find that 53x11 is superior coffee at a terrific value. Enjoy it in good health. **[HN]**

# Two great choices for your single-serving machine!

## Stainless Steel Ekobrew Elite

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

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*The Big Ring, The Chain Breaker,  
The Early Break, The Down Shift.*



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This 5-pack of filters offers the dependable quality expected from Melitta. E-filters are a great way to enjoy your favorite 53x11 Coffee while avoiding the high cost of prepackaged K-Cups. Fill to your desired strength and enjoy the result of a clean, consistent cup. Up to 100 uses per box. BPA-free. MSRP \$9.95

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Purchase any 2 bags of coffee and receive your choice of a FREE 5-pack of reusable single-serving coffee filters or a FREE bag of coffee! For the FREE filters, mention ad code EN94CF. For the FREE bag of coffee, mention ad code EN94CB. Offer expires 6/5/15. Valid while supplies last.



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# FIIGHT

# INFLAMMATION

## WITH THESE 7 SUPERFOODS

BY VICKI HACKMAN

As an athlete, you're probably well acquainted with acute injury-related inflammation. In response to the trauma of a sprain or strain, or to invasion by viruses or bacteria, your body increases blood flow to the site. The result: redness, heat, swelling, and pain — all hallmarks of inflammation. When it's working properly, this natural immune response aids healing.

Chronic low-level inflammation, caused by persistent irritation, stress, and/or an overactive immune response, isn't so obvious. And that's the problem. Chronic inflammation can cause a host of serious diseases and conditions, including arthritis, heart disease, diabetes, some cancers, and Alzheimer's disease.

A steady diet of refined sugars and trans fats, exposure to chemicals, sleep loss, and even overtraining have been linked to chronic inflammation. Food (more of the good stuff and much less of the bad) is the best way to fight it. To help your body fight chronic inflammation, be sure your daily diet is rich in these whole foods and herbs. For four delicious recipes featuring these foods, see p. 50.



### Omega-3-rich fish and nuts

The omega-3 fatty acids in Alaskan salmon, sardines, and herring are potent anti-inflammatories that also help prevent cardiovascular disease. Omega-3 fats are also found in walnuts and flax seed. To be sure your daily omega-3 intake is sufficient, supplement your diet with EndurOmega, Hammer Nutrition's high-quality fish oil product.



**Green tea** contains antioxidant compounds known as catechins, which reduce inflammation. Numerous studies have shown that green tea may protect against heart disease, a variety of cancers, liver disease, and more.



**Berries**, such as blueberries, strawberries, and raspberries contain anthocyanins. These compounds not only give these fruits their rich color, but also are thought to play a role in the fruits' ability to prevent inflammation.



**Cherries**, especially tart cherries, contain a unique combination of plant compounds shown to reduce inflammation. Impressive research with humans supports this fruit's ability to lessen post-exercise pain and inflammation, while accelerating recovery. In other studies, tart cherries (or juice) decreased the inflammation and pain of arthritis, reduced gout attacks, and lowered triglyceride levels.





**Cruciferous vegetables**, like broccoli, kale, bok choy, and Brussels sprouts, also quell inflammation. In a recent study of more than 1,000 women, researchers found that those who consumed 1 1/2 cups of cruciferous vegetables daily had significantly fewer inflammatory molecules in their bloodstream compared to those who ate 1 cup per day or 1/2 cup a day.



**Whole grains** such as brown rice, buckwheat, barley, quinoa, spelt, and steel-cut oats, digest slowly. This reduces spikes in blood sugar, which can lead to inflammation. (For healthy whole grain recipes, see p. 52.)



**Spices**, especially ginger, turmeric, and cayenne. For millennia, many cultures have used these spices for both cooking and healing. Modern scientists now are exploring the compounds that give these plants their powerful anti-inflammatory and pain-relieving benefits. (See below.) Other anti-inflammatory spices include cinnamon, clove, garlic, and black pepper. Use them liberally in good health!

#### SPICE IT UP!

You probably already have some of the world's most potent anti-inflammatory agents in your kitchen cupboard. Check out their healing properties:

**Ginger:** Studies have shown that ginger can significantly reduce the pain and swelling of osteoarthritis. Ginger is available as powder or root.

**Cayenne:** The fruit of cayenne and other hot chili peppers contains capsaicin, now widely used in topical ointments and creams to ease muscle and joint pain associated with arthritis, sprains, and strains, as well as to treat the inflammation of psoriasis.

**Turmeric:** This bright orange-yellow spice (actually a root), used in Indian curries, contains dozens of anti-inflammatory compounds, including the extremely powerful curcumin. Hundreds of studies have supported this spice's ability to relieve a wide range of inflammatory conditions, including inflammatory bowel disease and arthritis. It may also help protect against cardiovascular disease, colon cancer, Alzheimer's disease, and much more. Turmeric, as well as the anti-inflammatory herbs boswellia, devil's claw, and yucca root are primary ingredients of Hammer Nutrition's Tissue Rejuvenator.

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from the kitchen of  
**laura labelle**

# 4

## DELICIOUS

ways to Fight Inflammation...

Fighting and preventing inflammation most effectively requires a whole-diet approach that includes plenty of fresh vegetables, lean meats, and very little or no refined carbohydrates, trans fats, or processed foods of any kind. (See page 48 for specific inflammation-fighting foods.) The following recipes are a few of my favorite inflammation tamers; all feature several ingredients known to possess superb anti-inflammatory benefits.

Laura Labelle, who studied at Ecole De Cordon Bleu in Paris, is an acclaimed California-based chef. She opened the popular Cafe Luna, was in-house chef for Mix This music studio, and operated her own catering company.

### 1: Green Tea Berry Smoothie

This light and refreshing drink is perfect as a warm-weather breakfast or treat anytime. Instead of using frozen berries from the supermarket, I like to freeze my own organic berries and have them on hand and ready for making smoothies.

**Makes 2 servings**

#### Ingredients

- 1 1/2 cups chilled green tea
- 1 cup mixed frozen berries
- 1 ripe banana
- 1/4 cup Hammer Vanilla Whey, Vegan, or Soy Protein powder
- 1 Tablespoon flax seed

#### Preparation

Combine all ingredients in a blender. Puree until smooth. Enjoy!



### 2: Gingerbread Oatmeal

A quick and healthy way to start the day. Peel the ginger and turmeric roots before you grate them. Ready in 5 minutes!

**Makes 1 serving**

#### Ingredients

- |  |                                |
|--|--------------------------------|
| 1/2 cup old fashioned oats             | 1/4 cup dried currants         |
| 1 cup water                            | 1/2 teaspoon powdered cinnamon |
| 1 teaspoon fresh, grated ginger        | 1 Tablespoon molasses          |
| 1 teaspoon fresh, grated turmeric root | 2 teaspoons golden flax seeds  |

#### Preparation

Cook oats in water along with the fresh ginger, turmeric, currants, and cinnamon. Drizzle the cooked cereal with the molasses, then sprinkle with the flax seeds. For a little additional sweetness, add a bit of honey or coconut sugar.





### 3: Smoked Herring/Smoked Trout Salad

Smoked herring (also called kippers), is an excellent source of omega-3 fatty acid and makes a great alternative to tuna. The smokiness adds a special flavor to this salad. I've been getting smoked herring and trout from Trader Joe's. I like to make my own mayonnaise, but a good quality mayonnaise from the supermarket can be substituted.

**Makes 3-4 servings**

#### Ingredients

- 1 6-ounce can smoked herring (kippers) or smoked trout
- 1 small onion minced
- 1 celery stalk minced
- 1 clove garlic minced
- 1/4 cup mayonnaise
- Fresh cracked pepper to taste
- 1 small head butter lettuce, washed and dried
- Olive oil
- Red wine vinegar

#### Preparation

Drain the liquid from the fish. Use a fork to flake the fish into a medium size bowl. Add the onion, celery, garlic, and mayonnaise. Gently stir to combine. Tear the lettuce into manageable sized pieces. Put a few of the lettuce pieces onto salad plates, then top with the salad. Dress with a drizzle of olive oil and red wine vinegar. Or, serve as a sandwich between your favorite whole grain bread or roll.

### 4: Steamed Salmon and Zucchini

Like herring and sardines, salmon is rich in inflammation fighting omega-3 fatty acids. Try to use fresh wild-caught salmon, not farmed salmon.

**Makes 2 servings**

#### Ingredients

- 1 6-ounce fillet of salmon
- 1 small onion, thinly sliced
- 1 medium zucchini, thinly sliced
- 2 thin lemon slices
- 1 teaspoon fresh or dried dill leaves
- 1 tomato, thinly sliced
- 1 cup white wine
- 1/2 cup water
- Pumpkin seed oil
- Salt and pepper to taste

#### Preparation

Cover the bottom of a steamer pan with the onion, zucchini, lemon, dill, and tomato. Add the wine and water. Place a steamer basket on top of the veggies and liquid. Bring liquid to a rapid boil, then reduce heat to low. Gently place salmon on top. Cover and cook about 10 minutes. Remove the fish. Use a slotted spoon to remove the veggies, reserving the liquid. To serve, spoon some of the reserved liquid over the veggies and salmon. Finish by drizzling pumpkin seed oil on top for a yummy and beautiful garnish.

# WHOLE GRAINS FOR LIFE

BY ENDURANCE NEWS STAFF

According to new research published in the *Journal of the American Medical Association*, eating a diet rich in whole grain foods may lower the risk of dying over a period of up to 25 years. (See “Aid Station,” p. 54.) That’s good news! Whole grains — including oats, corn, barley, buckwheat, brown rice, and amaranth — are complex carbohydrates that can be combined with other whole foods to make tasty, nutritious, and satisfying dishes for breakfast, lunch, and dinner. Here are a few we think you’ll love. You’ll find these recipes and dozens of others in our FREE cookbook, *In the Kitchen with Hammer Nutrition*, available on the Hammer website.



## Soba Salad with Avocado Miso Dressing

Soba are thin Japanese noodles made from buckwheat flour. Soba contains all eight essential amino acids, is a good source of antioxidants, and is easily digested.

### Makes 4 servings

#### Ingredients

1 package buckwheat soba noodles  
1 bunch kale, curly or flat  
1/2 large cucumber

#### Dressing

1 avocado  
1 garlic clove  
1 Tablespoon extra virgin olive oil  
3 Tablespoons white miso  
Juice from half of a lime  
1/2 - 3/4 cup water

*Optional garnishes:* sesame seeds, paprika

Blend all dressing ingredients except the water in a blender or food processor. Add water to reach desired consistency.

#### Preparation

Cook the soba noodles according to package directions. While the noodles are cooking, remove the stems from the kale and cut the leaves into small pieces or ribbons. Chop cucumber into small, thin semi-circles or ribbons. When noodles are cooked, drain and rinse with hot water. In a large bowl, combine kale, cucumber, noodles, and dressing.

Garnish with sesame seeds and/or paprika, and serve with a wedge of lime. Serve warm, or chill for 1 hour prior to serving.

