

ENDURANCE

NEWS

BY HAMMER NUTRITION
ISSUE 96 // AUGUST/SEPTEMBER 2015
\$3.95



IN THIS ISSUE ...

SUGARY SPORTS DRINKS
NOTHING TO SMILE ABOUT

GUT CHECK
END DIGESTIVE TROUBLES NOW

5 REASONS
YOU NEED EMS

HAMMER GEL
A LOOK INSIDE THE POUCH

PLUS ...

- Hammer Whey gets even better
- Brew your own Kombucha
- Healthy summertime salads
- Hammer athlete updates

AND MORE!

THE LEADOUT

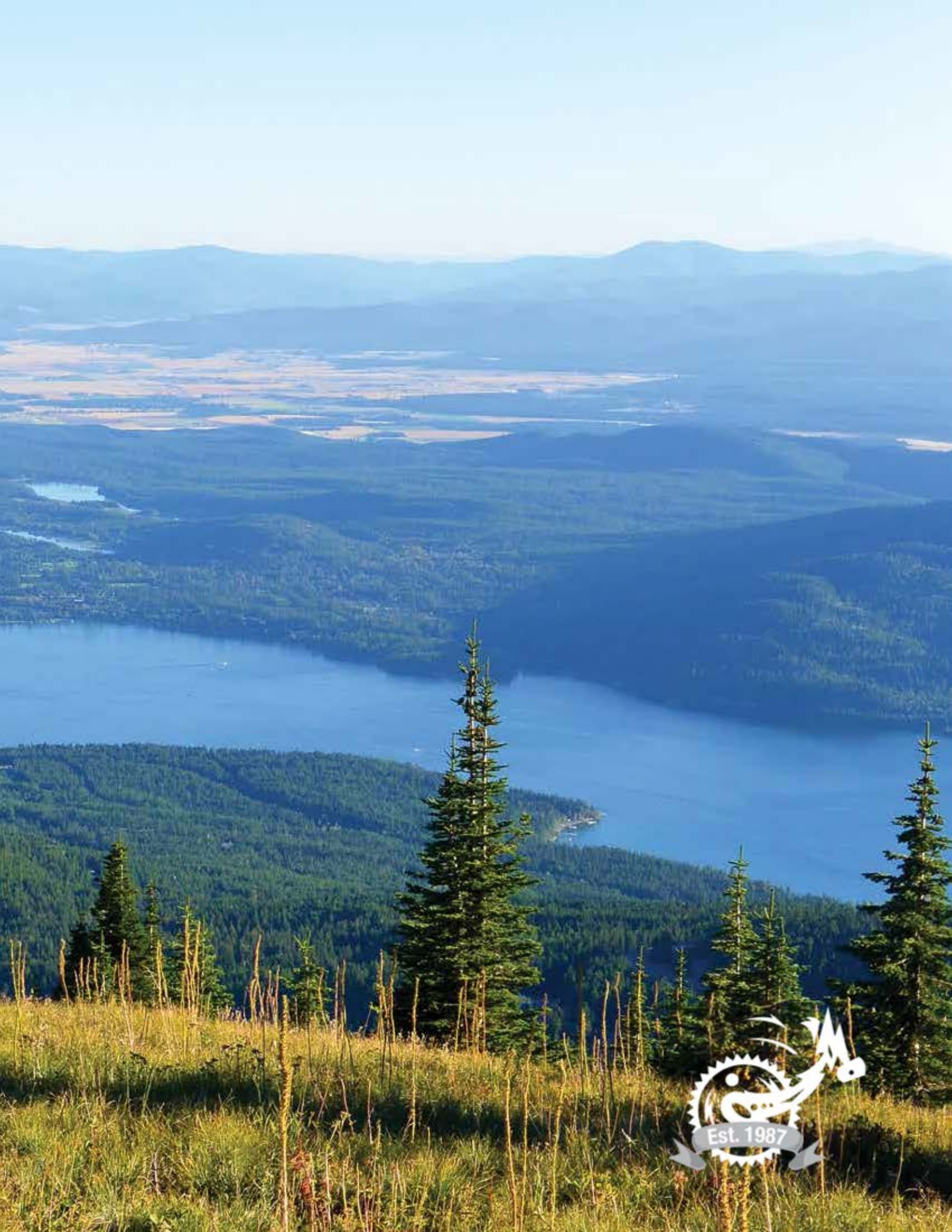
The high road

Hammer athlete Ed Hirsch climbs high, enjoying a late summer ride on the trails of Big Mountain, overlooking Whitefish Lake and Montana's Flathead Valley. Whether he's trail riding or wilderness hunting, HEED, Hammer Gel, and an occasional Hammer Bar keep Ed stoked, sharp, and strong for the duration.

PHOTO: Courtesy Ed Hirsch

We're here! HAMMER HEADQUARTERS





WELCOME



Welcome to the 96th issue of *Endurance News*! If it seems like issue 95 just came in the mail a few weeks ago, it must be summer and time is flying. As we've been doing since 1992, we packed this issue full of great content to help you maximize your enjoyment of the warm weather racing season. We've got the products, the service, and the knowledge to help you make the most of all of the time and energy you dedicate to training and racing.

As I am prone to remind our readers, the messages and theme of this publication have never waived, which is something that no other magazine can claim: You can count on us to advocate a healthy, whole-food centered diet that minimizes additives, chemicals, sugar, wheat, sodium, and other substances known to compromise your health. We do this because it's the truth, and it's essential for enjoying sustained peak athletic performance today, next year, and 10 or 20 years from now ... and you deserve to have this information.

The fuels and supplements sold by Hammer are and always will be consistent with this philosophy — they contain no artificial sweeteners, flavors, or colors, and no “ose” sugars, excessive sodium, or citric acid! I reason that you should not have to go on a sugar/junk food binge every time you train or race. Logically and analytically, I'm pretty sure you understand and agree with this concept. The challenge is in the practical sense.

Take the sugar dilemma, for instance. We all like sugar and tend to eat too much of it. It's tempting, on a conscious or subconscious basis, to use the hollow promises of sugar-filled sports product purveyors as an excuse for consuming it freely. The problem is that reality crashes in sooner or later, and we must admit that we are overloading our body with sugar from dietary and sports fueling sources.

Consider the poor oral health of Olympic athletes (see page 18), along with the scientifically proven dangers of high sugar diets, which are too numerous to list here. Fueling with sugar is not cool; it's just a bad idea. Personally, I reserve the little sugar that I eat for a special dessert or treat. Conversely, avoiding sugar while exercising allows me to keep my daily sugar intake in check and still be able to enjoy a sugary treat now and then. Give this some thought as you read the labels of the products in your cupboard or that you're considering purchasing.

The last issue of *Endurance News* requested your feedback via a high tech survey, and many of you obliged. Thank you to all who took the time to complete the short survey. The results were very helpful in our effort to create and offer content that you want. Here is one of the key questions and your response:

Q1 – What percent of any given issue of EN do you typically read?

54.5% of you checked “all or almost all of it!” The vast majority of the balance of respondents enjoy reading 50% or more of each issue. *Visit our social media pages for full survey results.*

We've analyzed the survey responses and will be providing more of what you like and less of what you don't like going forward. We are already working on issue 97!

In the mean time, enjoy the read and remember that we are here for you, now even on Saturdays, whenever you need help with your fueling, supplements, and dietary considerations.

Brian Frank

Brian Frank
Hammer Nutrition Owner

On the cover:
Hammer Australia pro athlete Michelle Bremer headed to a 1st place pro finish at the IM Australia Championships.
Read more on pg. 67. **Photo:** Courtesy Hammer Australia

ENDURANCE NEWS

The informed athlete's advantage since 1992

AN EXCLUSIVE PUBLICATION OF:



STAFF

Publisher and Editor in Chief
Brian Frank

Content Manager
Vicki Hackman

Writer/Fueling Expert
Steve Born

Designers
Jake Grilley, McKenna Newton

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

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 “Mission”



Legal Disclaimer: The contents of *Endurance News* are not intended to provide medical advice to individuals. For medical advice, please consult a licensed health care specialist.

©2015 Endurance Marketing Group. This information is copyright protected. Please feel free to distribute this information as long as the copyright notice, phone number, and/or URL are included. Content must remain unchanged and original authorship acknowledged.

4952 Whitefish Stage Road
Whitefish, MT 59937

1.800.336.1977

www.hammernutrition.com



FEATURES August / September 2015: Issue 96

10 / Single Speed, Zero Limits
An endurance mountain biker's fueling plan for ultra success
BY RICH MAINES

12 / Sodium Silently Wrecks Health
Normal blood pressure doesn't mean you're safe.
BY VICKI HACKMAN

16 / Going Big, Not Going Home
A winning ultrarunner shares her formula for nutrition and recovery.
BY GIA MADOLE

18 / Nothing to Smile About
Sugary sports drinks blamed for Olympians' poor oral health
BY JAKE GRILLEY

20 / Inside Hammer Gel
Inside the pouch: Real fuel, real goodness
BY ENDURANCE NEWS STAFF

22, 24 / Race Savers
Don't give in to the bonk; muster up energy, motivation with these strategies.
BY STEVE BORN AND HAMMER ATHLETES

26 / 3 RE's of Recovery
Practice these key steps for an epic season finish.
BY STEVE BORN

30 / Sleep Patterns & Performance
For your personal best, adhere to your own inner clock.
BY JAKE GRILLEY

38 / Obstacle Advantage
Tips from an elite obstacle course racer and multi-sport athlete
BY EVAN PERPERIS

44 / Getting Un-Glu ... ed
For peak health and performance, cut the gluten!
BY VICKI HACKMAN

46 / Gut Check
Overcome digestive troubles with these key changes.
BY LOREN MASON-GERE

48 / D.I.Y. Kombucha
A refreshing twist for digestive health
BY JENNIFER TURCOTTE

54 / Epic Run in the Heartland
A Hammer ultrarunner sets a new course record.
BY PETE KOSTELNICK

60 / Fueling for the Field
The Hammer game plan for football, soccer, golf, and more
BY BRIAN FRANK

62 / Hammer Ambassador Spotlight
Meet Hammer hero Karen Painter; she's been helping athletes fuel right for nearly two decades.
BY BRIAN FRANK

68 / The Road to Kona
A coach helps an athlete dial in nutrition to prepare for the big race.
BY GREG MUELLER

REGULARS

- 4 / **Publisher's Note**
- 6 / **Starting Lines**
- 8 / **#howiammer**
- 14 / **Atypical Athlete**
- 20, 28, 32, 42, 58 / **Provisions**
- 34 / **Ask Hammer Nutrition**
- 36 / **Aid Station**
- 50 / **Laura's Kitchen**
- 52 / **Coffee Myths Busted**
- 56 / **EMS: 5 Reasons Why You Must**
- 64 / **Teams**
- 66 / **Hammer International**
- 70 / **Events**
- 72-80 / **From Our Athletes**
- 82 / **Finish Chute**



20

50



Solving digestive troubles changed everything

Hi guys! Your products have completely turned around my training and racing, and that's why I swear by them. I have celiac disease, and often would struggle with serious digestive upset during and after long runs or heavy training sessions. Then I decided to try Hammer's gluten-free products and it changed everything! I've had no trouble with digestion or nausea while training and racing since I began using your fuels. I just finished my first half Ironman using Hammer products and nutrition advice exclusively, and I felt strong throughout the race. On the bike, Perpetuem tasted mild and was easy to use. During the run, my digestive system tolerated Tropical Hammer Gel, Endurolytes, and Perpetuem Solids. I saw other people puking or stopping at the portos, but I kept chugging along. When I felt cramps coming on at the start of the run, I dosed up with Endurolytes and was golden a few minutes later. Your products have played a huge part in helping me race and train without worrying about my tummy. I'm a much happier athlete, thanks to you.

ANNABELLE GLASS / CLIENT



Koenig hikes Bigelow in her new Bergamo. Photo: Courtesy Shelley Koenig

Back on top

I had been sidelined with injury this spring, so it was great to get back to my training. For my first long session, we power-hiked the entire Bigelow Mountain Range of the Appalachian Trail in Maine, starting just before sunset. Five summits, 11 hours, and 20 of the most difficult miles of the AT later, we made it in time to watch the sun rise. Hammer Gel, Endurolytes, Endurance Amino, and Hammer Bars allowed us to travel light and fast, while feeling great. I also absolutely loved the new Bergamo running shirt. It totally passed the test. The added length was perfect for wearing a pack (many running tops are too short and ride up). I also love the V-neckline — might have to add a white one to my wardrobe.

SHELLEY KOENIG / HAMMER ATHLETE

Getting technical

During three solid days of riding in Moab, Utah, I compiled 88 miles and 8,500 feet of climbing on technical terrain and felt great the whole time, thanks to Perpetuem, HEED, Hammer Gel, Hammer Bars, and Endurolytes. Recoverite and Compex EMS helped me recover each day. I also had the opportunity to talk to some other athletes about using EMS as a recovery and training tool. I think you can expect a few new EMS orders soon!

BRIAN BROTHERS /
HAMMER ATHLETE



Brothers on the comeback trail. Photo: Courtesy Brian Brothers

Nocciola wins more fans



I had the chance to introduce two new people to Hammer Nutrition recently. Both said they were not fans of gels because of their texture and typical chalky aftertaste. Of course, I gave them a Nocciola Hammer Gel to try. Let's just say, we have two new Hammer advocates!!!

CHRISTY GRIESSE / HAMMER ATHLETE



Christy Griesse. Photo: Courtesy Christy Griesse

Hammer's ★★★★★ customer service

Products and service, a winning combo

Since I returned to running five years ago, I've used your supplements to help me complete 10 half marathons, three marathons, and two 50Ks. Your products help me prepare for events, sustain me during them, and help me recover afterwards. I already look forward to placing my next order with your helpful customer service team in my ongoing effort to maintain good health. Thanks again.

STEPHEN MILLER / CLIENT

Personable, personalized service is unmatched

I recently placed a phone order and was immediately impressed with how knowledgeable and engaging the client representative was to chat with. She actually wanted to get to know more about me and the events I do. When I had trouble with an order, she handled it and even called me to let me know it had been corrected. Service like that is a huge reason I choose Hammer Nutrition.

MIKE SWEUM / CLIENT

SEND US YOUR LETTERS!

WE LOVE HEARING FROM OUR CLIENTS & ATHLETES: 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).

Send letters and comments to letters@hammernutrition.com

WHATEVER YOUR PATH...

GET/OUT/AND RUN



NEW base layers by Voler, USA
Warm and cold weather, 6 styles
\$19.95 - \$24.95

NEW run tops by Bergamo, Italy
Men's and women's, 6 styles, 7 colors
\$24.95 - \$29.95

ROAD / TRACK / TRAIL

Wherever your adventures take you this summer, the all-new Hammer run clothing will get you there in style and all-day comfort.

Enjoy perfect fit and unmatched performance with tops from Bergamo (Italy) and base layers from Voler (USA).

Fly the colors that tell the world you know how to ...
Fuel right, feel great![®]



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com

#howihammer

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

From Facebook: triathlete Howie Nordström's "Less is More" PR

Fernie, British Columbia, athlete Howie Nordström continues to progress in his triathlon journey. The latest achievement for the always-upbeat age grouper was a sub-5 hour personal record at Ironman 70.3 Victoria. He credits the Hammer "less is more" fueling philosophy with helping him to a strong finish and a quick recovery. "I took 175 calories per hour on the bike, using a mix of concentrated Sustained Energy and HEED. On the run, I took 100 calories per hour using Hammer Gel and plain water." *Congrats on a great performance. Hammer on, Howie!*

Tag your social media posts and you just might appear here in the future! **#howihammer**



Howie Nordström takes a break from training to visit Hammer HQ in Whitefish, Montana.

Overheard ...

"Thanks @hammernutrition for the speedy delivery!"

"170 lbs. lost. Went from 350 lbs. and a 54" waist to 162 lbs. and 30" waist. Hammer fuels every ride."

"After a big training week I am still crushing workouts. Thank you to Hammer for keeping me going."

"Nothing gets me through my long IM 70.3 training rides like Perpetuem! Top quality product!"

"Chocolate Hammer Vegan Protein is hands-down the best protein powder, ever!"

"My fueling was flawless, thanks to your guidance and super products."



@k__pat



Moving mountains

Hammer Athlete Kristina Pattison is a rising star in the international mountain running scene. What drives her to excel? "This journey for me started as little more than a crazy dream," she posted on Instagram. "And with that came a lot of uncertainty. I don't fancy competing against other runners. I compete against fear." Get more insight at:

www.kristinapattison.com



@ivebeen_framed



Singletrack love

Steven Terry is an expert mountain bike rider for Framed Bikes and City Bike Shop in Traverse City, Michigan. He's also an ardent Hammer Nutrition evangelist. Steven can regularly be found cruising the expansive and lush Michigan singletrack, where he snapped this cool pic that captures a certain fondness for all things dirt.



@hammernutrition



facebook.com/hammernutrition



@hammernutrition

WIN-WIN-WIN PROGRAM

SHARE THE LOVE!

THROUGH THE HAMMER ATHLETE REFERRAL PROGRAM



Get 25% of your friend's 1st order credited to your account!



Tell a friend, colleague, or family member about Hammer Nutrition.



Your referral receives 15% off the total of their 1st order.



You get 25% of your referral's order credited to your account.



We get another satisfied Hammer customer. Everybody wins!

For complete details visit: bit.ly/hammerlove

"For me, endurance racing is a testament to overcoming self-imposed limits."

SINGLE SPEED



ZERO LIMITS

An endurance mountain biker's fueling plan for ultra success

BY RICH MAINES

It started in 1993, when I witnessed my first 24-hour race as part of a support crew for 24 Hours of Canaan in West Virginia. Watching them, I thought that riding all over the mountainous terrain during the daylight hours seemed pretty crazy, but when darkness fell, I began to grasp the complete insanity of their pursuits. How could they ride so fast, in the dark, over technical terrain?! The beauty of the darkness and specks of light racing through the night left me spellbound. It would be years until I would experience mountain biking at night for myself, but when I finally did, I was hooked.

Although I've been racing since the '90s, I began competing as a soloist in 12- and 24-hour events in 2009, with a focus on singlespeed since 2011. After building up my first singlespeed mountain bike to help improve my climbing, I soon found that singlespeed makes me a better rider overall. It's just the bike and your legs — so your mind is free to experience the trail in a new way. I ended up parting out my race bike and building up a second singlespeed that was more race ready, and the rest is history. So far this season, I've stood at the top of the podium once (12 Hours in the Wild West), placed 2nd twice (Grand Canyon Alpine 100 and 12 Hours in the Papago), and finished 4th and 10th in two other events. For me, endurance racing is a testament to overcoming self-imposed limits. Here's what works for me.

Race week preparation

Eat smart – My first rule for race week: Make no major changes to the normal diet of lean proteins, healthy fats, fruits, and veggies. The night before the race, skip the heavy pasta dinner offered at most events and fuel smart! Excess carbs are only going to be eliminated or stored as body fat (dead weight).

Take it easy – I try to keep the mood light, spend time with my family, and rest. Overthinking the race never leads to good results. Workouts consist of light strength training, some short hill intervals, and a mellow ride or two to get my head straight. The most important ride of the week is the “shakedown ride:” three nights prior to the race, I put in an hour at race pace to ensure my lighting systems are dialed in and the bike is functioning properly. The weekend before the race, I pack clothing and equipment and portion out my nutrition and supplements for the race.

Race Day Fueling

Prerace – Most 24 hour races start at noon, which allows me to consume around 300 calories of high-quality foods and finish three hours before the race start. I top off my glycogen stores 15 minutes before the start with 1 serving of my favorite Hammer Gel flavor, Nocciola!

Calories: During a race, your body goes into “survival mode” by routing blood

to working muscles and oxygen to the brain, heart, and other internal organs. It is NOT focused on replacing all of the calories, fluids, and electrolytes lost, and attempting to do so will cause bloating, vomiting, diarrhea, and a poor finish. I consume roughly 180 calories per hour during a race.

I prefer liquid fuel for the first 12-16 hours, supplemented by Hammer Gel every few hours. I find solid foods harder to digest at race pace and more difficult to gauge for calorie consumption. The night before the event, I portion out multiple three-hour bottles of Sustained Energy powder. During the race, my crew mixes a new bottle with water when I’m ready for a fresh one. After 16 hours, I usually switch to Hammer Bars, eating half a bar every hour.

Hydration: I drink 16-24 ounces of plain water per hour, depending on conditions, and supplement with 2-3 Endurolytes per hour for electrolyte replenishment. I also take Hammer Nutrition’s Endurance Amino, Anti-Fatigue Caps, and Race Caps Supreme hourly.

Staying on top of nutrition and hydration is the biggest thing you can do to achieve success in an ultra MTB race. Monitor your fuel and hydration every 15 minutes, and keep at it to the very end of the race. Also, remember to keep it fun. That’s why you’re doing this in the first place! **[HN]**

HOT WEATHER TRAINING TIP

Here in Arizona where I live, lots of folks try and “beat the heat” by doing their workouts super early in the day. I tend to value sleep, however, and instead will go for a multi-hour, but less intense training ride. Training in the extreme heat also helps me prepare for hot weather racing. If my plan calls for intervals that day, I might shorten them, or skip them altogether and do a tempo ride instead. Consistently replenishing electrolytes with Endurolytes and hydrating every hour (before any symptoms of dehydration) also are key.

– Rich Maines



Opposite page & above: Rich Maines at Arizona’s 24 Hours in the Old Pueblo Photos: sportograph.com

This page left: Rich Maines at the Grand Junction Off-Road in Colorado Photo: Brian Leddy

Below: Rich with his biggest fans, Jackson and Sydney, at the Grand Canyon Alpine 100 Photo: Courtesy Rich Maines



Rich Maines (also shown on the cover of EN #95) is a professional endurance mountain bike athlete and an application development manager for Microsoft. He shares his passions at every turn, inspiring others to follow their ambitions. Follow him at richmaines.com

SODIUM COULD BE SILENTLY WRECKING YOUR HEALTH



Study: Even when blood pressure reads normal, widespread damage may be occurring

BY VICKI HACKMAN

If you can't seem to shake the salt habit but feel safe because your blood pressure is normal, this news should give you pause. According to a new report, your daily dose of salty snacks, packaged convenience foods, and cured meats could be wrecking your health without causing any external warning sign.

