

The balanced diet myth

\$3.95

ENDURANCE NEWS

AUGUST/
SEPTEMBER 2014
#91

Cruciferous
veggies
fight
inflammation

5 healthy
grains

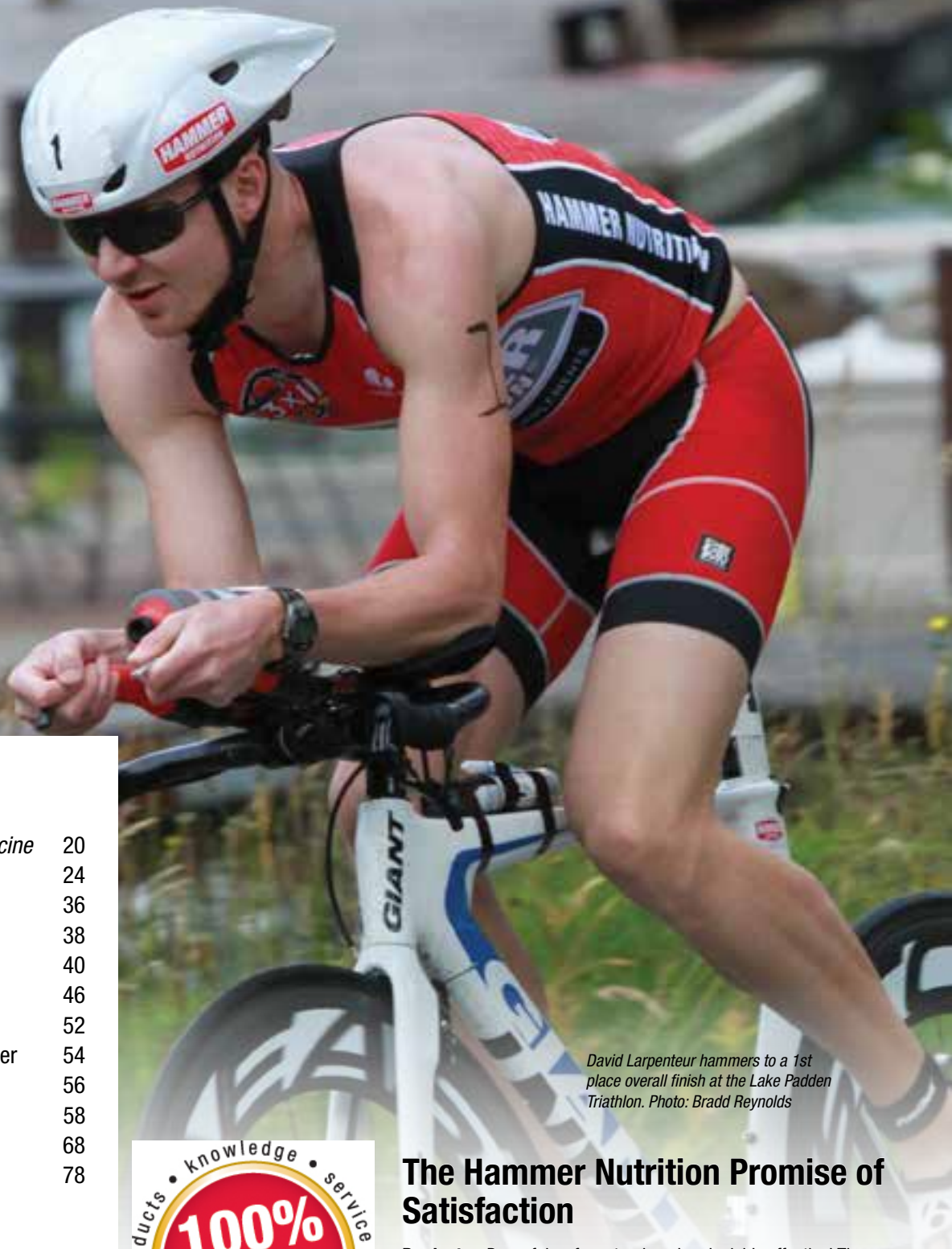
Product Spotlight:
Hammer Gel, Perpetuem

The *TRUTH*
about
antioxidants

Go longer with
omega 3s



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David Larpenteur hammers to a 1st place overall finish at the Lake Padden Triathlon. Photo: Bradd Reynolds

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The Hammer Nutrition Promise of Satisfaction

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

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

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ON THE COVER

Eric Bruce hammers to a 4th place AG finish at the REV3 Triathlon Knoxville. Photo : www.rev3tri.com.

ENDURANCE NEWS

The informed athlete's advantage since 1992

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Our Mission

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

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

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

Back issues available at www.hammernutrition.com

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LETTERS

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

Dear Hammer team:

I travel everywhere with my bike, including the Middle East, where I work the majority of the year. Recently I completed the Cap de Formentor ride in Mallorca, Spain, one of the most notorious routes for cyclists because of its 5,200-foot climb along the 25-mile length of the peninsula. I used Sustained Energy and Hammer Gels as my primary fuels, in addition to a full regimen of Hammer supplements.

You name it, I use it! Your products are fantastic and have never caused me a single issue! Recoverite and my Complex EMS unit have been phenomenal recovery tools. They've kept me training and racing at peak with no down time from injury. Next stop, Ironman Lake Placid.

Nick Gough

Dear Hammer Nutrition,

The recent issue of *Endurance News* looks fantastic. So many new sports are using Hammer Nutrition products. It's great!

Molly Hayes

Hi Hammer,

Love your new web site! Great job—easy and quick to use, nice simple design. Thanks!

Loren D.



Hello Hammer Nutrition,

Just over a year ago, I started swimming and biking while recovering from ankle reconstruction surgery. I became hooked on triathlon even before it was possible for me to run again. On May 31 (20 months post-surgery), I finished the Hawai'i (Honu) 70.3, my first half Ironman, in 5:19:14 (AG M 45-49)!

The Hammer Knowledge Base [on HammerNutrition.com] has been key to helping me develop, train, and race my nutrition plan. I'm gluten and dairy intolerant, as well as having IBS, so I appreciate that Hammer products (HEED, Sustained Energy, Hammer Bars, Hammer Gels, Endurolytes Extreme, Vegan Protein, Vegan Recovery Bars) are easy to digest, and they provide the fuel my body needs. Thanks Hammer!

Howie Nordstrom



Welcome to the 91st issue of *Endurance News!*

fad; it has been our nutritional stance since 1987. The less you eat, the healthier you'll be, and the better you'll perform. We've got a great article on 5 grain alternatives to wheat and more damning evidence about the dangers of high sodium/high sugar diets. Being an endurance athlete does not give us a free pass when it comes to these foods. In fact, I'd argue that the stresses we regularly inflict upon our bodies make it even more important to pursue this goal.

Innovation

One of the Core Values I discussed last issue was innovation. On that front, I'm pleased to inform you that we've just completed a revamp of our Chocolate, Espresso, and Peanut Butter flavors of Hammer Gel. Longtime users of the first two will know that over the past 15 years, the formula has changed several times, and not mostly due to my preference. Evolving regulations required us to significantly increase the viscosity or add citric acid to the formula, with the former being the less of evils. However, thickening the gel also changed the taste and made it less convenient to use. Although we just introduced the Peanut Butter flavor last fall, I wasn't pleased with certain ingredients: dextrose, saturated fats, and 5 grams of sugar per serving. Back at the drawing board, I came up with tapioca syrup as the solution to these "challenges."

By replacing the brown rice syrup with tapioca (a starchy tuber from South America that's naturally low in sugar), we were able to return the viscosity of the Chocolate and Espresso flavors to their proper levels, and reduce their sugar content 25% (from 4 grams to 3 grams). Doing the same with the Peanut Butter formula and replacing the peanut butter with salted peanuts, we were able to eliminate the dextrose and saturated fats, reduce the sugar content 20% (from 5 grams to 4 grams), and massively improve the flavor and texture. This also enabled us to nail our newest flavor,

Peanut Butter-Chocolate, with a taste that's almost too good—if that's possible. All of these will be on the shelf in our direct to consumer warehouse by mid-September and will begin trickling into retail outlets shortly thereafter.

More Core Values

It was pointed out to me during the development of our new website that I had been remiss in articulating our guiding principles to you. I was guilty of "assuming" that you knew what I stood for and that it was somehow evident through our other messaging. Wow, how'd I miss that? Well, I'm setting out to change that. Every page of our new website now displays a prominent link to our Core Values. Last issue I talked about Hammer Nutrition being a family-owned, innovation-driven business, staunchly offering USA made products, and committed to quality and education. Today, I'm going to add two more Core Values and revisit one from last issue:

Principles before profits - Since 1987, I've been steadfast in my unwillingness to compromise my principles to make a buck or increase profits. That sounds well and good, and is easy enough to claim, but I'll give you a perfect example: We do not make gummy bear chews, and this costs me \$1-2 million per year in gross sales, conservatively, and I'm ok with that. Sugar/candy is not good for you and doesn't promote optimum performance. I truly believe that with all of my heart, so we won't offer them. With my company, you can rest assured that if you see my brand on a product, it's going to be good for you. You can sleep easy knowing that if I would not eat it myself or feed it to my kids, I won't try to sell it to you.

Be a yokel, buy local - When it comes to our business to business activities, I use a model of concentric circles. In every instance, we look to our local

- continued on page 5

I know I've said this on many occasions, but the last issue of *Endurance News* was our best ever, not only in my opinion, but also based on the feedback of longtime readers. I credit much of this to our creative team and to you for your awesome contributions. I've also said this before a couple dozen times: this issue is even better. It's really emblematic of our guiding philosophies—never rest on our laurels, continuously innovate, and refine everything we do. That includes our products, our service, and our messaging.

After reading this issue, I hope that you'll have a better appreciation of this. We've managed to pack another 100 pages with no-nonsense information that you can benefit from immediately, together with great stories of triumph from real athletes like you. I'm also excited about my son Miles's first editorial contribution—this is a family business after all. (Did I mention he's 17?) His and several other articles trumpet our relentless efforts to help you eat healthier everyday by steering you away from packaged, processed foods and toward whole foods and a product line that complements your goals. No issue would be complete without some tantalizing product updates and announcements.

As with every issue, we feature several articles advocating the reduction of wheat, sugar, and salt in your daily diet. This isn't based on some dietary

- continued from page 4

businesses to meet our needs. If we can't source our needs in Whitefish, we look to the Flathead Valley. If not there, then we look to the State of Montana, and if not there, then to other areas of the United States. Whether it's for our print needs, box and packing materials, technology partners, or our major manufacturing partners, this priority always takes precedence over costs or other factors. It's good for our economy, and it reduces our carbon footprint.

Made in USA - All of our consumable products have always been and always will be 100% USA manufactured, using USA ingredients whenever possible, regardless of cost. While this is becoming almost trendy these days, this has been my policy since 1987. As we've expanded our logo and branded clothing and accessories, we've maintained this philosophy as priority #1, even going so far as to work with U.S. manufacturers to develop products that will meet your needs. One recent example is our new technical sun visor. We worked with Jack Rabbit hats in San Diego for more than a year to come up with a highest quality, USA made sun visor to replace the foreign one we'd been forced to use.

Lastly, in the "you asked for it, so we did it" category, we've found a natural way to add color to our Anti-Fatigue Caps, so those of you who use them in tandem with Endurolytes/Endurolytes Extreme, will no longer have trouble differentiating them. In the next couple of months, we'll begin shipping Anti-Fatigue Caps with a nice pink hue, thanks to the addition of 20 mg of beet juice powder, a natural coloring agent with antioxidant properties—a win/win.



Here's to your health; enjoy the read and pass it on!

Brian Frank

Brian Frank

Ginger in Endurolytes Extreme and Endurolytes

BY BRIAN FRANK

As I mentioned last issue, Hammer Nutrition is constantly innovating by developing groundbreaking new products and updating our existing products to make them even better. Of late, ginger has become popular in the ultra scene, and it's finding its way into many endurance athletes' "tool kits," if not into their fuels and supplements, as an ingredient to combat nausea. However, consuming large amounts of a good thing isn't necessarily wise—and that certainly applies to ginger. This is exactly why our new Endurolytes Extreme contains a reasonable amount (10 mg) of natural ginger root extract per capsule, and the updated Endurolytes formula will contain 5 mg per capsule.

If you avoid fueling with "candy," however, you will likely never have to deal with nausea in the first place. The anti-nausea claims come from a few studies that showed it to be nominally better than a placebo in reducing nausea associated with sea sickness, chemotherapy, and morning sickness related to pregnancy. Much anecdotal feedback from athletes also indicates that it helps settle an upset stomach. Why so many athletes are experiencing upset stomach and nausea during extended periods of exercise is a topic that certainly warrants more discussion, and I'll touch on that briefly below. Hint: it's about sugar and citric acid intake.

Several new products on the market are touting their ginger content. Not

coincidentally, most of these products also contain sugar and citric acid—so it's probably a good idea that they do include ginger. What you might not realize, though, is that too much ginger also can upset your stomach and/or give you a burning sensation in your throat and stomach, so don't overdo it.