## Warm Bread Salad

Spelt, also known as hulled wheat, has been cultivated since 5,000 B.C. Spelt is a good source of fiber, calcium, magnesium, selenium, zinc, and iron, as well as B-complex vitamins.

### Makes 4 servings

#### Ingredients

6 cups spelt bread, cut into 1-inch cubes  
1 cup red onion, sliced  
2/3 cup Greek olives  
1/2 cup sundried tomatoes  
1/4 cup capers (optional)  
1 cup feta cheese, cut into 1/2-inch cubes  
5 cloves garlic  
2 Tablespoons extra virgin olive oil  
2 Tablespoons balsamic vinegar or red wine vinegar

#### Preparation

Combine all ingredients in a large bowl and mix gently. Pour into a casserole dish. Sprinkle with a small amount of additional oil and vinegar, if desired. Bake at 350 degrees F for 25 minutes. Serve warm.

## Southwestern Brown Rice

Research has shown that the naturally occurring oil in brown rice helps lower LDL cholesterol.

### Makes 4 servings

#### Ingredients

1 Tablespoon canola oil  
1 onion, chopped  
1 clove garlic, pressed or minced  
1/2 cup red bell pepper, chopped  
1 cup brown rice, cooked  
8-ounce can red kidney beans, drained  
11-ounce can whole kernel corn with liquid  
2 teaspoons ground cumin  
2 Tablespoons fresh parsley, chopped  
1 Tablespoon apple cider vinegar

#### Preparation

Over medium-low heat, heat oil and then sauté onion until transparent. Add garlic and bell pepper, stirring constantly. Cook several minutes until pepper begins to soften. Add rice, beans, corn, cumin, and parsley. Cook several minutes, stirring occasionally, until heated. Sprinkle on vinegar and serve.

## Brown Rice Mushroom Pilaf

### Makes 4 servings

#### Ingredients

1-2 Tablespoons olive oil  
1 small onion, chopped  
1-2 garlic cloves, minced  
1 cup sliced mushrooms  
1 cup long-grain brown rice  
2 1/2 cups low-sodium chicken or vegetable broth  
1 teaspoon dried basil  
Several sprigs of fresh thyme  
1 bay leaf  
2 Tablespoons chopped parsley

#### Preparation

In a skillet, heat the olive oil over medium heat. Add the chopped onion and sauté about 3 minutes. Add the garlic and mushrooms, then sauté until mushrooms are cooked and extra liquid has evaporated, about 5 minutes. Add the rice, and cook 1 minute, stirring. Add the broth, basil, thyme, and bay leaf. Bring liquid to a boil, then cover and reduce heat. Simmer 40 minutes, stirring occasionally. Add chopped parsley; simmer another 5-10 minutes until liquid is absorbed and rice is tender. Remove thyme sprigs and bay leaf. Season to taste, if desired.

# Looking for healthy recipes?

## Mediterranean Tuna Salad

From the Kitchen of Laura Lee  
Makes 4 servings

### Ingredients:

1 basket of romaine lettuce, rinsed  
2 hard-boiled eggs, peeled and cut into 1/2 cup cherry tomatoes  
1 cup boiled and sliced baby zucchini  
1/4 cup chopped Kalamata olives  
1/4 cup crumbled feta cheese  
1 4-ounce can white anchovies

1/4-1/2 cup olive oil  
1 tablespoon fresh lemon juice  
Salt and pepper

### Preparation:

Lightly steam and then drain previously cooked. In a large bowl, combine the ingredients except for the dressing. Drizzle with the oil and lemon juice. Season with salt and pepper.

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## Sweet Potato with Swiss Chard and Ricotta

From the Kitchen of The Cycling House  
Makes 4 servings

### Ingredients:

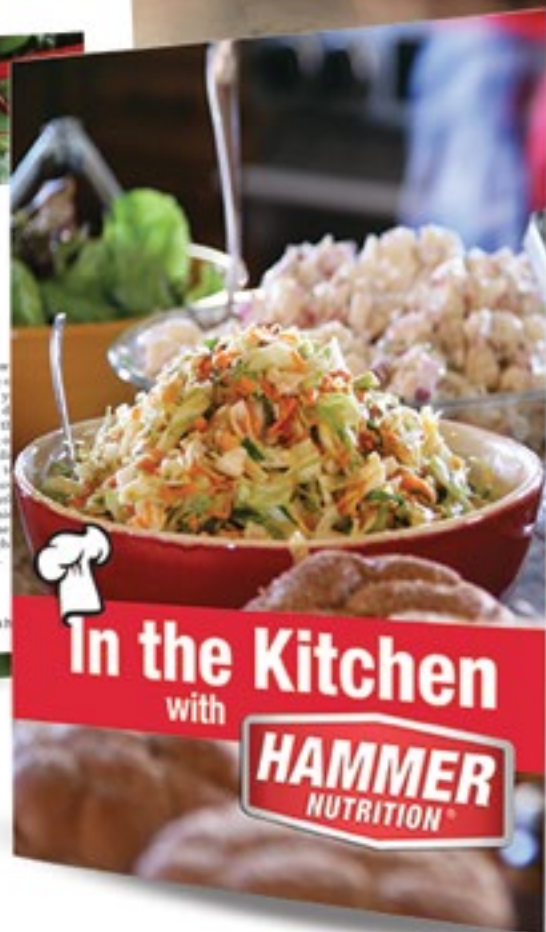
4 medium sweet potatoes  
2 garlic cloves  
1 bunch Swiss chard  
2 tablespoons balsamic vinegar  
1/2 teaspoon red pepper flakes  
1 cup part-skim ricotta cheese  
Coarse salt and pepper

### Preparation:

Preheat the oven to 450°F. Pierce the skin of each sweet potato with a fork and coat lightly with olive oil. Bake for about 30 minutes. When they are done, cut them into 1/2-inch slices. Lightly steam a large pan with oil until just before the oil begins to smoke. Peel and dice the stems of the Swiss chard, and tear the medium-sized pieces. Add to the pan with oil and cook until golden, 1-2 minutes. Season with salt and pepper. Cook, tossing frequently, for 2-3 minutes. Remove from heat and stir in balsamic vinegar and red pepper flakes. Set aside. When the potatoes are done, cut them lengthwise and open them up. Season with salt and pepper, and then top with ricotta, Swiss chard, and potato.

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# AID STATION

YOUR HANDUP OF NUTRITION TIPS AND TIDBITS

## High-sugar energy drinks give kids a big boost ... in hyperactivity!



Energy drinks. They're a \$20+ billion global industry, which may explain why they seem to be sold everywhere, from supermarkets to gas stations and all points between. Loaded with sugar and most of them with caffeine as well, these colorfully packaged drinks tempt

with the promise of rapid, maximum energy. And that's probably also why they've become increasingly popular with younger people.

But these energy drinks are not healthy for anyone. New research led by the Yale School of Public Health confirms that they're especially harmful to children. Researchers surveying nearly 1,650 middle-school children (average age 12.4 years old) discovered that those who consume heavily sweetened energy drinks have a staggering 66% increased risk for hyperactivity and inattention.

In this study, the students consumed an average of two high-sugar energy drinks per day; some drank seven or more. According to the head researcher, Professor Jeannette Ickovicks, "as the total number of sugar-sweetened beverages increased, so too did risk for hyperactivity and inattention symptoms among our middle-school students. Importantly, it appears that energy drinks are driving this association. Our

results support the American Academy of Pediatrics recommendation that parents should limit consumption of sweetened beverages and that children should not consume any energy drinks."

### HAMMER QUICK TIP

Energy drinks made with refined sugars, including fructose, sucrose, and glucose, are little more than sodas, often amped up with caffeine. They're bad for you and for your kids. For quality, long-lasting energy without the dangerous side effects, choose a maltodextrin-based fuel, such as Hammer's **HEED** sports drink, **Hammer Gel**, **Perpetuem**, **Sustained Energy**, and **Hammer Bars**. They contain only healthy complex carbohydrates and natural sweeteners — no refined, simple sugars, artificial colors, or artificial flavorings — and are perfect for athletes of all ages. Read what Dr. Lou Schimmel of "The Chiropractic Center" has to say about HEED vs. other sports drinks here:

[www.chiropractorsclifton.com/wellness-library/](http://www.chiropractorsclifton.com/wellness-library/)

## Eating more whole grains lowers mortality risk for up to 25 years

Want to live longer? You could greatly boost your odds merely by eating more whole grains. A *JAMA Internal Medicine* article recently published online showed that regularly consuming whole grains provided significant protection against the risk of premature mortality for both men and women.

A research team from the Harvard School of Public Health evaluated data from 74,341 women who participated in the Nurses' Health Study (1984-2010) and 43,744 men participating in the Health Professionals Follow-Up Study (1986-2010) who were free of cancer and cardiovascular disease

upon enrollment. Food frequency questionnaires administered every two to four years provided information on the type and frequency of intake of whole grains, including oats, corn, rye, barley, buckwheat, rice, popcorn, amaranth and psyllium, as well as added bran and wheat germ.

Among the nurses, 15,106 deaths occurred over 26 years; 11,814 deaths occurred in the Health Professionals Follow-Up Study over a 24-year period. Those whose whole grain intake was among the top 20% of subjects had a 9% lower adjusted risk of dying over the follow-up period than those whose levels were among the lowest 20%. The benefits appear even greater when it comes to cardiovascular disease (CVD): those who ate the most whole grain (top fifth) had a 15% lower adjusted CVD mortality risk than those ate the least whole grains.

### HAMMER QUICK TIP

Whole grains are not just for breads and breakfasts. Use oats, buckwheat, spelt, quinoa, brown rice, and other whole grains to prepare delicious dishes at every meal. Look for recipes on p. 52 of this issue; for more, download your FREE copy of *In the Kitchen with Hammer Nutrition* from the Hammer Nutrition website. We update it regularly with new recipes, so be sure to check back often!





## Vitamin C protects against breast cancer

The results of a meta-analysis conducted by Swedish researchers suggest that boosting vitamin C intake (from either supplements or diet) can significantly improve survival for women with breast cancer.



For their analysis, the researchers evaluated 10 observational studies

that included a total of 17,696 women diagnosed with breast cancer. Among them, there were 1,558 deaths attributable to the disease and 2,791 total deaths. All of the studies examined the effect of supplementing with vitamin C after breast cancer diagnosis and/or the effect of vitamin C obtained in the diet.

The studies showed that using vitamin C supplements was associated with a 19% lower risk of total mortality and a 15% lower risk of dying from breast cancer compared to no use.

Comparison of high versus low dietary intake resulted in a 20% lower risk of dying and a 23% reduction in the risk of breast cancer mortality among women whose intake was categorized as high.

“To our knowledge this is the first meta-analysis to combine the limited number of published studies available on vitamin C supplement intake and dietary vitamin C intake and survival following breast cancer diagnosis,” noted the authors.