The insidious effects of excess dietary sodium on the body's internal organs have been revealed in the recent paper "Dietary Sodium and Health: more than just blood pressure," published in the *Journal of the American College of Cardiology*. Authored by faculty members of the University of Delaware College of Health Sciences and physicians at Christiana Care Health Systems, the article points to evidence of adverse effects on multiple organs, including the blood vessels, heart, kidneys, and brain — even when blood pressure remains normal. The researchers cite more than 100 studies to support their conclusions:

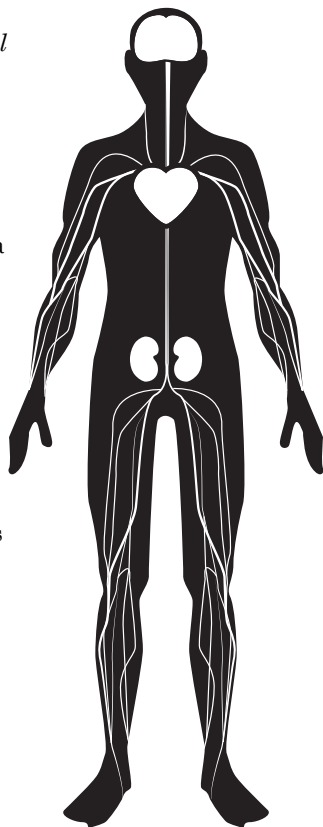
- **Blood vessels:** Potential effects include reduced function of endothelial cells (those that form the lining of the blood vessels),

which are involved in coagulation, platelet adhesion, and immune function. According to the researchers, in studies of both animals and humans, high sodium intake reduced endothelial function and increased arterial stiffness independent of blood pressure. In addition, the researchers say "sodium's deleterious effects on endothelial function likely result from reactive oxygen species, such as superoxide, resulting in reduced nitric oxide bioavailability." (As discussed in the June/July issue #95 of *Endurance News*, nitric oxide dilates blood vessels and benefits endurance.)

- **Heart:** The researchers cite studies showing that high dietary sodium intake can lead to enlargement of the muscle tissue that makes up the heart's main pumping chamber (left ventricle), independent of blood pressure. In fact, among a group of people who had only mildly elevated blood pressure, those who excreted the most sodium showed greater enlargement.

- **Kidneys:** Although "there are a limited number of studies of subjects without kidney disease ... evidence suggests that high sodium is associated with reduced renal function." One animal study showed a decline in renal function with only a minimal increase in blood pressure.

- **Brain/nervous system:** Chronically elevated dietary sodium may sensitize sympathetic neurons and increase response to a variety of stimuli. Even without increased blood pressure, "chronically increased sympathetic outflow may have deleterious target organ effects," say the researchers.



LIMIT YOUR SODIUM INTAKE

The average American consumes as much as 8,000 mg of sodium per day, according to some sources. The American Heart Association (and Hammer Nutrition) recommends limiting daily dietary sodium intake to 2,300 mg maximum. Here are some of the most effective ways to control your sodium intake:

- **Avoid processed foods.** About 70% of dietary sodium comes from processed and prepared foods, including breads, cheeses, processed meats, and sauces. When you do buy packaged foods, check the label for sodium content

- **Don't add salt at the dinner table.** If you must, use a low/no-sodium salt substitute, or enhance flavor with spices, herbs, vinegar, or lemon juice.

- **When replenishing electrolytes** during exercise, choose Endurolytes. Endurolytes capsules and Fizz contain a full spectrum of minerals, not just sodium and chloride. Endurolytes contains sodium in levels that will not overwhelm your body's natural ability to regulate this vital mineral [HN]

FUEL FOR THOUGHT

WHAT'S IN YOUR ELECTROLYTE CAPSULES?



GU Roctane Electrolyte Capsules

Ingredients: Sodium Citrate, Cellulose, Sodium Chloride, Ginger Root Powder, Magnesium Chloride, Magnesium Citrate, Magnesium Stearate, Vitamin B6, Vitamin D

- Contains just three electrolytes (sodium, chloride, and magnesium)
- One serving contains 9 mg of magnesium

GU and GU Roctane are registered trademarks of Advanced Food Concepts, Inc.

Red text used for emphasis.



Hammer Endurolytes

Active ingredients: Sodium, Chloride, Calcium (as chelate), Magnesium (as chelate), Potassium (as chelate), Manganese, Ginger Root

Other ingredients: Stabilized Rice Bran, Vegetable Capsules (plant cellulose and water)

- Contains a full spectrum of electrolytes (sodium, potassium, magnesium, calcium, and chloride)
- One serving contains 50 mg of magnesium; magnesium is essential for energy production
- Certified to be free of banned substances

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 - ORDER TODAY!

Use promo code EN96 and receive a free gift!
800.336.1977 / www.hammernutrition.com
Expires 10/9/15

THE ATYPICAL HAMMER ATHLETE



In each issue of *Endurance News*, we highlight some of the less conventional ways athletes use our products. From firefighting professionals 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!

Swinging from Sunrise to Sunset



Golfing 126 holes non-stop to raise money for a good cause

BY JUSTIN NEWTON

Some might argue that a typical 18-hole round of golf “doesn’t deserve” to be labeled an endurance sport. Few, however, would argue that seven 18-hole rounds — 126 non-stop holes — in a single day isn’t a test of endurance.

Earlier this summer I participated in my first golf marathon. I teed up my first drive at 7 a.m. and didn’t sink my final putt until almost 10 p.m., nearly 15 hours later.

All of these swings were for a good cause. As a PGA apprentice and an assistant golf professional at Village Greens Golf Course in Kalispell, Montana, I, along with the rest of the professional staff, raised money for Folds of Honor, an organization supporting families of those killed or disabled while in active duty in the U.S. military. Our generous

GOLF MARATHON BY THE NUMBERS:

126
total holes

34
holes under par

14.5
hours

35
miles covered

\$2,700
raised

Above: Powered by Hammer, Justin Newton escapes a sand trap. **Photo:** Tony Reiner
Left & opposite: In addition to using 14 clubs, great golfers also use strategy and strength to succeed.
Photos: McKenna Newton



supporters made pledges per-hole, and per-birdie, and we were able to raise nearly \$3,000.

Going into the golf marathon, I knew if I wanted to excel — and raise as much money as possible — proper fueling would be paramount. I had discovered the importance of solid sports nutrition as a collegiate golfer after crashing hard in my early tournaments as a

student-athlete.

I had a supply of Hammer Nutrition products on hand to fuel my extended outing on the course. To boost concentration and combat mental fatigue, I took Super Antioxidant and Endurance Amino as well as Race Caps Supreme. Between shots, I fueled with HEED, Endurolytes Fizz, Hammer Bars, and Hammer Gel. I felt great all day and finished each of my seven rounds even par or better.

While you can't always anticipate every situation you'll encounter on the golf course, with solid nutrition you can feel prepared to deal with whatever comes your way, whether you are playing 18 holes or 126. **[HN]**

REAL FOOD. REAL GOOD.



**"CLOSE YOUR EYES AND IT'S LIKE AN APPLE PIE!
I LOVE HAMMER BARS!"**

Flavors: Oatmeal Apple, Almond Raisin, Cashew 1.76 oz bar - \$2.50
Coconut Chocolate Chip, Chocolate Chip, Cranberry 12 or more - \$2.40 ea



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com





GOING BIG NOT GOING HOME

**A winning ultrarunner shares her formula
for nutrition and recovery**

BY GIA MADOLE



The saying “go big or go home” has been the story of my ultrarunning life. I signed up for the Tahoe 200 before I had even raced a 100 miler. One year to the weekend of running and winning my very first ultra, the 2013 Do Whack a Do 50K, I ran the Tahoe 200 and placed 1st female, 10th overall. Testing my limits, exploring awesome new places, and meeting incredible people are what draw me to this sport and motivate me to do more. Solid nutrition is the key to my performance.

Winning nutrition plan

During a 50K or 50-mile race, I rely mainly on a Hammer’s HEED/Perpetuem mix (1/2 scoop HEED, 1 scoop Perpetuem) that I get from my crew at aid stations. Between aid stations, I consume Hammer Gel on the run. For races over 50 miles, I have found that I often begin to feel hungry, so I incorporate Hammer Bars into my fueling. At any race distance I aim for about 150 calories per hour. If I’m doing a lot of climbing and feel my belly growling due to hunger, I consume slightly more calories.

Many athletes overlook their recovery nutrition after a workout or race. The ideal post-workout or post-race nutrition is a 3:1 ratio of carbohydrates to protein. Recoverite has this ideal ratio, and it’s quick to mix with water in a shaker cup. For convenience, I keep several small containers of it in my bag at all times. I try to consume it within 20 minutes after a workout. The one time I forgot to put some in my bag, I paid for it the following day with a less-than-best run.

Recovering from injury

I’ve been fortunate to avoid training injuries as a runner, but haven’t avoided injury while racing. During the LOViT 100K in late February, I turned my ankle at mile 5 and again at mile 23. When I saw the doctor a week later, I was informed that I had torn three of the four major ligaments in my ankle, and that it should not move the way she was able to move it!

She wanted me to rest and take off from running for six weeks. I told her I would compromise by taking off for one week. (She did not find it as funny as I did!) When I saw her again after two weeks, she was amazed and said she had not seen that type of injury heal that quickly before. I attribute my quick healing to Hammer’s Tissue Rejuvenator. It helped me return quickly to full-time training. By mid-April, I was ready to race the Ouachita 50 miler. **[HN]**

Gia’s 2015 Race Results

February – LOViT 100K: 1st female, 4th overall

April – Ouachita 50 Mile: 1st female, 2nd overall

May – Cruel Jewel 100 Mile: 2nd female, 9th overall

Coming Up: Bigfoot 200 Mile, The North Face, Utah 50 Mile, and Pinhoti 100 Mile

Gia Madole at the Cruel Jewel 100 Mile. Madole finished 2nd female, 9th overall. Photo: Daniel Reyes

Gia Madole of Harrah, Oklahoma, is a personal trainer, running and strength coach, horse trainer, and riding instructor.

AMAZING RESULTS



“ ... (MY DOCTOR) WAS AMAZED. SHE COMMENTED THAT SHE HAD NOT SEEN THAT TYPE OF INJURY HEAL THAT QUICKLY BEFORE. ”

- GIA MADOLE

Joint health second to none

- Anti-inflammatory support
- Promotes joint integrity & mobility
- Aids in natural tissue repair

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

MADE IN
USA

NO
SIMPLE
SUGARS



Just weeks after tearing three major ligaments in her ankle Gia Madole places 1st female, 2nd overall at the Ouachita 50.

Photo: Daniel Reyes



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com



SUGAR AND ATHLETES: NOTHING TO SMILE ABOUT

Sugar-laden sports drinks blamed for Olympians' poor oral health

BY JAKE GRILLEY

Olympic athletes are among the fittest, strongest, and presumably healthiest people on the planet. In one area of wellness, however, most Olympians fall far short: More than 3 in 4 have poor oral health.

A University College London survey of athletes during the 2012 Olympics in London found that 55% of athletes had evidence of cavities, 45% had tooth erosion, and 76% had gum disease.

The issue took center stage earlier this year at the Irish Dental Association annual conference, where new president Dr. Anne Twomey derided sugar-

laden sports drinks and their negative influence on athlete's oral health.

"Tooth decay is always caused by sugar. Often my patients are unaware they are consuming sugar as [these products] are labeled with other words. There are in fact 57 different words used instead of sugar such as sucrose, lactose, glucose, fructose, etc.," said Twomey.

Citing the findings from the study, Twomey was quick to point out that by consistently fueling with sugar-spiked sports drinks these otherwise high-caliber physical specimens were essentially bathing their teeth in sugar and citric acid and causing serious harm to both their oral and overall health.

"Clearly there are many benefits to adopting healthy lifestyles," Towner said. "However consumers have to be clear about what they and their children are consuming. Sports drinks, protein shakes, energy drinks, energy bars, and fruit juices can contain from 5 to a dozen teaspoons of sugar."

To those Olympians and everyday athletes looking for guidance on how to fuel better, Twomey offered up this

suggestion: "Our advice is clear. Avoid [sugary] sports drinks on a regular basis. If taking sports drinks, protein shakes, or bars, study the ingredients carefully and opt for those not containing sugar."

HEED: better for health, performance

Unlike nearly every other sports drink on the market, Hammer Nutrition's HEED contains no added simple sugars, and only 2 grams of naturally occurring simple sugar per serving — less than 1/2 teaspoon. The complex carbohydrate maltodextrin used in HEED provides a more consistent and longer lasting energy supply than simple sugar-based fuels, without putting you at risk for tooth decay and other health issues caused by simple sugars.

What's more, HEED contains no citric acid, so it won't burn your throat or stomach, or erode tooth enamel. Award-winning HEED contains a full-spectrum of electrolytes plus the natural sweetener xylitol — which actually benefits oral health — as well as L-carnosine and chromium polynicotinate to help buffer lactic acid and support stable blood glucose levels. Among sports drinks, HEED is in a class of its own. **[HN]**

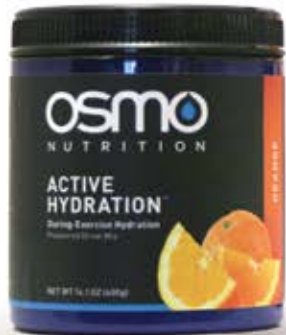


Left: Irish Dental Association President Dr. Anne Twomey recently blasted sugar-laden sports drink for their harmful effects on oral health.
Photo: Courtesy Irish Dental Association

Above: A University College London survey found that more than 3 in 4 athletes suffered from oral health problems during the 2012 Olympics in London.

FUEL FOR THOUGHT

WHAT'S IN YOUR SPORTS DRINK?



OSMO Nutrition Active Hydration for Men

Ingredients: **Sucrose, D-Glucose,** OsmoAct™ Beverage Base Blend (**Sucrose, D-Glucose,** Trisodium Citrate, Potassium Citrate, Magnesium Citrate, Calcium Citrate), Trisodium Citrate, Organic Orange Powder, **Citric Acid,** Calcium Citrate, Potassium Citrate, Magnesium Citrate, **Ascorbic Acid,** Inositol Hexanicotinate (Niacin), Calcium Pantothenate (Vitamin B5), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Thiamine Hydrochloride (Vitamin B1), Folic Acid, Methylcobalamin (Vitamin B12).

- Contains sucrose and glucose, two simple sugars
- Contains citric acid, ascorbic acid
- 1 serving contains 160 mg sodium

Plus: Minerals chelated to citrate (citric acid)

Osmo Nutrition and Osmo Active Hydration are trademarks of Kai Nutrition, Inc.

Red text used for emphasis.



Hammer Nutrition HEED

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

- Contains maltodextrin, a complex carbohydrate; no added simple sugars
- Xylitol is a natural, plant-based sweetener that benefits oral health
- Stevia is a natural sweetener extracted from plant leaves
- 1 serving contains 45 mg sodium
- Ideally formulated to meet the fueling needs and support the health of both men and women

Plus: A full spectrum of electrolytic minerals chelated to amino acids

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 - ORDER TODAY!

Use promo code EN96 and receive a free gift!

800.336.1977 / www.hammernutrition.com

Expires 10/9/15



Inside the pouch: HAMMER GEL

For quality concentrated energy, no other gel comes close

BY ENDURANCE NEWS STAFF

REAL FUEL, NOT CANDY

Healthy Carbohydrates

The staples of any energy gel, drink, or bar are carbohydrates. But unlike other gels, which contain one or more simple sugars (fructose, sucrose, dextrose, or glucose), Hammer Gel is an easily digested, concentrated source of complex carbohydrates. That means you get steady, long-lasting energy — not the flash-and-crash spikes of simple sugars. The specific maltodextrin used in Hammer Gel allows maximal conversion to energy. Many athletes say it's the **ONLY** gel that doesn't cause them digestive problems.

Beneficial Amino Acids

The amino acids L-leucine, L-isoleucine, L-valine (known as branched chained amino acids) help reduce muscle tissue breakdown. Another amino acid, L-alanine, aids carbohydrate metabolism.

Energy Smart™

The unique biochemistry of this patented natural sweetener helps raise blood glucose levels quickly. It is **NOT** a simple sugar or artificial sweetener.

Premium, Natural Ingredients

You won't find artificial sweeteners, colors, or flavors in Hammer Gel — only premium, natural ingredients. Check the labels: Each of those 12 delicious flavors comes from healthy, whole foods, including raspberries, huckleberries, peanuts, hazelnuts, and cocoa.



Chocolate



Raspberry



Peanut Butter



Banana



Apple-Cinnamon



Nocciola
(Hazelnut-Chocolate)



Espresso

Whoever said healthy fuel doesn't taste great

NEVER TRIED HAMMER GEL!

Available in 12 natural flavors, Hammer Gel is awesomely delicious! You won't find a higher quality, more tasty energy gel at any price: Hammer Gel contains no added simple sugars and no artificial colors, sweeteners, or flavorings. All Hammer Gel flavors (except Nocciola) are Vegan Certified, and all are gluten-free. Espresso and Tropical flavors offer an added caffeine boost. For extended exercise, beyond 2-3 hours, try Peanut Butter, Peanut Butter-Chocolate, and Nocciola ultra gels, which include a small amount of protein and healthy fats.



Montana Huckleberry



Tropical



Orange



Peanut Butter-Chocolate



Vanilla

Also available in 26-serving jugs. Once you find your favorite flavor, buy it in bulk and save!



Customers Say it Best!



"Gel perfection! I added extra miles to my long run just so I could have another pack. The flavor was fabulous!"

"The perfect boost when you need energy but don't want anything heavy. They're the best gels ... period."

"All flavors taste great and don't cause GI issues like the other brands I've tried. I recommend them to all of my friends!"



NO
SIMPLE
SUGARS

MADE IN
USA

ULTRA GELS

Everything you know and love about Hammer Gel PLUS protein!



Single Serving - \$1.40 3 or more - \$1.25 ea
26 Servings - \$19.95 3 or more - \$17.95

- 3 delicious flavors!
- Perfect for long activities
- Smooth, sustained energy



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com

7 STRATEGIES TO RESCUE YOUR RACE



Don't give in to the bonk; muster up energy and motivation with these strategies

BY STEVE BORN

Most endurance athletes have those occasional “off” races — those times when your motivation, attitude, and energy levels seem to be failing you, no matter how well you’ve prepared. My chosen sport was ultra marathon cycling. From 1987 until I retired from active competition in late 2002 (after completing history’s only Double Furnace Creek 508), I learned a lot about motivation, supplementation, and fueling, and I believe that it can be applied to any endurance endeavor. The next time you find yourself struggling with a lack of motivation or energy mid-race, try one or more of these strategies:

1. Don't let the way other competitors race influence your race.

My father, who was on all of my Race Across America (RAAM) crews, used to remind me that I had no control over what other riders were doing, so I shouldn't waste precious energy worrying about them. The things to focus on are the things you can control: fueling, pacing, sleep breaks, and strategies that have proven to work in the past.

2. Make every minute count. Don't stop unless it's necessary; when you do, be efficient with your time. In all honesty, one big reason for my racing

success was that my crew and I were very good about not wasting time. We treated all stops like mini Indy 500 pit stops, knowing that every minute counted. You don't want to rush through things haphazardly, but you also don't want to be lethargic. Over the course of a long race, the time spent at those stops can add up to a lot of time that you aren't making forward progress.

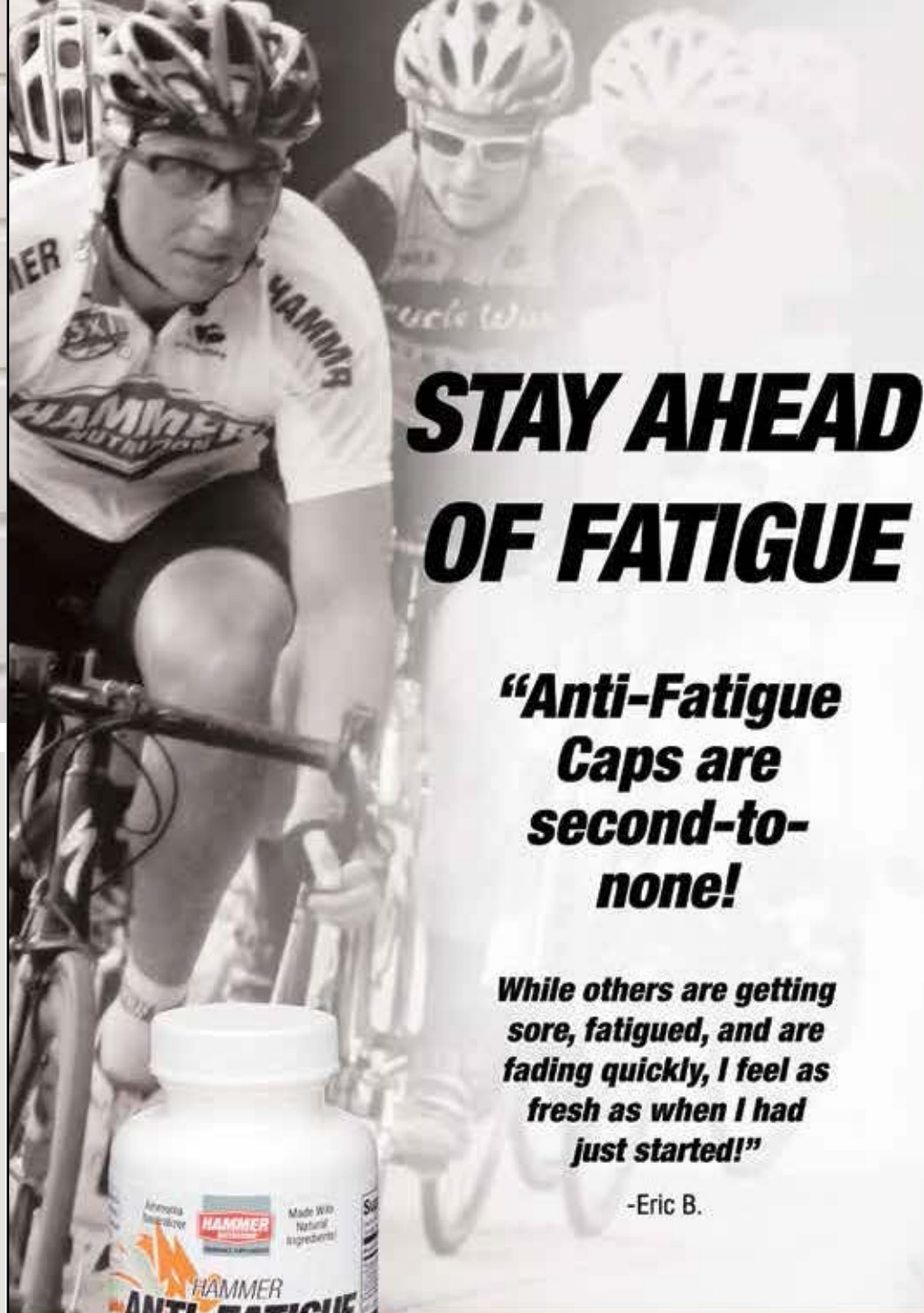
3. It will get better. It's really easy to psych yourself out by focusing on what you're feeling, especially the farther into the race you get. Remember that you're not alone in what you are experiencing ... everyone (from first place to last) is facing the same challenges. Remind yourself that the long night will turn to dawn, and you will eventually reach the summit of that seemingly endless climb. You'll feel a whole lot better staying the course than if you were to stop and complain about it.