Knowing that many athletes who use Endurolytes also use non-Hammer products that contain sugar and citric acid, I decided to formulate a small amount of ginger, 10 mg per capsule, into our new Endurolytes Extreme. We even updated our 18-year-old original Endurolytes formula by adding 5 mg of ginger per capsule. The latter will show up in our direct-to-consumer channel early this fall and trickle into distribution and retail outlets shortly thereafter.

However, there is another way that you can avoid experiencing exercise-related nausea and digestive upset altogether. Yep, put down the candy fuels, and stick with complex carbohydrates during your longer training and racing efforts. For more than two decades, we've been helping athletes effectively address these sugar-related side effects by teaching them to fuel with the right type of calories and in the right volume. But by adding a reasonable amount of ginger to our two electrolyte replacement products, we've got you covered either way. **HN**

Running 26.2+ in all 50 states!

BY TRACI FALBO, Hammer Nutrition sponsored athlete

Some people boast that they've visited all 50 states. Very few can say they've run a marathon in all 50. In May, Traci Falbo became one of the elite group who can make that claim. --HN

In the spring of 2003, I weighed 213 pounds and was unhappy. I needed to make a change. By running and eating more realistic portions, I was able to lose 80 pounds. The following spring I joined my local running group. Running a marathon had always been on my bucket list, so when the group's leader, Tom, offered to help me train for the Rocket City Marathon that December, I set off on my marathon journey.



Big Sur Marathon – “Breath-taking scenery with a pianist playing along the ocean, pottery medals, awesome post-race food. Check out the little cottages in Carmel!”

St. George Marathon – “Gorgeous (my PR) course, fantastic local red rock medal and awards, great place to visit”

After running marathons in 2004, 2005, and 2006, I decided never to do another one. I hated the long training runs. But in 2008, a girlfriend convinced me to do the Goofy Challenge (half marathon on Saturday/full on Sunday), luring me with my love for Disney. We took photos with the characters on the course and ran just for the fun of it. I learned that I didn't have to try for a PR each time—I could run for enjoyment!

Disney had awesome medals, and I wondered, did other marathons? This led me to marathons in Surf City, Tupelo, Little Rock, Newport (OR), and the Harpeth Hills Flying Monkey Marathon in Tennessee. Along the way, I learned about clubs dedicated to running a marathon or ultra in all 50 states. What an awesome way to see the USA! I joined them ALL (50 States Marathon Club, 50 States and DC Marathon Group, and the 50Sub4 Marathon Club). Now I was looking for scenic courses, unique challenges, and the “best” experiences each state had to offer!

I started doing doubles (Saturday/Sunday races) in two different states to save money on airfare. This eventually led me to ultras—after all, a 50-miler is less than a double! Everything kind of snowballed; 2012 was my craziest year with 24 marathons and six ultras. Completing marathons in all 50 states this May (at the Maine Coast Marathon) was a life goal come true! I saw America and made many great friends along the way! My next goal is to run 235 miles in a 48-hour race in Alaska in August. It's a far-reaching goal, but I feel that you should dream, set big goals, and push your boundaries. **HN**

CLOCKWISE FROM TOP: Traci and her mother, Lyn Wilson, in 2003; on her way to 2nd female at the Umstead 100; celebrating her new course record at the Destin Beach 50 Miler; with Jeff Mires after the Harpeth Hills Flying Monkey Marathon; running the last leg of the Maine Coast Marathon with friend Jennifer Rapaport and daughter Mackenzie Crouch.

#HowlHammer

Hammer Nutrition is my “go to” source for high-quality nutrition!

Starting four days before a race:

Race Day Boost

During marathons:

Hammer Gel at miles 7, 12, 17, 22

50 miles or longer:

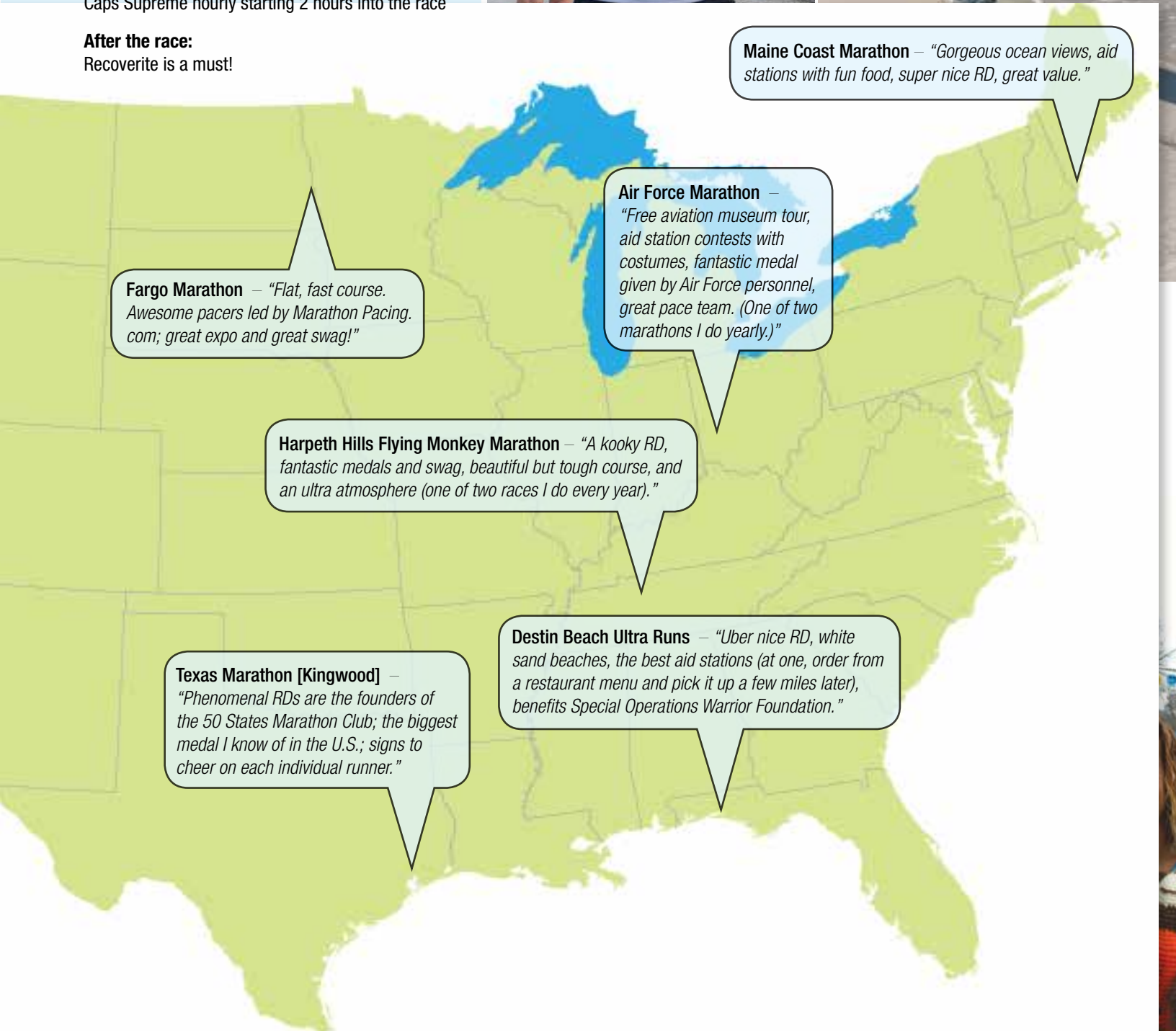
Hammer Gel every 30 min, plus Endurolytes Fizz

Ultras:

Same as above, plus Anti-Fatigue Caps and Race Caps Supreme hourly starting 2 hours into the race

After the race:

Recoverite is a must!



Maine Coast Marathon – *“Gorgeous ocean views, aid stations with fun food, super nice RD, great value.”*

Air Force Marathon – *“Free aviation museum tour, aid station contests with costumes, fantastic medal given by Air Force personnel, great pace team. (One of two marathons I do yearly.)”*

Fargo Marathon – *“Flat, fast course. Awesome pacers led by Marathon Pacing.com; great expo and great swag!”*

Harpeth Hills Flying Monkey Marathon – *“A kooky RD, fantastic medals and swag, beautiful but tough course, and an ultra atmosphere (one of two races I do every year).”*

Destin Beach Ultra Runs – *“Uber nice RD, white sand beaches, the best aid stations (at one, order from a restaurant menu and pick it up a few miles later), benefits Special Operations Warrior Foundation.”*

Texas Marathon [Kingwood] – *“Phenomenal RDs are the founders of the 50 States Marathon Club; the biggest medal I know of in the U.S.; signs to cheer on each individual runner.”*



The High Road

“Ride the Rockies” recipe fuels cyclists for an epic event at 6,000’+ elevation

BY STEPHAN ROSEN, Hammer Nutrition sponsored athlete



In June, I was fortunate to take part in Colorado’s annual Ride the Rockies (RTR), an amazing cycling event organized by the Denver Post to benefit local charities.

What made the ride all the more special was that my best friend from childhood, Mark, rode it with me, along with Mark’s daughter and her friend (a former Cat 1 rider), Mark’s brother, and a college buddy. This year the route featured six days of riding on fantastic roads, and essentially all but 10 miles of the ride were above 6,000’ sea level. My Garmin indicated I rode 446 miles and gained 34,116’ of elevation throughout the event.

Tackling a multi-day event like this

was somewhat new to me. While I did participate in the amazing Highline Hammer extravaganzas in 2008 and 2009, the RTR is certainly different. I knew that competing each day of the event strong was going to be a challenge. While the daily mileage was daunting, the elevation factor was intimidating. My supplementation and fueling had to be dialed in. My strategy was to set up both in one-hour intervals. This facilitated the planning process and allowed me to prepare each evening for the following day.

“Epic” formula put to the test

I followed Steve Born’s supplement recipe as detailed in his article

“*Supplement Suggestions for Your Epic Workouts*,” on the Hammer website (<http://www.hammernutrition.com/knowledge/supplement-suggestions-for-your-epic-workouts.17148.html?sect=blog-section>). I’ve used this formula in the past with positive results.

Pre-ride supplements (~1 hour prior): 2 Race Caps Supreme, 3 Endurolytes, 3 Endurance Aminos, 2 Anti-Fatigue Caps, and 1 Mito Cap

Ride supplements: I prepared “packets” of 1 Race Cap Supreme, 2 Endurance Aminos, 2 Anti-Fatigue

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CLOCKWISE FROM LEFT: Jon McMillen, Stephan Rosen, and Mark McMillen, feelin' strong at the top of Loveland Pass (11,990'); heading southwest approaching Leadville, CO; Stephan, pumped on Perpetuem and adrenaline; view of Clinton Gulch Dam Reservoir.



- continued from page 9

Caps, and 1 Mito Cap and took them each hour. Endurolytes were carried separately, and I consumed 4 per hour.

Ride fueling: flask of Hammer Gel—a 50:50 blend of Raspberry and Espresso (good for 2+ hours); one bottle of plain water, and another with a Perpetuem blend—typically a 50:50 mix of Unflavored and Caffé Latte for the morning; followed by a 75:25 blend of Unflavored Perpetuem and Lemon-Lime HEED, or a 50:50 blend of Unflavored and Orange-Vanilla Perpetuem for the afternoon. I always reserved at least a third of a flask of gel for the last large climb. It gave me a “blast” of energy when I needed it most.

Post-ride supplements: 2 scoops Recoverite right away; also (taken a bit later with a meal) 7 Premium Insurance Caps, 3 Mito Caps, 2 EndurOmegas, 2 Borons, 1 Race Cap Supreme, 2 Xobalines, 5 Tissue Rejuvenators, and 1 AO Booster

Dinners were protein rich. Fortunately, Copper River salmon was readily available, and we grilled many filets. We also ate quality grass-fed beef, and had a lot of salad, nuts, feta cheese, sweet and russet potatoes, and vegetables, along with good bread.

Before bed: 1-2 scoops of Hammer Whey in a glass of water provided protein to rebuild muscle tissue and minimize soreness.

Crazy as it seems I felt better with each passing day! I have to think that my body became more acclimated to the altitude as well as to the daily abuse. The event was challenging, but my strategy helped me feel prepared. My energy level was consistent throughout each day. Consistency is key, so I watched the clock on my Garmin closely to ensure regular supplementation and fueling. Surprisingly, the elevation was not the adversary I was anticipating. I saw many other riders being sagged or having a tough time on the climbs. Adhering to my plan, and using Seat Saver daily made the difference for me!

HN

Speaking from experience

An endurance athlete encourages others with her dramatic before-and-after story.

BY MARINA SCHEITHAUER



Working at Fleet Feet Sports in Murfreesboro, TN, I'm able to use my personal experiences with Hammer Nutrition products to encourage others to try them and experience the same great results. Since I began using Hammer's products, I have less soreness and no cramping—and I've set new a new PR!

Before Hammer

About two summers ago, my energy levels were extremely low and I wasn't recovering well from my endurance training. My training wasn't going anywhere, and I just wasn't feeling "well." I was hanging around a 3:45 marathon, but was determined to do a sub 3:30 in a September 2013 marathon. So I decided to try some Hammer Nutrition products.