### HAMMER QUICK TIP

This news is a powerful, scientific rebuttal to claims that vitamin C supplementation increases cancer risk. A 7-capsule serving of Premium Insurance Caps provides 500 mg (834% DV) of vitamin C. Vitamin C-rich foods include red pepper (95 mg in 1/2 cup raw), orange juice (93 mg in 3/4 cup juice), orange (70 mg in one medium), kiwifruit (64 mg in one medium), and green pepper (60 mg in 1/2 cup raw).

## One more reason to “just say no” to soda

If you are among the 44-58% of the population who typically drinks at least one can of soda per day, listen up. Researchers have found that colas and other dark colored soft drinks often contain a possible human carcinogen formed during the manufacture of some kinds of caramel color.

“Soft drink consumers are being exposed to an avoidable and unnecessary cancer risk from an ingredient being added to these beverages simply for aesthetic purposes,” said Keeve Nachman, Ph.D., senior author of the study and an assistant professor at the Johns Hopkins Bloomberg School of Public Health.

“This unnecessary exposure poses a threat to public health and raises questions about the continued use of caramel coloring in soda.”

While the study of the 110 samples of soda brands was not large enough to draw conclusions about specific brands, results indicated that levels of the carcinogen could vary substantially across samples — even for the same type of beverage.

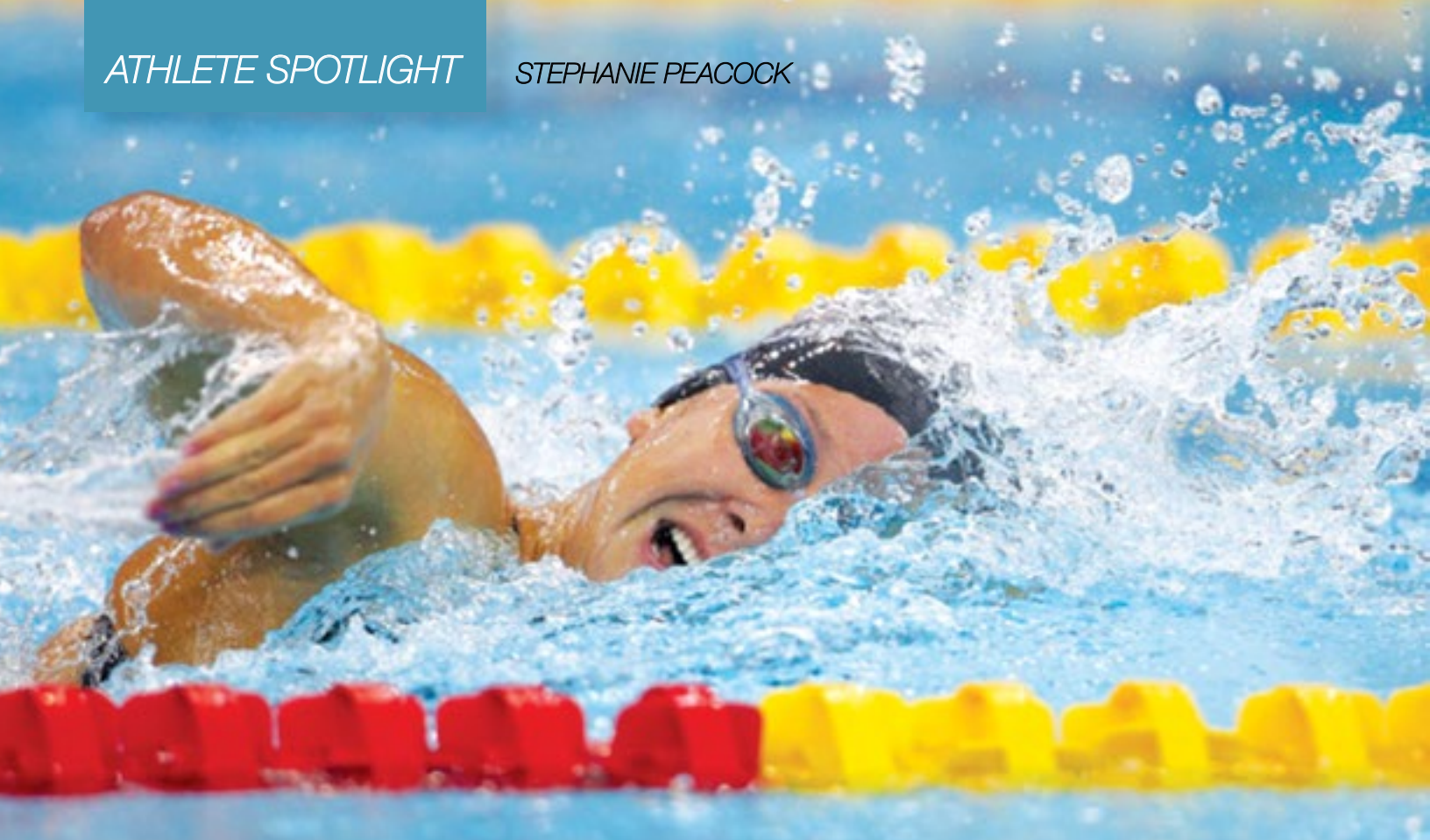
“This new analysis underscores our belief that people consume significant amounts of soda that unnecessarily elevates their risk of cancer over the course of a lifetime,” says Urvashi Rangan, Ph.D., executive director for Consumer Reports’ Food Safety and Sustainability Center.



## ONE FOR THE ROAD



An athlete cannot run with money in his pockets. He must run with hope in his heart and dreams in his head. – *Emil Zatopek, legendary Czechoslovak distance runner and multiple Olympic Gold Medal winner*



# SIGHTS SET **ON RIO**





## Hammer athlete Peacock positions herself for 2016 Olympics

BY ENDURANCE NEWS STAFF

Hammer Nutrition-supported Stephanie Peacock has been making headlines as a competitive swimmer for years. The Florida native and University of North Carolina graduate set NCAA records in the 1,000- and 1,650-yard freestyle. Her 1,650-yard record of 15:37:06 broke the one set by Janet Evans 22 years earlier. A couple of years ago she expanded her focus to include open water competition as well, with her sights set on the 2016 Olympics in Rio de Janeiro, Brazil.

In December, Peacock won the 1,000 and 500 freestyle races in Oklahoma City. Just three days later, she and her former UNC teammate Chip Peterson placed 2nd in an open water relay in Rio de Janeiro — the same course that will be used in the Olympic event. In February at the Midmar Mile race in South Africa (the largest open water race in the world) she placed 3rd in the mile and 2nd in the 10K, her first competitive 10K race. She hopes to compete in both the 800-meter freestyle and 10K open water events at the 2016 Olympics.

*EN: How did you first get into competitive swimming? What did you love about it?*

SP: I tried a few different sports when I was younger. I was really shy, so team and contact sports weren't a good fit for me. I really enjoyed swimming because I was in my own lane and no one could climb over the lane line to tackle me. I liked how I determined my own outcome. Also, summers in Florida are very hot, so it was fun for me as a kid to jump into the pool just to cool off.

*EN: Why have you expanded your focus to include open water competition?*

SP: I wanted to try out open water just to try something new and different, and to keep things interesting. In my mind, open water benefits my pool swimming as well because competing in 10Ks will only make me stronger mentally and physically to compete in my 800-meter freestyle pool event. Open water events are more relaxed than pool competition, which I'm enjoying too.

*EN: Are you training differently for open water events?*

SP: My coach and I have tried a couple



of new things. One day a week I do a quick dry land routine to raise my heart rate, and then jump into the pool to start the main set. It's challenging, but it's preparing my body to get going right away, without a warm up. In a pool event, I warm up with about 1,500-1,800 yards before my race. In open water, there really is no warming up.

Something I want to try is blacking out a pair of my goggles and swimming. It's supposed to teach me to swim in a straight line without having the visual of the black line at the bottom of the pool. In open water, there is no visual.

*EN: What does a typical training week look like?*

SP: I train six days a week and rest on Sundays. I swim Monday, Wednesday, Friday, and Saturday mornings for two hours and about 6,000 yards each



practice. I also swim every afternoon, Monday-Friday, for two hours, about 7,000 yards each practice. Monday through Friday I do a core or lifting workout in the gym for about an hour. I do static stretching for about 30-60 minutes daily, as well. I try to fit in yoga at least once a week, usually on Sundays.

*EN: Is there anything special that you are focusing on in your training this year?*

SP: I'm focusing more on the little things, which is what matters most for a pool event. I've been working on my flip turns and streamlines. It's important to sustain the momentum from swimming into the wall so that you can use that momentum coming off the wall. I've also been focusing on having a tighter streamlines off the wall so I am able to push through the water more easily.

*EN: What specific Hammer products do you use, and how have they helped you?*

SP: During a 10K, when I am able to feed, I use HEED and Hammer Gel and I absolutely love them! HEED is great because it provides me with the fluids and electrolytes I need to finish the race. It also has enough calories to fuel my body for the duration of the event. During practice, I use HEED every single day.

*EN: How do you prepare mentally for a competitive race?*

SP: I usually just try to have fun and not take my races seriously. In a pool race, I like to look up into the stands and find my parents so I can smile and wave at them before I get up onto the blocks. I know I have the endurance and capability to keep up with my competitors, so it's really all about enjoying myself. If it's a big race, I do get nervous just like everyone else does, so I try to take a few deep breaths and just enjoy the moment. I try to stay in the present moment, because if I think into the future about what I hope my time or place will end be, I end up not focusing enough to swim well.

*EN: What are your big races this year?*

SP: My biggest race coming up this year is the 10K at the Open Water Nationals. I also plan to get in some good races with my competitors before the pool 2016 Olympic Trials in Omaha, Nebraska.

**Top:** Peacock breaks the 22-year-old NCAA record in the 1,650-yard freestyle set by Janet Evans.

**Left:** Medaling in the 400-meter free at the World University Games

**Photos:** Courtesy Stephanie Peacock



From  
**FAT & 40**  
To  
**WINNING**  
a World Championship

Cale Reeder crosses the finish line for a 1st AG at Pescadero Coastal Classic Road Race.

Photo: Brad Goodson

### Cycling team's emphasis on health & nutrition changes lives

In 1983, Cale Reeder was 19 years old and a member of the U.S. National Elite Cycling Team. He weighed in at 129 pounds.

Thirteen years and several business start-ups later, Reeder tipped the scales at 185 — his bike long forgotten. “When a coworker and I went out for a bike ride, sometime in 1996, I realized I had a problem,” recalls Reeder. He began riding his bike to work three days a week and lost 20 pounds, yet still hovered around 165 — not suitable for his old climbing prowess.

In 2008 Reeder decided he wanted to race again. Knowing he would need to lose more weight to be competitive, Reeder joined the Hammer Nutrition National Masters Cycling team and began following their steps for proper fueling and weight loss.

#### The Hammer difference

“What struck me was that Hammer did not try to push their products,” says Reeder. “If anything, they showed me how to eat less and manage what I consume. I cut out many sugars and glutens. I stopped eating three hours before training and often four hours before races, and I finished eating at least three hours before bed.” Reeder also used Appetat, a Hammer supplement that curbs appetite, helps boost fat metabolism, and blocks carb absorption.