4. A yard is hard, but an inch is a cinch. Endurance races are too long to think of in their entirety, especially when you're already hurting and/or tired. Trying to do so can be overwhelming. Instead, break the race down into little pieces. Have lots of milestones to reach along the way. When you get to one milestone or destination, you've accomplished a goal. Now it's time to move toward the next goal and accomplish that.

5. Have alternate game plans. Even if you're currently feeling lousy, it doesn't mean you will feel that way for the rest of the race. Be prepared to change plans if you aren't doing well with your original plan. Be flexible and work through the current situation/problem, knowing that you can resolve it by making some adjustments to your plan.

6. Remove the race element. Forget about it being a race and just do what you love to do, whether it's riding a bike, running, swimming, or some other activity. Getting too hung up on the fact that you are in a race can drain your energy and hurt your performance, while also making the event a lot less fun. That kind of defeats the purpose, don't you think? I've personally found that when I don't focus so intently on the race I end up doing better.

7. Success doesn't always mean winning. Michael Secrest, a former RAAM winner and one of the greatest endurance athletes I've ever known, said something many years ago that I've never forgotten: “Success doesn't necessarily mean winning all the time. Success is having the courage to face your fears while still having the guts to go on.” That statement has become my racing mantra of sorts, and it's an attitude well worth adopting for all aspects of life, wouldn't you agree? *[HN]*



Hammer Race Rescuers

When the going gets tough, rely on these Hammer products to stay the course and finish strong:

- ◆◆ **Anti-Fatigue Caps** – Combines two well-known nutrients that clean up fatigue-causing ammonia for a massive improvement in endurance.
- ◆◆ **Endurance Amino** – Ideal for races beyond two hours; features three branched chain amino acids that help decrease central nervous system fatigue.
- ◆◆ **Endurolytes (regular, Extreme, and Fizz)** – Keep firing on all cylinders and prevent cramping by replenishing electrolytes hourly throughout exercise.
- ◆◆ **Energy Surge** – Goes to work right away, providing ATP power for hills, finishes, and other high-intensity efforts.
- ◆◆ **Race Caps Supreme** - Taking this product hourly supplies the body with key substrates (think: spark plugs) to ensure consistent, efficient energy production.

STAY AHEAD OF FATIGUE

“Anti-Fatigue Caps are second-to-none!”

While others are getting sore, fatigued, and are fading quickly, I feel as fresh as when I had just started!”

-Eric B.

Fueled by Hammer, Eric Bruce stays ahead of fatigue and his competition during a cycling race in 2014.



Anti-Fatigue Caps

Clean up fatigue-causing ammonia

- Massively prolong exercise endurance
- Conteract everyday fatigue
- Boost energy production

MSRP
90 Capsules - \$22.95
3 or more - \$20 each



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com

19 Ways to “KEEP CALM, AND HAMMER ON!”

BY HAMMER NUTRITION ATHLETES

Hammer Nutrition athletes love to share their tips, news, and encouragement with fellow athletes. We asked, “When you feel your attitude or energy slipping in a race or in training, what do you think about or do to help you push on?” They responded enthusiastically with their favorite mantras and sources of inspiration. Here’s a sample:

1. Find a role model. “I think about the amazing athletes who inspire me. Many are candid about how hard it is for them sometimes, and they get through it.” – *Kristen Lodge*

2



BE A ROLE MODEL. “I remember that my four children are watching and I cannot let them see me give up. Everything is for them.” – *Alex Flamm*

3. It’s all about heart. “I remind myself that I truly love what I do and am blessed. My heart pushes me through.” – *Kelly Henris*

4



“EMBRACE THE SUFFERING ... it means you are going fast.” – *Hayley Benson*

5. Prove you can. “If I want to keep up with and beat the guys in my class, I have to train harder and smarter than they do.” – *Jessi Nicole*

6. It’s about more than the time. “For every negative thought I have while training or competing, I try to come up with two positive ones ... I muster up all my courage and strength, and run with a purpose that’s much more than any finish time.” – *Laurie Paretti Dymond*

7. Have gratitude. “Two surgeons told me my impact sports days were over. Something inside me said otherwise. ‘Always believe’ became my mantra. When it feels heavy, I pick up my head and look around, stay present, and smile inside at the beauty of the movement. It allows me to enjoy the moment, regardless.” – *Howie Nordström*

8



GET SOME WIND IN YOUR FACE. “A line from the movie *24 Solo*: ‘When it gets tough, you gotta put some wind on your face.’” – *Richard Wiegert*

9. Empower yourself. “I remind myself that I am master of my fate: I am the captain of my soul.” – *Keziah Efta*

10



SMILE. “I tell myself, just keep running and smile. It’s amazing how good you feel by just smiling.” – *Evy Gonzales*

11. Refocus on small movements. “Thinking about how my paddle feels moving through the water, feeling the water with my hand, etc., takes my mind off the tiredness or boredom and allows me to move forward.” – *Kelsa Gabehart*

12. Think how far you’ve come. “I think how far I’ve come, from not being able to swim in the deep end of a pool a year and a half ago to swimming a mile in lakes and rivers now.” – *Derrick Britton*

13. Call upon your higher power. “I can do this thing. God and I got this!” – *Patty Jo STRuve*

14. Redefine your limits. “If I can finish this climb/descent/day that pushes my abilities ... perhaps I can do even more.” – *David Powder Steele*

15. Recall the joy of finishing. “Remembering how amazing it feels to finish, whatever the goal, keeps me going.” – *Tonya Keyes-Christianson*

16. It could be worse. “If I’m coming back or training through an illness or high fatigue, I watch the opening action scene from *Saving Private Ryan*. It makes me realize life could be much worse.” – *Clay Patton*

17. Hum your favorite inspirational tune. “Days like these, I feel I can change the world.” – *Sean Phelps*

18. You’ve earned it. “I’ve earned this! With all the training and time away from my family, I need to keep pushing in a race to make it all worthwhile.” – *Eddie Fuchs*

19



YOU WILL FEEL GREAT (after you outswim the shark). “Knowing how GOOD training and racing can make me feel is my motivation. If running gets tough near the end, I speed up for a count of 10, then rest for 10 or 20, and repeat until I get to the finish. In swimming, I can make myself go faster when I imagine a shark is chasing me!” – *Melanie Mociun*

NEED A REASON
TO WORK OUT?
**WE’VE
GOT
THREE**



Chewy Peanut Butter-Chocolate



Vegan Almond Cacao



Vegan Chocolate Peanut

**HAMMER
RECOVERY BARS**

The delicious way to minimize soreness and repair lean muscle tissue; available in 3 tasty flavors and packed with protein.



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!
Expires 10/9/15

800.336.1977

www.hammernutrition.com

3

REPLENISH RESUPPLY REHYDRATE

RE'S OF RECOVERY

BY STEVE BORN

Recovery after exercise is always important, but with race season now in high gear, it's absolutely critical that you adequately replenish, resupply, and rehydrate your body if you want to attain PRs at the big upcoming events. Pay attention to the following three key aspects of recovery and you will be well on your way to an epic season finish.

1. Replenish – As soon as possible after your workouts — ideally within the first 30 minutes — replenish your body with 30–60 grams of complex carbohydrates and 10–20 grams of whey protein isolate (see “Why Whey?”). Give your body this kind of support when it's most receptive to replenishment, and it will respond by:

- Storing more minutes of the premium, ready-to-use fuel known as muscle glycogen
- Strengthening your immune system
- “Kick starting” the rebuilding of muscle tissue

Recoverite provides your body with exactly what it craves after a workout, allowing you to get the full value from every minute you've put into your training.

2. Resupply – After a tough workout or race your body is begging for vitamins, minerals, and antioxidants. Premium Insurance Caps will resupply the vitamins and minerals (some antioxidants, too), and Hammer Nutrition's arsenal of potent antioxidant supplements — including



RECOVERY AS EASY AS:

Mito Caps, Super Antioxidant, and AO Booster — will supply wide-ranging protection against the damaging effects of free radicals.

3. Rehydrate – Although water has no real nutrient value, it's essential for performance, recovery, and health. Nearly two-thirds of your body is comprised of water, so it's vitally important that you drink enough of it, not just during your workout, but throughout the day. In addition to what you consume during exercise, aim for 1/2 fluid ounces of liquid per pound of body weight per day, mainly from clean, pure water. After a hard training session, you could be a bit dehydrated, so take time now to get your hydration back on track. Keep in mind that the water you use to prepare your Recoverite counts toward your daily hydration goal; so if you choose to mix it with only a small amount of water (say, 4-8 ounces), be sure to follow up with additional water. [HN]

WHY WHEY?

When it comes to enhancing recovery, whey comes out ahead of all other protein sources:

- 1) Highest Biological Value rating** of all protein sources; i.e., your body rapidly digests and absorbs whey protein.
- 2) Richest source of nine essential amino acids**, those your body cannot make and must get from food. This includes the branched chain amino acids responsible for muscle tissue repair and synthesis.
- 3) Helps your body produce glutathione**, arguably the most important antioxidant. One study showed that whey protein elevates glutathione levels more than any other protein source.
- 4) Boosts the immune system.** A variety of components in whey work synergistically to provide protection against viral and bacterial organisms. In one study, animals fed whey showed increased immune system function in response to salmonella and streptococcus pneumonia. Though other protein sources were tested, this beneficial effect was unique to whey.
- 5) Other benefits attributed to whey include** enhanced cognitive function, mood balance, anti-hypertensive effects, anti-inflammation, and more.

RECOVERY DONE RIGHT



MSRP
Single Serving - \$3.50
6 or more* - \$2.95 ea
*Mix or match flavors
16 Servings - \$34.95
32 Servings - \$58.95

FLAVORS
Orange-Vanilla, Chocolate,
Strawberry, Vanilla



“Recoverite is an essential part of my recovery. It really works and keeps me training and racing strong!”

-Tyler M.



FREE RECOVERY BAR!

Order two (2) 16-serving or one (1) 32-serving container of Recoverite and receive a FREE Hammer Whey or Vegan Recovery Bar. Promo code EN96RR. Expires 10/9/15. While supplies last.

Tyler Miller mountain bikes on the Slickrock Trail in Moab, Utah.
Photo: Courtesy Tyler Miller



ORDER TODAY!

800.336.1977 / www.hammernutrition.com

STEVE'S

FAVES

XOBALINE

Make this powerful supplement part of your daily recovery

BY STEVE BORN

Nearly everyone acquainted with me knows that I am a big proponent of proper recovery between workouts and races. As I frequently advise clients, “What you do immediately after your workout is as important as anything you did in the actual workout.”

Key recovery products include:

1) Recoverite, to supply carbohydrates and protein for glycogen synthesis and storage, muscle tissue repair, and immune system support; **2) Premium Insurance Caps, Super Antioxidant, AO Booster, Race Caps Supreme, and Mito Caps**, to replace the vitamins and minerals depleted during exercise and help neutralize free radicals; and **3) Endurance Amino**, to provide amino acids needed for muscle tissue repair and antioxidant support.

While those are all great products, there's another supplement that should absolutely be part of your recovery toolkit: Xobaline.

Why Xobaline is a must

Xobaline combines two nutrients — vitamin B12 and folic acid — that have impressive benefits not only for recovery, but also for athletic performance and overall health. Your body requires adequate supplies of vitamin B12 and folic acid to form the red blood cells needed during recovery and exercise, as well as for daily health. Both nutrients also play key roles in RNA and DNA synthesis (needed for healthy cell division), and they support optimal protein metabolism. Vitamin

B12 also helps in the metabolism of carbohydrates and fats.

According to Bill Misner, Ph.D., “There are virtually hundreds of papers demonstrating the health benefits of vitamin B12 and folic acid for cells, digestion, vision, hair, skin, immune system, musculoskeletal system, nervous system, oral health, and sexual system. It is a supplement I enthusiastically recommend and take every day.”

B12 and folic acid: better together

Not long ago, taking mega doses of vitamin B12 by itself was an extremely popular practice. But for maximum benefits, these two vitamins should be taken together. As Dr. Misner writes, “To take only vitamin B12 is akin to an early 1970 practice of B12 injections, which induces an imbalance in dietary folacin. Unless folic acid and vitamin B12 are supplemented in a balanced ratio, the outcome is an imbalance fostered toward false anemia or pernicious anemia, often [resulting in] irregularities in lab blood tests. Folate [folic acid] and B12 must be together for gains hoped for in RBC [Red Blood Cells], homocysteine methylation, cardiovascular effects, and downstream DNA strand synthesis.” Xobaline provides folic acid and B12 in an ideal 8:2 ratio.

When you've finished your workout, mixed up your Recoverite, and are ready to take your recovery-enhancing supplements, don't forget to include Xobaline. The sublingual tablet may be tiny in size, but its benefits are substantial. *[HN]*



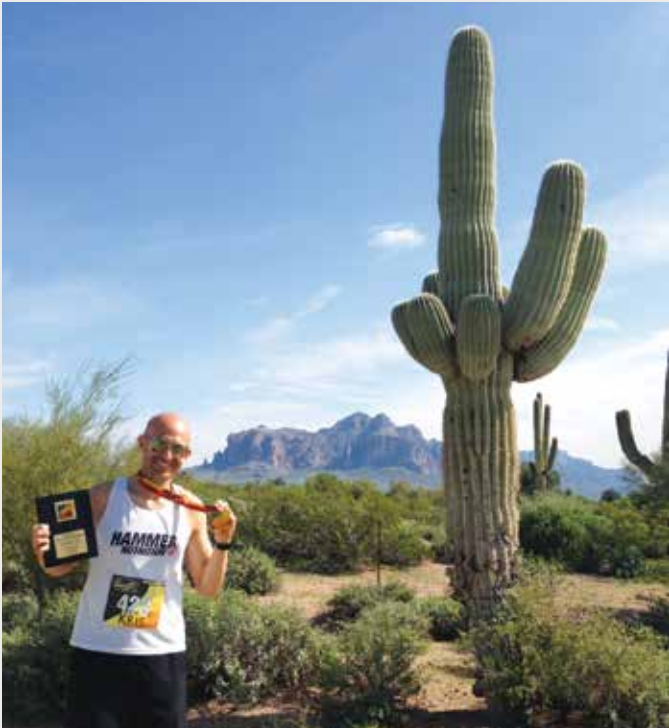
High-Altitude Performance Tip

Here's another great reason to keep your cabinet stocked with Xobaline. Its ability to aid in the formation of red blood cells can be a big plus when you are acclimating to the reduced oxygen of higher altitudes.

“When I moved from a sea-level location to the mountains of Montana I used Xobaline to help my body adapt to the higher altitude. Not only did it provide my body with the nutrients needed to quickly increase my hemoglobin levels to adjust to the thinner air, but it also increased my energy and recovery time — all essential for hard-training athletes during a time of transition.”

— Loren Mason-Gere

KRIS PRZEOR'S LOST DUTCHMAN MARATHON RACE RECIPE



DURING TRAINING:

Hammer Gel, HEED, Recoverite, Endurance Amino, Anti-Fatigue Caps, Endurolytes, Xobaline, Race Caps Supreme, Premium Insurance Caps, and "Hammer Bars and Hammer Recovery bars for a snack"

PRERACE BREAKFAST: Chia seed pudding and Hammer Gel



PRIOR TO THE START: Endurolytes, Endurance Amino, Anti-Fatigue Caps, Vanilla Hammer Gel

MILE 6, 13, AND 19: Hammer Gel

MILE 8 AND 17: Endurolytes, Endurance Amino, Anti-Fatigue Caps

AFTER THE RACE: Recoverite

RESULTS

1st Age Group

"... managed a personal best on the course, a Boston Qualifying time, and 1st in my age group — I can't complain!"

— Kris Przeor

Kris Przeor finishes 12th overall and 1st in his age group at the 2015 Lost Dutchman Marathon in Gold Canyon and Apache Junction, Arizona.

Photo: Mindy Przeor

TINY TABLET BIG BENEFITS



"Xobaline has eliminated my fatigue problems!"

- Paul B.

"Xobaline has noticeably helped my recovery!"

- Shanna P.



Xobaline

Increase your aerobic capacity

- Reduces fatigue
- Enhances muscle repair/recovery
- Increases oxygen utilization

MSRP

30 Tablets - \$9.95

3 or more - \$7.95 each



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com



SLEEP PATTERNS AFFECT PEAK PERFORMANCE TIMES

For your personal best, adhere to your own inner clock

BY JAKE GRILLEY

Are you a night owl or an early bird? Or do you fall somewhere in between? According to a new study, your natural wake-up time can have a profound impact on your peak athletic performance times. The research, published in the February 2015 issue of *Current Biology*, concluded that the body's circadian rhythms can affect athletic performance by as much as 26% throughout the course of a day.

Early risers do best in midday events. Early birds, or "larks" as they are called in the study, tended to rise naturally around 7 a.m. and achieved optimal performance during midday events.

Late risers perform best in evening events. In contrast to the "larks," the "night owls," those who naturally woke up closer to 10 or 11 a.m. and didn't go to bed until at least midnight, performed best during events held late in the day, around 8 p.m.

Intermediates are strongest in the afternoon. The testing found that "intermediates," those whose sleep patterns fell between those of the night owls and early birds, not surprisingly

Tips for beneficial sleep

- 1. Plan for quiet time.** Three hours prior to sleep, engage in relaxing pursuits such as reading, listening to music, soaking in a warm bath, etc.
- 2. Avoid stimulation.** For at least six hours before going to bed, avoid stimulation from caffeine, alcohol, exercise, or medications.
- 3. Try synchronizing sleep with sunlight.** Develop the habit of going to bed when the sun sets and waking when it rises to reinforce circadian rhythms. Provide a dark, quiet environment for sleep.
- 4. If you nap between two-a-day workouts,** attempt to sleep for at least 90 minutes to complete a deep-sleep cycle for optimal recuperation.

performed best during afternoon events, at approximately 4 p.m.

Roland Brandstaetter, senior lecturer in the biosciences department at the University of Birmingham in Birmingham, England, and co-author of the paper, suggested that athletes could see monumental gains in overall performance simply by paying closer attention to their natural rhythms. "If a 1% difference in performance can make the difference between 1st place and 4th place in a 100-meter race and actually win you the gold medal at the Olympics, then imagine what a 26% difference in your performance could give you,"

Brandstaetter said in a news release.

REM Caps for sound, quality sleep

This study highlights the strong link between sleep and athletic performance, and the importance of knowing your own natural body clock. Getting adequate, quality sleep ensures that you recover fully from the demands

of exercise, allowing your body to build (and rebuild) muscle tissue, and prepare for the day ahead. One way to reap the health and performance benefits of sound, productive sleep is to use REM Caps, Hammer Nutrition's powerful yet safe sleep aid. The potent nutrient combination in REM Caps includes melatonin, the same natural hormone that your body uses to regulate its biological sleep rhythms. You can count on REM Caps to improve sleep quality and duration, enhance growth hormone release, and support immune system function. The payoff: better race-day performance! **[HN]**



SOUNDER SLEEP

SAFELY AND NATURALLY



REM Caps

Reap the health and performance benefits of sound, restful and productive sleep ... guaranteed!

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

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

MADE IN
USA

NO
SIMPLE
SUGARS



ORDER TODAY!

Use Promo Code **EN96** and get a **FREE** gift!

Expires 10/9/15

800.336.1977 / www.hammernutrition.com



A BETTER WHEY

Coming soon: grass-fed, hormone-free and antibiotic-free whey protein

BY ENDURANCE NEWS STAFF

We're pleased to announce that Hammer Whey protein, a customer favorite, just got even better. We searched long and hard for reliable supplier of hormone- and antibiotic-free whey protein isolate from 100% grass-fed cows, and we finally found it!

We'll be phasing in our new whey formulation, starting with the Chai flavor of Hammer Whey protein, soon to be followed by our other Whey flavors and Recoverite. Here's why we're so excited about this new development, and we know you will be too:

Highest quality, rBGH-free whey protein – rBGH (recombinant bovine growth hormone) is an artificial, lab-made hormone that some dairy farms inject into their cows to boost milk production. Research has shown that dairy products produced from cows treated with r-BGH have higher levels of the hormone known as “insulin-like growth factor,” which has been linked to breast, prostate, and colon cancers. Our new Hammer Whey protein isolate is produced in the U.S.A. from cows that have never been fed or injected with any artificial hormone, steroid, or growth enhancer.

Antibiotic free – Cows that receive rBGH frequently develop health problems including infections that require treatment with antibiotics. Traces of those antibiotics can end up in dairy products. According to the Center for Food Safety, “these residues can cause allergic reactions in sensitive individuals and contribute to the growth of antibiotic resistant bacteria.” With our new whey formulation, you're assured of no trace of antibiotics.

100% Grass-fed cows – New Hammer Whey comes from happy cows, cows that have grazed on natural grass and other forage. They have access to pasture throughout the entire

grazing season. When they aren't grazing, they munch on hay or silage, never grain or grain byproducts.

Improved flavor – We thought our all cheddar whey isolate tasted good, but we like this even better; it has none of the usual whey aftertaste.

Whey protein isolate – Like our former whey product, new Hammer Whey is whey protein isolate — not the commonly sold whey concentrate. This means you get a higher percentage of useful protein per serving, without the lactose and fat.

Glutamine fortified – Our new whey product is glutamine fortified, like the previous version. Often considered the master antioxidant, glutamine provides superb immune system support and enhances recovery.