I started using Recoverite after long runs and bike rides while training for a 70.3. Immediately, I noticed a huge difference. The morning after I did a 40-mile ride, I woke up and forgot I even did the ride because my hips weren't sore. It was the Recoverite!

Next I started using Endurolytes on long rides, runs, and swims. In

the past, my toes would cramp after swimming more than 5,000 yards, but with Endurolytes, no cramping!

The Hammer difference

In spring 2013, I added Hammer's Energy Surge and Race Day Boost to my regimen. When the marathon came in September, I ran a 3:25—not only achieving my sub 3:30 goal, but also setting a new 20-minute PR. I truly believe that Hammer Nutrition products helped me improve my training, performance, and recovery for Ironmans, marathons, and ultra events. For runs, I always have Hammer Gels stored within reach in my sports bra, and I always keep Perpetuem Solids on my bike.

After feeling the difference that Race Caps Supreme made in my workouts, I began to take Anti-Fatigue Caps and Endurance Aminos. And now, four days prior to an important race, I also take Race Day Boost.

I train for hours each day—and sometimes do it twice or three times a day—and work a full time job. I believe Hammer products have made the difference for me, helping me stay healthy and injury free, and feel phenomenal! Since I've become a Hammer user, I've completed two Ironman 70.3s, an Ironman 140.6, the 2014 Boston Marathon, and a couple of ultra marathons, as well as numerous shorter races. My speed has increased, my muscle soreness has gone away, and my recovery time has dramatically decreased. I love Hammer products! **HN**

“My speed has increased, my muscle soreness has gone away, and my recovery time has dramatically decreased.”

**“I DRANK
RECOVERITE
after each event
to help me swim
fast the next day.”**

- Kelly K.

Winner of seven Gold Medals,
two Utah Summer Games records
2014 Utah Summer Games

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- Restore muscle glycogen



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*Mix and match flavors

Flavors: Chocolate, Orange-Vanilla*, Strawberry, Vanilla.

*Flavor Name Change: Please note we've changed the name of our Citrus Recoverite to Orange-Vanilla to more accurately describe the flavor. Its flavor and formula remain the same.

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Order two (2) 16-serving or one (1) 32-serving container of Recoverite and receive a FREE Hammer Whey or Vegan Recovery Bar (your choice). Ad code EN91RR. Offer expires 9/11/14. Valid while supplies last.



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ABOVE: Celebrating a Colfax Marathon finish with her girls. TOP RIGHT: The Bear Chase post-race with her boyfriend Jason. BOTTOM RIGHT: Enjoying The Bear Chase with her friend Lynne.

Setting an ultra pace

A childhood dream inspires this working, single-mother of three.

BY DONNAMARIE PROVENZANO

Three years ago, I decided to fulfill a childhood dream of running a marathon. I was recently divorced, working full-time with two extra jobs, and raising three girls. I wanted to set an example for my girls to be strong, independent women one day too. I had run half marathons before, but never quite fit in the longer distances. It was time to go after my dream. That fall, with my friends and daughters cheering from the sidelines, I finished the 2011 Denver Rock 'n' Roll Marathon, my first. It was a wonderful day that led to a few more races and pacing my boyfriend at the Leadville Trail 100.

Within two years, running had become my staple activity to spend time with friends, relax, and most importantly, learn who I am and how far I can push

myself. When my friend proposed that I run my first 50K on my birthday weekend I thought she was crazy. I loved pacing longer miles and being at races but wasn't sure about running ultras myself. I worried I was under-trained, and I was having trouble with my nutrition, crashing on my longer mileage runs.

Hammerin' to the finish and beyond

Then my brother sent me some Hammer Nutrition products. I began doing training runs with them and discovered I had no stomach issues or sugar highs and lows. So in September I packed my race bag with Recoverite and Perpetuem and headed out on the trail at the Bear Chase. It was a hot day and much of the course was in full sun. At mile 26 I was feeling great and wondered if I could run my

age, 38 miles. At mile 31 I crossed the finish line with my friend Lynne and just decided to keep running. I looked back to see my boyfriend over my right shoulder encouraging me every mile. I was feeling energized fueling on Hammer every 10 miles. Mile 38 led to mile 40 and to mile 50, with my finishing distance 55.7 miles by my watch. It was an amazing day.

Gradually I increased my mileage. Trail running allowed me to spend hours on end outdoors with friends, and I became hooked. When I signed up for the Black Canyon Trail 100K, held in February, I knew my nutrition would be critical. I stuck to my routine, relying on Hammer products every 10 miles or so. This proved to be a huge asset because it was 100°F in the canyon that day and I struggled to keep down enough calories. With a 50% dropout rate and a more technical trail than I had planned for, I was racing the clock and cutoffs. I have never been prouder to be the fourth from the last to finish a race at 15 hours and 57 minutes. I thank Hammer for helping me across the finish line.

Hammer is my nutrition of choice. I'll be using Hammer to fuel my trail runs and races this summer and the Javalina Jundred, my first 100 miler, in November 2015. **HN**

HAMMER **NUTRITION**[®]

Since 1987



Real endurance fuel
NOT CANDY!



TRI TIPS:

The race for the finish

BY BRYAN BROSIOS,
Hammer Nutrition sponsored athlete and
2013 National Congress of State Games Athlete of the Year

This is the last in a series of three articles about training for and competing in triathlons. For tips for the swimming and cycling legs, see EN 89 and 90.

Now that you've made it through the swimming and cycling legs and transitions, you're ready to run! The keys to a good run split are proper training, solid nutrition and hydration, and pacing.

Hammer Gel on the course, be sure to carry a Hammer Gel or two during the run as insurance, then continue to follow the Hammer fueling strategies.

Pace it right

It's important to not start too fast in your exuberance to run. To achieve your best time, you must run hard—but be careful to not run too hard, too early. The run leg is very challenging physically and mentally, so it's vital to follow a strategy that will allow you to finish the race feeling strong.

Preparing for the triathlon run

Running immediately after cycling is unique to triathlon. For many people—even strong runners—running immediately after cycling is a struggle, and it requires diligent training to adapt and condition your muscles to do it.

When I start the run, I try to focus on being smooth and running a little easier than I feel I can. When I reach the first aid station, which is usually about a mile into the run, I drink a cup of **HEED** and evaluate my pacing. If I feel I can run faster, I still have plenty of time to do so. Remember that it's much more difficult to recover from running too fast during the first part of the run. You're likely to lose more time by running too hard in the early part than if you start conservatively and gradually wind up the pace. Plus, it's so much more fun to be a strong finisher!

Cycling and running combination workouts are referred to as “brick” workouts. Do these workouts often during your race build up, even if it's only for 5 to 10 minutes. Long, over-distance brick workouts are my favorite because they're challenging, and they allow you to test out your pacing strategies, transitions, and nutrition plans.

Nutrition and hydration

Fueling and hydrating properly really starts before the race and continues throughout your run. **Hammer Gel** or **HEED** just before the start of the swim, followed by **Perpetuem**, **Sustained Energy**, or **HEED** while on the bike are great choices.

Even with following these suggestions, the run is always a challenge. But that's why triathlon is such a great sport! Just keep in mind that it doesn't matter if you're running a 5- or 15-minute mile pace, the fastest way to get home is to run home. With proper training, nutrition, and pacing, you'll be well equipped to cross the triathlon finish line, and count it a success. **HN**

If you've followed Hammer Nutrition's hydration (20-25 oz. of fluid per hour) and caloric recommendations (120-180 calories per hour) during the bike leg, you'll feel fresh and be ready to run. Although many races serve **HEED** and

Old school isn't cool when it comes to sports fuel!



"HEED doesn't upset my stomach like other sports drinks do. It has a nice light flavor, no added sugars, and keeps you going!" - Jill D.

Make the switch from sugar/sodium/citric acid-based sports drinks with their "flash and crash" energy curves to HEED, and enjoy strong, sustained energy without the burn or stomach distress . . . guaranteed!

- Four mild, refreshing flavors
- Less muscle fatigue
- Effective cramp prevention

FREE FIZZ!

Order two 16-serving, one 32-serving, or one 80-serving HEED and get a FREE tube of Endurolytes Fizz. Ad code EN91H. Expires 9/11/14. Valid while supplies last.



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\$1.95 - Single Serving
\$1.80 - 6 or more*
\$17.95 - 16 Servings **NEW!**
\$29.95 - 32 Servings
\$54.95 - 80 Servings
*Mix and match flavors.

Flavors: Lemon-Lime, Mandarin Orange, Melon, Strawberry, Unflavored (only available in 32 Servings)

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OUR ATHLETES SAY IT BEST



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



"I finished the Bataan Memorial Death March—26.2 miles in combat boots, carrying a 20-lb. pack—to honor my son's buddies killed or wounded in action in Afghanistan. By far the hardest thing I've done.

Perpetuem truly made a difference, and was so easy on the digestive system. No hunger pangs! *I am hooked on Hammer products!"* – Marilyn Olson

"With so much pollen in the air right now, Nasol really has made a difference *for me. This new product is better than the over-the-counter solutions. Yay Hammer Nutrition for offering this!"*
– Cheryl Iseberg

"The USAT Mid-Atlantic Regional Duathlon Championship was my first duathlon, so I wasn't sure what to expect. The weather was perfect, and the results were amazing—1st AG and in the top 10 overall of a very competitive field. Fuel of choice: Espresso Hammer Gel. It always does the trick!"
– Matt Sommer



FROM LEFT: Hammer sponsored athletes Ed Shepherd, Amanda Sommer, and Matt Sommer had a great day at the races.

*"A daily dose of Race Caps Supreme, Endurance Amino, and Premium Insurance Caps helped me counter the effects of high altitude. **Hammer Gel and Bars got my days started right; Perpetuem, HEED, and Sustained Energy, along with Endurolytes and Anti-Fatigue Caps kept me going on the trails.** After every climb, I took Recoverite, Super Antioxidant, and AO Booster, then Hammer Whey Protein before bedtime, to recover quickly. Thanks Hammer for helping me achieve my climbing goals and create so many great memories. Run far, climb high . . ." - Francisco Garza, weekend climbing in northeast Mexico*



"The Apple-Cinnamon Hammer Gel is my absolute favorite. To think about homemade apple pie while fueling during an exhausting training ride or race puts a smile on my face."
- Naomi Haverlick



*"It had been two years since I did anything that could be considered short. The WooDu Wooster Duathlon was a 1.8/13.5/3.2 Hammer fest—1+ hour of lung-searing, quad-burning racing. I ended up finishing 1st OA, shattered the course record by 5 minutes, and had a blast going fast once again! **Thanks to HEED, no cramps.**"*
- Mark Gorris





Starting over, fueling right

After a 13-year break, an athlete returns to racing with a healthy new approach.

BY CODY NEWCOME, International Christian Cycling Club (IC3)

In my early years of competing in triathlons and racing bikes, I knew nothing about nutrition or about what my body needed to perform well. By my late teens and early 20s, I was competing in big one-day races and international stage races all over the country. I trained for hours daily, yet still didn't take proper care of myself. It seemed I would always get stomachaches and heartburn while training and racing. So to avoid them, I stopped eating and drinking entirely while on the bike.

My coaches and parents begged me to take sports drinks or bars while I was competing those long miles, but I worried about how they would make me feel. Usually they made my stomach hurt worse, and I hated the taste. Due to my

lack of knowledge and stubbornness, my performance and overall health suffered, and eventually I quit racing. Over the next 13 years, I went to college, got married, and started a family.

Discovering the Hammer difference

A few years ago, I decided to sign up for

“I'm not one to talk up a product very often, but I am always eager and happy to tell others about Hammer Nutrition! They are a great company with superior products.”

a triathlon, and I began cycling again in some organized rides. But this time I had a fresh perspective: I knew I needed to take care of myself if I wanted to have the energy and vitality to train and be a mother to young children.

It wasn't a tough decision to start using Hammer Nutrition products. I was excited when I learned how natural they are—not filled with artificial sweeteners, food dyes, and other fake ingredients. I loved knowing they benefited my body. When I started using *Perpetuem*, *Heed*, *Recoverite*, and *Hammer Gels*, I immediately noticed the difference. They were easy to digest, tasted light, and went down easily. The ingredients were working for me!

For me, *Recoverite* has been the most helpful product. I've always struggled with achy muscles after training and racing. But if I use Recoverite after a hard workout, I don't feel that pain and discomfort the rest of the day. I love taking *Perpetuem* on long rides as a source of protein and calories; solid food is always hard for me to get down, and I have no trouble with Perpetuem. I also love *Hammer Gels*. They're a quick and easy way to get a boost during or before a ride or race. I especially like Montana Huckleberry and Tropical Hammer Gels, which have a mild flavor and no aftertaste.

My kids have gotten used to seeing Hammer Nutrition around our house, too. They love Mommy's pink Hammer Nutrition cycling kit, and I recently bought Hammer tee shirts for the kids. They wear them with pride.