Within a year Reeder was down to a lean 145. “Changing my diet and eating habits has been a lifestyle change for me. I actually enjoy the foods I eat and the habits I’ve created. I rarely eat refined sugars, breads, or pastas, and I’m on a mostly gluten free diet. I still get plenty of healthy carbs from fruits and vegetables.”

Reeder’s efforts paid off. In 2010 he won his age 45-49 at the U.S. National Road Championships in Louisville, Kentucky. In 2012, he won the World Time Trial Championships in Wartburg, South Africa. Reeder’s training and race day fueling arsenal includes Hammer Gel, Sustained Energy, Hammer Bars, Endurolytes, Recoverite, and Whey Protein. “My daily regimen of Premium Insurance Caps, Race Caps Supreme, Mito Caps, EndurOmega, and Tissue Rejuvenator complements my healthier lifestyle, and helps give me that extra edge, year-round.”

# JOIN TEAM HAMMER!

Team Hammer Nutrition is growing strong and ready to Hammer hard in 2015. We'd love to have you to join us! If you race "unattached" in U.S. Cycling Federation (USCF) events, we can help.

Just buy one or more of our race kits and you can have USCF change your license to "Team Hammer Nutrition." When you see other Team Hammer riders registered for a race, you can work together instead of riding solo.

But that's not the only benefit. If you're an active member of Team Hammer Nutrition, you can purchase a short sleeve jersey and cycling shorts or a bib at 15% off the retail price. Additional kit items also will be discounted. More pricing information will be available when you order.

To take advantage of this offer, be sure you appear on this list:

[www.usacycling.org/clubs/members.php?club=10178](http://www.usacycling.org/clubs/members.php?club=10178)

Or, email us your current license signifying Hammer Nutrition. To order your kit, simply call us at 800.336.1977 with your order.



Hammer Nutrition National Masters' Jeffrey Galland burns it up at the Snelling Road Race. **Photo:** Alex Chiu

## Hammer Nutrition/53x11 National Masters Team

The Hammer Nutrition/53x11 National Masters Team is a men's cycling team comprised of 10 top masters (age 45+) racers from the U.S. and Canada. The team competes nationally in USA Cycling sanctioned road and stage races. Although it has been one of the most decorated masters teams in USA Cycling over the last three years, many members are new to the sport or are reentrants returning at a later age. The team emphasizes health, nutrition, and well being as a vital aspect of training and racing.



Hunter Ziesing, Hammer National Masters Team captain, heads for a 1st place finish at the Madera County Stage Race. **Photo:** Alex Chiu



## Hammer Nutrition Super Masters Gear Up for Another Winning Season

MIKE FREEMAN

The Hammer Nutrition Super Masters team looks forward to another year of competition and camaraderie in 2015, still going strong seven years after our first racing season in 2008.

At the end of the 2007 season, Brian Frank and I started talking about forming a 55+ masters cycling team. I needed a new team, and what better way than to start one myself. Team Hammer Nutrition — or Team Senior Gel, as the Hammer staff often called us — was officially a team for 2008. Brian added the name Super Masters in 2013.

To start the team, we recruited a nucleus of elite 55+ racers. We needed to be a small team to start for ease of management and budget. For that first year, we ended up with six racers, all with many years of racing experience and numerous National and State Championships in their quiver. As it turned out, we actually were mainly a 60+ masters team.

Our 2015 team numbers 11 members, six of whom are current or former National Champions (current National Champion Joe Lemire and former National Champions Bob Brooks, Richard Shields, Larry Wolff, Jack Kelso, and Mike Freeman). We're well represented in both road and track disciplines.

We feel privileged to represent the best nutrition company on the planet. My personal favorites when I'm on the bike include Hammer Gel, HEED, and Perpetuem, along with Endurolytes, Anti-Fatigue Caps, Race Caps Supreme, Mito Caps, and Endurance Amino. When I'm not racing, I rely on Tissue Rejuvenator, EndurOmega, Premium Insurance Caps, Phytomax, and PSA Caps. I've also had great results with Phytolean. It allows me to control my weight and still eat moderate amounts of the food I love.

At my age, having a nutritional boost from quality supplements like these makes a big difference. I feel great, and I'm still riding strong.



Super Masters' Mike Freeman (left) and teammate Bob Brooks enjoy a training ride through wine country. **Photo:** Nellie Freeman

## TEAM SPOTLIGHT: Saint Mary's College of California Moraga, California

### Miles G. Frank, club president

**Age: 18 From: Whitefish, Montana Year: Freshman**

I'd always heard such positive things about collegiate racing, so when I got to college all I wanted to do was experience that style of homegrown racing on a shoestring budget — traveling with friends on the weekends to college towns and trying your best to outgun other schools, racers, and teammates.

Since early September 2014, I've been anxious to help start a cycling team here at St. Mary's College. Through numerous meetings, emails, discussions, and finding a core group of cyclists and friends, Travis, Matt, and I were able to pull everything together. We created Club Cycling to ride, race, and make friends doing what we all love: riding bikes. We've joined the Western Collegiate Cycling Conference that includes Hawaii, California, and western Nevada.

Our first few weekends of racing, starting at Stanford on February 7-8, have been nothing but successful, with numerous top 10s in both Men's A and D categories. Setting up sponsorships and obtaining apparel was one of our first hurdles, and we cannot thank Hammer Nutrition enough for stepping in to assist greatly with our needs. I'd also like to thank our friends at UC Berkeley, who helped immensely by revealing the management and logistics needed to run a collegiate team.

I envision the St. Mary's team to continue its growth and development through the years I'm around, and to become a fixture of the school's strong athletics program. During these next four years, I plan to deepen the team's roots through mentorship from the local cycling community and by increasing our membership to remain a sustainable team. Students with little or no experience riding bikes should have a place to go, to learn how to ride, race, compete, win, and to gain sportsmanship and camaraderie in a positive and healthy environment.

Here are the other core members of our team:

### Kirk Carlsen Jr. (former professional cyclist)

**Age: 27 From: Nashua, New Hampshire Year in school: Junior**

"It's a great sport that will test and reward you on many levels. It's a great way to make connections, meet people, and stay healthy. In the future, I'd like to see the team be a part of the community as well as of the school."

### Travis Mceuen (club vice-president)

**Age: 25 From: Walnut Creek, California Year in school: Junior**

"My hope is to give others the opportunity to be part of a team while in college and give them the support to develop their skill and appreciation for the sport. I'd also like to see a club side that would include cycling awareness events and possibly teach clinics on basic maintenance."

### Matt J. Fischer (club treasurer)

**Age: 26 From: Menlo Park, California Year in school: Senior**

"My aspirations are that this team will endure and prosper, and that other SMC students will understand that there are other modes of transit besides motor vehicles. Cycling is the most efficient way to get around."

### Brandon Barragan (club lieutenant)

**Age: 19 From: El Cerrito, California Year in school: Freshmen**

"I started cycling when I was 14 as a mountain biker and have loved it ever since then. Now that I've switched to the road, I'm very excited to race with my teammates and help make a name for this team. I'd also like to see more people on bikes here and taking this sport more seriously. It's about as tough as a sport gets, yet one of the most fun things a person can do."



**Left:** Miles Frank (center photo, left) helped lead the St. Mary's College Cycling team to a strong start.

**Photos:** Sebastian John Ospina

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# We support your sport

The spring racing season is an “ultra” exciting mix featuring running, cycling, and mountain biking events. For paddlers, there’s a great canoe and kayak race on the Missouri River in June. (For triathlons, see page 64.) Look for us at these and other events in the coming weeks!

## THE AOUDAD / LEAKEY, TEXAS

Part of *Trail Runner* magazine’s Trophy Series. According to the event website, “the trails are rugged, technical, and beautiful, the accommodations are primitive, and the location is simply perfect.” **APRIL 25**

## CACTUS TO CLOUD TRAIL RUN / ALAMOGORDO, NEW MEXICO

This southern New Mexico mountain race is a point-to-point 50K trail run with close to 10,000 feet of elevation gain. **MAY 2**

## MARIPOSA COUNTY WOMEN’S STAGE RACE / MARIPOSA, CALIFORNIA

A true timed stage race for six categories of women; a new place for the annual Kern Stage Race. A Hammer Podium series event. **MAY 15-17**

## WHEELS OF THUNDER CLASSIC (IC3) / ENGLEWOOD, COLORADO

This classic road race, produced by the International Christian Cycling Club, celebrates its 21st year. **MAY 9**



## REGALDO ROAD RACE / OAKDALE, CALIFORNIA

This 17-mile loop course includes 1 mile of flat gravel and several small hills; honoring Jeremy Regaldo. A Hammer Podium series event. **MAY 10**

**Above:** Athletes take their places on the podium at the 20th Annual Wheels of Thunder Classic.

Photo: Matt Otero

**Right:** Riders negotiate the challenging course of the 24 Hours in the Canyon race near Canyon, Texas.

Photo: 24hoursinthecanyon.org

## DAWN TIL DUSK / GALLUP, NEW MEXICO

This ultra mountain biking event is 100% single track with killer trails that make you want to ride more than 12 hours. Known for its friendly, laid-back atmosphere; ample camping and single speed friendly. **MAY 16**

## 24 HOURS IN THE CANYON / CANYON, TEXAS

The only simultaneous 24-hour road and mountain bike event in the country. **MAY 30-31**



# New! The Hammer Podium Series

**Top finishers will receive added recognition and prizes at select events**

BY DAVE ALBRECHT

The Hammer Podium was developed to recognize athletes who podium at select “classic” USA Cycling road racing events throughout Northern California and Nevada – the largest and arguably the most competitive racing district in the nation. The top three finishers in each category at a Hammer Podium event will have the opportunity to be recognized for their achievement by standing on the Hammer Podium and receiving fantastic rewards from Hammer Nutrition and other event sponsors.

At each of these prestigious events, a Hammer National Masters Team member will present prizes, take photos, and help these athletes celebrate their results. For amateur athletes who balance training with a busy work and family life, perhaps the greatest athletic reward is knowing you performed your very best on race day.

Hammer Nutrition understands the effort and commitment required to perform at this level. That’s why Hammer will be providing its premium quality nutrition products for all podium finishers, as an



addition to the regular prize list offered by the race promoters at these select events. Other athletes at these events will receive samples of Hammer products, too.

A photo of the podium for each racing category at a Hammer Podium event will also be posted to the Hammer Podium Facebook page, along with the athlete’s racing category, name, team, and placing. Athletes will be invited to share these photos and comment on their race day experiences without restriction. The first Hammer Podium event of 2015 was held Saturday, February 21, at Velo Promo’s

Snelling Road Race. For information about Hammer Podium events (including a complete list), photos, and results, plus the complete 2015 Northern California/ Nevada racing calendar check out these online resources:

[www.velopromo.com](http://www.velopromo.com)  
[www.facebook.com/HammerPodium](https://www.facebook.com/HammerPodium)  
[www.ncnca.org](http://www.ncnca.org)

Dave Albrecht is a Hammer Nutrition/53x11 National Masters Team member.