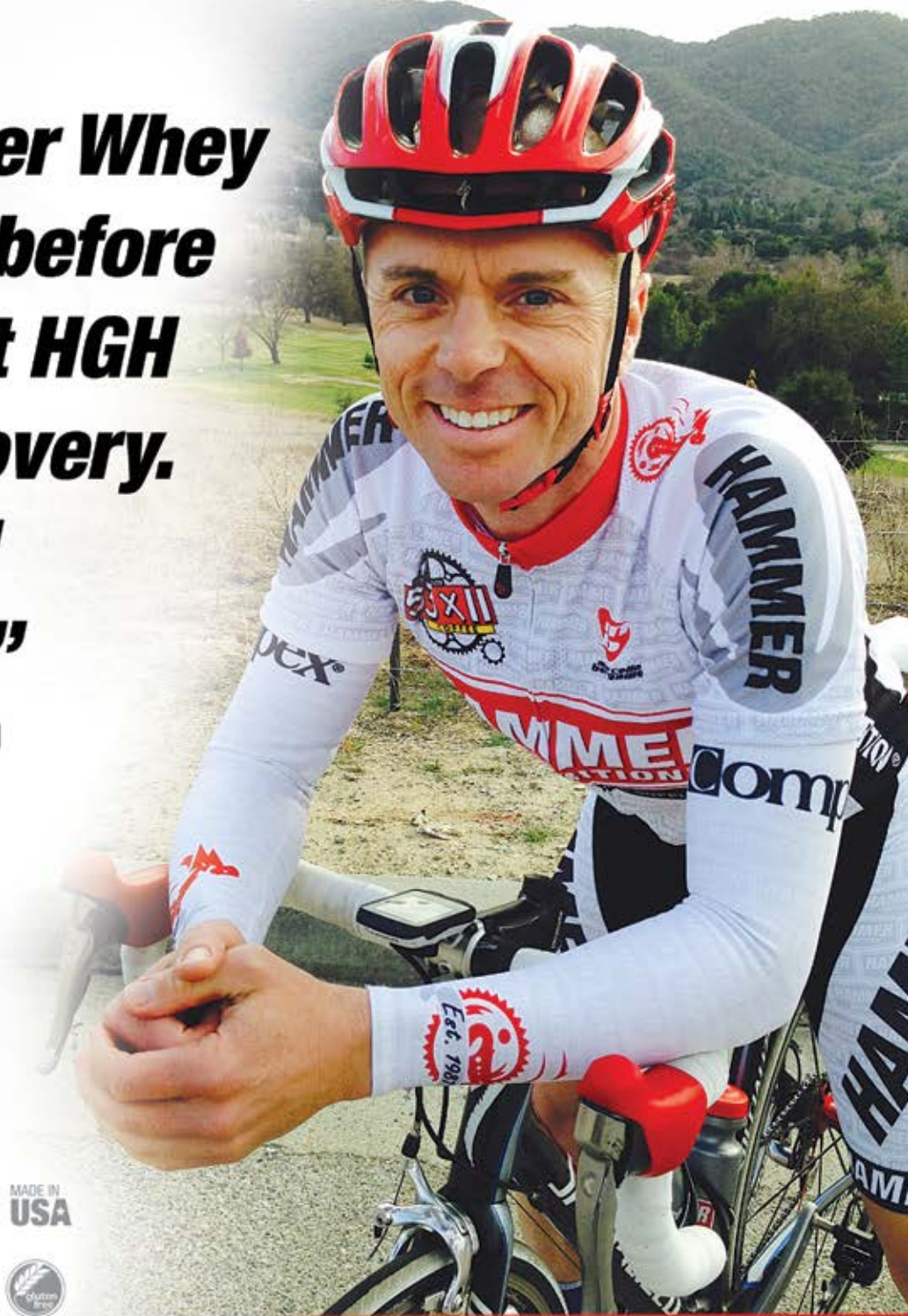
No added sugars or fillers – Unlike many of the whey protein products on the market, Hammer Whey contains no added sugars or fillers of any kind. Hammer Whey is sweetened with stevia, a natural plant-derived sweetener that does not have the harmful health effects of simple sugars.

If you make a point of buying hormone-free dairy products for your daily use, you know that they generally cost significantly more. Although our new hormone-free whey protein isolate costs us a bit more, we won't be passing that expense along to you. You'll soon be able to buy hormone-free Hammer Whey protein at no extra charge.

Read about the many health and athletic benefits of using Hammer Whey protein, particularly during post-exercise recovery, at “Why Whey” on page 26 and on the Hammer website. Premium-quality Hammer Whey is essential nutrition for every endurance athlete. *[HN]*

“I use Hammer Whey every night before bed to boost HGH and aid recovery. I am hooked on Hammer.”

- ZACHARY HILTON



Zachary Hilton is all smiles at the 2014 San Bruno Mountain Hill Climb.
Photo: Courtesy Zachary Hilton

MADE IN USA



NO SIMPLE SUGARS

NO FILLERS



- Maintains and repairs lean muscle tissue
- Provides superb immune system support
- Minimizes post-exercise soreness

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

Flavors: Vanilla, Chocolate, Strawberry, Chai*, Unflavored*
*24-serving only



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com

HAMMER'S GUIDE TO ENDUROLYTES



BY ENDURANCE NEWS STAFF

? How do I know which Endurolytes product is the best one for me?

Endurolytes, our full-spectrum electrolyte replenishment line, comes in three forms: original Endurolytes capsules, Fizz effervescent tablets, and the newer Endurolytes Extreme capsules. A big advantage of the capsules (both original and Extreme) is that you have a more precise idea of how much electrolytic mineral support you are providing your body compared to how much you receive when sipping an electrolyte drink from your water bottle. Here's more about each product.

We formulated original **Endurolytes** to meet the needs of most athletes exercising in a wide range of conditions. Thousands of athletes have relied on it for decades, and thousands continue to do so. Each capsule contains a full spectrum of minerals to meet your electrolyte needs with precision hour after hour.

Endurolytes Extreme is bolstered with a hefty 300 mg of sodium chloride (salt) and 75 mg of potassium per capsule — three times more than the original Endurolytes formula. We suggest using Endurolytes Extreme for the toughest electrolyte replenishment challenges, such as racing or training in unusually hot conditions, or when you're not acclimated to the weather conditions. It's also a good option for those who consume high sodium diets (and therefore sweat excessively), or for those just beginning training/early in the season, when lack of fitness can lead to a greater loss of electrolytes.

Many athletes prefer the convenience and delicious, subtle flavor of **Endurolytes Fizz** effervescent tablets, however.

TAILOR YOUR ELECTROLYTE REPLENISHMENT



Original Formula

Ideal for:
Most athletes and most conditions

Extreme Formula

Ideal for:
*Hot conditions
High sodium diets
Early-season training*

Effervescent Formula

Ideal for:
Those who prefer flavored drinks, or have trouble swallowing capsules

Fizz was designed primarily for those who have difficulty swallowing capsules or who prefer a lightly flavored “fizzy” electrolyte water. One tablet is the approximate equivalent of two original Endurolytes capsules, and contains no artificial colors, flavors, or unwanted chemicals — ingredients commonly found in other effervescent electrolyte products.

? What is polyethylene glycol, an ingredient that I see used in many effervescent electrolyte products?

Polyethylene glycol (PEG) is a petroleum derivative compound that is made from ethylene glycol (ethane-1,2-diol), the main ingredient in antifreeze. It's also used in skin creams and personal lubricants, laxatives, and as a food additive for anti-foaming purposes. In effervescent electrolyte products it's used as a lubricating agent.

Endurolytes Fizz does NOT contain PEG. It simply doesn't make sense to include an ingredient that has no benefit to health or athletic performance — and that could potentially cause unpleasant digestive issues — when healthier, safer alternatives exist. Instead, we use wheat germ oil as a lubricating agent, undoubtedly a better choice. And though “wheat” is in the name, the wheat germ oil we use contains less than 5 parts per million of gluten. This amount is significantly less than the FDA requirement (less than 20 ppm gluten) for “gluten free” labeling.

YOU SWEAT THE SMALL STUFF.

ENDUROLYTES PUTS IT BACK.

"I religiously take one capsule every 5 miles when running. I've convinced my family and friends to use it, too."

- EMILY R.



Endurolytes
120 Capsules - **\$19.95**
3 or more - **\$17.95 ea**

Endurolytes Extreme
60 Capsules **\$ 17.95** 3 or more **\$ 16.25 ea**
120 Capsules **\$24.95** 3 or more **\$22.45 ea**

Endurolytes Fizz
13 Tablet Tube **\$ 4.95** 3 or more **\$ 4.75 ea**
25 Wrapped Singles **\$12.95** 4 or more **\$10 ea**

Emily Reed at the finish of the Legend 100 Free State Triathlon.
Reed finished 2nd in her AG.
Photo: Courtesy Emily Reed



GET 2 FREE PACKETS!

Get 2 FREE packets of HEED when you purchase 60 or more capsules of Endurolytes or Endurolytes Extreme or 3 or more tubes of Endurolytes Fizz.* Use Promo Code: EN96EL



ORDER TODAY!

*Expires 10/9/15. Valid while supplies last. If you prefer a specific flavor, please indicate your choice in the "comments" section of your order.

800.336.1977 / www.hammernutrition.com

AID STATION

YOUR HANDUP OF NUTRITION TIPS AND TIDBITS

Sugary drinks increase risk for liver disease

Fatty liver disease is associated with heavy drinking. But did you know that alcohol isn't the only drink linked to liver disease? A Tufts University report in the June 2015 issue of the *Journal of Hepatology* concluded that drinking sugary beverages daily increases the risk for non-alcoholic fatty liver disease (NAFLD). NAFLD affects 25% of Americans, and many of them experience no outward symptoms. NAFLD is characterized by an accumulation of fat in the liver cells; those who have it are at greater risk for cardiovascular disease and type 2 diabetes.

The researchers' findings were based on an evaluation of 2,634 questionnaires from middle-aged men and women. The sugary beverages included colas and other carbonated drinks, fruit punches, and lemonade and non-carbonated fruit drinks. CT scans were used to measure the amount of fat in the participants' liver.

Those who reported drinking more than one sugar-sweetened beverage per day had a higher incidence of NAFLD, even after the authors adjusted for other dietary and lifestyle factors.

"Our study adds to the growing body of research suggesting that sugar-sweetened beverages may be linked to NAFLD and other chronic diseases including diabetes and cardiovascular disease," said lead author Jiantao Ma, Ph.D.

HAMMER QUICK TIP

Colas and fruit drinks aren't the only beverages that are loaded with sugar! Check the label of your sports drink: If it contains sucrose, dextrose, fructose or any of those other "-ose" ingredients, it contains sugar, often in extremely high amounts. For optimal health and athletic performance, avoid sugary beverages of all kinds — including sports drinks. HEED, Perpetuem, Recoverite, and other Hammer Nutrition fuels include NO added simple sugars. The complex carbohydrate maltodextrin in Hammer fuels provides rapid, sustained energy without the flash-and-crash of simple sugar-based fuels ... and without their associated health problems.

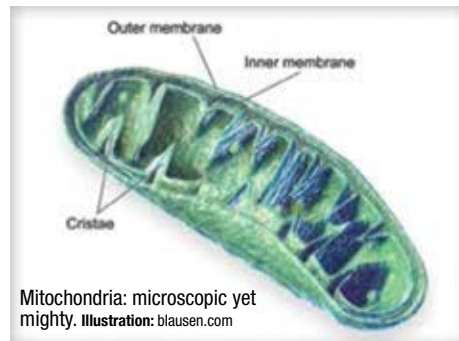


Mitochondria-Parkinson's Disease link confirmed

Scientists have long suspected that damaged mitochondria — the energy producing bodies in cells — play a big role in Parkinson's Disease. A recently published paper in *Stem Cell Reports* now confirms that the neurodegenerative disease can be spurred by a mutation that alters mitochondrial function in dopamine-producing neurons, causing them to die. Scientists at the Buck Institute conducted their research using stem cells from patients who have Parkinson's Disease.

The researchers believe their findings could pave the way for testing new treatments for the disease, which affects nearly 1 million Americans. "If we can find existing drugs or develop

new ones that prevent damage to the mitochondria we would have a potential treatment for Parkinson's Disease," said Xianmin Zeng, Ph.D., lead author of the study. "This is the first time we can show a real and observable change in mitochondria in human cells affected by a Parkinson's Disease mutation."



HAMMER QUICK TIP

Mito Caps is specifically formulated to help mitochondria stay healthy. The daily athletic and health benefits include improved energy production, superior antioxidant support, and improved fat metabolism.

Muscles benefit from omega-3

Adults who received a fish oil-derived omega-3 supplement experienced improvements in muscle mass and function compared to a placebo group, according to a report published in the May 20, 2015 issue of the *American Journal of Clinical Nutrition*.

The six-month trial, conducted by Missouri's Washington University School of Medicine, involved 60 men and women between the ages of 60 and 85 years. The researchers evaluated blood omega-3 levels, thigh muscle volume, handgrip strength, one-repetition maximum upper and lower body strength, and average isokinetic muscle power at the beginning of the study, at three months, and at six months.

At the end of the study, omega-3 levels increased by 135% among those who received the supplement but were

unchanged in the placebo group. Thigh muscle volume, handgrip strength, and one-repetition maximum muscle strength also increased significantly in comparison with the control group.

"Results from our study show that fish oil-derived omega-3 therapy has clinically important muscle anabolic and physical performance-enhancing effects in older adults," the authors concluded.

HAMMER QUICK TIP

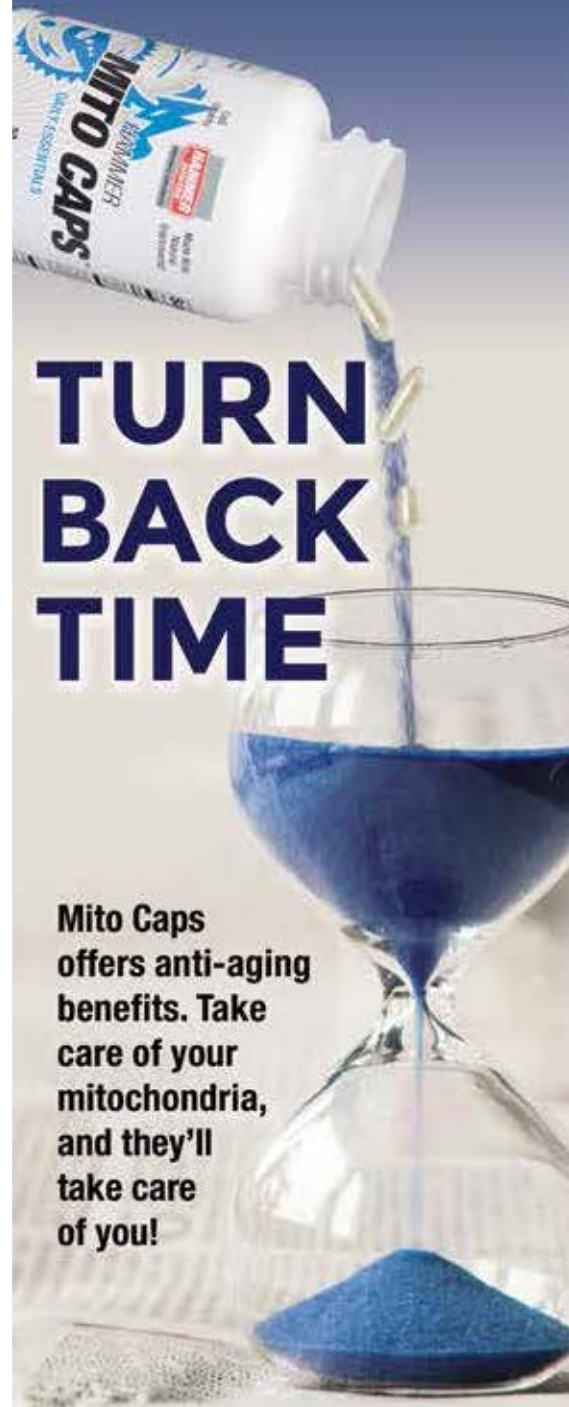
EndurOmega, Hammer's high-quality omega-3 supplement, is rich in DHA and EPA, two highly researched omega-3 fatty acids that provide a wide range of benefits for athletic performance and overall health. EndurOmega also contains DPA, an intermediate fatty acid that increases blood concentrations of both DHA and EPA, and provides its own unique benefits for heart, skeletal, muscle, and kidney health. EndurOmega is derived from distilled and deodorized Atlantic menhaden fish (no fishy odor or taste!). It's also tested by third-party, independent labs for potency and purity.



ONE FOR THE ROAD

Remember this. Hold on to this. This is the only perfection there is, the perfection of helping others. This is the only thing we can do that has any lasting meaning. This is why we're here."

— Andre Agassi, professional tennis player



TURN BACK TIME

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
- 90 Capsules - \$24.95



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com

OBSTACLE ADVANTAGE

Try this winning plan for obstacle racing, bodybuilding, distance running, and more

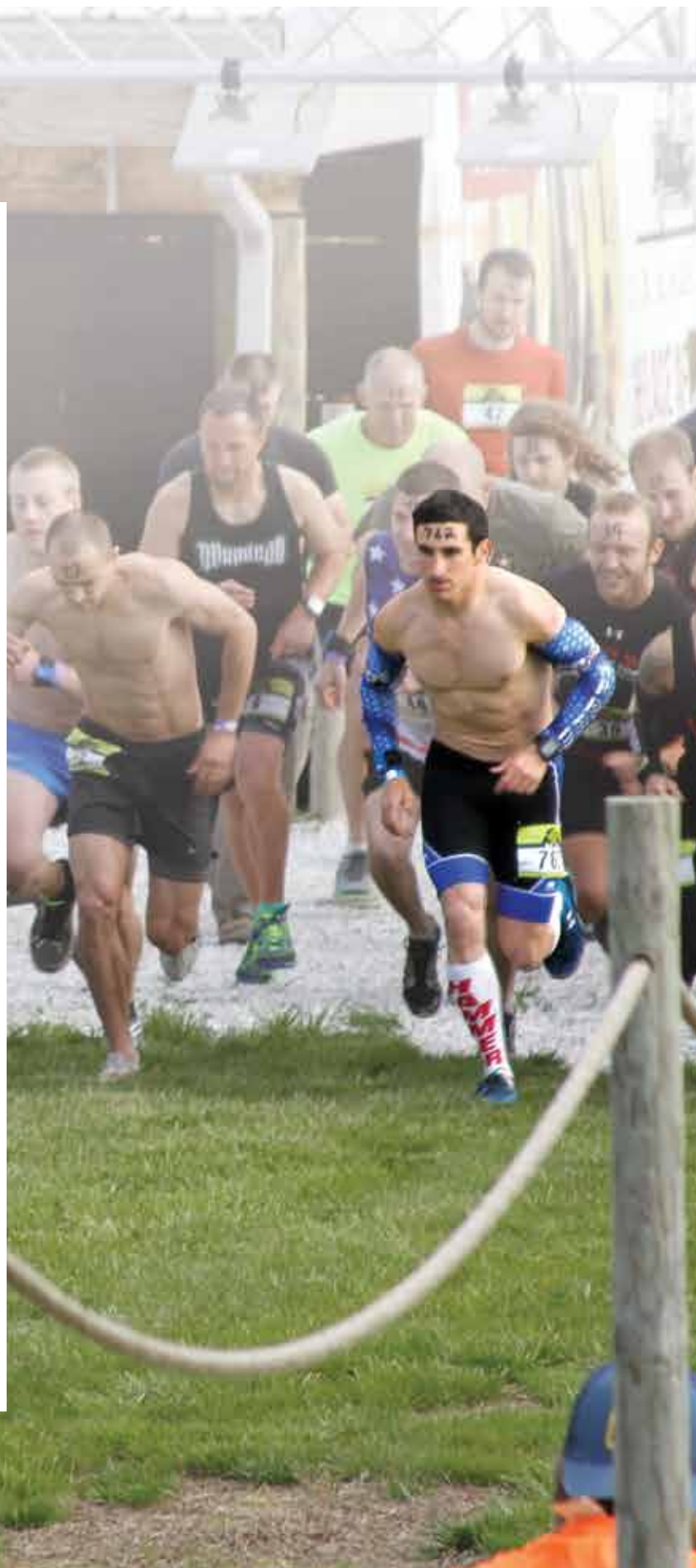
BY EVAN PERPERIS

I'm an elite obstacle racer and competitive multi-sport athlete. In 2014, I qualified for the Drug Free Athletes Coalition World Bodybuilding Finals, completed a triple bodyweight deadlift, ran a sub 3-hour marathon, finished a 100-mile trail race, and placed 13th at World's Toughest Mudder, the ultra distance obstacle racing world championship, after completing 75 miles with 300+ obstacles over 24 hours.

As an athlete who switches back and forth between strength- and speed-based competitions, I typically train twice a day, with an endurance workout in the morning and a strength workout later in the afternoon. To maintain the delicate balance between strength and speed, I use Hammer Nutrition fuels and supplements for training and competition — sometimes in an atypical fashion. Here's my routine. (Note: The strength workout fueling recommendations on pp. 39-40 are best used during the strength building or performance phases of training.)

During morning runs: HEED and Hammer Gel – Sipping on HEED keeps my energy levels steady and my body functioning smoothly, even in the heat. When I need an extra boost of energy, I have a Hammer Gel. The maltodextrin provides rapid but sustained energy. Branched chain amino acids promote faster recovery.

Post-run: Recoverite – Recoverite replenishes glycogen and repairs muscle so that I can be ready to train hard again later in the day. I try to have it immediately after my run.





EVAN'S OBSTACLE RACE TRAINING TIPS

"For obstacle races, it's important to be a fast runner and have the upper body strength needed to pull yourself over walls and across monkey bars. When training for obstacle races instead of bodybuilding, I make these changes:

- **Focus more on grip strength training** – many of the obstacles require prolonged hanging from your hands.
- **Focus more on pulling exercises** – like towel pull-ups, muscle-ups, and one-armed counterbalanced pull-ups
- **Reduce volume and intensity of weighted leg exercises** – because it causes too much muscle damage to maintain a high running volume."

Note: Look for Evan's forthcoming book Strength & Speed's Guide to Elite Obstacle Racing (Breakaway Books, Spring 2016). Includes in-depth info on nutrition, techniques, training, and race preparation for events from the 5K Warrior Dash to the ultra World's Toughest Mudder; plus, interviews with the world's top obstacle course racing athletes.

Before/during strength workouts: Hammer Gel – Gels are not only for long, slow distance running. I recommend them also as an energy boost before and during a weight-lifting workout. I like Espresso Hammer Gel for its flavor, caffeine, and amino acids. This little trick can help you power through your workouts, especially if it is the second workout of the day.

Mid-lifting: HEED and Endurance Amino – Supplementing with HEED mid-workout ensures that I have the energy, hydration, and electrolytes needed to continue at my maximum ability. I like to open the Endurance Amino capsules and pour the contents into my HEED, so I have a drink that energizes and helps prevent muscle catabolism.

Post-lifting: Recoverite and Hammer Whey – Many protein drinks promote their low-carbohydrate product as ideal for post-workout recovery, but that's the opposite of what you want. A high-glycemic, easy to digest carbohydrate is needed to restore muscle glycogen and spike insulin because the insulin spike will help muscle growth. With a 3:1 carbohydrate to protein ratio and insulin-spiking maltodextrin, Recoverite is ideal. Because I am a strength-training athlete, I also add a scoop of Hammer Whey protein to my Recoverite for additional protein. I appreciate that Whey contains only whey protein and a whopping 6 grams of L-glutamine without any fillers.

CONTINUED ON **PAGE 40**

This page, opposite page, following page: Evan Perperis competes in the The Battlegrounds Mud Run at Cedar Lake in Wright City, Missouri. Perperis tied for 3rd Overall as part of the Elite Wave.

Photos: Amy Perperis





OBSTACLE
CONTINUED FROM PAGE 39

Post-workout boost: Hammer Gel

– If you have forgotten your Recoverite at home, don't worry because you can use Hammer Gel after your workout for a similar effect. The maltodextrin in the gel boosts insulin to help build muscle and refill glycogen. Gels are also small and convenient; keeping a stash in your gym bag ensures that you will not miss the critical 60-minute window after your workout to recharge and build muscle.

Middle of the night: Endurance Amino – To maximize gains from lifting and/or recovery from endurance training, it is important to fuel your body with amino acids and protein. When I get up in the night, I ingest some Endurance Aminos. This ensures that my body does not enter a catabolic state, using my muscles for fuel as I sleep. It also helps me recover faster from workouts, allowing me to train hard again the following day. Despite “endurance” being in the name, one look at the ingredients will tell you it is a supplement for any athlete, whether your focus is strength, speed, or both.