I'm not one to talk up a product very often, but I am always eager and happy to tell others about Hammer Nutrition! They are a great company with superior products. We are blessed to have Hammer Nutrition supporting IC3. Hammer on! **HN**

DALE GLOVER'S UPPER SUSQUEHANNA PEDDLERS AND PADDLERS SPRING RACE RECIPE

RESULTS

1st AG, 1st overall kayak

"This combination has worked great for me. I was able to push hard, and in the later part of the race (nearing 2 hours) I felt I could have paddled many more miles. In each race this year I was able to open up a significant lead at the end of the race. When others start to feel the fatigue, I can turn up the intensity." - Dale Glover

PRERACE FUELS:

Perpetuem (3 hours before)
Race Caps Supreme and Anti-Fatigue Caps (1 hour before)
Peanut Butter Hammer Gel (just before the start)

RACE ENERGY:

HEED

POST-RACE RECOVERY:

Recoverite

Photo: Denise McKinney



"Perpetuem is fantastic as a sole source of fuel! It was gentle on the stomach, tasted great, and I felt confident in my fueling/hydration plan!"

- Tonya Rivera, 2nd place AG, Rockin' Choccolocco 50K



Extreme endurance fuel

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- Super easy to digest
- Avoid the bonk!



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*Mix or match flavors.

Flavors: Caffe Latte, Orange-Vanilla, Strawberry-Vanilla, Unflavored (16 Servings only)

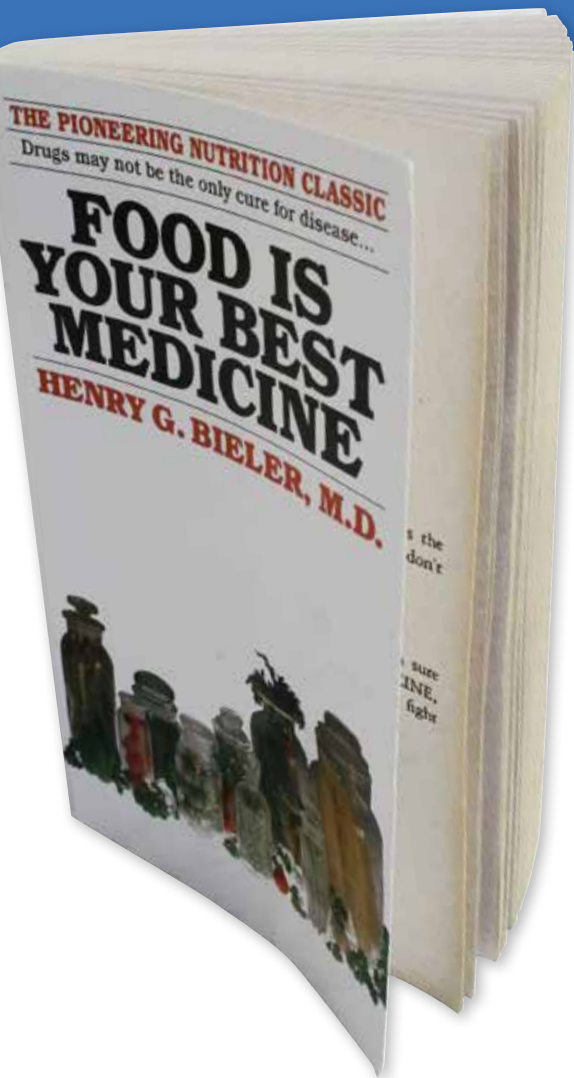
\$29.95 - 16 Servings

\$49.95 - 32 Servings

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Food Is Your Best Medicine

Nutrition, not drugs! This pioneering book can help you live a longer, higher-quality life.

BY VICKI HACKMAN

“Thy food shall be thy remedy,” advised Hippocrates (460 BC-377 BC), the ancient Greek physician. But by the middle part of the 20th century, 2,500 years after Hippocrates, much of that wisdom had been forgotten. Families were replacing fresh, whole foods with nutritionally-empty processed foods. And mainstream medicine was prescribing lab-created drugs to treat diseases, rather than promoting nutrition to prevent and cure them.

In 1965, Henry G. Bieler, M.D. set out to correct that dangerous modern course through his insightful and now classic book *Food is Your Best Medicine*. Based on 50 years of personal observations as a physician (one who dared to question the status quo) and his great success in treating patients, Dr. Bieler’s book asserts that 1) germs are not the cause of disease (cellular impairment and breakdown are); 2) in almost all cases, using drugs to treat disease is harmful; and 3) disease can be cured through the proper use of food.

Dr. Bieler shares not only the success stories of his patients, but also his own personal transformation from a “grossly overweight” orthodox general practitioner with asthma and kidney trouble: “Released from the overstimulation of improper foods and harmful medicines, my infirmities disappeared and have never returned. My weight dropped from 210 to ... 155 [and] thereafter remained stationary.”

Bieler’s book provides general guidelines regarding the proper use of food, not according to the latest fad, but as “a way of life” to achieve optimum health. Underpinning all of his recommendations is a deep understanding (and awe) of how the human body uses food to maintain healthy functioning. He particularly discusses the role of the digestive system, liver, and endocrine system (often given short shrift in modern health books) in defending against disease.

Specific food topics include proteins as body builders and “body killers;” the dangers of excess salt consumption; milk and yeast as food and medicine; and vegetables as the key to maintaining a healthy body fluid pH: “...when man becomes burdened with diseases due to acid intoxication, usually from overindulgence in sweets, starches, and proteins, he must turn to the alkaline vegetables for neutralization.”

You’ll need to filter some of the advice through a modern lens, given our industrialized food system and the uncertainty of its safety (e.g., suggestions to consume raw milk and rare beef). But we believe you’ll find Dr. Henry Bieler’s philosophy and ideas to be not only intriguing, but also a smart, sensible, and even profound guide for living longer and living better. **HN**

NEED TO KNOW

You can order *Food is Your Best Medicine* by Henry G. Bieler, M.D. (paperback, 230 pages) from the Hammer Nutrition bookstore on our website at <http://www.hammernutrition.com/products/?category=BOOKSTORE>. Other available books include: *Suicide by Sugar* by Nancy Appleton, Ph.D. and G.N. Jacobs, *Treat Your Own Back* by Robin McKenzie, and Hammer Nutrition’s *The Endurance Athlete’s Guide to Success*.



Mental Toughness

You may find that what you thought was your “limit” really is not.

BY NATE LLERANDI

Don't underestimate the importance of mental toughness. Most athletes think they are mentally tough and that they're pushing their limits when, in fact, they are not. All too often I've seen athletes give up when the first screw gets turned. The problem is that there will be a second screw . . . and a third, and a fourth, and a fifth. When an athlete gives up quickly, it's usually due to a lack of mental focus and toughness.

It takes a breakthrough moment or event for an athlete to realize that he/she can push harder, longer, faster than he/she previously thought possible. When that happens, the floodgates open and an athlete starts to experience better performances than ever before.

So, how can you experience such a breakthrough—especially if the barrier is a subconscious one and you haven't even identified it as such? The answer is that it can be difficult. One clear indication of a subconscious barrier is that you always seem to have a bunch of excuses for lackluster performances or for giving up. Only you don't characterize it as giving up. You might say things like, “It just wasn't my day” or “John/Jane Doe was stronger today” or “I just wasn't with it today,” etc. Second, you might notice that you perform fine in workouts and are the strongest of your peers in training, but they consistently beat you in races that require a higher level of intensity, focus, and effort.

One way to overcome such a barrier is by not backing off or giving up when you normally would. When that happens, a whole new world opens up to you. It can be downright liberating and empowering. It's like Pandora's Box – the lock has come off and the hinges have sprung open.

Without having any empirical data, my hunch is that many athletes underperform due to mental barriers, not realizing they can push past these self-imposed limits. Yes, there are definitive and real limitations on our performance that we will never be able to push through. To do so would result in severe injury or death. The body overrules the mind and, in most instances, does so for our salvation. There is a difference between the self-imposed limit and the real limit our body sets for us.

The closer that your mental and physical limits are, the better your performance will be. If a chasm exists between the two, you will consistently underperform until you can close that gap. So, next time out the door, test your mental fortitude. Make sure you are pushing your self-imposed limits. You might be pleasantly surprised at the results. **HN**

Nate Llerandi, Hammer Nutrition sponsored athlete and longtime ambassador, has been coaching endurance athletes since 1990. He draws from his extensive experience as a world-class triathlete, including ranking as Top American and 6th place in the prestigious ITU World Cup Series. Nate's most recent competitions include the Pike's Peak Marathon; and the Dead Dog Classic Stage Race and Sunshine Hill Climb Challenge road cycling events.

Photo : Clark Ortega

The atypical [Hammer] athlete

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





[Vic Allen]

Aloha, my name is Vic Allen and I live in Hawaii, on the small island of Kauai. My story is a bit different than that of most Hammer Nutrition athletes because I race outrigger canoes. It's also different from most because I am totally without sight.

Competing in various sports for 50 years, I've set high school records in track; lettered in baseball, football, and surfing; and ran three marathons. Losing my sight at age 38 didn't slow me down much. As a blind athlete I've won gold medals on the U.S. Blind Ski Team and won seven World Series championships with the West Coast Dawgs, a blind baseball team.

Since I began racing outrigger canoes 10 years ago, I've crossed the Ka'iwi Channel racing the Molokai Hoe (the 40-mile world championship of paddling) four times. I represented Hawaii in Canada for the world sprints (with Pure Light Racing team, reigning sprint champions), and was the first blind man to race the V-1 Rudderless Canoe in Calgary for team Hawaii.

Not blessed with natural talent and with little knowledge about nutrition and training, I was introduced to **Hammer Gel** and **HEED** for my hydration pack, right before an 18-mile outrigger race in Kona. Ding, ding, ding—jackpot!! While I previously had always hit the wall in most of my endurance races, I now felt the energy necessary to pump through this iron race.

Convinced that Hammer Nutrition could help me, I devoured the great information on the Hammer website and started enjoying the benefits that great nutrition can bring. Now a true Hammer head, I became an avid reader of *Endurance News*. I also read Steve Born's article on his epic workout, and thought I would add more weapons to my arsenal of nutrition.

Taking my **Daily Essentials** and using race supplements like **Race Day Boost** and **Energy Surge** has raised my athletic performance to a much higher level. Now at age 57, I am not the fastest (nor do I dream to be the fastest) paddler in the world. But I do wish to continue coaching our high school paddle team, inspire a passion for the traditional sport of paddling, and pass along my knowledge of the benefits that can be found in Hammer Nutrition.

Losing sight in my eyes has not led me to lose sight of my goals as an athlete. Training hard each week, biking 30-40 miles, swimming 3-5 miles, and of course paddling more than 50 miles requires proper fueling. And most important to me is my recovery: Hammer supplies my favorite, Strawberry **Recoverite!**

We all face challenges in our lives. Some of them can be seen, others cannot (no pun intended). So why not face our challenges with the support of great nutrition, such as what Hammer Nutrition provides—it's tried, tested, and a winner in my book! Mahalo for allowing me to share my story. Aloha.

Are you an atypical Hammer athlete?

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

[Delbert Crisp]

Delbert Crisp, my father-in-law, is an Appalachian mountain man who can still handle a chainsaw at 86. He's been a farmer all of his life. Although he now lives in Statesville, NC, he still maintains 54 acres in Tuskegee, with 42 of those acres in timber and the remainder in crops. A couple of months ago, we worked together to clear a little over an acre of overgrown land in a day and a half.

On the first of the two days, I made sure he was fueling with Hammer Nutrition's **HEED** and hydrating every 30 minutes. It was the first time he had ever used Hammer products. We worked hard with the chainsaws for nine hours, stopping only to refuel the saws and our bodies. Afterward, he drank **Recoverite**, as I suggested.

On the second day he worked on the tractor, bush hogging where we had already cut. Since we were not together, he wasn't fueling or

hydrating regularly. By lunch he was finished—he went indoors and took a nap.

I thought that was interesting because the second day he spent much less time working with the chainsaw, yet he felt more tired because he hadn't been fueling and hydrating properly. He now calls **HEED** and **Recoverite** his "strength drinks." He says "they keep me from gettin' as weak."

It shows that Hammer Nutrition products and fueling strategies work—even for 86 year-olds. Here's a new catch phrase for you: "Hammer Nutrition . . . it's for the race of life!"

— Paul Lowry, Hammer Nutrition dealer, Lowry Drug – Advanced Health and Wellness



Go green! Cruciferous veggies are nutritional powerhouses

New research shows these powerful plants fight inflammation and more.

BY VICKI HACKMAN

You already know that broccoli is good for you. Hundreds of scientific studies have shown that regularly eating broccoli and its relatives (aka cruciferous or brassica veggies) can slash your risk for many common cancers and lower your risk for cardiovascular disease.

Now scientists are digging into what makes these vegetables so special, and their findings have important implications for athletes. For better training, race day results, and health, up your intake of these dark green, leafy veggies. Here's why:

- **Combat chronic inflammation.** Cruciferous vegetables appear to provide significant protection against

chronic inflammation—a condition that affects many endurance athletes. In a study of more than 1,000 women (published December 2013), researchers found that those who consumed 1.5 cups of cruciferous vegetables daily had significantly fewer inflammatory molecules in their bloodstream than those who ate 1 cup per day or 1/2 cup a day, according to Reuters.