## **SQUAW PEAK 50 MILE TRAIL RUN** / PROVO, UTAH

Called “the hardest 50-mile race in the US,” the course covers 14,000+/- feet of elevation gain and loss, with five major climbs of 1,100-3,000 feet.

**JUNE 6**



## **A MIDSUMMER NIGHT’S DREAM ULTRA** / CANTON, GEORGIA

While most people are in bed dreaming, you can be LIVING your dream: ultra trail running this midsummer’s night along with other runners from around the country. **JUNE 13**

## **GRAN FONDO NATIONAL CHAMPIONSHIP SERIES** / GOLDEN, COLORADO

Road cyclists will race a historic route through the Rockies, a course sure to test your climbing prowess while treating you to some of the most ruggedly beautiful landscapes anywhere. **JUNE 21**

### **Top:**

The new Hammer Podium series honors top finishers with added recognition and prizes.

**Photo:** Courtesy of David Albrecht

## **MISSOURI RIVER FREEDOM CANOE AND KAYAK RACE** / LEES SUMMIT, MISSOURI

A 100K/63-mile canoe and kayak race on the Missouri River that will challenge even the toughest competitors. Beautiful scenery, excellent post-race ceremony.

**JUNE 27**

## **RATPOD** / DILLON, MONTANA

RATPOD (Ride Around the Pioneers in One Day) is a 130-mile road cycling event that raises funds for Camp Make-A-Dream, which benefits children, young adults, and families affected by cancer.

**JUNE 27**

### **Left:**

If you like hill climbs, you’ll love the Squaw Peak 50 Mile Trail run near Provo, Utah.

**Photo:** squawpeak50.com



Above: The Great Illini Challenge is little but mighty fun. Photo: gildedlightphotography.com

# 8 GREAT LITTLE TRIS (YOU MIGHT NOT KNOW ABOUT)

BY ENDURANCE NEWS STAFF

## Athletes share favorite grassroot triathlons

Kona is known for its prestige, Chicago for its size, Hy-Vee for its purse. But most triathletes don't start with such iconic events. Usually they make their first splash at a small, local tri. It's these quirky, hometown races that we tend to recall most fondly—and return to year after year. We asked Hammerheads to share a few of their favorite little tris, and here's what they told us. Consider adding one or more to your 2015 calendar! *Athletes also named a couple of April triathlons — Montana's Grizzly and Virginia's Breakdown Multi-sport Adventure Race. Check them out for 2016!*

### Ordinary Mortals Triathlon

Pueblo, Colorado

May 19, 2015

[www.socorunners.org/races/scr-races/omt.html](http://www.socorunners.org/races/scr-races/omt.html)

*"The first triathlon I ever did ... now it's run, bike, swim, so it's backwards. LOL. Back then I was the backward one, but when I crossed the finish line I thought I had won a million bucks." Includes a Mini Mortals Tri for kids 5-15.*

**OVETTA SAMPSON**

### Galena Triathlon

Galena, Illinois

May 16, 2015

[www.galena.org/triathlon-duathlon](http://www.galena.org/triathlon-duathlon)

*"My all-time favorite local race! It's a sprint with odd distances: 600-meter swim, 17-mile bike and 4-mile run — but it gets hardcore athletes because it has about 2,000 miles of climbing in that 17 miles. And more on the run. Yahoo! I'll be there hammering it out."*

**OVETTA SAMPSON**

### Echo Triathlon

Coalville, Utah

July 11, 2015

[www.triutah.com/events/echo-triathlon/](http://www.triutah.com/events/echo-triathlon/)

*"Coalville is a little town on the Echo Reservoir tucked in the beautiful Wasatch Back. Fun for spectators, too."*

**JEN RICHARDS**

### Musselman Triathlon

Geneva, New York

July 10-12, 2015

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

*"Eco-friendly, and they have a great mascot! A tiny mussel dude! You get one after you race, then you send in pictures to the race director where your mussel has traveled."*

**JENNIFER RESCHKE**

*"... competitive, a good number of entrants, beautiful setting, awesome swag ... I'd definitely go back, even though I'm not from the area — something I don't usually say."*

**LOREN COLLINGWOOD**





**Deschutes Dash**

Bend, Oregon  
 July 18-19, 2015  
[www.deschutesdash.com](http://www.deschutesdash.com)

*"... my favorite race ... community is awesome. Includes spring and Olympic tris, 5K, 10K, and duathlon. Olympic gets a good turnout ... hope to win it this summer. Check it out!"*

**MICHAEL WOLBER**



**Total Body Fitness Olympic Series**

Sacramento, California  
 January – October (60+ events)  
[www.totalbodyfitness.com](http://www.totalbodyfitness.com)

*"TBF is the best! Events for the whole family and all the AG categories in a friendly, encouraging atmosphere! Their commitment to fitness is unmatched!"*

**DUSTYN**

**Sanford and Sun Triathlon/Duathlon**

Sanford, Michigan  
 August 8, 2015  
[www.sanfordandsuntri.com](http://www.sanfordandsuntri.com)

*"A masterful event that has a focus on raising money for the Wounded Warriors veterans charity."*

**BOB MILLER**

**Great Illini Challenge**

Neoga, Illinois  
 September 5, 2015  
[www.illinitriathlon.com](http://www.illinitriathlon.com)

*"Definitely one of my favorites! They have 70.3 and Olympic distances. It's super small but really well run."*

**MIKE PIERSON**

**Swim Photo:**

Swimmers set out during the Great Illini Challenge.  
**Photo:** [gildedlightphotography.com](http://gildedlightphotography.com)

**Bike Photo:**

Triathletes cycle through a scenic stretch of the 2014 Musselman Triathlon.  
**Photo:** Courtesy Lauren Long

**Run Photo:**

Michael Wolber makes a dash for the finish at the 2014 Deschutes Dash.  
**Photo:** Courtesy Michael Wolber



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**Left:** The 2014 Big Rig crew enjoyed a VIP tour of esteemed Canadian racing schooner Bluenose II, the pride of Nova Scotia.

**Inset:** The Bluenose is featured on the reverse of the Canadian dime.

**Above:** Look for the Big Rig and the Canada team on the road this summer.

**Photos:** Hammer Nutrition Canada

## THE BIG RIG'S BACK

**Hammer Nutrition hits the road again on nationwide tour across Canada**

BY RYAN CORREY

Canada's population of 35.5 million is distributed across an area of nearly 10 million square kilometres. Despite our very low population density – and the fact that I can count the number of Hammer Canada team members on one hand – we see great value in maintaining face-to-face connections with our customers and loyal retailers. As such, I'm pleased to tell you that we will once again be touring across Canada in the Big Rig!



Big Rig owner Darren Thompson and his family will be back on the road from April–June. New this year, Sarah and I will be leading the tour from early July–September. We'll be giving fueling talks, appearing at a selection of sponsored events, sharing stories from the epic Tour Divide MTB race this June, and promoting my forthcoming book, *A Purpose Ridden*, to be released by Rocky Mountain Books on May 5. Read more at: [www.ryancorrey.com/a-purpose-ridden](http://www.ryancorrey.com/a-purpose-ridden)

Check out [www.hammernutrition.ca/schedule](http://www.hammernutrition.ca/schedule) to see where we are headed next! And of course, please feel free to email anytime with your fueling questions at [ryan@hammernutrition.ca](mailto:ryan@hammernutrition.ca)

# Q&A

## WITH 2015 HAMMER CANADA ATHLETE AMBASSADORS

Now in its second year, our Athlete Ambassador program continues to grow and evolve! This year we've got a great new group of nine athletes to introduce, including an Olympic sprinter, masters road cycling champion, a women's cycling advocate, a pair of ambitious female triathletes, an elite MTB rider, and a great group of trail blazers in the West. Recently, Hammer Nutrition Canada encouraged each of them to ask a unique question of another ambassador to post in *Endurance News*. You can read the bios for Sam, Spring, Leigh, Ron, Katie, Lesley, Jeffrey, Hailey, and Peter now at: [www.hammernutrition.ca/athlete-ambassadors](http://www.hammernutrition.ca/athlete-ambassadors)

*Ron to Sam: How often do you strength train your quads, hamstrings, and calves?*

**SAM EFFAH** / OLYMPIC SPRINTER



I train legs every day, with a focus on Olympic lifts three times a week. Because I'm coming back from injury/surgery, most of my workouts are done on the bike and anti-gravity treadmill to minimize impact and enable me to train and rehab.

*Sam to Jeffrey: What inspires you most while training?*

**JEFFREY HANSEN-CARLSON** / CYCLING ADVOCATE



My little girl Piper. She is 1 now, but when she graduates high school we are going on an epic cycling adventure. I need to be able to keep up with her as we ride around Iceland.

*Katie to Spring: If you could wake up tomorrow having gained any one quality or ability, what would it be?*

**SPRING MCCLURG** / TRAIL RUNNER



To wake up tomorrow with the ability to never get old. Knowing that I could continue to do the things I love doing — running, hiking, climbing — with all of the energy and the body that I have now.

*Leigh to Katie: What about your sport do you find most difficult to explain to someone who has never tried it before?*

**KATIE OZOLINS** / TRIATHLETE



I find it challenging explaining to an athlete interested in improving performance the amount of dedication, effort, and lifestyle changes it takes to succeed.

*Lesley to Ron: What is the one training tool you couldn't live without and why?*

**RON AMOS** / MASTERS ROAD CYCLING CHAMPION



The one training tool I could not live without would be my "power meter." Without it I would push too hard everyday. With it, I'm sure to go easy on my easy days and have the required energy to go hard on my scheduled hard days.

*Spring to Hailey: When you're not training, what's your favourite activity?*



**HAILEY VAN DYK** / TRAIL RUNNER

My favourite activities are yoga, and camping and hiking in the mountains!

*Peter to Lesley: I want to race Xterra, which has an open-water swim. What is the biggest tip you can give me?*

**LESLEY MAISEY** / TRIATHLETE



Get in the pool when it is busy. Get used to waves, being jostled, being swamped when you turn your head to breathe. Practice sighting and keep your stroke wide like you are paddling a surfboard. And smile! It's all about having fun. The swim is the start of your race or, as I sometimes like to call it, a "catered training event with valet bike parking!"

*Katie to Leigh: When you're struggling to find motivation, where do you pull from?*

**LEIGH MCCLURG** / TRAIL RUNNER



Great question. When my motivation ebbs I always think of the quote, "When you want to give up, remember why you started." We all have our own reasons. For me, it started with a curiosity about visiting wild places. When I forget that, and get bogged down in the stats of my progress in any discipline, I try to reset by heading out into the mountains without placing any requirements on myself other than to just be there. It never fails to reboot what motivates me.

*Jeffrey to Peter: Would you rather do tough training morning or evening?*

**PETER GLASSFORD** / ELITE MTB RACER/COACH



My experience is that the athlete's life schedule and preference/motivation should guide this; so it would be whenever the best training will happen consistently. If you're training for a morning event, then your specific training should be at a similar time to game-play your routine and nutrition.