Whether you train for strength or speed, Hammer has you covered. Continue to train hard and remember to “Keep calm and Hammer on.” [HN]



EVAN PERPERIS' EAGLE OWL IRON MAJOR CROSSFIT RACE RECIPE



30 MINUTES BEFORE THE START: 2 Endurolytes capsules during warm-up

7 MINUTES BEFORE THE START: Espresso Hammer Gel

BEFORE THE WEIGHTED RUN: Espresso Hammer Gel

DURING THE WEIGHTED RUN: HEED

DURING THE BONUS ROUND: HEED

AFTER: “I put on my 'Keep Calm and Hammer On' shirt, then drank my shake of Orange-Vanilla Recoverite and Unflavored Whey to maximize my gains.”

BEFORE BED: 2 REM Caps followed by a scoop of Chocolate Whey mixed with Almond Milk

RESULTS

1st Overall, Team USA win, new course record (47 minutes, beating the previous record by 19 minutes)

“Hammer products were not the only reason for my success but they made winning a hell of a lot easier. Three days later, I finished 1st at a local 5K, again representing Hammer Nutrition.” - Evan Perperis

The Eagle Owl Iron Major competition at the Fort Leavenworth Crossfit gym which pits a team of 10 elite U.S. athletes against 10 top British athletes in the following non-stop timed activities: 50-meter 170-pound dummy carry; 100-meter shuttle run; 400-meter swim; 100 squats with 95 pounds; 100 burpees; 4.25-mile 45-pound weighted movement. Bonus events: 10 minutes pull-ups; 5 minutes kettle bell swings; 3 minutes wall balls. Each repetition of the bonus events counts toward reducing overall time.

Photo: Amy Perperis

YOUR TASTE BUDS WILL DEMAND EXTRA MILES



*"I added extra miles to my long run
just so I could have another pack of gel.
The flavors are fabulous!"*

-Online Reviewer

HAMMER GEL

Rock solid energy • Easy to digest • Real, wholesome ingredients
An assortment of delicious flavors!



GET 2 FREE POUCHES!

Purchase 1 or more jugs or 12 or more pouches of Hammer Gel and get 2 FREE pouches of Hammer Gel, one Peanut Butter-Chocolate and one Nocciola. Use Promo Code EN96HG. Valid while supplies last. Offer expires 10/9/15.



ORDER TODAY!

800.336.1977 / www.hammernutrition.com



No Chemicals, No Compromise

BODY CARE BY HAMMER



Joanna Bilancieri takes Hammer Lips wherever she goes. Photo: Josiah Mollie

Hammer Lips Soothing Lip Care

Like the other exceptional products that make up our body care line, Hammer Lips is 100% natural and completely free of camphor, menthol, petroleum, and other harsh chemicals. The moisture-rich formula includes olive oil to regenerate skin cells and soften tissue, and apricot oil, an essential fatty acid that aids in absorption. Available in Wildberry and Wintermint.

\$2.95

“Hammer Lips are by my side through thick and thin, wind and salt, from ocean to ocean, island to island, and mountain to mountain!” -Joanna Bilancieri



Hammer Balm Triple Action Transdermal Muscle Cream

A transdermal, deep-penetrating analgesic compound to alleviate pain and discomfort associated with sore muscles and inflamed joints. Hammer Balm is 100% natural and completely free of camphor, menthol, petroleum products, or chemical additives.

- 0.3 ounce - **\$4.95**
- 1.5 ounces - **\$21.95**
- 4.0 ounces - **\$34.95**



Pelle Eccellente Ultra-Hydrating Skin Cream

Pelle Eccellente is an impressively unique formula containing 16 different skin-specific nutrients. Experience excellent skin with this long-lasting, ultra-hydrating cream formulated to provide environmental protection and repair lackluster skin, leaving it nourished and radiant.

- 0.3 ounce - **\$3.95**
- 2.0 ounces - **\$19.95**
- 4.0 ounces - **\$32.95**



Seat Saver

Chamois & Anti-Chafing Cream

Chafing and saddle sores are no fun at all, but with Seat Saver as your ally, you can defend your skin against such unpleasanties. Unlike typical chamois/anti-chafing creams, Seat Saver contains a wide range of scientifically supported, all-natural, skin-specific ingredients that provide lubrication, antifriction support, and antibacterial protection.

- 0.3 ounce - **\$2.95**
- 2.0 ounces - **\$12.95**
- 4.0 ounces - **\$19.95**

"I used Seat Saver and no chafing occurred during my training!" -Nicolette Nordan



Nicolette Nordan on a bike trek from St. Augustine, Fla. to New Orleans, La. Photo: John Ayer

Soni-Pure

Alcohol-Free Hand Sanitizer

Defend yourself against germs and bacteria! Soni-Pure kills 100% of aerobic bacteria, yeast, mold, and fungi for up to 8 hours. Free of petroleum and alcohol, Soni-Pure won't dry your skin or expose you to harsh chemicals.

- 2.0 ounces - **\$9.95**



Cool Feet

All-Natural Foot Powder

Finally: an all-natural foot powder that deodorizes and provides effective bacterial and fungal defense. Your feet stay comfortable, no matter how extreme the conditions.

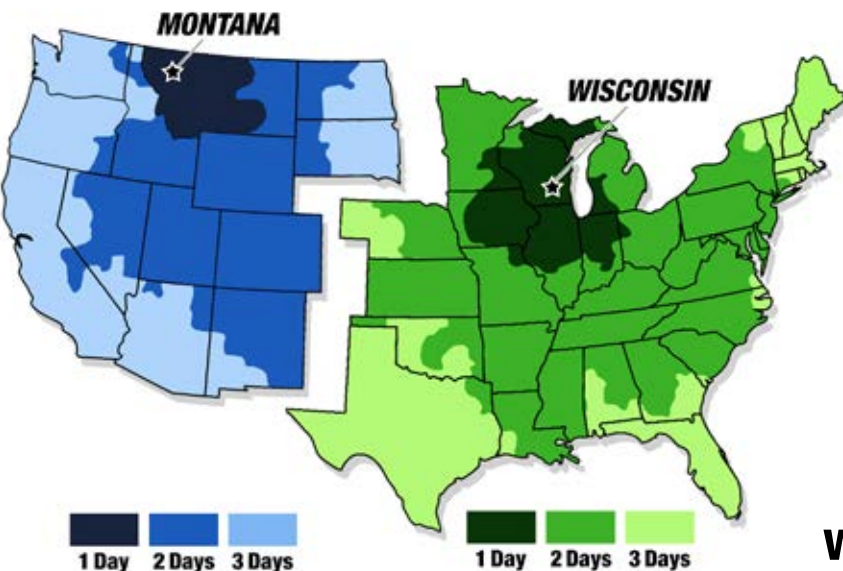
- 0.1 ounces - **\$1.50**
- 2.7 ounces - **\$15.95**



ORDER TODAY!

Client # : _____
 Name : _____
 Address : _____
 City, State, Zip : _____
 Phone : _____ Email : _____

Product	Flavor/Color	Size	Price	Quantity	Amount



NEW!
Faster nationwide shipping

Order Total	Ground FedEx
\$0 to \$39.99	\$4.95
\$40 to \$99.99	\$7.95
\$100+	FREE!
Shopping Local	NONE!

Subtotal _____
 Shipping _____
See chart at left
TOTAL _____

Method of Payment (circle one)

Check / MO • Visa • MC • Discover • AmEx

Card # : _____

Exp. : _____ Verification # : _____

Signature : _____

1.800.336.1977
www.hammernutrition.com

GETTING UN-GLU...ED

5 ways gluten can damage your health and performance and how to stop it

BY VICKI HACKMAN

Gluten — a protein combination found especially in wheat flour — gives dough its elasticity. Trouble is, that plant glue can cause some very sticky and serious health problems for humans. One in 100 people are estimated to have celiac disease, a form of gluten intolerance that causes severe digestive troubles. As many as 1 in 20 (and by some accounts, 1 in 3) Americans are believed to suffer from non-celiac gluten sensitivity, which can have other debilitating effects, involving the nervous system, endocrine system, skin, and joints.

Researchers explain that gluten can spark an inflammatory response that causes the immune system to go haywire. Giving up gluten for a few days, or just partially, doesn't cut it; it can take up to six months after quitting gluten to see the results.

If you've experienced the following effects, it's time to get rid of the gluten once and for all, and experience the difference it can make in your athletic performance and daily health.

1. Gastrointestinal problems —

Chronic abdominal pain or cramping, bloating, stomach upset, severe weight loss, and/or diarrhea can indicate celiac disease or a less severe form of gluten intolerance.

2. Headaches, tingling, numbness —

A headache that occurs within an hour

or two of ingesting wheat could be your cue that your body doesn't appreciate gluten. Tingling, pain, or numbness in the arms, legs, hands, or feet (called peripheral neuropathy) also can occur when the immune system causes antibodies to bind to nerve cells in response to gluten exposure.

3. Depression, mood changes, and/or brain fog —

About one-third of those with celiac disease also suffer from depression, possibly due to an inability to absorb adequate amounts of zinc, B vitamins, and other nutrients linked to mood. Many people with gluten sensitivity also complain of an inability to concentrate, which improves after eliminating gluten.

4. Joint pain, swelling, or stiffness

— The same inflammatory response that causes intestinal problems also commonly causes joint pain. Removing gluten from the diet can relieve the pain.

5. Skin rashes — Chronic inflammation of the intestinal wall in response to gluten can lead to "leaky gut syndrome," in which toxins can move into the bloodstream. The result can be a variety of skin rashes, including dermatitis herpetiformis, which causes burning and red itchy bumps, as well as other skin conditions.

HAMMER NUTRITION'S GLUTEN-FREE FUELS AND SUPPLEMENTS

Eliminating gluten from your daily diet can be challenging. The first step is to avoid all foods that contain the grains wheat, barley, rye, and triticale. Amaranth, buckwheat, corn, flax, millet, quinoa, rice, and tapioca are safe grain substitutes. Also avoid malt beverages and malt vinegar, which usually are made from barley. Be cautious about any packaged foods, including baked goods, pastas, sauce mixes, and croutons, unless they are labeled "gluten free."

Hammer takes the guesswork out of your fueling! ***All Hammer Nutrition products are gluten free!** Endurolytes Fizz contains wheat germ oil, but rest assured, it is gluten free, too. The fractional amount of gluten (less than 5 ppm) is far less than the FDA's threshold of 20 or more ppm, defined as a gluten ingredient. And wheat germ oil is a far healthier alternative to the polyethylene glycol that other companies use in their effervescent electrolyte products. Also, check out our **FREE** downloadable cookbook (see opposite page), which contains lots of delicious, gluten-free recipes! **[HN]**



JOSH HORWOOD'S COLORADO DEATH RIDE RACE RECIPE



PRERACE MEAL: "I always fast before a long ride. The last meal I had prior to the race was a sandwich at 5 p.m. I was in bed by 7 p.m. and up at 1 a.m. for the 2 a.m. start."

1 HOUR BEFORE THE RACE: 2 Endurolytes, 1 Race Caps Supreme

CALORIES DURING THE RACE: "After some experimenting, I settled on 1 1/8 scoops of Perpetuem per hour. (I weigh around 140 pounds.) I take a sip every 15 minutes."

ELECTROLYTES AND OTHER SUPPLEMENTS: 1 Endurolytes every 30 minutes; 1 Race Caps Supreme every 60 minutes

HYDRATION: 17-24 ounces of water per hour, sipping every 5 minutes

AFTER: Recoverite

RESULTS

"The Colorado Death Ride always eluded me. **Then six months ago I had a very fruitful phone conversation with Hammer Nutrition fueling expert Steve Born and learned how to correctly use Hammer products.** This year, I rocked the course, beating my 2012 time by 55 minutes. It was by far my strongest performance ever on a 200+ mile course." - Josh Horwood

GOOD NUTRITION DOESN'T STOP AT THE FINISH LINE

126 pages (and counting) of healthy, wholesome, and fresh everyday recipes you'll love!



DOWNLOAD IT FREE TODAY

www.hammernutrition.com/cookbook

800.336.1977 / www.hammernutrition.com



GUT CHECK

Overcome digestive troubles with these key changes

BY LOREN MASON-GERE



Five years ago, I was but a shell of my true self. As an avid cyclist and endurance athlete, I was accustomed to riding hundreds of miles a week, bagging alpine peaks and racing multiple 50- and 100-mile mountain bike races per season. Suddenly, I was depressed, rapidly losing muscle mass, and struggling to maintain my energy through everyday life, let alone in training. I was victim of an ailment my doctor called “irritable bowel syndrome” — the catchall diagnosis for non-specific digestive problems given to thousands of otherwise healthy Americans every year, and just one of a wide range of health conditions brought about by food intolerances.

Even if you have not yet reached a state of crisis, suboptimal digestion and dietary stressors may still be leading to a decline in your health and performance. Unexplained fatigue, poor recovery, mood disorders, “athlete’s asthma” and many other autoimmune and inflammatory disorders can be addressed with diet and digestive interventions. In short, anyone seeking relief from un-diagnosed or indefinable health declines would be wise to examine their diet and gut health.

Though many see no choice but to live with these maladies, I know from experience that solutions do exist. With the help of Hammer Nutrition, independent research, and trial and error, I regained my health and improved my performance. I hope that what I learned

can help guide others as they navigate their own path to recovery.

Change your diet – The first critical step for all of us is to find the offending culprit and remove it. Following an elimination diet, I found that removing gluten and dairy from my diet brought rapid relief. While every individual has their own triggers, the most common three inflammatory foods are gluten, dairy, and refined sugar. Elimination of these common foods is known to relieve a huge variety of maladies, ranging from skin conditions to chronic fatigue, and of course, digestive problems. The bottom line is that if you are eating foods that your body cannot tolerate, your digestive system will take the brunt of the abuse, and other aspects of health will follow.

Restore beneficial intestinal flora – Eliminating one’s intolerances will go a long way, but it is unlikely to provide full recovery. The digestive system is complex and can fall out of balance during periods of distress. For true healing, it is essential to restore the beneficial intestinal flora, which are necessary for digestive function, nutrient absorption, intestinal health, and immunity. Following a friend’s recommendation, I tried Hammer Nutrition’s Digest Caps. Digest Caps provides a broad spectrum of healthy bacteria that support proper digestion and help eliminate unhealthy bacterial growth from the intestines. Improvement came quickly. True recovery had begun.

Fill nutrient gaps – Even with these important changes, I realized that a healthy diet and probiotics alone would not be enough to re-fill the nutritional hole I had dug over the previous three years. To return to optimal health it was imperative that I find a robust multi-vitamin my body could process. Hammer’s Premium Insurance Caps was the best source for my needs, as it provides the specific nutrients that athletes need. Like many other Hammer supplements, it also offers essential digestive enzymes that aid in their assimilation. Noting the improvement, I also added Mito Caps and Race Caps Supreme (together, the three make up Hammer’s Daily Essentials kit) to my regime. Before long, I was back to my energetic self.

After making some key dietary changes and adding beneficial supplements, my health is now better than ever. I balance a heavy work schedule with 12-20 hours of training per week, and still have energy to carry out a balanced interpersonal life. With the appropriate approach and nutritional support, you too can get your health back on track. **[HN]**

Loren Mason-Gere is a Hammer Nutrition dealer service rep from Medford, Oregon. He’s been an avid cyclist for 15 years and has raced competitively since 2007.

Above: Loren on the trail, near Hammer headquarters
Photo: Mike Hahn

“Digest Caps provides a broad spectrum of healthy bacteria that support proper digestion.”

- Loren Mason-Gere



- Improves intestinal health
 - Increases nutrient absorption
 - Reduces ammonia levels and fatigue
- 60 Capsules – \$16.95



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com



POWERFUL PROBIOTIC

“I've been using iFlora for several years now and my gut couldn't be happier.”

- online reviewer

- Improves intestinal health, immune system, and function
- Increases nutrient absorption
- Protection against possible long-term antibiotic use



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift.

Expires 10/9/15

800.336.1977 / www.hammernutrition.com



60 Capsules – \$29.95

D.I.Y. KOMBUCHA

A refreshing twist for digestive health

BY JENNIFER TURCOTTE

According to legend, a Korean doctor named Kombu brought this lightly effervescent, fermented, sweetened tea from China to Japan for a sick emperor who was experiencing some digestive difficulties. Since then, kombucha [kawm-BOO-chah] has become a delightful beverage for many, including the staff at Hammer Nutrition, regardless of individual health.

Kombucha is most famous for its excellent combination of probiotics, healthy enzymes, and B12 vitamins, but this dynamic elixir is also enjoyed for its calming effect after a meal. Depending on the tea used (black, green, or herbal), it can be both energizing and detoxifying as well. Many people are pleasantly surprised by kombucha's refreshing and enjoyable flavor. Because of the fermentation process, the SCOBY (symbiotic colony of bacteria and yeast) actually feeds on the added sugar, leaving the end product with just 40 calories and 7 grams of sugar per 8 ounces — far more healthful than many daily beverages.

Although kombucha is complex in nature, this unique drink is quite easy to make. Go ahead, give it a try!

Materials

- Boiling pot
- Brewing container (glass is best;

food-grade plastic is acceptable. Metal will kill the SCOBY)

- Strainer
- Serving pitcher
- Dishtowel
- Wooden spoon

Ingredients*

- SCOBY (available at your local health food store; or a friendly kombucha local might be eager to give you a SCOBY “baby” from her/his own supply for FREE!)
- 6 teabags (black, green, white, decaf, and/or herbal; mix or match, the possibilities are endless)
- 1 cup sugar
- 1 gallon water

*Quantities may be adjusted according to the capacity of your brewing container.

Preparation

1. Boil water. Steep teabags in water for 2-5 minutes, depending on preferred strength.
2. Remove teabags. Stir in sugar.
3. Transfer liquid to brewing container. Allow hot tea to cool to room temperature.
4. Gently add SCOBY to the sweet tea. Cover with dishtowel and store in a warm, dry place indoors.
5. Wait 7-14 days, depending on personal preference. Stir and taste

on occasion. The younger the tea, the sweeter it will be. The longer it brews, the stronger and tangier.

6. Stir before straining into serving pitcher. Place pitcher in refrigerator to chill.
7. Enjoy!

Clean, tart, sweet, sour, fruity, strong, dark, or weak: Whatever your preference, you can customize kombucha to please your own taste buds. Here are a few favorites from the Hammer employee kitchen.

“The White Hibiscus”

The Republic of Tea's Honeysuckle White Tea & Flowering Fruit Herb Tea: Hibiscus, Orange, Rosehips, & Lemongrass

“The Arnold Palmer”

Lipton's Black Tea & Herbal Lemon

“The Delightful Peach”

Stash's Peach Black Tea

Jennifer Turcotte, a Hammer Nutrition dealer service representative, has been brewing her own kombucha for more than three years.

When she isn't at Hammer, she can be found in the hot yoga studio, running the trails of Northwest Montana, or reading a good book.



POWER PLANT



"Hammer Vegan Protein is fantastic. I love the taste, texture, and quality of ingredients!"
-online reviewer

- **Great tasting**
- **Rich in amino acids**
- **Aids digestive health**

26 Servings - \$44.95
3 or more - \$42.95 ea.



FREE VEGAN RECOVERY BAR!

Order one or more 26-serving containers of Hammer Vegan Protein and receive a FREE Vegan Recovery Bar. Use promo code EN96V. Expires 10/9/15. If you prefer a specific flavor, indicate your choice in the 'comments' section of your order. Valid while supplies last.



ORDER TODAY!

800.336.1977 / www.hammernutrition.com



from the kitchen of
laura labelle

COOL OFF WITH SUMMERTIME SALADS

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.

Between races, workouts, family get-togethers, and travel, summertime usually is jam-packed with activity. One way to make life a little easier is to keep it simple in the kitchen. Salads are not only quick to prepare, but also easy on the palate. Enjoy these fresh combinations as a light entrée for lunch or dinner. All feature healthy, whole food ingredients.

Orange Chicken Salad

The perfect blend of savory and sweet

Ingredients

4 large oranges
1 bunch watercress
1 large seasonal apple
1 teaspoon lemon juice
2 skinless chicken breasts (or 3 thighs de-boned)

Dressing

2 tablespoons orange juice
1/4 cup olive oil
1/4 teaspoon Himalayan salt and fresh ground pepper
Put all ingredients in a small bowl (or Hammer Blender Bottle), and mix well.



The Hammer Blender Bottle is great for mixing salad dressings.

Preparation

Peel oranges and slice into rounds, or cut oranges into wedges. (Be sure to remove the white part of the rind). Wash watercress and spin dry. Remove leaves from stems.

Wash apple, core, slice into quarters, and then into thin slices. Toss apple with lemon juice to prevent browning,

Prepare dressing. Grill chicken breasts and let rest for 10 minutes, then slice. Toss all ingredients together while chicken is still warm, add dressing, and then toss again. Enjoy!

Makes 2 servings





Avocado Apple Salad

A light and delicious side dish; add chopped grilled chicken or grilled shrimp for an entrée

Ingredients

1 head butter lettuce, shredded
 3 Belgian endives, cut crosswise into ribbons
 1 large crisp apple, peeled and cubed
 1 avocado, peeled, pitted, and cubed
 1 teaspoon fresh dill, minced (or dried dill)

Dressing

Juice of one large lemon
 1/4 cup extra virgin olive oil
 Salt and pepper to taste
 Combine ingredients in a small bowl (or Hammer Blender Bottle) and mix well.

Preparation

Combine salad ingredients in a large bowl. Add dressing, then gently toss, and serve.

Makes 4-6 servings

Mediterranean Tuna Salad

A summertime favorite, packed with protein

Ingredients

1 cup green beans, cut into 1-inch pieces (leftovers OK)
 1 heart of romaine lettuce, cut into thin ribbons
 2 hardboiled eggs, peeled and chopped
 1 cup cherry tomatoes
 1 cup boiled and sliced baby potatoes
 1/4 cup sliced Kalamata olives
 1/4 cup crumbled feta cheese
 6 oz. can white albacore tuna, drained
 1/4 - 1/3 cup olive oil
 1 tablespoon fresh lemon juice
 Salt and pepper

Preparation

Lightly steam and then drain the green beans if they have not been previously cooked. In a large salad bowl, gently mix together all of the ingredients except for the olive oil, lemon juice, and seasonings. Drizzle with the oil and lemon; season to taste with salt and pepper. Serve at room temperature or lightly chilled.

Makes 4 servings

Kale Salad with Peanut Dressing

Crispy, crunchy, and delicious! Serve as a side, or top with steak, chicken, or tofu.