That's great news for athletes because chronic inflammation, if ignored, will stiffen joints, slow recovery, and ultimately wreck your performance and your health. Chronic inflammation also has been linked to a host of serious diseases, including heart disease, cancer,

arthritis, diabetes, and Alzheimer's disease. Eating more of these vegetables is an effective way to prevent and control inflammation. (For other anti-inflammatory tips, see "Putting out the fire.")

- **Detoxify** – Researchers attribute much of these plants' healthfulness to naturally occurring compounds called glucosinolates, the same compounds that give these vegetables their pungent flavor and aroma. Glucosinolates stimulate the liver to produce detoxifying enzymes, which block free radicals from attacking DNA. According to Joel Fuhrman, M.D., "the unique compounds in cruciferous vegetables cycle over and over, protecting your

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body for 3-5 days after consumption.” Chewing and chopping cabbage and other cruciferous plants releases glucosinolates, making them available to the body.

- **Support muscles, bones, and the immune system.** Cruciferous vegetables are rich in the antioxidants beta carotene and vitamin C, as well as calcium and other minerals that benefit fitness and overall health. They also stimulate your body to produce glutathione, arguably the most potent of all antioxidants.

To maximize your benefit from these super vegetables:

1. **Mix it up.** Different cruciferous plants contain different beneficial compounds, so try to eat a wide variety of them for the broadest protection. **Cruciferous veggies**

include arugula, broccoli, bok choy, brussels sprouts, cabbage, cauliflower, collards, horseradish, kale, and mustard greens.

2. **Eat as much as you can.** If you're not a broccoli or brussels sprouts fan, you'll still benefit by eating just a couple of servings a week. An analysis of more than 10,000 case-control studies showed that those who ate cruciferous vegetables at least once a week (vs. no or occasional consumption) had a much lower risk of oral, esophagus, colon, breast, and kidney cancers.
3. **Chopped and fresh is best.** For the highest amounts of healthful phytochemicals, eat these vegetables raw or lightly steamed soon after they've been harvested. Chop them before cooking, and chew raw veggies thoroughly for maximum effect! **HN**

Putting out the fire

A two-pronged approach—diet and supplementation—is the best way to extinguish chronic inflammation.

DIET

Eat more anti-inflammatory foods, such as cruciferous veggies; omega-3-rich flax seeds, walnuts, and salmon; pineapple; and the herbs turmeric and ginger.

Avoid inflammation-causing wheat, red meat, refined sugar, alcohol, and trans fats.

SUPPLEMENTATION

And rely on anti-inflammatory supplements including Hammer Nutrition's **EndurOmega** (rich in omega-3 essential fatty acids) and **Tissue Rejuvenator** (with glucosamine sulfate, chondroitin sulfate, and a blend of anti-inflammatory herbs including turmeric, boswellia, and devil's claw).



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Maui-native Connor Baxter has earned more than 100 trophy finishes since he began competing in stand up paddleboarding several years ago. In 2013 he was named “fastest paddler on earth” after sprinting 220 meters in 53.17 seconds. Connor turns 20 in September.

SUP! the life of a water athlete

Persisting through pain, Connor Baxter dreams and wins big.

BY CONNOR BAXTER, Hammer Nutrition sponsored athlete

I'm a professional stand up paddler, and I love it. It allows me to be in the water almost daily. As long as there is water, I can do stand up paddleboarding (SUP). SUP works me from head to toe, yet it can also be a mellow sport compared to surfing, which is much more aggressive. Another cool thing is that it's so easy to learn and get into; people of all ages—from 4 to 80 and older—can enjoy it. One of my goals is to become a multi-world SUP champion, and my hope is that SUP one day will be included in the Olympic Games. To be part of that would be amazing.

Training and competing with pain

Like many elite athletes, I push hard to stay at the top of my game—training year-round to stay fit and ready for competition while trying to remain injury free. I was dealing with back pain for about three years, but after the 2013 Battle of the Paddle my back became so painful that I was forced to take time off for surgery and rehab. (See my blog <http://blog.connorbaxter.com/stem-cells->

[surgery](#).) In early 2014 I had stem cell surgery, which helped my back a little but there was a problem: I started training too early and rehabbing too hard. As a result, my back is starting to bug me a little again.

I've been able to continue to train hard and compete at an elite level despite the pain, probably because I am young and also because I am really strong mentally. In races I can block the pain and still push hard. Hammer Nutrition's *Tissue Rejuvenator*, *Recoverite* and other recovery products, and all kinds of *Hammer Bars* have helped me endure and recover from especially intense sessions.

A day in the life

Basically I'm on the water all day (unless I'm eating). I wake up to train early, doing about 8 miles of flat water paddling. Later, I usually meet up with some friends and go for a down winder of 10 miles or so. Here in Maui we're very lucky with wind and waves. I do what

the conditions allow, whether it's surfing, windsurfing, or kiting.

To prepare for races, I try to eat well and get a lot of sleep. I also mentally picture myself winning over and over. I get absolutely solid on the image and just tell myself, “I can do it, I can do it.”

Taking the right supplements is important too. I personally love Hammer Nutrition's product line, including *Premium Insurance Caps*, *Race Caps Supreme*, *Mito Caps*, *Energy Surge*, *AO Booster*, *Race Day Boost*, *Endurance Aminos*, *HEED*, *Perpetuem*, *Endurolytes*, and *Recoverite*. They get me amped up before the race, they keep me going when I'm paddling from one island to another, and they help me recover after training or racing. I don't think I would be doing as well as I am right now without Hammer. I depend on their products' top quality ingredients and nutrition for maximum performance. **HN**

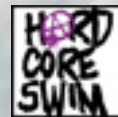
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Professional water athlete Connor Baxter works and plays hard daily in the coastal waters of Maui, his home. "I train by doing what the conditions allow me to do, whether it is surfing, windsurfing, or kiting," he says.
Photo : Courtesy of Connor Baxter

FKT on Mt. Rainier

Fueled by Hammer Gel and HEED, Carter and Elson raced 14,411 feet skyward and back down to set a new overall “fastest known time” record.

BY ERIC CARTER, Hammer Nutrition sponsored athlete

Ever since our speed mission on Mt. Rainier, WA, last year, my friend Nick Elson and I had been planning to attempt another. In early May 2013 we set the record for “fastest known time” on the Disappointment Cleaver route only to have Jason and Andy Dorais take it from us 16 days later. We were a little choked, but stoked by how much they raised the bar.

This year we planned to take the more technical Liberty Ridge route, which requires more climbing. When the road to the White River Trailhead finally opened in May and the weather looked good, we headed to the park. Unfortunately, as we were preparing to climb, an accident was unfolding high on Liberty Ridge. At the White River Ranger Station we were told that the route was closed indefinitely. (Later we learned the tragic accident had claimed six lives.) We decided that since we were here and conditions were good, we should retry the speed record on the standard route.

Less works best

On May 29, we arrived at Paradise at 4:30 a.m. and started soon after 5 a.m. For a fairly short, cold, all-out effort like this, my calorie intake is pretty limited: basically I planned enough fuel for the estimated 3-hour ascent—four servings of Hammer Gel and some HEED—and would rely mainly on adrenaline to take me back downhill. I carried the gel in a Soft Flask taped to my pack strap. I carried two other containers inside my suit to keep them from freezing: one bottle of diluted HEED (for calories and electrolytes) and one of plain water.

The day was cold and wet and the trail to Camp Muir was the usual path of ski tracks and postholes. But we quickly got above the clouds and made good progress up the snowfield. The firm surface was very difficult to skin because of the tracks and I found myself unable to tackle it directly, doing long switchbacks instead. In hindsight, full-width skins would have been a better

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choice than my skinny race skins. Nick was able to skin more directly and pulled ahead of me, crossing through Camp Muir just off the Dorais' time. I came through a couple of minutes later.

We had to boot briefly up Cathedral Gap, and then skinned through Ingraham Flats to the traverse along the base of Disappointment Cleaver, where we switched to crampons. The route was fairly direct from the top of the Cleaver with only two small slots to jump. I pushed hard, switching back to skis near the crater rim. I saw Nick fixing his boot, which had broken. He said he tagged the summit in 3:05, and told me to go tag it and then catch him on the descent. I topped out at about 3:18 and did my fastest-ever race transition before speeding back down. The upper mountain skied well with chalky snow and some windblown ice. The Cleaver was a bit firm but still reasonable to power slide down.

I caught Nick walking with one ski near Cathedral Gap. He explained that he had just lost the other ski into a crevasse and that I was still on pace and should continue down. I traversed the Cowlitz, and as I passed Camp Muir, I still could see Nick behind me. The Muir Snowfield was very firm compared to last year, when it had completely softened to slush for our descent. I was able to ski extremely fast down the snowfield but had to remove skis twice near Pebble Creek. I knew the time was close so I straight-lined toward Paradise and stopped the clock at 3:51:40 in the parking lot—to my knowledge, it's the new all-comers Paradise-Summit-Paradise FKT.

Driving home, we had mixed feelings about the weekend. It's never a good feeling to abandon plans for reasons out of your control, and it was even worse knowing what likely happened to the missing party. But we were happy that we managed to lower the overall record and Nick likely set a new ascent record. **HN**

Eric chills in front of Ledge and Sky Pilot Mountains in British Columbia. Photo : Courtesy Eric Carter



Eric's Hammer Gel Tip

For easier use in cold temperatures and to save time, I like to pre-mix my Hammer Gel with hot water in a Hydrapak Soft Flask, available from Hammer Nutrition. I put the gel in the flask, add hot water (about 4:1 gel to water), and then squish it around to mix it. The Soft Flasks are awesome; they fit into a running vest pocket or even in the Velcro pocket of the RaceReady Hammer running shorts. For skimo, I tape the Soft Flask to my pack strap so I can just reach down, grab it, and squeeze it into my mouth with one hand.

Tissue Rejuvenator + REM Caps = speedy recovery

After a tough cycling crash, a triathlete hits on a winning formula to heal her injuries.

BY KATHLEEN O'CONNOR, Hammer Nutrition sponsored athlete



The weekend before the Chicago Indoor Tri Championship, I was involved in a crash in a circuit-style cycling race. Luckily, I was able to jump back in the race with no broken bones (or bike)—only what seemed to be minor road rash. But after the adrenaline wore off the next day, I felt like I'd been hit by a truck. I was sore all over, and my large welts were turning blue. Even worse, I could hardly turn my head.

Having that typical “type A” personality, I was worried about how quickly I could recover for the Championship race the upcoming weekend without sacrificing too many training hours.

My plan was to get at least eight hours of sleep each night leading up to the race, and rely on Hammer to help heal my body. I started taking the highest dose of Hammer Nutrition's *Tissue Rejuvenator* that's recommended for when you are injured (4 capsules twice a day). I also took two Hammer Nutrition *REM Caps* before bed each night.

Rest and repair speeds recovery

After a few days passed, I was astonished by how quickly my body seemed to bounce back. I felt refreshed despite my high volume of training early in the week. By Friday, the only ache that remained was in my neck. But it was minimal, and I had most of my range of motion back.

Come race day, I was ready to “Hammer.” I crushed my previous indoor tri race results and ended up finishing

2nd overall female, behind a professional triathlete. In addition to having a great race, I also completed 17 total training hours that week.

Staying with a winning formula

Since then, I've continued to take *Tissue Rejuvenator* and *REM Caps* to help maximize the benefits of my recovery time—and I've been racing faster than ever. Recently, I placed 5th overall female and 1st in my age group for an Olympic distance triathlon in a hilly terrain. The miles on the bike flew by, and I ran my fastest time off the bike to date. This race was just a warm up to what I have in store for the rest of the season, but I'm counting on my Hammer Nutrition products to keep my body healthy and properly fueled.

Like many others, I often find it challenging to balance a 9 to 5 job, training as an amateur triathlete, and time with family and friends. When I find something that will help my body recover—whether from the busy day, or from injuries—I'm all for it. Hammer Nutrition supplements play a big role in keeping me healthy, injury-free, and racing with success. **HN**

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AFTER THE RACE:

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RESULTS

1st AG, 5th overall

Photo : Brandon Fenster

"This was my first tri in eight months—a little rusty, but a solid first race . . . As always, Hammer products worked great and exactly as described." - Lincoln Murdoch



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

32 August/September : Issue 91

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Hammer Gel

The natural choice for rock solid energy for two decades

BY BRIAN FRANK

NEW FLAVOR!



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Since 1995, Hammer Gel has been unmatched in its ability to provide athletes with sustained energy in an extremely convenient, and tasty, concentrated form—without any refined simple sugars or artificial ingredients, the ingredients in other gels that lead so many athletes to say “energy gels don’t work for me.” If you’ve used another brand of energy gel with less than stellar results, consider that it’s the ingredients in that brand of gel—not the format itself—that is the problem. Here’s what sets Hammer Gel apart.

1) Hammer Gels contain NO added, non-beneficial simple sugars.

To enjoy high-quality sustained energy, avoid any fuel that this is composed of or contains simple sugars. Simple sugars end in “-ose” (i.e., glucose, sucrose, fructose, etc.). When you see an “ose” sugar listed on the label, run the other way! Here’s why:

Simple Sugars provide inconsistent and short-lived “flash and crash” energy. Riding a roller coaster of energy—feeling great for a few moments, then struggling to overcome an energy rut—is no way to go through workouts or achieve top race results. In addition, sugars require more fluids and electrolytic minerals for absorption and digestion, leading to increased potential for upset stomach, GI distress, and dehydration.