# Hammer Nutrition welcomes **ARGENTINA** to our international team!

**Hello,**

My name is Pablo Andreani. Although we are a new distributor, I've known Brian Frank since he began his company. I've always admired his commitment to offer products that benefit athletic performance without compromising health. Our research has shown that Argentina has a big need for healthy supplements, and our goal is to provide athletes with a healthy alternative to the other products on the market.

We are proud parents of three boys who are competitive swimmers, and we believe that they can benefit by using Hammer products, too. That's how much we trust the brand. (The boys' favorites are Hammer Gel and the Recovery Bars.) We are thrilled with this opportunity, and we look forward to being part of the Hammer family. We are ready to "Hammer on!"

## MEET OUR NEWEST HAMMER JUNIOR ATHLETES

Francisco and Valentino Andreani, sons of Hammer Nutrition's new Argentinian distributor Pablo Andreani, competed in several major swimming competitions in January. In mid-January, 8-year-old Valentino garnered two 1st-place and two 2nd-place finishes during qualifying rounds of Torneo Provincial Federal Promocionales de Natacion 2015, which was held in four locations. Brother Francisco, 11 years old, earned a 1st place and two 2nds. Both also had several top 5 finishes in the finals.

Soon afterward, the boys competed in a legendary 1.5K open water race in Villa Rumipal called Cruce del Lago. Valentino grabbed the spotlight and a medal for being the youngest swimmer in 36 years to complete the swim across the lake! The 8-year-old athlete finished with an impressive, overall place of 123 out of 1,030 swimmers from all over the country.

Older brother Mateo Andreani raced with the pros, and finished 15th in his class and 40th overall.

"I'm a very proud dad!!" says Pablo. "Next year, we would love to see all of those swimmers wearing Hammer caps!" Congratulations to the entire Andreani family! **[HNN]**



**Clockwise from Top:** Valentino (left) and Francisco Andreani medal at regionals. With brother Mateo (right), all finish strong in open water competition. **Photos:** Veronica Menossi

# KRIS PRZEOR'S WALT DISNEY WORLD MARATHON RACE RECIPE



## TRAINING:

Hammer Gel, HEED, Endurolytes Fizz, Endurance Amino, Anti-Fatigue Caps, Race Caps Supreme, Recoverite

## RACE DAY:

**Prerace breakfast (three hours before):** Chia seed pudding topped with a Chocolate Hammer Gel

**One hour before the race:** Endurance Amino, Anti-Fatigue Caps, Endurolytes, sips of HEED

**During the race:** Nocciola Hammer Gel (about every 5 miles); Anti-Fatigue Caps, Endurance Amino, Endurolytes (about every 8 miles)

**Mile 21:** Tropical Hammer Gel

**After the race:** "Once I grabbed my medal and got my drop bag, it was time to tear into a Chocolate Peanut Vegan Recovery Bar."

## RESULTS

**62 / 19,970 Overall; 15 / 1,656 AG**

*"I kept counting down the miles to my next Nocciola Hammer Gel – a great motivator! ... at mile 21, I decided to jump start my engine with a Tropical Hammer Gel. The caffeine and adrenaline helped carry me home."*



Fueled with Hammer, Przeor raced to his second consecutive sub-3-hour marathon with a time of 2:59:44.  
Photo: Courtesy Kris Przeor

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# 50 IN 50



BY BRAD QUINN

**In a test of self discipline, athlete runs marathon equivalent for 50 straight days**



Last October 31, after moderate training and lots of contemplation, I decided to run a trail marathon a day for as long as my body and mind would allow. I wanted to set an example for my kids; I wanted them to SEE what it looks like to live out the self-discipline required to achieve their goals and how essential support and encouragement are.



**Left:** Inspired by the story of cancer activist Terry Fox, Brad Quinn decided to run a marathon equivalent for 50 straight days.

**Photo:** Courtesy of Brad Quinn

I got the idea to run a marathon a day from a documentary I had seen. Back in the 1980s, cancer research activist Terry Fox ran a marathon a day (Marathon of Hope) across Canada on a simple prosthetic and basic running shoe, completing 143 marathons before his cancer returned and he lost his battle. As a long-distance trail runner and race director for the better part of 15 years, I didn't think my mileage goal was that outrageous. But I was a bit concerned with how I might fit my "life" as a full-time occupational therapist, race director, husband, and father of four young children into my running.

### Getting there

My basic plan was to drop off the kids at school, run 18 trail miles before work, and then run the remaining miles on our property after the kids were in bed. I frequently run in two scenic but challenging parks near our home in the hill country outside Austin, Texas. Prior to starting my marathon goal, I measured the trail system of each park with my surveyor's wheel. The 10 acres we live on has a looped trail of approximately 2,325 feet in length.

As an occupational therapist, I'm inspired by the resilience and determination of the patients I see daily who refuse to be limited by their disabilities. Many of them endure real suffering and face extreme challenges. Not only do they not give up, but they triumph with grace and grit.

In mid-December, 50 days after beginning my marathon challenge, I had completed the equivalent of 50 marathons. Hammer Nutrition played an important part in helping me do it. I used Endurolytes and Hammer Gel (especially Montana Huckleberry) hourly for steady energy, day after day, and I had no cramping or digestive trouble. After each run, I recovered with Recoverite.

There was never any question which fuel and supplements I'd use for this challenge. At the Capt'n Karl's Trail Series and Hill Country Marathon races I direct, the runners fuel up with Hammer products and proceed to run strong. And for me personally, Hammer Nutrition always meets my caloric and nutritional needs before, during, and after my runs.

After completing 50 marathons (1,325 miles) in 50 consecutive days, I'm even more in awe of Terry Fox. His ability to run 3,339 miles on essentially one leg, while fighting cancer is truly amazing. As a healthy guy, I am humbled to experience just a part of what he endured. This sport brings out the awesome in us; I feel an incomprehensible pride, not in my own accomplishments but in those of others who have done more with less. They make me proud to be human.

And for the record, my family is a fantastic team of supportive encouragers. [HN]

### CAPT'N KARL'S TRAIL SERIES

My wife Nyla and I started the Capt'n Karl's Trail Series in 2006 as a way to honor and support Nyla's late father, Karl Lembke, who was fighting cancer at the time. This summer series of 60K, 30K, and 10K nighttime trail races takes place in four beautifully rugged parks. To sustain the memory of an awesome man, Karl, we donate a percentage of the proceeds every year to a local Hill Country charity. Read more at [www.traverserunning.com](http://www.traverserunning.com).

— Brad Quinn, race director

# FINISH STRONG!

*I used Anti-Fatigue Caps for the first time in the final 5K race of the season last year and ended up setting a new PR by 16 seconds. Couldn't believe the amount of energy I had.*

— Travis B.



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# A Unique Approach TO Tri Training

Innovative Endurance emphasizes recovery and nutrition

BY GREG MUELLER, DIRECTOR AND COACH



“The Team IE training program is about so much more than fitness,” says triathlete William Huffman (left). “Greg does a terrific job of providing a positive environment for athletes to learn from each other and stay focused. The dynamic strengthened my purpose, made training a pleasure, and success an expectation.”

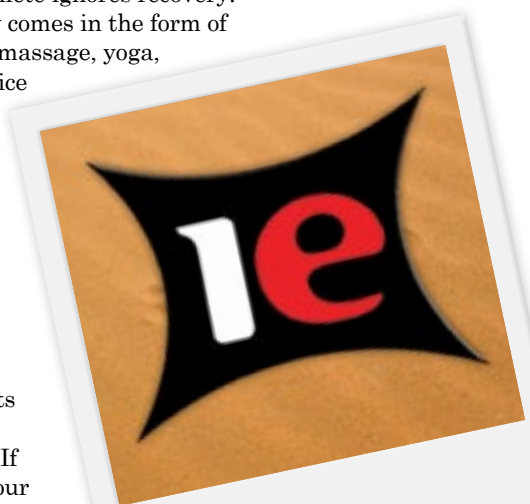
At first glance, the Innovative Endurance (IE) training program held in Henderson, Nevada, might appear to be just another training camp. But we think of it as much more than a “camp.” Our goal is to facilitate high performance through a holistic approach that involves daily face-to-face coaching, guided recovery, and nutrition in a complete training environment. This year, eight pro triathletes (all members of our Team IE higher-performance racing team) participated — training, eating, and living together for three months, from January through March. Here’s an inside look.

**Personalized workouts** – We create an effective, personalized schedule that includes a total of four to six hours of workouts per day. A sample day might include a 7 a.m. warm-up, run drills, and golf course run; 8:30 a.m. breakfast; 11 a.m. swim in our indoor or outdoor lap pools or 20-yard drill pool; 1 p.m. lunch; and 3-5 p.m. endurance ride on the area’s rolling desert roads or trails.

**Emphasis on recovery** – What makes our program truly “innovative” is our belief that recovery is critical. Any athlete can do the necessary work, but it’s the ability to maximize that work through proper recovery that matters most. Even the best guidance can be undermined when an athlete ignores recovery. In our program, recovery comes in the form of hydration, compression, massage, yoga, stretching, foam rolling, ice bathing, warm up, and cool down.

**Superior nutrition** – Most important is proper nutrition. Athletes usually are surprised to learn that recovery is not just the few hours after a workout. It actually starts several days before the session you’re targeting. If you’re dehydrated and your

“Our focus at the IE training camp is to make every athlete better every day . . . A big part of that is having the best support team, and that means Hammer Nutrition.”





# 5 Tips for Beginning Triathletes

- 1 Balance life and sport for longevity.
- 2 Listen to your body—it's smarter than your ego.
- 3 Be consistent and realistic.
- 4 Focus on process not outcome.
- 5 Surround yourself with good information.

glycogen levels are entirely depleted when you start a run, your workouts in the coming days will be hampered as well.

By providing our athletes with Hammer Nutrition products, we believe we're offering the best products and nutrition knowledge available. There are no easy runs or rides in this very hilly terrain, and the camp's desert conditions make hydration and electrolyte replenishment imperative. To stay ahead of the recovery game, our athletes use HEED and Endurolytes during every workout and Recoverite after every session.

Our focus is to make every athlete better every day. Our goal is to make a perfect process that results in a perfect outcome. A big part of that is having the best support team, and that means Hammer Nutrition every day. [HN]

Greg Mueller is the founder of Innovative Endurance Coaching. The Team IE high-performance racing team includes junior elites, elite runners, elite cyclists, collegiate triathletes and cyclists, elite amateur triathletes, and an eight-person pro team. He is a Level 3 USAT Triathlon Coach, Level 2 International Triathlon Union Competitive Coach, and Level 3 USA Cycling Coach. [innovativeendurance.com](http://innovativeendurance.com)



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**DEVON JOHNSON** / HAMMER ATHLETE

**Investigation Nutrition: “Hammer is the best”**

I recently accepted another year representing Hammer Nutrition as a 2015 Athlete Ambassador, after spending the entire last year investigating my nutrition. That involved experimenting, reading, talking to experts, trying new foods, and even straying from Hammer a bit — all to end up more convinced than ever that Hammer is the best nutrition company for my body, lifestyle, preferences, goals, and needs.