Ingredients

1 bunch kale (I like the frizzy kind)
 1/4 head green cabbage
 2 green onions
 1 large carrot
 1 large crisp apple
 1 small bunch cilantro
 1/4 cup chopped peanuts (reserve for finish)

Dressing

1/4 cup peanut butter
 1/2 cup orange juice

1 tablespoon soy sauce
 1 teaspoon chili flakes

Preparation

Combine dressing ingredients in a bowl; whisk until smooth and creamy. Set aside. Shred kale, cabbage, and green onions. Grate the carrot. Cut the apple into small, thin slices. In a large salad bowl, combine the ingredients. Toss well with dressing. Sprinkle with the peanuts.

Makes 4-6 servings



COFFEE MYTHS

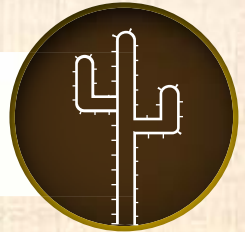
BY ENDURANCE NEWS STAFF

Coffee is ubiquitous. The centuries-old drink is among the most consumed beverages on Earth, outpaced only by water and tea. Each day 1.6 billion cups are gulped globally, and an estimated 8 out of 10 Americans routinely indulge in a cup of joe. But as is the case with celebrity, rumors often come with fame. Here are some of the most common coffee myths debunked.



MYTH: Coffee causes dehydration

Research has shown that coffee is a mild diuretic; however, when consumed in moderation (approximately 3 to 6 cups per day) coffee has nearly the same hydrating effects as pure water.



MYTH: Coffee is addictive

Caffeine is a mild stimulant, but the World Health Organization has stated there is no evidence that caffeine consumption meets the criteria for addiction.

MYTH: Coffee causes insomnia

For healthy adults, the half-life of caffeine is approximately five to six hours, so as long as you aren't drinking your java late in the afternoon or evening, it should have little effect on your sleep.



MYTH: Coffee will sober you up

Coffee will counteract alcohol's sedating effects, but it has no effect on your body's ability to metabolize alcohol. More alarmingly, research has found that combining alcohol and caffeine can be especially dangerous because it can give a false sense of competency to those under the influence.

MYTH: Coffee will cure a hangover

Another coffee and alcohol myth that has long been perpetuated. Hangover symptoms are attributed to dehydration and electrolyte imbalance. Although coffee alone will satisfy some of your body's hydration needs, water and electrolytes do a better job of combating a hangover.

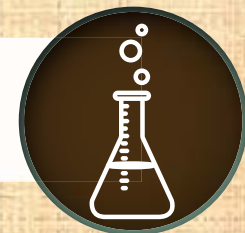


MYTH: The hotter the coffee, the better

For optimal extraction coffee experts suggest a water temperature of between 195 and 205 degrees. Brewing coffee with boiling water (212 degrees) extracts more bitter oils from the beans, imparting an overly bitter or burnt flavor to the beverage.

MYTH: Coffee is acidic

The pH of a typical cup of black coffee is 5.0, making it only slightly acidic relative to other beverages. Soda, fruit juices, and even beer are more acidic than coffee.





MYTH: Espresso is stronger than drip

When discrediting this myth, size matters. It is true that by volume, espresso contains more caffeine than standard drip coffee. But a typical 2 oz. shot of espresso contains approximately 80 mg of caffeine; a 12 oz. cup of black coffee contains, on average, 120 mg.

MYTH: Coffee stunts your growth

Countless studies have found no correlation between coffee consumption and stunted growth. Consuming an extreme amount of caffeinated beverages can result in a slight decline in overall bone mass, but that is easily counteracted by adequate calcium intake.



MYTH: The darker the roast, the more caffeine it contains

Dark-roasted coffee packs a bit more flavor punch than a light-roast bean, but when it comes to caffeine, the roasts are nearly identical more often than not.

MYTH: Coffee is best stored in the fridge or freezer

Fridges and freezers, because of their high moisture content, can cause the flavorful coffee oils to break down faster. Instead, store coffee in a cool, dry pantry or inside a canister with tight-fitting lid.



**BY
CYCLISTS,
FOR
CYCLISTS***

***AND ANYBODY ELSE WHO LOVES TASTY,
ORGANIC, FAIR-TRADE COFFEE ROASTED
IN SMALL BATCHES AND DELIVERED
FRESH TO THEIR DOOR.**



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com

MEDIUM ROAST

ESPRESSO

SUMATRA

DECAF

Epic Run in the Heartland

BY PETE KOSTELNICK

If you've never traveled to Kansas for an ultramarathon, you're missing out! Most runners don't associate Kansas with ultrarunning greatness, but the state now offers ultras of all distances, including five 100 milers.

The Flint Hills 40 on May 30 fell perfectly into my 2015 running schedule, giving me a good start for transitioning to my upcoming higher mileage races, including the Badwater 135 in late July.

By fueling with my favorite Hammer products and implementing my race day strategy, I was able to score the win and set a new course record.

Pushing the pace, fueling right

The rails to trails course offered a good mix of heavy tree cover and beautiful open prairie. Race day weather was overcast. I had my usual prerace meal of eggs and a banana, and then pre-fueled with a few Perpetuem Solids right before the race. My goal was to see how long I could hold a sub-7-minute pace, so I started a little aggressively — in the low 6s! I alternated between Perpetuem Solids and Hammer Gel on the hour, and supplemented with Anti-Fatigue Caps, Endurance Amino, and Endurolytes from a small zip-seal bag that I keep in my water bottle pouch.

By stopping at just two of the many aid stations to refill water and Hammer Gels, I was able to keep every mile split, including aid stations, below 7 minutes through mile 35. I finished several minutes under my 7-minute pace goal in 4 hours 34 minutes for a course record. And I felt no lows at all along the way!

Hammer ultrarunner sets a course record and wins his third major race this season

Immediately after the race, I replenished with delicious Chocolate Recoverite as well as Tissue Rejuvenator, followed by a post-race meal. I felt good enough to run 20+ miles the very next day.

I've always used Hammer products, but this year, I've put more emphasis on supplements such as Tissue Rejuvenator and Endurance Amino. I've been running much stronger with less fatigue, and I'm recovering quickly to ramp up my miles for all racing distances for the rest of the season. I'm looking to improve dramatically on my finish of 30 hours at Badwater 135 last year, billed as the most extreme running race on the planet. I also look forward to my return to Kansas in October for a 100 mile PR at the Epic Ultra Fall 100. *[HN]*

Pete Kostelnick began running marathons in 2008 to drop some college weight. Since then, he's run 32 races of marathon distance or longer; he ran the 423-mile RAGBRAI bike route in a week.

PETE'S 2015 RACE RESULTS

February 14: **Psycho Wyco Trail 20 Mile**
1ST OVERALL (2:54:37)

March 21: **Badwater Cape Fear 50K**
(mostly on sand)
3RD OVERALL (6:38:00)

April 12: **Brew to Brew**
(45.3 miles point to point)
1ST OVERALL (5:29:52)

May 3: **Lincoln Marathon**
3RD OVERALL (2:41:06)

May 30: **Flint Hills Trail 40 Mile**
1ST OVERALL (4:34:25)



Sponsored athlete Pete Kostelnick on his way to setting a Flint Hills Trail 40 Mile course record. Photo: Rick Mayo / Mile 90 Photography

“PERPETUEM KEPT ME MOVING”

-TRAVIS MCWHORTER



**Endurance fuel
formulated for the
long haul!
Available as a
drink mix or
chewable Solids**

MADE IN
USA



NO
SIMPLE
SUGARS

Single Serving – \$3.25
6 or more - \$2.95 ea
16 Servings - \$29.95
32 Servings - \$49.95

6-tablet tube – \$4.50
3 or more - \$3.99 ea
90-tablet canister - \$39.95

Flavors: Orange-Vanilla, Caffé Latte, Strawberry-Vanilla,
Unflavored (16- serving drink-mix only)



Fueled by Hammer, Travis McWhorter powers through at the 50-Mile Jemez Mountain Trail Run in Los Alamos, New Mexico. Photo: Jim Stein



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com

5 REASONS

WHY YOU *MUST START* USING EMS

BY BRIAN FRANK

Electro Muscle Stimulation (EMS) is a truly amazing technology housed in a convenient, portable, handheld device that can literally change your life. It did mine. That's why I'm a believer and the leading promoter here in the U.S. — and why I think you should be using it, too.

It all started back in the early 2000s. As many of you know, I'm addicted to riding bikes in Italy and France with my adopted families there. Around 2001, I noticed many of my friends using these little devices with cables that they would attach to their legs to make them jump as if they were being "shocked." I used one a few times, and noticed that my legs felt significantly better the next day, every time I used it. It was intriguing, but since these machines were not then available in the U.S., that was as far as it went.

Then, in January 2004, I ruptured L4 and L5 in my back from a combination of structural/neural damage, heavy stress, and an unfortunate run-in with a snow blower. These injuries were actually small tears; with a few months of PT and rest, I should have been good to go, but I wasn't — nothing would alleviate my constant back spasms. It seems that I had severe neural inhibition in specific muscle groups due to repeated concussions in my younger years. Then EMS came to the U.S. and I began using it on my spinal erectors for decontracture and on my abs using the Strength program. I immediately began achieving results that I had not seen with conventional rehab. Within six weeks, I was at my desk 8+ hours a day and riding pain-free!

You have to experience EMS technology to believe it, and marketing it requires education and very labor-intensive demonstrations. That's why EMS technology remains one of the big untapped advantages for endurance athletes. Here are some of the salient points that I believe make this technology/product, a must-have for every athlete, from hard core elite to weekend warrior, strength to ultra distance.



Photo: Wadley Photography

1 Muscular recovery - Using the Active Recovery, Recovery Plus, and/or Massage programs is like getting the best sports leg massage you can imagine, flushing out all of the acid and waste-filled blood and recharging the muscle with fresh, clean, oxygen-rich blood. The convenience of having access to these benefits whenever you like makes the device worth its price two or three times over.

2 Muscle strength imbalances - We are all asymmetrical, having one leg or arm that is stronger than the other. Over time, these imbalances can lead to ingrained pathologies resulting in pain and discomfort in the hips and low back. Using conventional methods, there is almost no way to correct these imbalances without risking further injury — except with EMS. By using the Resistance or Strength programs, you can not only identify, numerically no less, the

differential between two muscle groups, but you can also correct it by increasing the input levels on the weaker muscle. This is totally unique, justifying the price in and of itself.

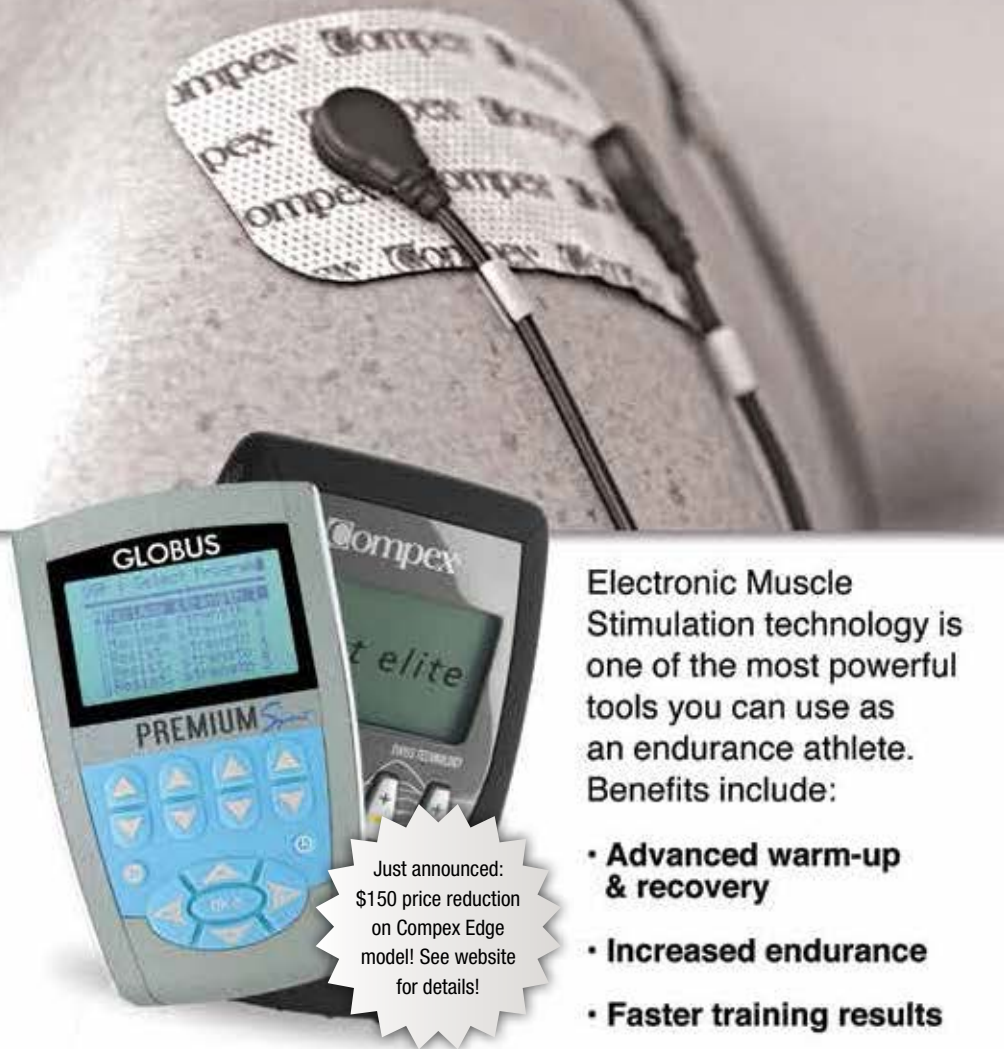
3 Reversing neural inhibition - Believe it or not, most or all of us have some degree of neural inhibition somewhere in our body. It's a lingering effect from injuries and surgeries. From my personal experience and after working with countless athletes applying EMS over the years, I've not found another method for reversing it, let alone one as effective as EMS. Whenever I do an EMS demonstration on an athlete, I can almost always tell whether they are right- or left-side dominant, and whether or not they've had a major injury to either or both legs, hips, back, etc., just by seeing how their muscles respond.

4 Changing your muscles, for the better - One of the more fascinating and controversial aspects of EMS is increasing muscle fiber recruitment. You've probably heard that even world-class athletes utilize far less than 100% of their muscle fibers in any given muscle, an estimated range from 30% to no more than 70-80%. On top of that, each muscle has a percentage of slow twitch and fast twitch fiber that determines whether you are more naturally suited to being a strength or endurance athlete. We've also been told that there is no way to change these numbers — until now. By using either strength- or endurance-oriented programs (technically, hertz ranges < 50 reach type I slow twitch fibers and > 50 reach type II fast twitch fibers), you can actually increase recruitment of type II muscle fibers, which will help with your sprint, kick, and other similar movements. Likewise, focusing on the endurance programs allows for increased recruitment of type I slow twitch fibers, which will help with endurance.

5 Lower back/neck stiffness - In this modern world, in which we sit for most or much of the day, aches, pains, and stiffness in the lumbar, thoracic, and cervical spine are almost universal. If you or your partner regularly experiences this discomfort, you've got to get on the EMS plan. The Massage program will change your life, and you can do it anytime you have 30 minutes to sit or lie in one place.

I have no doubt whatsoever that you will benefit from at least three of the above mentioned reasons. EMS is what you need — just do it. [HN]

DISCOVER THE POWER



Electronic Muscle Stimulation technology is one of the most powerful tools you can use as an endurance athlete. Benefits include:

- Advanced warm-up & recovery
- Increased endurance
- Faster training results

Just announced:
\$150 price reduction
on Compex Edge
model! See website
for details!

Order an EMS unit from Hammer and enjoy FREE Shipping & a FREE expert consultation.

Six models available. See website for details.



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com

THE BOOST IS BACK!

Make this proven performance booster part of your race day arsenal



Better than ever!

BY STEVE BORN

Good news: Race Day Boost capsules are back in stock and available to help you achieve a new personal best in 2015.

The product was not available for some time, as we worked to tweak the formula and make it even better. We're sure you'll like the results, especially come race day. Here's what you need to know.

Malic acid for easier digestion

Besides containing the performance-boosting sodium tribasic phosphate, the new Race Day Boost (RDB) formula includes 250 mg of malic acid per capsule. Malic acid is a natural substance found in apples and other fruit. Your body also produces it when it converts carbohydrates into energy.

The main reason we've included malic acid in Race Day Boost is to balance the extreme alkalinity of the product, thus greatly reducing the potential for stomach distress. A secondary benefit is that malic acid also helps boost energy levels, since it is an essential component of the Krebs cycle.

Adding malic acid to Race Day Boost capsules required us to halve the amount of sodium tribasic phosphate (the main ingredient) per capsule, which simply means that you'll now need to consume 4 Race Day Boost capsules instead of 2 to obtain the recommended dose of 1,000 mg of sodium tribasic phosphate. (For details on dosages and loading protocols, see the Race Day Boost product page, "How to Use Race Day Boost," and the Frequently Asked Questions section of our website.)

Sodium tribasic phosphate, proven to improve performance

The key to Race Day Boost's effectiveness is sodium tribasic phosphate, a compound with a wealth of research that supports its benefits for athletic performance. The overwhelmingly positive results from many years of testing have shown that loading with sodium phosphate for four days (1 gram four times daily) can result in as much as an 8% improvement in performance time! The amount of sodium phosphate used in Race Day Boost exactly matches the dose used in all studies done with this nutrient.

Sodium phosphate enhances functioning of all three of the body's ATP-producing energy systems:

1) The ATP-CP system (adenosine triphosphate and creatine phosphate) – Race Day Boost supplies phosphate groups used in the re-synthesis of ATP and CP, thus improving the performance of this short-term energy system; used mainly for brief, intense activities such as sprinting or weightlifting.

2) The lactic acid system – Lactic acid does more than cause muscle burning and soreness. Your body also uses it to help convert muscle glycogen and/or carbohydrates into glucose for use as energy, particularly during extended, anaerobic exercise. When excess lactic acid accumulates during these high intensity efforts, it disrupts the ideal alkaline blood pH and causes the "burn" that we athletes hate. The sodium phosphate in Race Day Boost buffers blood acidity and helps maintain a more-ideal acid-alkaline balance, allowing

the lactic acid system to provide needed energy for a longer time.

3) The oxygen/aerobic energy system – This system uses primarily carbohydrates and fats to produce ATP, but after 90-120 minutes of sustained exercise, protein is also used, with about 5-15% of the energy coming from amino acids. The oxygen/aerobic system can't produce ATP as rapidly as the other two systems, but it does produce greater quantities of ATP, serving as the primary energy system of aerobic exercise.

Phosphates form part of a compound found in red blood cells known as 2,3 diphosphoglycerate (2,3-DPG). This molecule helps release oxygen from hemoglobin into the muscle cells. By increasing 2,3-DPG, sodium phosphate helps improve the availability of oxygen to working muscles for the process of creating ATP (energy).

Bottom line: The overwhelmingly positive results from many years of testing have shown that loading with sodium phosphate for four days results in a major improvement in performance time. Race Day Boost has been formulated to precisely match the dose used in all studies done with this nutrient.

With the addition of malic acid to reduce the chance of digestive problems and aid in energy production, Race Day Boost is even better. See what a difference it can make in your race day results this season! **Learn more about Race Day Boost and how to use it on the Hammer website. [HN]**

LOCK & LOAD



Stanton Pearson going strong at the 175-mile Tour de Lac in Lake Charles, Louisiana
Photo: Michael Lyons



64 Capsules \$22.95

"This product added a HUGE boost to my race day. I started stacking it the Monday before the race and by the time race day came around I was ready to go. I didn't want to stop and my legs never felt tired." - Stanton Pearson



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com

Safe, legal, and effective!

- Boosts performance time up to 8%
- Increases endurance
- Reduces lactic acid

MADE IN
USA

NO
SIMPLE
SUGARS





OPTIMAL FUELING FOR FIELD SPORTS

Football, soccer, and more ... athletes can gain the winning edge with this exclusive plan

BY BRIAN FRANK

To achieve peak performance on the field, an athlete must engage in proper fueling habits. I'm referring to the type and timing of calories, fluids, and electrolytes consumed in the hours leading up to, during, and immediately following games and practices. This is true not only for all field sports such as football, soccer, and lacrosse, but also for water polo, tennis, and golf, to name a few. In fact, it could be argued that pre-exercise fueling habits are more important for these sports than for traditional endurance sports. Following the proper fueling habits can bring impressive results.

Calorie timing: before and after exercise

The timing of calorie intake before and after exercise is one of the least understood aspects of proper fueling for peak performance in field sports. This is especially true in the case of football, where 100% effort is required instantly, on a repeated basis for hours at a time. For the body to do this effectively, it cannot be doing something else — like digesting food. Every drop of blood and the proper metabolic environment are needed for maximum physical exertion.

While it might seem counterintuitive, the body needs to be fed immediately *after* exercise, not before. Eating a meal within 3

hours of workouts, practices, and games might be commonplace, but it will not yield peak performance. Beginning a workout while digesting a recently eaten meal also compromises the body's ability to burn fat during exercise. This forces the body to rely purely on muscle glycogen, causing it to be used too quickly, leading to premature fatigue.

***Prior to exercise, observe a 3-hour window, during which you consume only water. Start every workout/practice/game on an empty stomach to be light on your feet! I guarantee that you will be stronger and faster than you've ever been before.**

Game day fueling - If kickoff is at 7 p.m., eat a large, main meal between 3-4 p.m. If the game starts at 10 a.m., noon, or 4 p.m., the timing is the same — big meal 3 hours before, then water only until game time. A small, high protein meal or snack can be eaten after evening games.

Afternoon/after-school workouts or practices - If workouts start at 4 p.m., then finish eating a large meal by 1 p.m. If practice starts at a different time, adjust your mealtime accordingly, allowing for the 3-hour no-eating window.

Immediately after practices, consume Recoverite or a Whey protein shake/smoothie. Soon after completing the workout or practice, you should also eat a large dinner meal. Whenever possible, allow 3 hours to digest the meal before you go to bed.

FIELD TESTED



“HEED is my son’s go-to drink for soccer games and tournaments. As a parent, it’s important that my kids are consuming high-quality fuels for their endeavors.”

- Rich M.

HEED

The No. 1 sports drink

MSRP

Single serving - \$1.95
6 or more - \$1.80 ea.
16 servings - \$19.95
32 servings - \$29.95
80 servings - \$58.95

- Provides steady energy
- Reduces cramps
- Buffers lactic acid



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15.

800.336.1977

www.hammernutrition.com



HAMMER FUELING REGIMEN FOR FIELD SPORTS

Use the following fuels for all games, workouts/practices:

- **HEED** – Begin sipping HEED 5-15 minutes just before starting. Continue to drink it at a moderate pace throughout the workout/practice.
- **Hammer Gel (optional)** – During workouts and practices, take one serving at 30-45 minute intervals, as needed to boost energy.
- **Endurolytes Extreme** – Take 1 capsule at the start and 1-2 capsules each hour during exercise. Increase dosage in hot conditions and if cramping is a concern or if it occurs.
- **Recoverite or Whey protein in fruit juice** – Take it immediately after the game, workouts, practices, and/or gym training!