2) Hammer Gels DO contain complex carbohydrates for rock-solid, long-lasting energy.

We use maltodextrin in Hammer Gel, a superior form of carbohydrate energy compared to simple sugars because it delivers steady, predictable energy, instead of flash and crash energy swings caused by simple sugars. Because complex carbohydrates match body fluid osmolality at a more concentrated (15-

18%) solution, they exit the GI tract at the same efficient rate as normal body fluids do. Maltodextrin also raises blood sugar levels fast during and immediately after exercise. With a Glycemic Index (GI) value of 100, Hammer Gel’s maltodextrin works as effectively as glucose (also 100) and faster than other simple sugars such as sucrose (58-65) and fructose (12-25). Yet it doesn’t cause the rapid drop in energy—that undesirable “peak and valley” effect—you experience when fueling with simple sugars.

3) Hammer Gels are natural, gluten-free, and available in 11 delicious flavors.

Hammer Gels are made only with real fruit and other wholesome ingredients. Just as they have since 1995, Hammer Gels contain no artificial flavors, colors, or ingredients of any kind. With 11 delicious flavors, including our new and extremely popular Peanut Butter Hammer Gel and our latest introduction, Peanut Butter-Chocolate—you’re sure to find several to enjoy hour after hour! They’re gluten-free, kosher, and vegan-certified, too.

TIP: With 1 gram protein and 2 grams fat per serving, new Peanut Butter Hammer Gel is perfect for ultra-distance events. **HN**

UPDATE: We have just completed a reformulation of our popular Espresso, Chocolate, and Peanut Butter Hammer Gels. You can read more about that in my letter, but suffice it to say that these new formulations are a massive improvement in flavor, viscosity, and ingredient quality. These “new and improved” versions of three of our most popular flavors, along with the epic new Peanut Butter-Chocolate flavor, will be on the shelf in our Montana warehouse by mid-September and will start trickling into distribution and retail outlets shortly thereafter. I’m working on another ground-breaking flavor that will knock your socks off and be “peanut allergy” friendly, too—I’ll let you know as soon as it’s ready.

The ***BEST*** part of a complete breakfast!

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- Wholesome, all-natural ingredients
- 11 delicious, natural flavors
- A low sugar alternative to syrup, jams, & jellies

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The myth of the balanced diet

Why you must supplement to perform better, stay healthier, live longer

BY STEVE BORN



You've read it in magazines, books, and online, and have heard it repeatedly on TV. It's been the mantra of many so-called "experts" for decades: "Eating a balanced diet will provide all the nutrients you need—supplements aren't necessary."

Unfortunately, it's simply NOT true. The fact is, no research exists to support the claim that a "balanced diet" will supply all the nutrition you need for optimal health and athletic performance. That's right, not a single study or published article has documented what actually constitutes a balanced diet.

For sure, we've always been vocal advocates of eating a whole food based diet to achieve peak athletic performance and overall health. But even if you strive to eat a broad assortment of vegetables, fruits, grains, and healthy proteins and fats—what many nutritionists would consider a "balanced diet"—you won't be getting all of the vitamins, minerals, enzymes, and nutrients your body requires. In our modern world, food alone simply can't fulfill all of our nutrient needs. Here are just a few reasons why:

- **Decline in soil quality** - Because of a decline in soil quality over the years, the nutrient content of today's food supply is greatly diminished. According to Bill Misner, Ph.D., "In the past 50 years, chemical agricultural farming has depleted 90% of the soil's original minerals."
- **Fresh? Not likely.** - Very few of us have regular access to fresh, locally grown foods. Much of our diet comes from foods grown far away, picked when unripe, and then sent packing. By the time it reaches the market, it's already several days old; and by the time you buy and consume it, it's older still—and nutritionally depleted.
- **Lifestyle challenges** - Even if we could obtain all the nutrients we need from our diet, very few of us are able to follow that ideal diet consistently. It requires time and effort. On days when time is short (probably at least several days a week), processed convenience foods and not-so-healthy restaurant selections often are the dietary default. In fact, several studies have shown that many people do not eat enough quality food to meet the

minimal Reference Daily Intake (RDI) micronutrient requirements for preventing deficiency-related disorders.

Bottom line: Eating fresh, whole foods is the ideal way to supply your body with the plant-derived, health-benefiting phytochemicals you need for good health. But today's food supply can't provide all the vitamins, minerals, antioxidants, and essential fatty acids we need.

That's why taking supplements, especially multivitamin/mineral supplements, is a wise strategy. Supplements help bridge the gap between what you require and what you actually get from your diet. Consuming the best possible diet as consistently as possible, and augmenting it with a multivitamin/mineral supplement and complementary nutrients/antioxidants is the best way to meet all of your nutritional needs. **HN**

NEED TO KNOW

For more in-depth information on this important topic, please see the article "How to Supplement for Athletes" on the Hammer Nutrition website: <http://www.hammernutrition.com/knowledge/how-to-supplement-for-athletes.17095.html?sect=advanced-knowledge-section>

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Why you need *more* omega-3s—and how to get them

Everyone should be taking these essential fatty acids daily!

BY STEVE BORN

You need both omega-3 and omega-6 essential fatty acids (EFA) to achieve peak athletic performance and optimal health—but you need them in the proper ratio. Research clearly shows that a dietary ratio of about 1:3 omega-3s to omega-6s is ideal.

Unfortunately, the diets of the vast majority of us contain far too much omega-6s (found in safflower oil, corn oil, and other processed oils) and far too little of the omega-3s found in salmon, tuna, mackerel, and other fish. The average diet has been estimated to contain a ratio of about 1:20 omega-3s to omega-6s!

Here's why omega-3s are so essential, and why you should ensure that your diet is not deficient in this critical nutrient:

Athletic performance – Omega-3s greatly enhance endurance. They increase the absorption rate of the fat-soluble nutrients Coenzyme Q10 (CoQ10) and idebenone—key for energy production. Omega-3s also support lung function, reduce joint soreness, and provide impressive anti-inflammatory benefits needed for recovery between tough workouts and races.

General health – An increasing body of research confirms that omega-3s are a powerful ally against cardiovascular disease. They also benefit brain function and mood, vision, skin, and bones, and may prevent breast, colon, and prostate cancers.

So if you're not getting enough omega-3s in your diet (and it's highly unlikely you are), you're missing out on these important benefits. To make matters worse, consuming too many omega-6s actually increases inflammation, interfering with your athletic performance and setting the stage for many diseases.

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Five things you should do now!

The solution might appear to be straight forward—consume more omega-3s and less omega-6s—but consuming large amounts of high-quality fish (like wild-caught Alaskan salmon) on a regular basis is difficult and expensive. Here's how to re-balance these essential fatty acids for better performance and health:

1) Maximize your omega-3 intake with EndurOmega.

Hammer Nutrition's EndurOmega supplies excellent amounts of both DHA and EPA, the desired and much-needed omega-3s. Unlike other fish oil supplements, it has *no fishy taste or aftertaste*. It's made with menhaden fish oil (not salmon, which can be tainted with mercury and other contaminants). EndurOmega contains a full 1000 mg of fish oil—with 300 mg of EPA and 200 mg of DHA—per serving.

2) Consume plant-based omega-3s but don't rely solely on them. Flax seeds and chia seeds are rich sources of the omega-3 fatty acid alpha linoleic acid (ALA). But it takes a couple of metabolic processes for ALA to become DHA and EPA, and only a small percentage eventually does. Fish oil contains DHA and EPA in a readily available form.

3) Eliminate high omega-6 processed oils. Corn, safflower, cottonseed, sesame, sunflower, and soybean oils are loaded with pro-inflammatory omega-6 fatty acids. Even if you don't cook with them, many restaurants do—so if you dine out a couple times a week, you may be consuming a lot of omega-6s. Many packaged foods also contain these unhealthy fats, so check labels before buying.

4) Choose good-for-you omega-6s, but consume them in moderation. Nuts, seeds, and avocados are examples of good omega-6 EFA foods.

5) "Meat-a-tarian?" Select grass or free-range meats.

Traditionally raised meats—beef, chicken, and pork—are loaded with omega-6s. If you're a die-hard "meat-a-tarian," try to consume less meat and choose meats raised exclusively on grass or free-range diets – they contain a better ratio of omega-3s to omega-6s than traditionally raised meats do.

The bottom line: Few, if any substances will have a bigger impact on your health and athletic performance than essential fatty acids. By choosing foods wisely and supplementing with EndurOmega daily, you can achieve peak performance and health. **HN**

NEED TO KNOW

For more in-depth information on this important topic, please see the article "Dietary Fatty Acids," By Bill Misner, Ph.D. On the Hammer Nutrition website at <http://www.hammernutrition.com/knowledge/dietary-fatty-acids.282.html?sect=endurance-library-section>, and "EndurOmega: Mega benefits for enhanced athletic performance and overall health!" at <http://www.hammernutrition.com/knowledge/enduromega-aes-vol-14-13.17062.html?sect=athlete-education-series-section>.

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Healthy grains you'll love

Fuel your body with these alternatives to wheat and feel the difference!

BY VICKI HACKMAN

You count on carbohydrates to fuel your hard-working body: carbs provide energy for your muscles and central nervous system, and they allow fat to be metabolized. To support endurance training and racing, about 50-60% of the calories in your daily diet should come from whole food carbohydrates including legumes, vegetables, fruits, and whole grains.

But wheat, America's favorite grain, has been linked to a long list of problems ranging from digestive troubles to bone and joint damage to depression, headaches, and more. (See EN90, "Go wheat-free and thrive.") To avoid these performance-depleting effects, many athletes—even those who haven't been diagnosed with gluten intolerance—are ditching wheat in favor of healthier alternatives. Check out these nutritious and tasty options.

Amaranth – This ancient Aztec food is a protein powerhouse and an excellent source of the essential amino acids

lysine (used to build muscle protein) and methionine. The highly nutritious seeds (the part used) have three times the fiber of wheat. Amaranth is also easy to digest, gluten-free, and rich in calcium and iron. To prepare amaranth, you can cook it to make a tasty hot cereal or pilaf, add it to soups and stews, or pop it in a skillet like popcorn.

Barley – Hailed as a "superfood" by Dr. Nicholas Perricone, barley offers several important health benefits. It's high in fiber; it's a good source of heart-protective niacin; and it's a concentrated source of tocotrienols, potent forms of vitamin E. Although barley is not gluten-free, it has an exceptionally low glycemic index (GI) number—just 22 vs. 50 for brown rice and 60 for sweet corn. (For daily nutrition, low GI foods are beneficial because they don't spike blood sugar levels.) Enjoy nutty-flavored barley as a cereal or side dish, or add it to breads, soups, or salads. Choose hulled barley, if possible; it's more nutritious and fiber-rich than pearled barley.

Buckwheat – Don't let the name scare you: buckwheat is not related to wheat! A relative of quinoa (p. 41), gluten-free buckwheat is a complete protein source (it contains all nine essential amino acids), and is especially abundant in lysine—used for tissue growth and repair. Dr. Perricone considers buckwheat another "superfood," in part due to its relatively low glycemic index (54 GI) value. According to Perricone, "buckwheat's protein characteristics enhance its ability to reduce and stabilize blood sugar levels following meals—a key factor in preventing diabetes and obesity." It's also been studied for its ability to lower cholesterol. Buckwheat has traditionally been used in Tibet and China to make soba noodles. It makes tasty pancakes or crepes, hot cereal, or fillings for vegetable dishes.

Millet – Millet is a good source of B vitamins, as well as the nutrients copper, manganese, phosphorus, and

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A field of ripe barley ready for harvest.

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magnesium. Its protein content is comparable to that of wheat. Millet is gluten-free and can be used to make a tasty flatbread, cereal, or side dish. For a nutty flavor and crunchy texture, toast the grains before cooking. For a creamier texture, stir often while cooking. Note: A downside to millet is that it can suppress thyroid function; if you have hypothyroidism, consume it in moderation.

Quinoa – Although not a true grain, gluten-free quinoa is high in fiber and is a good to excellent source of many minerals, including iron. It contains all nine essential amino acids (making it a “complete protein”), although in lesser

amounts than in meat, eggs, or legumes. Quinoa contains significant amounts of antioxidants, and is being studied for its potential anti-inflammatory properties. You can use quinoa in salads such as tabbouleh; make it into a breakfast cereal; or combine it with eggs, meats, or vegetables for a main course or side dish. Quinoa pasta is also widely available. Rinse quinoa seeds before preparing them to remove any trace of bitterness. The seeds cook in just 15-20 minutes.

Bottom line: Diversify your diet by replacing wheat with several of these tasty, healthier foods. You likely will find that you have more energy, less pain, and more stamina for the long run. **HN**

NEED TO KNOW

For more about carbohydrates and how to optimize them for peak athletic performance, see “Carbohydrates 101” by Bill Misner, Ph.D. on the Hammer Nutrition website at: <http://www.hammernutrition.com/knowledge/carbohydrates-101.294.html?sect=advanced-knowledge-section>.