The first Hammer product I ever tried was Recoverite. I now refer to it as the “gateway product” because it will make you a Hammer believer. I quickly noticed less muscle ache, but the kicker for me was that it curbed my insatiable runner’s appetite.

My exercise fuel is what I’ve struggled with the most. Hammer does not use simple sugars. Because Hammer uses complex carbohydrates in its fuels, they will not make you crash as a simple sugar would. Another benefit to avoiding simple sugars is your beloved GI tract. Many digestive issues during exercise are linked to the consumption of simple sugars. Nutrition labels on energy gels can be confusing because ingredients may appear healthier than they are: fructose, organic dried cane syrup, and sucrose are all simple sugars.

I also love Endurolytes for my electrolyte supplement. I prefer Fizz’s dissolvable tabs not only for their taste, but because I find capsules harder to swallow while running. Other products I’ve tried in the past contained artificial sweeteners, added sugar, or other ingredients that I find undesirable. One of them had a side effect that would have forced me to make pit stops if I had used it in a marathon, and I would not have gotten my first Boston Qualifying (BQ) time. That ingredient, polyethylene glycol, is also sometimes used to treat constipation.

If you want that BQ, if you want to improve your 5K time, if you want to become leaner, if you want to combat daily fatigue and lethargy, you owe it to yourself to investigate what you put into your body and how it affects you. I have done this for myself, and I ended up returning to Hammer Nutrition.

**To read Johnson’s entire blog post visit:**

<http://devonintraining.blogspot.com/2015/02/back-to-hammer.html>

**Main:** Devon Johnson at the Vernonia Marathon in April 2014. She finished with a time of 3:32:32, earning 4th place female overall, 2nd female 30-34.

**Inset:** Johnson with a few Hammer Nutrition favorites.

**Photos:** Devon Johnson



Photo: Larry Mishkar

**JAMIE DITTMAR / WILDERNESS TRAINING**

“While at the University of Minnesota, I competed in mid-distance indoor and outdoor events. Now I run wherever I find myself, even on Forest Service roads, where I’m often trying to outrace an incoming storm. For energy, I like to rip open a Vanilla or Raspberry Hammer Gel.”

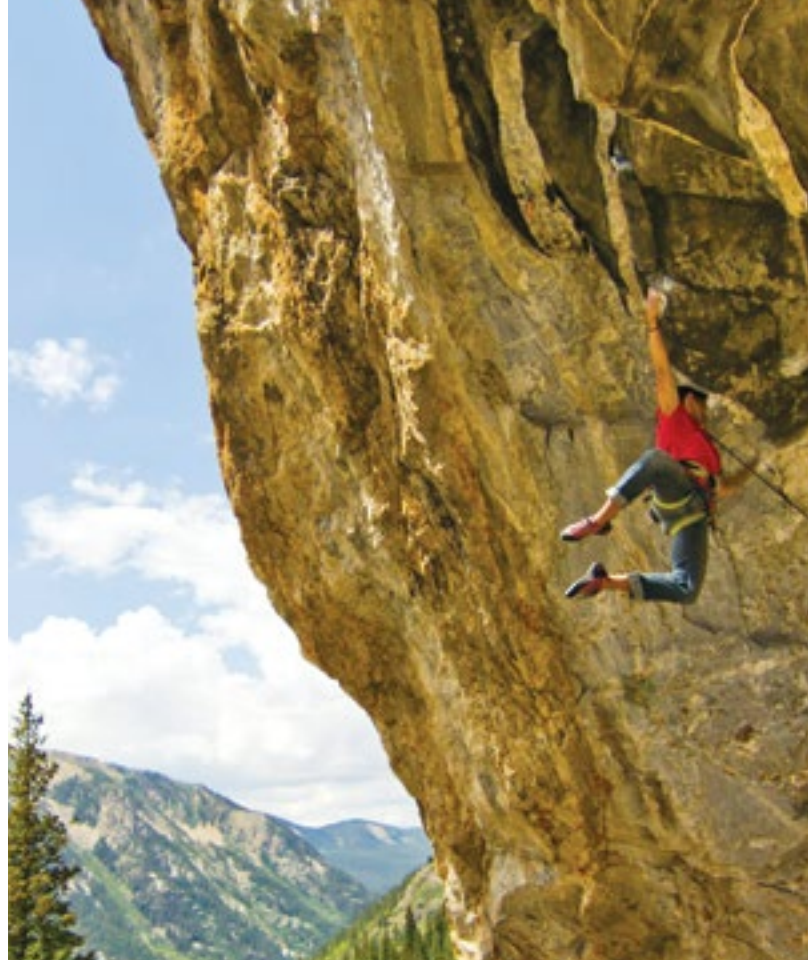


Photo: Michael Insani

**MICHAEL INSANI / CLIMBING WILD THING**

“My onsite attempt climbing Wild Thing, a 5.13a-rated route in Independence Pass, Colorado, was successful. Like any sport, climbing requires dedicated training. Hammer’s Recoverite is my go-to product for fast, dependable recovery. I truly feel the difference versus other recovery products.”



Photo: Larry Mishkar

**LIZ PILECKAS / “DOG DAYS” TRAINING**

“For me, the phrase ‘dog days’ has real meaning. I spent a month training puppies for a future of pulling dog sleds for the Voyageur Outward Bound School near Ely, Minnesota. Running puppies means I need to be energized too. To power through the mornings, I enjoy a Vegan Recovery Bar (or two).”

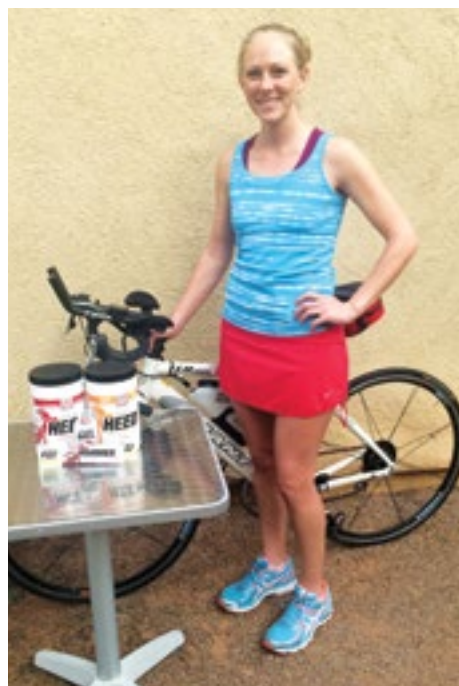


Photo: Chelsey Sands

**CHELSEY SANDS / TUCSON TRI GIRLS TRIATHLON CAMP 2015**

“The Tucson Tri Girls Triathlon Camp 2015 was fun, and I learned a lot. Hammer Nutrition products fueled me through the entire weekend and I felt great! I had a lot of energy and was able to train hard and consistently in every session. Thank you Hammer!”

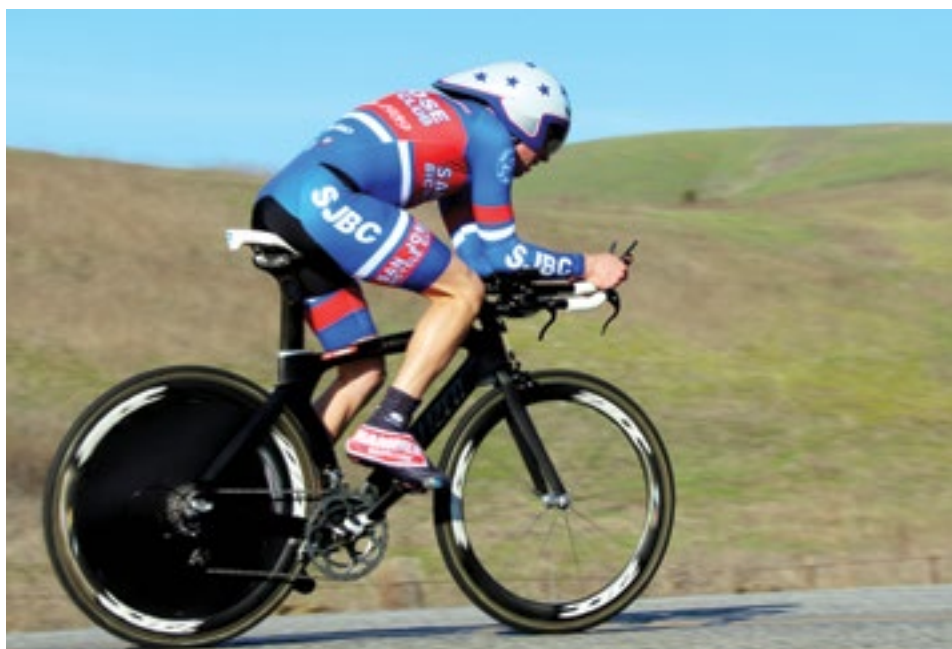


Photo: Wendy Shore

**ZACHARY HILTON** / SAN JOSE BICYCLE CLUB WINTER SERIES ITT2  
NEW PR BY 42 SECONDS

“I take Race Day Boost before each of my A races and always carry HEED, Hammer Gel, and Hammer Bars during races and training. During the summer months, when I’m peaking in my training, Boron is a staple. I use Recoverite every time I finish a hard workout or race, and Whey Protein every night before bed to provide the HGH boost and recovery.”



Photo: Alexandra Campbell-Forte

**ALEXANDRA CAMPBELL-FORTE** /  
USA CYCLING CYCLOCROSS NATIONALS  
7TH WOMEN’S MASTERS 30-34

“For races and training, I rely on Hammer Gel, Hammer Bars, Race Caps Supreme, Endurolytes Fizz, and HEED!”



Photo: Barb Hutchings

**RICHARD HUTCHINGS** /  
FINA WORLD MASTERS CHAMPIONSHIPS  
800 FREE: 6th; 400 FREE: 10th

“I used HEED and Recoverite for training and competition, Whey Protein for enhanced recovery and maintenance, and Hammer Bars between events. Thanks Hammer!”



Photo: Jessica Culver

**JESSICA CULVER** / “HOW I HAMMER”

“I start my day with a cup of 53X11 Coffee and finish it with REM caps. In between, I use Hammer for training and racing. Between being a nursing student, athlete, part-time nurses’ aide, and mom to a four-legged maniac, I need to keep my energy levels high and my body fueled right.”



Photo: Dave Daly

Photo: Jason Poole

**JASON POOLE** / ALPS SKY RUNNING

“Beautiful day snow running to the summit of the Herzogstand (5,679 feet elevation), a mountain in the Bavarian foothills of the Alps. I fueled with Perpetuem Solids, Hammer Gel, and Hammer Bars, and then had Recoverite at the end! THANK YOU Hammer Nutrition!”