Boost recovery and muscle growth

One serving of Hammer Whey protein taken just before bed, mixed in water (NOT milk or juice), will naturally elevate testosterone and human growth hormone levels by up to 400%. This and a good night’s sleep are critical for maximum recovery and muscle growth.

The above recommendations are provided for information purposes only and are not intended to provide specific dietary or medical advice. All athletes should be supervised by a qualified health care professional at all times.

Between the conclusion of your evening meal and bedtime, consume few if any calories, unless your goal is to gain weight.

Early morning workouts/practices – NEVER sacrifice sleep for food! For 7 a.m. training, stay in bed for as long as possible, while still allowing enough time to make it to the workout. Upon rising, begin hydrating with plain water until 5 minutes before the start of the workout. At that point, calories can be introduced as suggested in the fueling chart above.

Plan to eat a large meal immediately after the conclusion of the workout/practice. This will entail packing a meal the night before so that it’s ready to be eaten after morning training.

[HN]

Brian Frank is the founder and owner of Hammer Nutrition in Whitefish, Montana. Over the past 28 years, he has helped countless athletes of all sizes, shapes, and disciplines achieve lasting health and peak performance. For more information, visit www.hammernutrition.com

Opposite page: The Whitefish (Montana) Bulldogs square off against Butte Central in November 2014.

Photo: Matt Baldwin/Whitefish Pilot

Above: The Montana Flathead Rapids women’s and men’s teams finished 1st and 2nd respectively at the JulyFest Tournament in Kimberley, B.C., Canada.

Photo: Courtesy Montana Flathead Rapids

HAMMER BRAND AMBASSADORS LEAD THE WAY



Above and left: Karen Painter during Ironman Kona in 2012. Photo: Courtesy Karen Painter

BY BRIAN FRANK

In *Endurance News* 95, I explained how our Hammer Brand Ambassador program is my way to thank and recognize our most ardent and loyal Hammer supporters, those who have been telling the world about Hammer and sharing their own positive experiences simply to help others. They're the ones you see at races sharing extra Endurolytes or other products whenever they see another athlete suffering the ill effects of poor fueling.

As I mentioned last issue, I would like to hear from you if you believe you are a Hammer Brand Ambassador, so that I can personally say "thank you" and support your ongoing efforts. As a Hammer Ambassador, you'll receive: business cards with your name (and referral number if you like), access to our exclusive online Ambassador community, and extra samples and literature to be included with your regular orders. In addition, we'll feature one or more of our Hammer Ambassadors here in *Endurance News*.

SAVE 15%
On Your First Order!



Use Referral Code:
66883

Fuel Right, Feel Great![®]
1.800.336.1977 / www.hammernutrition.com

BRAND AMBASSADOR

Karen Painter
Cyclist
Hammering since 1997
f Karen Painter

This issue, I'd like you to meet Karen Painter, a longtime triathlete and enthusiastic Hammer believer. A road cyclist for nearly three decades, Karen had completed six double centuries, "tons of centuries," and six Ironman triathlons, including IM Kona in 2012. She's also a certified health coach, who helps clients learn how to control their blood sugar through nutrition to achieve optimal health.

When did you first hear about Hammer Nutrition products, and what was it that you liked about them?

I believe it was in the mid-1990s, shortly after I made some big changes in my daily diet. A friend's husband who had high cholesterol began following a diet that emphasized eating lean and green — fresh unprocessed foods without added sugar or artificial ingredients. It worked great. Within five to six weeks, his cholesterol was below 180. Since members of my family have diabetes and weight problems, I decided to make the same changes, and I began to feel so much better. It reduces inflammation throughout the body. When I read that Hammer Nutrition products contain no simple sugars, it simply made sense to use them.

What are your favorite Hammer products now, and how do you use them?

My favorite is Caffé Latte Perpetuem. I use it as my primary fuel during any endurance event or training. I like to make it as a concentrated paste that I carry in a flask. To meet my hydration needs, I carry additional plain water. As soon as I began using Perpetuem, I noticed that I wasn't hungry during a race or workout — and I felt good. I couldn't do a race without it, now!

How do you spread the word to other athletes?

I'm a true believer! During events, I give out tons of Endurolytes to people who are cramping. I'm constantly handing out Hammer's *The 5 Secrets of Success* booklet, too. With relatives and friends, I often first tell them about Perpetuem and/or Endurolytes, and then gradually tell them about the other products, too. I've gotten many of my athletic friends to use hourly pill packets that contain one serving each of Hammer's Race Caps Supreme, Mito Caps, Anti-Fatigue Caps, Endurance Amino, and Endurolytes. I also carry extra Endurolytes and Tissue Rejuvenator.

Do you have a favorite "race rescue" story to share — a time that you shared a Hammer product with an athlete who was bonking or in distress?

When I first started training for IM triathlons I trained with my buddy Erv. Erv is about 10 years older than I am, and he had been cycling for years. He had done some sprint triathlons before I knew what a triathlon was. One day when we went out for a long training ride, he was still thinking he could ride long in the heat on two bottles of water and a cookie — literally a cookie! I had been telling him about Perpetuem and Endurolytes and that he needed to hydrate regularly but he never listened. On this ride he bonked big time and had to be rescued (his wife came and picked him up). After that, he allowed me to get him started with Hammer Nutrition fuels and supplements and he's been a believer ever since. [HN]

Are you a Hammer Brand Ambassador?

If you're a guy or gal who loves to help other athletes learn how to fuel properly with Hammer Nutrition products and methods, we want to hear from you. Email us at ambassador@hammernutrition, simply saying "I'm a Hammer Brand Ambassador." We'll set you up with a personal business card, extra samples and literature, and access to our exclusive online community, hosted by me and select staff members like Steve Born and my son Miles.

-Brian Frank

NICOLETTE NORDAN'S TOUR DE FORTS CLASSIC CENTURY RACE RECIPE



Nicolette Nordan hammers on during the Tour de Forts classic century ride.
Photo: John Ayer

JUST BEFORE THE RACE: Endurolytes, Anti-Fatigue Caps, Hammer Gel
DURING THE RACE: Caffé Latte Perpetuem Solids, Nocciola Hammer Gel, Apple Oatmeal Hammer Bars; Endurolytes and Anti-Fatigue Caps hourly
AFTER THE RACE: Recoverite

RESULTS

2nd female

"I knew it would be a blazer, with temperatures into the 90s, so I prepped accordingly. This ride was another example of what Hammer Nutrition has done for me. Before I understood my fueling needs, I used to starve on the bike. This was the second cycling event I've done that was fueled solely by Hammer, and it's the second time I exceeded my goals by more than I ever imagined setting them!"

-Nicolette Nordan



MARINES HAMMER AT MOJAVE DEATH RACE

Applying lessons learned and smart fueling, team finishes 1st in division

BY DON TOLBERT

The Mojave Death Race is an intense, 24-hour endurance competition through the Mojave National Preserve. This year, 21 teams tested themselves against each other and the extremes of the unforgiving Mojave Desert, where temperatures exceed 100 degrees.

The U.S. Marines “Desert Yetis” team competed in the race for the second year, applying lessons learned from 2014 to climb the 2015 rankings and place 1st in the Military/First Responders division. The team — Jason Hooten (team captain), Dan Williams, Matt Shortway, Paul Sanford, Lawrence Parker, Don Tolbert (retired), Randy Howell, and Martin Hood — was completely self-supported, carrying all equipment, supplies, and personnel in just three vehicles.

Learning from the past

Compared to 2014 — when the team roster was not solidified until two weeks before the race — the Yetis were much more focused, and we leveraged what we learned. Going into the 2015 race,

MOJAVE DEATH RACE BY THE NUMBERS

- 270.1 total miles
- 24 separate legs
- 13 running legs, totaling 82.1 miles
- 7 road cycling legs, totaling 132.5 miles
- 4 mountain biking legs, totaling 55.5 miles
- 50 single-serve Hammer Gel packets
- 2 states
- Finish time: 23:20:00

RESULTS: 1ST PLACE MILITARY/FIRST RESPONDER DIVISION, 5TH PLACE OVERALL

our runners trained on an out-and-back 8-mile course that had a 4-mile ascent, and our cyclists trained and raced crit, MTB, centuries, and a double. The team also used lighter-weight equipment and placed athletes in legs better suited to their strengths.

After reading Hammer Nutrition’s *5 Secrets of Success for Endurance Fueling*, team captain Hooten drastically changed his nutrition plan for the Death Race and followed Hammer’s advice for

hydration, calories, electrolytes, and recovery. All of the Yetis fueled with Hammer Gel, HEED, Endurolytes Fizz, and Recoverite.

Competition was fierce. The teams battled back and forth for position, with the Yetis moving up from 8th to 4th place after two legs, and then slipping in the rankings to 11th. They fought back to 5th place and held strong until disaster on the very last leg. Only a few miles from the finish, Hooten hit a pothole and flatted his road bike. His follow vehicle was delayed, and the 6th place team was closing the gap quickly.

With minutes to spare, the follow vehicle arrived. Hooten swapped out the rear wheel and was just able to hold off the 6th place team. The Yetis finished 1st in the Military/First Responder Division and 5th overall with a time of approximately 23:20:00. We will return in 2016. [HN]

Clockwise from left: Don Tolbert pushes the pace in the 100-plus degree Mojave heat; the Mojave Death Race start; the Desert Yetis (from left): Dan Williams, Matt Shortway, Paul Sanford, Lawrence Parker, Tolbert, Randy Howell, Jason Hooten, and Martin Hood are based at the Marine Corps Air Ground Combat Center in Twentynine Palms, California. **Photos:** Courtesy Desert Yeti team members

WHEN IT COMES TO FUELING FOR ENDURANCE SPORTS,
WE WROTE THE BOOK!



**"Thanks to 'Secrets of Success' I FINALLY figured out my fueling.
Now I am dialed in!"** -Online Reviewer



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.



GET YOUR FREE COPY TODAY!

800.336.1977 / www.hammernutrition.com

CANADA



HAMMER NUTRITION CANADA ON THE ROAD AGAIN

BY RYAN CORREY

Round Two on the Divide

On Canada Day (July 1) I completed the Tour Divide mountain bike race for a second time, finishing two days quicker in 19 days. The completely self-supported event traverses 2,700 remote miles from the touristy mountain town of Banff, Alberta, to the relatively unknown desert landscape of Antelope Wells, New Mexico.

This was my nutrition strategy:

- Endurolytes, Anti-Fatigue Caps, Perpetuem, and Hammer Bars in the fast-paced opening days
- One or two sit-down meals each day; compared to convenience store foods, whole food provides more nutrients and longer-lasting energy
- Purchase only water at restock points, no sugary sports drinks like Gatorade

and Powerade reduces the chance of mouth sores and sugar crashes.

- Pack wholesome (and calorie dense) nuts and sandwiches for eating on the bike
- And most important, just pack more! Stores are not always open when you want them to be. The extra food/water weight is worth the peace of mind.

Read about racing 145 miles per day on three to four hours sleep in my blog recap at www.ryanconrey.com/blog

Wagons West!

Upon reaching Antelope Wells, I immediately began a three-day journey north via kind strangers, taxis, hotels, buses, and delayed/cancelled flights north to New Brunswick. My fiancée, Sarah, did a double take when she set eyes on me for the first time in almost a month — a guy with a beard, baggy shorts held up by a bungee cord, and dirty mountain bike shoes.

Hand in hand, Sarah and I connected with the rest of our Hammer team who were in St. Andrews, New Brunswick, for the second annual Challenge triathlon weekend. The event has a special place in our hearts, not only for its beautiful East Coast setting and excellent organization, but also because this is where I proposed to Sarah last year. Darren Thompson (owner of our Canadian distribution) and his family also grew up not far from here.

Following a weekend of perfect weather and connecting with racers in the Challenge expo, Darren handed over the Big Rig keys to Sarah and me. Over the coming months, we'll be on the road with our Hammer Nutrition/*A Purpose Ridden* tour and we have events scheduled all across Canada with our dealers. I'll be sharing stories from my new book and delving into how Hammer can help YOU achieve something EPIC. View our full itinerary and RSVP for events at www.hammernutrition.ca/schedule

Hammer for the Social Age

While on the road, Sarah and I have been challenging ourselves to come up with new and innovative educational content for Hammer — resources that complement our already extensive knowledge library. Top of mind, our Monthly Product Spotlight has been getting a lot of positive feedback. Customers appreciate the easy-to-understand, fun approach, including our accompanying promotions and contests (like, “guess my Tour Divide finish time” for June). Check out our spotlight series at www.youtube.com/hammercanada

#HammerCAN



1. The Royal Canadian Mounted Police continues its time-honored tradition of being polite (and not ticketing the Big Rig). Hammer on!
2. Young Noah runs alongside Xterra World Champion Melanie McQuaid in the kids' race at Challenge St. Andrews, New Brunswick.
3. Aspiring 2020 Olympian Soren Meeuwisse from the Hammer sponsored Trek Canada MTB team on the podium at Hardwood Hills, Ontario.
4. Athlete ambassador Ron Amos takes the Triple Crown (winning the Masters C time trial, criterium, and road race) at the Masters National road cycling championship in Thetford Mines, Quebec. **Photo:** Hannah Clarke.

Follow www.facebook.com/hammercanada for daily updates from the Big Rig tour! Get a signed copy of my book at www.ryanconrey.com/a-purpose-ridden. Got a picture or update to pass along for the next issue of *Endurance News*? Shoot me an email at ryan@hammemnutrition.ca

Opposite page, clockwise from top left: Ryan reaches New Mexico during the Tour Divide mountain bike race.

Sarah and Ryan at the anxious start of the Tour Divide in Banff on June 12.

Darren hands over the keys to the Big Rig to Sarah and Ryan.

Ryan with Fireman Rob at the Challenge St. Andrews awards banquet. Rob is on course to set a new world record for the total number of half-iron distance races completed in one year ... wearing his firefighter gear, all the while!

Photos: Courtesy Hammer Nutrition Canada

AUSTRALIA



BREMER TAKES 1ST FEMALE PRO AT IRONMAN CHAMPS



Michelle Bremer captures 1st female pro at the Australian Ironman Champs. **Photo:** Courtesy Hammer Australia

Michelle Bremer, a Hammer Australia sponsored athlete since 2010, recently finished 1st female pro at the Australian Ironman Champs at Port Macquarie. Michelle turned in an outstanding 9:38:24 finish time for an overall ranking of 30th of 1,650 athletes. Michelle's winning IM formula includes multi-hour bottles of Hammer's Perpetuem on the bike, along with Hammer Gel and Endurolytes on the run. Way to Hammer, Michelle!



ON THE ROAD TO **KONA**

Dialing in calories for the season's main event

BY GREG MUELLER

Based on research, we know that athletes of any size cannot digest more than about 180-200 calories per hour. At 105 pounds, Lisa, a triathlete (and my wife), can handle far less than that. Lisa had a history of GI distress in terms of full body shutdown, not only during her Ironman races, but also for days after them. With almost every previous race she had to stop along the run course and walk as she struggled with stomach problems. Our goal was for her to execute a sub 3:30 marathon off a solid bike with no stopping during the run. We estimated that this would get her into Kona.

The real question was how much total energy could her body carry into the race. As lean as she is, we had concerns that she would have enough fat to use as fuel. With help from Ben Stone starting in December, we began a low intensity endurance phase in which we withheld carbs for a portion of the sessions. We found that we were able to do this for two months while only doing base work.

In this time, our goal was to shift her metabolic reliance from carbs to fat. Once this phase was complete, we carefully added carbs back into her training.

We've been using Hammer products for about 15 years with great success, so we were confident that they would help us achieve our goal. But like any preparation, our plan had to be specific to the individual, in this case Lisa, as we worked to dial in her calories for a 10-hour race while also preventing stomach issues. In the end we settled on 120 calories per hour in the form of only HEED and Hammer Gel, with a complement of Endurolytes for racing in the 90+ degree heat and humidity of Ironman Texas.

It's a bit more work to carry all your calories, but with a 3:34 marathon, 9th place overall amateur finish and 2nd age group finish, Lisa earned her spot to Kona in October. We cannot say enough about our confidence in Hammer Nutrition fuels for endurance athletes. See you in Kona! **[HN]**

Problem: Getting enough calories to be energized for the marathon run without GI distress

Goal: Qualify for Kona, the Ironman World Championship

Athlete: Lisa Mueller

Coach: Greg Mueller

Hammer solution (IM Texas):

- Three hours before the race
Breakfast / 2 Endurolytes
- 10 minutes before the race:
1 Raspberry Hammer Gel
- Bike: 60 Calories of Melon Heed per hour, 60 calories of Tropical Gel per hour, 2 Endurolytes every 60 minutes
- Run: 1 Tropical Gel every 5 miles; 2 Endurolytes every 2 miles
- After the race: 2 Scoops Recoverite

Results: 9th place amateur, 2nd place AG; qualified for Kona

Greg Mueller is the founder of Innovative Endurance coaching. Learn more at innovativeendurance.com.

THE 'HOLE' TRUTH



EVEN THE MOST BALANCED DIET HAS HOLES

For optimal health and 'smooth' athletic performance, daily supplementation with a high quality vitamin & mineral supplement is critical. Fill in the holes and get what your diet is missing.

PREMIUM INSURANCE CAPS

- Supports optimum performance
- Increases energy all day
- Benefits digestion

120 Capsules **\$19.95** 210 Capsules **\$34.95**

FREE PELLE ECCELLENTE!

Purchase a bottle of Premium Insurance Caps (120 capsules or 210 capsules) and receive a free 0.3 oz. tube of our ultra-hydrating skin cream, Pelle Eccellente. Use Promo Code EN96PIC. Valid while supplies last. Offer expires 10/9/15.



ORDER TODAY!

800.336.1977 • www.hammernutrition.com



CRUISE
ADVENTURE RACING
PADDLE SPORTS
RUNNING
TRIATHLON
CYCLING
SWIMMING
MOTOCROSS

WE SUPPORT: YOUR SPORT

Endurance athletes of all kinds have plenty of unique and challenging events to choose from in the coming weeks. Their scenic locations make them ideal vacation destinations, too. Look for us there!



DARN TOUGH RIDE / STOWE, VERMONT

Fully supported road cycling race features challenging ascents and breathtaking descents on beautiful routes around Mt. Mansfield; 45-, 65-, and 100-mile options. Century is 7,300 feet total elevation. www.darntoughride.com **SEPTEMBER 6**

OSAGE PADDLE SPORTS FALL RACE / BONNOTS MILL, MISSOURI

Three rivers (Osage, Missouri, and Gasconade), one race; 10K canoe and kayak marathons, SUP, dragonboat, and more; 20 classes including six USCA. www.osagepaddlesports.com **SEPTEMBER 19**

TYROL EPIC DUATHLON / MT. HOREB, WISCONSIN

The Wisconsin DU series finale: 5K run/22-mile bike/5K run at the Tyrol Basin Ski and Snowboard Resort, epic hills and epic views. www.wisconsinseries.com/tyrol-epic.html **OCTOBER 18**

SNOWY RANGE DUATHLON / SARATOGA, WYOMING

Inaugural event; test your stamina by biking 4.3 miles, running 11 miles, and biking 6.83 more miles through some of the most beautiful country the Rockies have to offer. A cookout awaits at the finish. www.active.com **AUGUST 22**



HUTCHINSON ISLAND HALF IRON / JENSEN BEACH, FLORIDA

“A hidden paradise” located just north of Palm Beach County, the island venue offers a unique swim course, fast and challenging bike ride, and running course that spans two causeways. www.trilifevents.com/hutchinson-series **SEPTEMBER 27**

BULLFROG OLYMPIC TRI / WADING RIVER, NEW YORK

New event on Long Island's beautiful Schiff Scout Reservation. Swim in clean, fresh water 40-acre Deep Pond. Fast, flat two-loop bike course is followed by a gorgeous trail run www.bullfrogtri.com **SEPTEMBER 26**



CHATTAJACK RACE / CHATTANOOGA, TENNESSEE

A true test of endurance for paddlers; 31-mile SUP/kayak race through the Tennessee River Gorge. Described by one 2014 participant as "one of the best SUP weekends ever ... an amazing race in an awe-inspiring setting, epic in scale." www.chattajack.com **OCTOBER 24**

USAT HALFMAX NATIONAL CHAMPIONSHIP / INNSBROOK, MISSOURI

America's premiere half iron championship set against one of the Midwest's most scenic backdrops. Relay, aquabike, quarter, and sprint options. Friday swim and transition clinics offered. <http://ultramaxsports.com> **SEPTEMBER 12**



E.T. FULL MOON MIDNIGHT 51K ULTRA / RACHEL, NEVADA

Starting at midnight, run along the mysterious Area 51 (hence the 51K), a gathering place for UFO enthusiasts and nature lovers alike. High desert country; a breakfast spread awaits finishers. <http://calicoracing.com> **AUGUST 29**



LE GRIZZ ULTRAMARATHON RUN / POLEBRIDGE, MONTANA

"Different fork in the river. Same crazy tradition." New race directors and route for iconic 50-miler. Undulating gravel road course starts and ends at the Polebridge Mercantile, winding along the North Fork of the Flathead River. www.runlegrizz.com **OCTOBER 10**

MAN AGAINST HORSE ULTRA RUN / PRESCOTT, ARIZONA

Runners and horses simultaneously traverse 50 or 25 miles of challenging mountain trails and back roads, sometimes steep and rocky. Base camp at 5,000 feet. 50-mile course climbs to 7,600 feet. www.managainsthorse.net **OCTOBER 3**



GOBLIN VALLEY ULTRAMARATHON / GREEN RIVER, UTAH

50K, marathon, and half marathon courses; run on mostly dirt roads around Goblin State Park, with mesas, water-carved canyon, stark desert, and mountain vistas. Halloween costumes encouraged. www.goblinvalleyultra.com **OCTOBER 24**

SIOBHAN MAIZE

PEYTON'S WILD AND WACKY 10X5K ULTRA, 1ST FEMALE



“This was a crazy fun race! It is a trail 50K run in 10 5K races. We ran a 5K every hour on the hour for 10 hours. Our first lap was in the dark and cold rain! It was super muddy the entire day with rain coming off and on. This race was in honor of the son of a friend of mine who died suddenly. It was a great celebration of his life as he loved running and his dad is very involved in the running community.

This was a perfect race to try out new Hammer products like Anti-Fatigue Caps and Energy Boost. I was also able to

share my Hammer products with friends as we waited between races.

In a race of this style it's important to pace your first 5K so that you can have the same pace for your last 5K, and I was pretty close to that! I only slowed by about 1-2 minutes from my first to my last one.

Steady consumption of Endurolytes, Hammer Gels, HEED, Race Caps Supreme, and intermittent use of Anti-Fatigue Caps and Energy Boost helped me finish 1st overall female! And of course

Recoverite post race helped me recover quickly to continue training for my upcoming “A” race.