You'll find the following recipe and many others (including a whole chapter on quinoa!) in our cookbook, *In the Kitchen with Hammer Nutrition*. Download your FREE copy at the Hammer Nutrition website at <http://www.hammernutrition.com/products/hammer-nutrition-cookbook.hncb.html>

White Quinoa with Mango and Avocado Salad

From the kitchen of Laura Lee Labelle

Makes 4 servings

Ingredients:

- 2 cups white quinoa, rinsed
- 2 cups water
- Pinch sea salt
- 2 large ripe mangoes (not overly ripe)
- 2 firm avocados (ripe but holds shape)

- 1/2 cup green onions, chopped
- 1/4 cup basil, chopped
- 1/2 cup olive oil
- Fresh ground pepper and salt to taste

Preparation:

Bring water and salt to a boil. Add quinoa and stir, reduce heat to a simmer, and cook approximately 15 minutes on low simmer until all water is absorbed. Remove from heat and chill. Peel and pit mangoes and avocados, then chop the fruit into 1” cubes. Mix all ingredients together with chilled quinoa, and enjoy!

- Delicious moist texture
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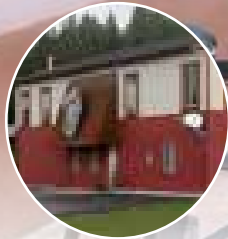
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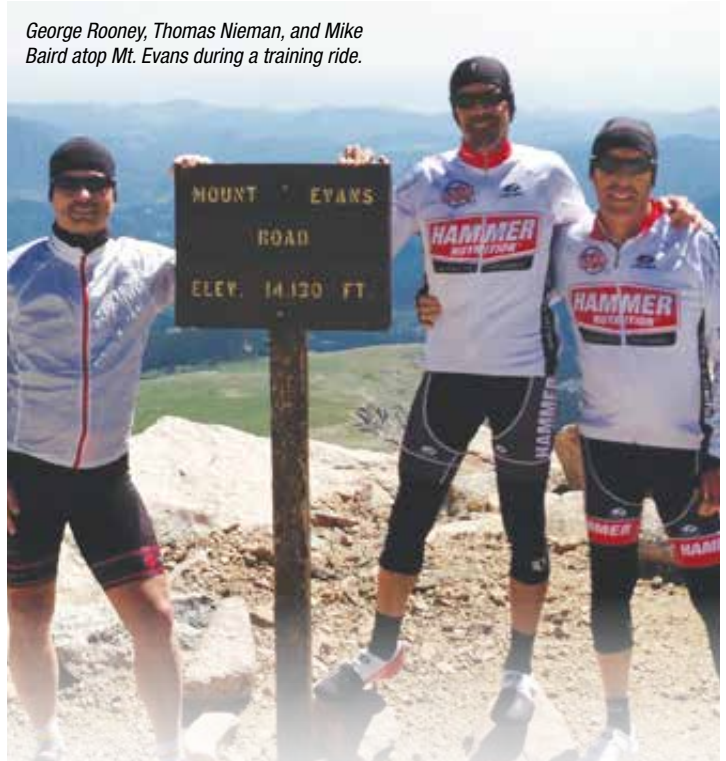
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George Rooney, Thomas Nieman, and Mike Baird atop Mt. Evans during a training ride.

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*“There is no doubt about it, there is nothing you can do to your bicycle that will increase your performance as much as the regular use of an EMS unit. **After three years of regular use of my Compex Sport Elite, I continue to ride more consistently, recover quicker, and experience less injury. I could never ride at the intensity levels I do, day after day, without it.**”*

– Thomas Nieman

*“I’ve been extremely satisfied with the Compex Sport Elite. I use the Active Recovery after every run, no matter the duration or distance, and it has proven very beneficial. **What really amazes me is that even after a hard race or workout, I have little or no soreness the next day . . . I’ve also begun using the Pre-Warmup program and it seems to help prepare my muscles for intense runs.**”*

– Chris Lapoint



More benefits!

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

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

Choose the unit you need to reach your athletic goals!



Globus Premium Fitness
PRICE
\$499.00

PROGRAMS

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



Compex Performance U.S.
PRICE
\$579.99

PROGRAMS

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



Globus Premium Sport
PRICE
\$750.00

PROGRAMS

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



Compex Sport Elite
PRICE
\$849.00

PROGRAMS

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



Globus Premium Sport Plus
PRICE
\$850.00

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



Compex Edge
PRICE
\$399.99

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

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

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

Both Globus and Compex are cleared by the FDA.



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

EMS consultations with our experts!

30-minute consultation	\$49.95
60-minute consultation	\$79.95
Advanced consultations	\$60.00 per hour

See our website for details.

ORDER TODAY!

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

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

**Compex Edge model excluded.*

Find it faster on HammerNutrition.com

Since we launched our redesigned HammerNutrition.com website a couple of months ago, many of you have told us how much you love its improved product pages, personalized shopping capability, and easy checkout.

Our website has another cool, new feature that you might not know about, and that we think you'll love: search filters. With the new search filters, you can zero in on the perfect product selections to meet your needs in no time flat. Here's how they work:

1. On the Hammer home page, go to the header bar across the top of the page and click on the product category that you want: Fuels/Recovery, Supplements, or Clothing & Accessories. For this example, let's say you're looking for Fuels for a century ride, and you want something vegan-friendly.



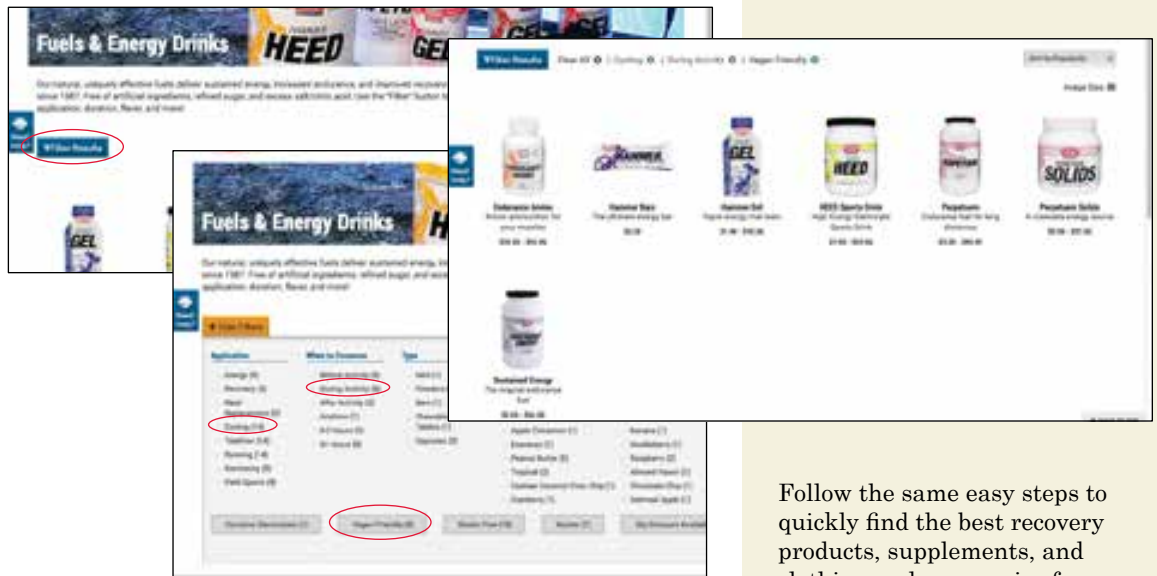
"The new website looks GREAT! Logged in with no problems . . . GREAT JOB to your team!"
– Nick B.

2. On the product category page, click on the appropriate section, in this case "All Fuels and Energy Drinks." This will take you to a page with an assortment of products and a blue bar "Filter Results."



"I really like the changes to the website checkout page. Well done!!"
– Gregory T.

3. Click on the blue bar "Filter Results." Here you can filter the options to precisely meet your needs. For your century ride, you would choose Application: Cycling; When to Consume: During; and then click the gray bar "Vegan Friendly." You'll find seven products—all perfectly compatible, so you can mix or alternate as you like.



4. To further narrow, you could choose "Type" and/or "Flavor." Or, filter by "Contains Electrolytes," "Gluten-Free," "Kosher," and/or "Quantity Discount Available."



Follow the same easy steps to quickly find the best recovery products, supplements, and clothing and accessories for your event. And, of course, if you ever have any trouble while shopping online, our friendly and knowledgeable Client Advisors are ready to help you, and consultations are free. Look for the blue tab on the left side of the page, "Need help?" We're here. Hammer on!



2014 PRICE LIST & ORDER FORM

HAMMER NUTRITION TOP SELLERS



Recovery made easy

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

SIZE	PRICE
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6 or more	\$2.95
16 Servings	\$32.95
32 Servings	\$56.95

Flavors: Chocolate, Orange-Vanilla, Strawberry, Vanilla



Rapid energy that lasts

- Rock-solid energy
- Nothing artificial
- Versatile & economical

SIZE	PRICE
Single Serving	\$1.40
12 or more	\$1.25
26 Servings	\$19.95
3 or more	\$17.95

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



The #1 sports drink

- Steady energy
- Buffer lactic acid
- Help prevent cramps

SIZE	PRICE
Single Serving	\$1.95
6 or more	\$1.80
16 Servings	\$17.95
32 Servings	\$29.95
80 Servings	\$54.95

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



A potent, legal performance enhancer

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

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

ORDER TODAY 1.800.336.1977 / www.hammernutrition.com

Product	Flavor	Size	Price	Qty.	Amount

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

Call

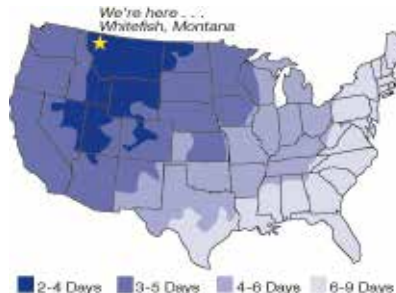
1.800.336.1977 and talk with a Client Advisor.

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Subtotal _____

Shipping _____
See chart below

TOTAL _____

Order Total	Ground FedEx
\$0 to \$39.99	\$4.95
\$40 to \$99.99	\$7.95
\$100+	FREE!

Client # : _____

Name : _____

Address : _____

City, State, Zip : _____

Phone : _____ Email : _____

Method of Payment (circle one)

Check / MO • Visa • MC • Discover • AmEx

Card # : _____

Exp. : _____ Verification # : _____

Signature : _____



2014 PRICE LIST & ORDER FORM

Endurance Fuels



RECOVERITE

Single Serving \$3.50 6 @ \$2.95
 16 Servings \$32.95
 32 Servings \$56.95

Recoverite Flavors: Chocolate, Orange-Vanilla, Strawberry, Vanilla



HAMMER GEL

Single Serving \$1.40 12 @ \$1.25
 26 Servings \$19.95 3 @ \$17.95
 Hammer Flask \$2.39

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



HEED

Single Serving \$1.95 6 @ \$1.80
 16 Servings \$17.95
 32 Servings \$29.95
 80 Servings \$54.95

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



HAMMER WHEY

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

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



HAMMER BAR

Hammer Bar \$2.50 12 @ \$2.40

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



Andraya

Questions?
1.800.336.1977

Endurolytes - 4 Capsule Sample	\$1.05	
Endurolytes - 120 Capsules	\$19.95	3 @ \$17.95
Endurolytes Powder - 150 Servings	\$19.95	3 @ \$17.95
Endurolytes Extreme - 60 Capsules	\$14.95	
Endurolytes Extreme - 120 Capsules	\$24.95	
Endurolytes Fizz - 13 Tablet Tube	\$4.95	3 @ \$4.75
Endurolytes Fizz - 25 Wrapped Singles	\$12.95	4 @ \$10.00

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

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

Hammer Whey Recovery Bar Flavor: Peanut Butter-Chocolate

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

Hammer Vegan Recovery Bar Flavors: Almond Cacao, Chocolate Peanut

Hammer Soy Protein - Single Serving \$2.95

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

Hammer Soy Flavor: Vanilla

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

Hammer Vegan Protein Flavors: Chocolate, Strawberry, Vanilla

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

Perpetuem - 16 Servings \$29.95

Perpetuem - 32 Servings \$49.95

Perpetuem Solids - 6 Tablet Tube \$3.95 3 @ \$3.50

Perpetuem Solids - 90 Tablets \$37.95

Perpetuem Flavors: Caffé Latte, Orange-Vanilla, Strawberry-Vanilla, Unflavored (16 servings only)

Sustained Energy - Single Serving \$3.25 6 @ \$2.95

Sustained Energy - 15 Servings \$32.95

Sustained Energy - 30 Servings \$54.95 3 @ \$51.50

Sustained Energy Flavor: Unflavored

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



2014 PRICE LIST & ORDER FORM

Endurance Supplements



RACE CAPS SUPREME

90 Capsules \$48.95 3 @ \$44.95



PREMIUM INSURANCE CAPS

120 Capsules \$19.95
210 Capsules \$34.95



TISSUE REJUVENATOR

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



MITO CAPS

90 Capsules \$24.95



PHYTOLEAN

120 Capsules \$34.95 3 @ \$29.95



Anti-Fatigue Caps - 90 Capsules	\$19.95	3 @ \$17.50
AO Booster - 60 Capsules	\$33.95	3 @ \$29.95
Appestat - 90 Capsules	\$27.95	
Boron - 90 Capsules	\$14.95	
Chromemate - 100 Capsules	\$13.95	
Clear Day - 60 Capsules	\$22.95	3 @ \$19.95
Digest Caps - 60 Capsules	\$16.95	
Endurance Amino - 120 Capsules	\$29.95	
Endurance Amino - 240 Capsules	\$54.95	
EndurOmega - 60 Softgels	\$12.95	

EndurOmega - 180 Softgels	\$29.95	
Energy Surge (ATP 100) - 30 Tablets	\$17.95	3 @ \$15.95
Nasol - 30mL / 200 Sprays	\$24.95	
Phytomax - 90 Capsules	\$22.95	3 @ \$19.95
PSA Caps - 60 Capsules	\$24.95	3 @ \$22.95
Race Day Boost - 64 Capsules	\$19.95	
Race Day Boost - 32 Servings	\$22.95	
REM Caps - 60 Capsules	\$19.95	3 @ \$17.95
Super Antioxidant - 60 Capsules	\$33.95	3 @ \$29.95
Xobaline - 30 Tablets	\$9.95	3 @ \$7.95



2014 PRICE LIST & ORDER FORM

Kits MADE IN USA

Complete Powder Sampler Kit \$36.95 Save \$11.30
 1 packet of each flavor of Recoverite, Sustained Energy, Perpetuem (excluding Unflavored), HEED (excluding Unflavored), Whey (excluding Unflavored and Chai), Soy.