Photo: John Maize

**SIOBANH MAIZE /**  
 VIRGINIA DOUBLE ANVIL TRIATHLON  
 5TH PLACE OVERALL

“I managed to finish in style — 1st woman, 5th overall, and three hours ahead of the next woman. I didn’t quite hit my ‘pie in the sky’ time goal, but I was close. Hammer Seat Saver was sent from heaven! Fifteen hours in the rain on my bike and NO CHAFING!”

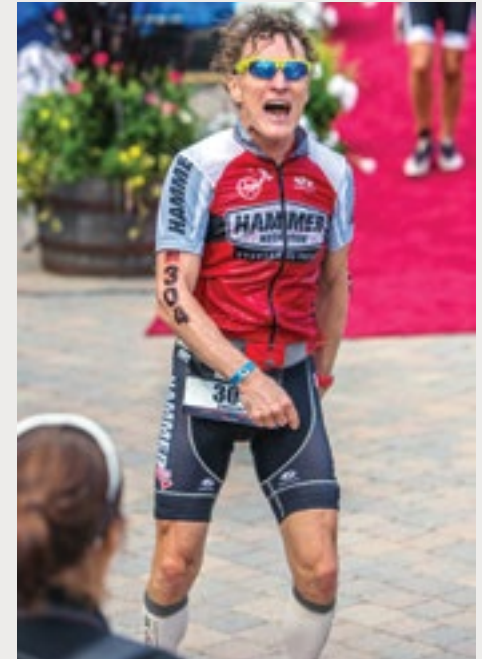


Photo: Jack Finucan

**JACK FINUCAN /**  
 CELEBRATION MARATHON  
 NEW PR: 4:26:56

“After setting a new PR of 4:29:21 at the 2014 Celebration Marathon, I returned in 2015 to lower my PR to 4:26:56. At age 61, I’m getting faster! I used Perpetuum Caffe Latte, Hammer Gel, Endurolytes, and Anti-Fatigue Caps.”

# GREGORY TAYLOR’S WTC 70.3 WORLD CHAMPIONSHIPS RACE RECIPE



**RACE DAY:**

**Breakfast (three hours prior):** 2 Hammer Bars with coffee

**Before the start:** Apple Cinnamon Hammer Gel; “I can consume Hammer Gel immediately before or during a workout/race with ZERO GI distress and near instant energy!”

**On the bike:** 2 bottles of HEED (with 1 Endurolytes Fizz in each), 1 Apple Cinnamon Hammer Gel

**On the run:** 4 Hammer Gels, water

**After:** Recoverite

## RESULTS

**1st AG/60**

“Knowing that my nutrition would be spot on let me focus totally on my performance, holding little in reserve. I raced for almost five hours at near maximum effort and had constant energy! I led from the gun to the finish.”

– Gregory Taylor

Photo: Nick Morales



Photo: Rob Greer

**ROB GREER /**  
 ROCKY RACCOON 100-MILE RUN

“I entered the Rocky Raccoon riding the low of a nasty lingering cold. Pitted against my cousin for what would be the first 100-mile finish for both of us, I armed myself with Perpetuum, Anti-Fatigue Caps, Endurance Amino, Race Caps Supreme, and Endurolytes. Despite eating dirt in complete garage style fashion seven times, I finished in 21:41 as four different heroes, besting my cousin by four hours.”



**SUZY DEGAZON** / ATHLETE AMBASSADOR, COACH

“I had an awesome time as guest speaker for 75-plus runners with the SoCal Pacers. They appreciated the Hammer Gel, Recoverite, and HEED I shared as well as how to use them during a marathon. The next day I helped two 7-year-old sisters with their first triathlon. The bike especially was a challenge for them, but Hammer helped bring them to the finish line. They did something that most adults will never do, and I was proud to be part of their journey!”



Photo: Suzy Degazon



Photo: Nicolette Nordan

**NICOLETTE NORDAN** / SUBARU DISTANCE CLASSIC HALF MARATHON

“Hands down, Hammer is the epitome of endurance nutrition. As a diabetic, I had a difficult time finding a product that wasn’t too high in sugars, still supplied carbohydrates for endurance, and didn’t upset my stomach. Hammer Nutrition provides all of the above — and tastes GOOD. I have not hit a wall in YEARS.”



Photo: Naomi Haverlick

**NAOMI HAVERLICK** / LATE WINTER TRAINING

“Not wanting to contend with the possibility of frozen liquid fuel, I sustained myself with small bites of Hammer Bars over the course of our two- to three-hour fat bike rides. These bars stay nice and supple and are easy to eat even in freezing temps! Chocolate Recoverite was critical for recovery after a few cold hours in the snow.”



Photo: Nellie Freeman

**ABRIL ESQUEDA** / 25-YARD FREESTYLE AG RECORD HOLDER

“Abril is the daughter of Cesar Esqueda, a Hammer Super Masters Team member, and a member of the ONDA-PC Swim Team. Her friends call her ‘El Pescado,’ the fish. She currently holds the under 8 AG record in the 25-yard freestyle. She’s been moved up in category, and now will compete against girls 1 and 2 years her senior. Her new goal is breaking the under 9 IM record. She loves HEED, Raspberry Hammer Gel, and Oatmeal Apple Hammer Bars for training and competition. Good luck and Hammer on Abril!”

– MIKE FREEMAN



Photo: Rich Maines

**RICH MAINES / 12 HOURS IN THE PAPAGO; 2ND AG, 9TH SOLO OVERALL**

“The course is short and extremely fast. I used three three-hour bottles of Sustained Energy for the first nine hours of the race, then relied on Hammer Bars and Hammer Gels for the remaining three hours. I also took the following supplements hourly: 2 Endurolytes, 2 Endurance Amino, and 1 Anti-Fatigue Cap. I had such an awesome day, pulling in 18 laps and a solid performance.”



Photo: Luke Sinak

**LUKE SINAK / MISSOURI COWBELL MARATHON; 4TH AG, NEW PR**

“When I was looking for products that Are REAL, effective, and simple, I found an entire LINE through Hammer that delivers mega results. Whether it’s hot days, long workouts, ultra-distance races, or recovering at home, Hammer has a product for everything and they all work.”



Photo: Mary Jo Kohl

**MATTHEW KOHL / WHISTLE STOP MARATHON 4TH AG, 28/279 OVERALL**

“My race recipe included Peanut Butter-Chocolate and Nocciola Hammer Gel every 4 miles and Endurolytes and Anti-Fatigue Caps throughout. Hammer fuels allow you to fuel for events for all distances and never run into digestion issues. On top of that, they’re always willing to help you devise a nutrition strategy just for you!”



Photo: Joaquin Candell

**JOAQUIN CANDEL / ARROWHEAD 135 ULTRA MARATHON**

“On January 28, I finished the Arrowhead Ultra, 135 miles out of International Falls, Minnesota. I’m happy to say that with Hammer I finally got my nutrition right. Knowing what nutrition and hydration you need takes off some of the pressure before a race. Thanks Hammer.”

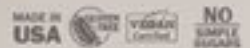
“**Gluten- and grain-free. Easy to carry. Easy to eat!**”

- Chris R.



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50g bar - \$2.50  
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Flavors: Almond Raisin, Cashew Coconut Chocolate Chip, Chocolate Chip, Cranberry, Oatmeal Apple



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- Enhanced post-exercise recovery



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# Seeking summits, shaping up

Lofty goals and good nutrition lead to a healthier, new life

BY LONNIE MILLER

Dear Hammer Nutrition,

I'm writing to thank you for providing such great products and to share some of my success story. Three years ago I weighed nearly 235 pounds, was a smoker, and had been diagnosed with high blood pressure. When I transferred to the Pacific Northwest for work, I realized I needed to make a change or I would surely die young.

I decided to set goals to help me lose weight, get in shape, and quit smoking. My first goals were to climb Mt. St. Helens (8,366 feet elevation) in Washington state in August 2013, followed by two of the Three Sister peaks, the Middle (10,047 feet elevation) and South (10,358 feet elevation), in Oregon.

## The next summit

After successfully completing these climbs, I reached much higher – to South America's highest peak, Argentina's Aconcagua at 22,841 feet elevation. To train for this I enrolled in several climbing education programs and studied the Hammer Nutrition website and *Endurance News* magazine to improve my knowledge of endurance training. Although I had been a long distance runner in high school, I'd been away from it for many years. Your fueling and hydration articles set me on the right path.

Over the last 18 months I began using Hammer's Recoverite, Whey protein, Perpetuem, and Hammer Gel. On hikes I had Hammer

Gel every 45 minutes as well as Perpetuem every two hours. Immediately after my hikes and runs I used Recoverite, followed 30 minutes later by a serving of Whey protein. On rest days I had Whey at bedtime. I also tweaked my diet to include more vegetables and reduced my consumption of empty carbohydrates and sugars. By the time I set out for the expedition in December, I had slimmed down to 180 pounds and was running/hiking 40 miles a week.

## View from the top

During the expedition, Hammer Gel (Montana Huckleberry and Espresso) and Perpetuem were my primary fuels. Carrying the flasks of Gel inside my down parka prevented them from freezing. I found the flasks also less messy than using individual packets, and it eliminated excess trash.

While I was on the move I had a Hammer Gel every 30-45 minutes. During rest stops I consumed a concentrated slurry of the Perpetuem. I found the Espresso Hammer Gel with caffeine to be a great physical and mental boost.

On December 29, 2014 at 1:30 p.m., I successfully reached the summit of Aconcagua. I could not have done it without the great products and knowledge your company provides. I continue to run and hike and plan to set my sights even higher in the future. Once again, thank you for such a great product! **[HN]**



Lonnie Miller at the summit of Aconcagua in Argentina, the highest peak in the Americas.

Photo: Lonnie Miller





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1. Stephen tells Erik about the superior fuels and supplements from Hammer Nutrition.

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2. Erik calls\* and places his FIRST order and receives 15% OFF his total. He's happy.

4. Hammer Nutrition gets another satisfied customer. We're happy. It's a win-win-win!

**STEPHEN AND ERIK ARMES**  
at the Free to Breathe 5K; Erik placed 1st OA and Stephen placed 5th OA (1st AG). This is merely an example of how the program works. Stephen and his son Erik are both longtime Hammer customers. PHOTO: KARLA ARMES.

\*Orders can be placed online as well. The first-time client must reference the client number or full name of the referring client to receive the discount. Some restrictions apply; see website for details.



# 15% Off Your First Order!

Mention your friend's name or client number (below) to receive 15% off your first order with **HAMMER NUTRITION!** Call or go online now.

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Client Number

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4. If you order online, just add a note asking that we apply any available rewards.
5. Need more cards to give out? Download the PDF on our website at: [www.hammernutrition.com/images/general/referralcards.pdf](http://www.hammernutrition.com/images/general/referralcards.pdf)

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



### **Down and dirty**

Hardcore Hammer enthusiast Victor Sheldon has some early season fun at the Vail Lake Kenda Cup on March 1, 2015. "It was a blast feeling like a kid again, playing in the bog," he said. Sheldon's 1st place Cat 1, 45-49 finish was just icing on the mud pie.

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