I always train with Endurolytes and Hammer gels during my runs and Recoverite after my runs. And of course every day I take Premium Insurance Caps, Mito Caps, Race Caps Supreme, and Tissue Rejuvenator.”

Above: Siobhan Maize finishes 1st female OA at Peyton's Wild and Wacky 10x5K. **Photo:** Brian Fancher Photography

JANNINE MYERS

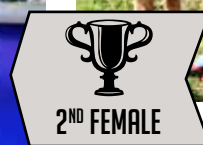
CAMP HANSEN 10K MUD RUN, 2ND FEMALE OA

“My first obstacle/mud race, and thanks to Hammer, my training enabled me to perform well and recover quickly. A Hammer Bar fueled me before the race and Recoverite was there for me at the finish. My 11-year-old daughter, wearing my shirt, represented Hammer on the kids' course.”



Left: Jannine Myers places 2nd female at the Camp Hansen 10K Mud Run. Jade Myers represents Hammer Nutrition during the kids' race.

Photos: Jannine and Jade Myers





MOST REFRESHING PR

SHEILA CARPENTER-VAN DIJK

HURRICANE MAN 1000M PR

"I've completed this race 14 years running. This year I did not race it to win, or to set any records, I swam it for ME. I was diagnosed with atrial fibrillation and was due to have a cardiac procedure to fix it but until then, I was prescribed anti-arrhythmia drugs. They keep the afib at bay, but won't let me race how I want to.

My goal for the past 14 years of this race has been to finish in less than 20 minutes. The closest I've been is 20 minutes and 23 seconds.

We start. I feel the current, I have a good pace and before I know it, I sight the final buoy. Wow! I think, 'that was quick,' as I round the buoy.

That was fun! That's the first time I ever thought it was fun!

I collected my card and poured some fresh water on my face.

My official time: 20 minutes and 3 seconds! A new personal record!

I couldn't have done it without Hammer! Hammer products not only play a big role in my training and in my races; they are an essential part of my life!"

Photo: Jos Van Dijk



11TH PLACE PRO FINISH

BAILEY HINZ

PROFESSIONAL TRIATHLETE

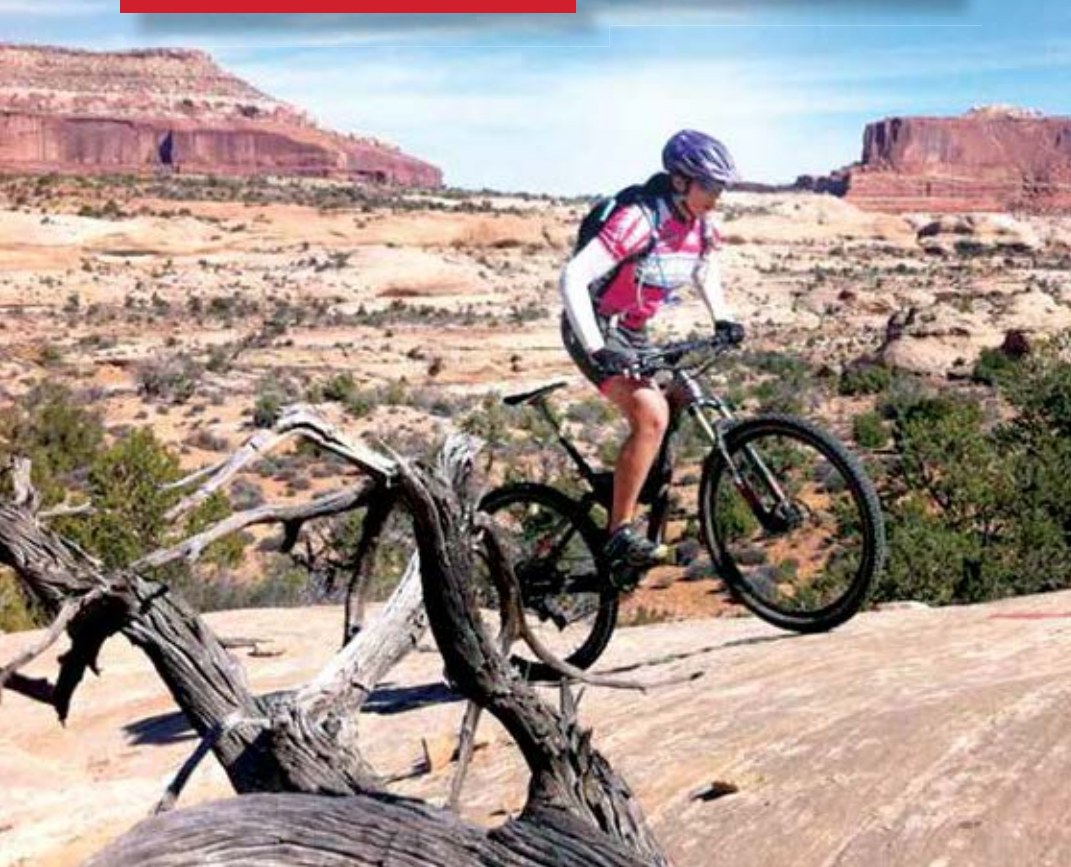
11TH PLACE, IRONMAN 70.3 RALEIGH

Bailey Hinz powers toward a bike PR at the Ironman 70.3 Raleigh. Photo: Marshall Clawson

"IT WAS A HOT/HUMID DAY AND A TOUGH COURSE, BUT I WAS TOUGHER! GOT MYSELF A NEW SWIM AND BIKE PR!"

-BAILEY HINZ





NAOMI HAVERLICK

SLICK ROCK TRAIL RIDE, MOAB, UTAH

“We rode nine days straight to tick off all the Moab classics. Thought I was going to end my vacation thrashed, but instead my strength and stamina increased over the course, thanks to Hammer Nutrition!”

Naomi Haverlick hammers on during a trail ride in Moab, Utah. Photo: Trevor Aerts

SHALINI KOVACH

KETTLE MORRAINE 100, 10TH AG

“I used HEED, Perpetuem, Hammer Gel, and Hammer Bars for training, along with a daily regimen of Endurance Amino and Tissue Rejuvenator. Post-run, it’s Recoverite!”



Kovach slows for the 31.5 mile aid station. Photo: Focal Flame Photography



SUZY DEGAZON

DOUBLE METRIC CENTURY RIDE

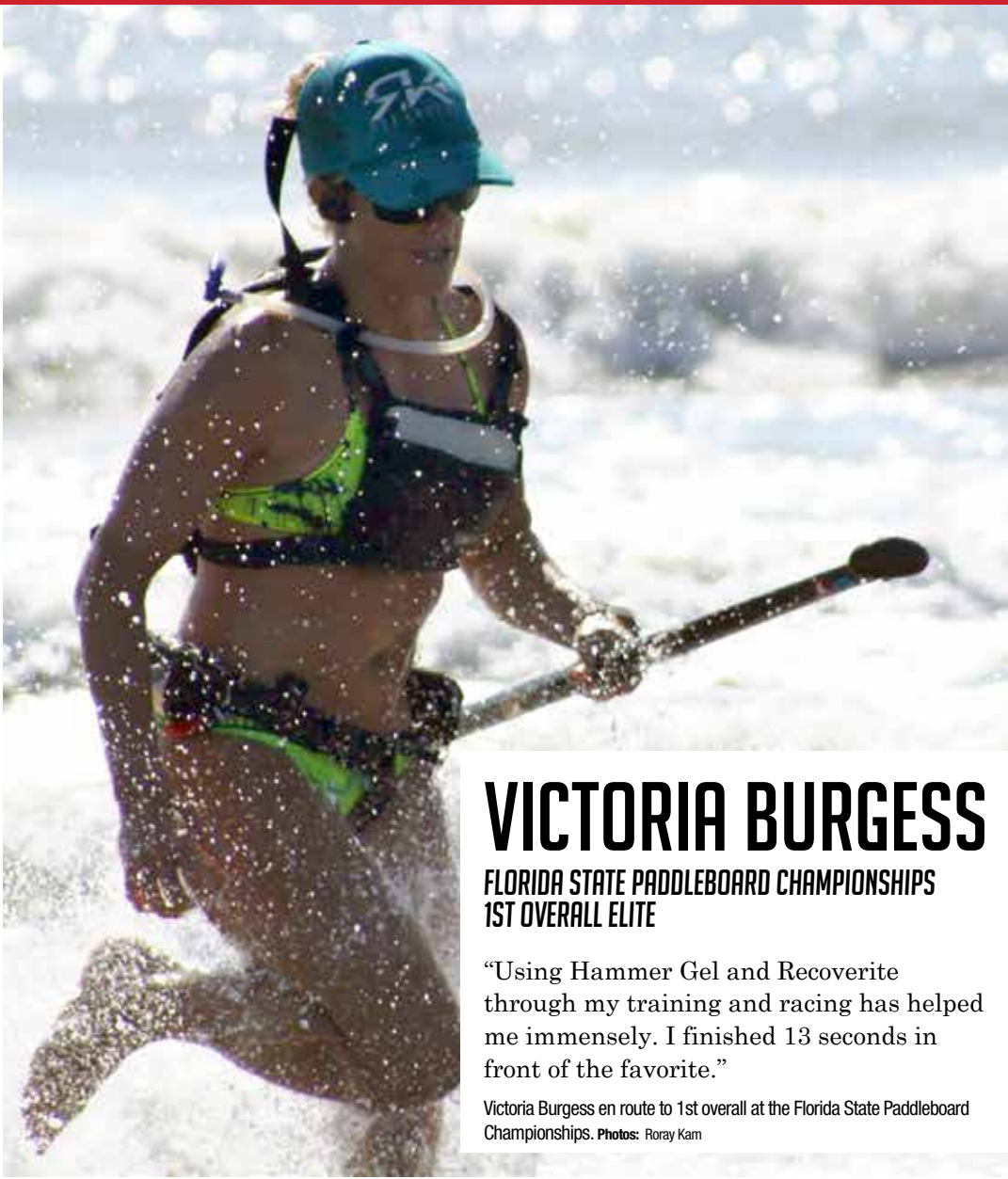
“It’s official, just finished my first double metric century, my longest ride in 11 months after a disabling back injury and other setbacks, fueled by Perpetuem. I am a happy camper!”



LAUREN VERSWEVELD

ROCK AND ROLL NASHVILLE HALF MARATHON, 1ST FEMALE

“Had a 1st place finish! I’ve been using Vanilla Hammer Gel on my runs and Hammer Soy protein for recovery after runs.”



VICTORIA BURGESS

**FLORIDA STATE PADDLEBOARD CHAMPIONSHIPS
1ST OVERALL ELITE**

“Using Hammer Gel and Recoverite through my training and racing has helped me immensely. I finished 13 seconds in front of the favorite.”

Victoria Burgess en route to 1st overall at the Florida State Paddleboard Championships. Photos: Roray Kam

TRACI FALBO

**24 HOUR WORLD CHAMPIONSHIP,
2ND FEMALE,
27TH OVERALL**

“As always, Hammer products fueled me perfectly! I used Race Day Boost, Hammer Gel, Fizz, Race Caps Supreme, Anti-Fatigue Caps, and Recoverite.”

Traci Falbo finishes 2nd female at the 24 Hour World Championship.
Photo: Courtesy Traci Falbo



COUL HILL

MISSOULA ROUBAIX, 13TH OVERALL

“Thank you Hammer for the fuels and supplements that keep me grinding! I live, train, ride, race, and recover with HEED, Perpetuem, Hammer Gel, Hammer Bars, Hammer supplements, and Globus EMS.”

Coul Hill refuels on the go in Missoula, Mont.
Photo: Collene Hill



JOHN STULIOGROSS IOLA TRAIL RACE, 1ST OVERALL

“Felt great throughout the race, and took 1st place overall, winning by over 6 minutes. A few guys asked about the products I use, and I happily explained the Hammer Gel, HEED, and Recoverite that propelled my victory.”



John Stuliogross leading the way in Iola Trail Race.
Photo: Courtesy John Stuliogross

MATTHEW THOMPSON ROCK ‘N’ ROLL DC MARATHON; 5TH AG, 27/2521 OVERALL

“Using Hammer Gel, Race Caps Supreme, and Endurolytes helped me achieve a new PR (my sub-3 goal) and re-qualify for Boston in 2016. No cramping or stomach issues!”



Matthew Thompson crosses the finish at the Rock ‘n’ Roll DC Marathon. Photo: Marathonfoto

KELVIN BUSIENEI KANSAS CITY SMOKE USATF ELITE DEVELOPMENT CLUB

“My short-term goal is to PR in all of my races, mainly the 800M. My long-term goal is to one day represent my country in the world championships and Olympics. Recoverite is getting me ready for the big races ahead.”



Kelvin Busienei prepares for the club national championship on a training run in Norfolk, Neb.
Photo: Courtesy Kelvin Busienei



MIKE BAIRD TOUGHMAN FLORIDA; 1ST AG, 9TH OVERALL

“It was extremely hot during the bike and especially the run at this race. To counteract the 100-plus degree Florida temperatures I used HEED and Fizz to stay hydrated and cramp free. I drank only two bottles and was hydrated really well on the bike. This was a Hammer-sponsored race so it was great to be able to refuel with HEED and Hammer Gel throughout the course.”

Mike Baird exits the muddy water on the Toughman Florida course. Photo: Toughman Florida

LARRY WOLFF'S QUADRUPLE GOLD NORCAL DISTRICTS RACE RECIPE



Above: Hammer Nutrition Super Masters team members Larry Wolff and Jack Kelso burned up the track at the NorCal District Track Championships in July. Here, Larry tops the podium in the 2K Pursuit, with Jack taking home the Silver.
Photo: Trish Wolff

PRERACE MEAL: Peanut butter and jelly sandwich; HEED

JUST BEFORE THE RACE: Nocciola Hammer Gel

WITHIN 30 MINUTES AFTER: 1 scoop of Hammer Whey in a large glass of sparkling water

RESULTS

1st place 2K Pursuit, 1st place 500 Meter, 1st place Points Race, 1st place four-man Team Pursuit

“No doubt, Hammer Nutrition is an integral part of my training and racing program.”

– Larry Wolff



**“I can really tell
the difference
in my increased
energy levels!”**

- JEREMY J.



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

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



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977 / www.hammernutrition.com

Jeremy Johnson Hammers on at the 2014 Ironman Coeur d'Alene. Photo: Courtesy Jeremy Johnson

STEPHEN ARMES

**SUPER SEAL SPRINT TRIATHLON, 1ST AG,
1ST AMERICAN, 5TH OA**

“My first race for the season after a foot injury. HEED, Hammer Gel, and Endurolytes allowed me to work my way through an international field and land on the podium.”



Jordan Schwartz takes a water break with the locals while cycling in Thailand. Photos: Courtesy Jordan Schwartz

JORDAN SCHWARTZ FATTY IN THE PADDIES

“Using my Hammer Purist insulated bottle made the long, hot rides in Thailand fun. It’s nice to have a cool drink of HEED along with some Endurolytes when it’s 36 degrees Celsius. On every long training ride, I fuel with HEED, Hammer Gel, Endurolytes, and Anti-Fatigue Caps ...



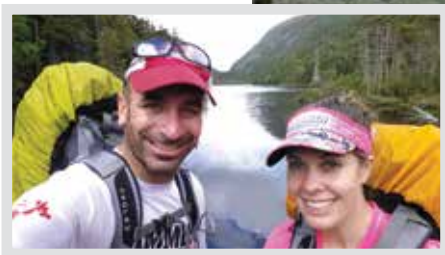
Having not seen many farang (foreigners) riding a bike on this small country road, the kids were amazed. I hope at least one of them takes up cycling.”

LINCOLN MURDOCH OMAHA DUATHLON, 3RD OVERALL, 1ST AG

“I used HEED, Race Caps Supreme, Mito Caps, Endurolytes, and Anti-Fatigue Caps before and during the race, and Recoverite afterward. I felt great!!”

PAUL MONACO ADIRONDACK HIKING

“Fueled by Hammer, Rebecca and I conquered seven high peaks: 36 miles of mud and water, 11,400 feet of climbing, and 23,000 feet of elevation change. Thanks Hammer!”



Which way to the top? Inset: Paul & Rebecca are all smiles on their Adirondack adventure. Photos: Courtesy Paul Monaco

NICK HETRO RAGE IN THE SAGE DUATHLON, 2ND OVERALL

“My award bottle of 2010 Kiona Vineyard Merlot wasn’t going to cut it after the race. Instead I drank Strawberry Recoverite, my go-to after any hard workout or race.”



Nick Hetro (left) clinched second overall and Chad Eder (right) won his age group at the Rage in the Sage Duathlon in West Richland, Wash. Photo: Liz Karat

ALLERGY AND SINUS RELIEF



"I am plagued by seasonal allergies and asthma. It really hampers my running. So thrilled to see Nasol and Clear Day, who'd have thought? Hammer did!"

- Laurie D.



Photo: Sdenzler photography

KEIN DENZLER
MONSTER MOUNTAIN MX TRAINING

"HEED and Hammer Gel are amazing products. Without them, I wouldn't be able to perform with the intensity needed to train and compete in MX."



Basil Tyding's board and bottle, ready to rock. Photo: Courtesy Basil Tydings

BASIL TYDINGS

SWEETWATER CHALLENGE, 1ST AG, 3RD OVERALL

"I was able to edge out a tough competitor by a few seconds, a major victory since it was the first time I had ever beaten this athlete! I had only recently recovered enough to get back into training. Race Caps Supreme, Peanut Butter-Chocolate Hammer Gel, Recoverite, and my favorite product, Melon HEED, helped me return to my routines. HEED also seems to help my mental focus."



Clear Day

Give airborne allergies the ax

- Helps reduce allergy symptom occurrences
- Helps relieve allergy discomfort
- Makes exercise more comfortable

MSRP

60 Capsules - \$22.95

3 or more - \$19.95 each



Nasol

Sinus relief is just a spray away

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

MSRP

30 mL/200 sprays - \$24.95



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15.

800.336.1977

www.hammernutrition.com

CYCLING & RECOVERITE AID 100+-POUND WEIGHT LOSS

ON THE ROAD TO FITNESS



BY CHRISTOPHER MCINTOSH

On April 19, 2015, I ran my first race (a 10K) in 56 minutes and 15 seconds ... and the emotions I felt as I crossed the finish line were nearly overwhelming. That's because just one short year ago, I could not ride a bike 1 mile, let alone run a mile. I recently completed the Tour De Cure century ride in Rocklin, California, closing out the month of May with 1,000 miles on the bike.

Through cycling, solid nutrition, and sheer determination, I've lost more than 100 pounds in the past year from a starting weight of 350. I give a lot of the credit to Hammer Nutrition's Recoverite, too. It's an amazing product. Not only do I use Recoverite to replenish after my rides, but it also helps curb the sporadic hunger cravings that come with cycling.

My weight loss journey started in May 2014, after a physician advised me to consider gastric bypass surgery. It wasn't the first time I had heard this, but I didn't want surgery so I knew I had to do something. My doctor said if I could drop 35 pounds by the end of the year we would revisit the situation.

The very next day I made the change, cutting my food portions and eliminating

all soda and beer. Doing this helped me lose 25 pounds, but that wasn't enough. So I dusted off my mountain bike that had been stored unused in the garage and went for a ride. It was a short one and I was worn out, but I loved it. From that point on I rode nearly every day. For energy on the bike, I fuel with Hammer Nutrition's Hammer Gel and supplement with Energy Surge. After every ride, I replenish with Recoverite.

In August, I bought my first road bike, which further fed my cycling bug. My rides got longer and more weight dropped off so that by the end of the year, I had lost 103 pounds. As of today, it's 113 pounds and counting. I recently completed a century ride and my next goal is a double century.

My family has enjoyed the changes, too. My weight loss has made it physically and emotionally possible for me to enjoy outdoor activities with my wife, Lisa, and son, Justin (pictured above right). Justin and I ran our first race together in April. We'll do another in October, when he tackles a 10K and I take on a half marathon.

Thank you, Hammer Nutrition, for having an amazing product. Recoverite truly has helped me overcome a lot. Hammer on! **[HN]**



BEFORE
Weight: 350 pounds
Waist: 50"
Shirt size: 5XL
BP meds: 50 mg Lisinopril

CURRENT
Weight: 237 pounds
Waist: 36"
Shirt size: XL
BP meds: 5 mg Lisinopril



Longest ride: 103 miles
Biggest climb: 4,190 feet in 16 miles
Next goal: double century ride

Photos: Courtesy Chris McIntosh

"ON RACE DAY I RELY ON ENERGY SURGE FOR

THE EXTRA 'KICK' WHEN I NEED IT"

- Hammer Athlete Matthew Kohl



- Power through hills, finishes
- Maintains overall energy production
- Restores energy after effort

30 Tablets - \$19.95
3 or more - \$17.75 ea



ORDER TODAY!

Use Promo Code EN96 and get a FREE gift!

Expires 10/9/15

800.336.1977

www.hammernutrition.com



RELISH YOUR RECOVERY



"I fantasize about an icy-cold, refreshing Recoverite at the end of any workout or race. It's delicious and it works."

- online reviewer

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



ORDER TODAY!

Use Promo Code EN96RR and get a FREE recovery bar

Expires 10/9/15. See page 27 for more details.

800.336.1977 / www.hammernutrition.com



Leader of the pack

Todd Parks, representing Hammer Nutrition/53x11 National Masters team, surges to the front of the pack on his way to a 4th place Masters finish at the San Luis Rey Road Race in Southern California in July. A week later, Todd took 2nd at the Carlsbad Grand Prix of Cycling.

PHOTO: PHILIP BECKMAN / pbcreativephoto.com

REAL ENDURANCE FUEL **NOT CANDY!**



Sucrose, glucose, fructose, dextrose. Look at your endurance nutrition labels. If they contain any “-ose” sugars, we’ve got bad news: You’re running on candy. Forget the flash-and-crash energy spikes. Experience sustained energy, smooth digestion, and peak performance with Hammer Nutrition! From fueling and hydration, to electrolyte replenishment and recovery, our products are ...

- **Made with premium, natural ingredients**
- **Free of added simple sugars**
- **Researched and manufactured in the USA**

ORDER TODAY!

Mention Promo Code EN96 and get a free gift! Expires 10/9/15.

800.336.1977 / www.hammernutrition.com



ENDURANCE NEWS

4952 Whitefish Stage Road
Whitefish, MT 59937

IN A SEA OF WANNABES ...

THE ORIGINAL ENDURANCE SUPPLEMENT

STANDS ALONE



SINCE 1987, IMITATED BUT NEVER DUPLICATED

Reduces muscle fatigue // Increases energy & endurance // Enhances recovery

FOR RACE DAY & EVERY DAY
RACE CAPS SUPREME



GET FREE HAMMER WHEY!

Purchase Race Caps Supreme and get a single-serve packet of Hammer Whey FREE! Use Promo Code EN96RCS. While supplies last. Indicate your preferred flavor in the "comments" section of your order. Expires 10/9/15.



ORDER TODAY!

800.336.1977 / www.hammernutrition.com