Junior Powder Sampler Kit \$19.95 Save \$4.45
 1 packet each of Vanilla and Strawberry Recoverite, 1 packet each of Strawberry and Caffè Latte Perpetuem, 1 packet each of Lemon-Lime and Mandarin Orange HEED, 1 packet each of Vanilla and Chocolate Whey.

Hammer Gel Sampler Kit \$11.95 Save \$2.05
 1 pouch of each flavor, 10 total.

New Product Sampler Kit \$9.95 Save \$4.35
 1 pouch of Peanut Butter Hammer Gel, 1 packet of Vanilla Recoverite, 1 packet of Strawberry Whey, 1 Chocolate Peanut Vegan Recovery Bar, 1 Almond Cacao Vegan Recovery Bar.

Long Fueling Starter Kit \$84.95 Save \$22.44
 1 jug of Raspberry Hammer Gel, 8 pouches of Hammer Gel, 3 packets of Sustained Energy, 6 packets of Perpetuem, 4 packets of Recoverite, 1 bottle of Endurolytes, 1 tube of Endurolytes Fizz, 1 Capsule Dispenser, 1 Flask, 1 Water Bottle, 1 Product Usage Manual.

Short Fueling Starter Kit \$72.95 Save \$22.19
 1 jug of Raspberry Hammer Gel, 9 pouches of Hammer Gel, 8 packets of HEED, 4 packets of Recoverite, 1 bottle of Endurolytes, 1 tube of Endurolytes Fizz, 1 Capsule Dispenser, 1 Flask, 1 Water Bottle, 1 Product Usage Manual.

Body Care MADE IN USA

Cool Feet 0.1 oz.	\$1.50	Pelle Eccellente 0.3 oz.	\$3.95
Cool Feet 2.7 oz.	\$15.95	Pelle Eccellente 2 oz.	\$19.95
Hammer Balm 0.3 oz.	\$4.95	Pelle Eccellente 4 oz.	\$32.95
Hammer Balm 1.5 oz.	\$21.95	Seat Saver 0.3 oz.	\$2.95
Hammer Balm 4.0 oz.	\$34.95	Seat Saver 2.0 oz.	\$12.95
Hammer Lips 0.15 oz.	\$2.95	Seat Saver 4.0 oz.	\$19.95
Hammer Lips 0.15 oz.	6 @ \$2.75	Soni-Pure 2.0 oz.	\$9.95

Hammer Lips Flavors: Wildberry, Wintermint

53x11 Coffee

The Big Ring 2 oz.	\$2.95
The Big Ring 12 oz.	\$13.95
The Chain Breaker 12 oz.	\$13.95
The Down Shift 12 oz.	\$13.95
The Early Break 12 oz.	\$13.95

All 53x11 Coffees are available in ground or whole bean!



1-Month Daily Essentials Kit \$94.95 Save \$13.90
 1 Premium Insurance Caps (210), 1 Race Caps Supreme, 1 Mito Caps.

3-Month Daily Essentials Kit \$269.95 Save \$56.60
 3 Premium Insurance Caps (210), 3 Race Caps Supreme, 3 Mito Caps.

NEW 1-Month Daily Essentials Kit Plus \$117.95 Save \$20.85
 1 Premium Insurance Caps (210), 1 Race Caps Supreme, 1 Mito Caps, 1 EndurOmega (180).

NEW 3-Month Daily Essentials Kit Plus \$349.95 Save \$66.45
 3 Premium Insurance Caps (210), 3 Race Caps Supreme, 3 Mito Caps, 3 EndurOmega (180).

Race Performance Kit \$49.95 Save \$7.90
 1 Race Day Boost (capsules), 1 Energy Surge, 1 Anti-Fatigue Caps.

Hammer Bar Kit \$9.95 Save \$2.55
 1 of each flavor of Hammer Bar (Almond Raisin, Cashew Coconut Chocolate Chip, Chocolate Chip, Cranberry, Oatmeal Apple).

Hammer Recovery Bar Kit \$7.95 Save \$1.45
 1 Almond Cacao Vegan Recovery Bar, 1 Chocolate Peanut Vegan Recovery Bar, 1 Chewy Peanut Butter-Chocolate Whey Recovery Bar.

Hammer Bar Sampler Kit \$16.95 Save \$4.95
 1 of each flavor of Hammer Bar, 1 of each flavor of Vegan Recovery Bar, 1 Whey Recovery Bar, 8 bars total.

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

EMS Units

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

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

Charger	\$44.99		
Battery Pack	\$49.99		
Snap Cables (4)	\$59.99		
Snap Electrode Pads (4X - 2" x 2")	\$14.95	6 @ \$13.50	12 @ \$12.50
Snap Electrode Pads (2X - 2" x 4")	\$14.95	6 @ \$13.50	12 @ \$12.50
Quick Start Guide for Sport Elite	\$14.99		
Quick Start Guide for Performance U.S.	\$14.99		
Multimedia CD for Sport Elite	\$14.99		
Multimedia CD for Performance U.S.	\$14.99		
Belt Clip	\$9.99		

SPORT CLASSIC & FITNESS CLASSIC ACCESSORIES

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

GENERAL ACCESSORIES

Electrode Placement Guide	\$9.99
Spectra Conductivity Gel (8.5 oz.)	\$7.95
Spectra Conductivity Gel (2 oz.)	\$4.95
Drawstring Bag	\$19.99
30-Minute Consultation	\$49.95
60-Minute Consultation	\$79.95
Advanced Consultation	\$60.00/hour

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

Select one of our sport-specific kits:

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

Ask a Client Advisor for more information.



What is it?

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

How does it work?

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

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



Josh

Call a Client Advisor to sign up for the Hammer VIP Program and start saving today!

What do you get?

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

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

**You are free to cancel your participation in this program at any time, however, some limitations on the free gifts apply. Monthly shipments must be > \$50, quarterly shipments > \$150. VIP program pricing and benefits cannot be combined with ANY other offers, promotions or discounts. See website or ask your Client Advisor for complete details.

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

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

It's a win-win-win situation!

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- We get another satisfied client!

Start receiving credits for FREE products today!

A Few Restrictions

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

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Heat stress

From *Endurance News* 35, 2002

BY BILL MISNER, PH.D. and STEVE BORN

Every year, our email "IN" boxes become full of questions asking how to overcome hyperthermic (hot weather) performance-limiting fatigue, nausea, muscle cramps, and gastric stress. Here are the practices that have been reported to resolve most problems encountered in hyperthermic [above 60°F and 60% humidity] events.

- A. Hydration repletion rate** – as a preventative, requires consuming 10-12 glasses (80-100 fluid ounces) of liquid daily; or **0.5-0.6 ounces of fluid per pound of body weight**.
- B. Rehydration rate** – during an event requires **16-24 fluid ounces each hour**. Warning: Athletes who consume 34 fluid ounces per hour or more may predispose themselves to diluting serum sodium stores resulting in hyponatremia, a clinical medical emergency.

- C. Electrolyte repletion rate** – generally **100-600 mg. sodium per hour in a divided dose** format in the presence of other electrolytes such as potassium, magnesium, calcium, chloride, and manganese. Remarkable dose variations exist between athletes. One female ultramarathoner successfully won a 100-mile race on 100 mg. sodium per hour for 17 consecutive hours. Others have reported requirements of over six times the former low dose, or as high as 600 mg. of sodium each hour in addition to other electrolytes.

Overdose of a single electrolyte at its repletion rate may lead to other imbalances, triggering systemic reactions that could lead to further problems that might inhibit performance. Just as with water and calories, the body has a limit as to how much it can absorb and assimilate with regard to electrolytes. Fortunately, the body

has a very complex yet effective way of monitoring, regulating, and re-circulating sodium and other electrolyte losses . . . if you don't interfere with it.

Many athletes have suffered needlessly with swollen hands and feet from water retention due to ingestion of salt tablets or electrolyte products too high in sodium during prolonged exercise in heat. Too much sodium is counterproductive as it interferes with or neutralizes the complex body mechanics involved in re-circulating and monitoring proper blood-serum sodium levels.

What athletes require is a lower-sodium approach to electrolyte replacement that emphasizes a balance of essential minerals to cooperatively enhance the body's natural hormone and enzyme

- continued on page 53

- continued from page 52

mechanics. In essence, you want to work with your body, not against it.

D. Fuel repletion rate suggested is about 240-280 calories each hour in 3-4 divided doses. The human body prefers small portions, absorbing a greater amount of a small dose than a larger volume. High complex carbohydrate energy gels or powdered drinks are reported to absorb at body fluid osmolality in higher solutions [15%] with less gastric side effects than products containing simple sugar solutions [6-8%], such as fructose, sucrose, dextrose, or maltose. This allows your body to have more calories available for energy production.

E. Reduced race pace will help reduce core body temperature. The faster pace generates more core heating than a slower pace. Adding a walk break during a run or splashing the whole face and upper torso with water will reduce body core temperature. **HN**

NEED TO KNOW

Calorie recommendations today

Sports nutrition, like all sciences, is evolving—and recommendations occasionally change, based on the latest science and “what works” for real athletes. Since this article was written (more than a decade ago), we’ve revised our caloric recommendations downward in keeping with the levels that produce successful race results—without the bonking, digestive distress, and other problems associated with higher caloric recommendations. **We strongly advise most athletes to aim for a caloric “sweet spot” of 120-180 cal/hour.** But, as Bill Misner, Ph.D. points out, some athletes in some situations may occasionally require a little more than that. Athletes at very advanced fitness levels, and/or those that are heavier, may need to consume more calories—up to 200-240 cal/hour.

According to Dr. Bill Misner: *“The current position stance of both the International Sports Nutrition Society and American Dietetic Association is 30-60 grams carbohydrate per hour, which converts to approximately 120-240 calories per hour. The upper limit should be used by athletes who are spending calories at that rate while the lower volume intake should be consumed by athletes not burning calories at higher rates. Rate of expense and repletion is individual and must be determined by trial and error in training.”*

Find more information on this important topic on the Hammer Nutrition website.

Read “The heat is on” by Bill Misner, Ph.D. at <http://www.hammernutrition.com/knowledge/the-heat-is-on-staying-cool-in-the-heat.301.html>.

Read more about muscle cramps at <http://www.hammernutrition.com/knowledge/muscle-cramps.777.html?sect=advanced-knowledge-section>.



Hydration

It can win (or lose) you the race!

Make no mistake, we’ve all made poor judgment calls that have cost us time and possibly even injuries while racing. But perhaps the biggest mistake that we see athletes continuing to make is improper hydration. Proper hydration costs you almost nothing—improper hydration, however, can cost you the race and maybe even your health.

Serious consequences can occur from either overhydrating or under-hydrating. If you don’t drink enough, you’ll suffer from unpleasant and performance-ruining dehydration. Drink too much, and you’ll not only end up with impaired athletic performance, but you may also face potentially life-threatening water intoxication.

Excess water consumption causes sodium and

electrolyte levels in the blood to become overly diluted. The result is increased potential for cramping, stomach discomfort, bloating, extra urine output, and in extreme cases, even death.

Our recommendation: Most athletes, in most conditions, do very well with a fluid intake of 20-25 ounces per hour during exercise. Smaller athletes in cooler conditions might do just fine with 16-18 ounces of fluid per hour. Larger athletes and those exercising in very hot conditions might need as much as 28 ounces hourly. If you feel that you need more than 20-25 ounces of fluid per hour, proceed cautiously, and remember to increase your electrolyte intake by adding a few extra servings of Endurolytes to match your increased fluid intake.

Excess salt boosts risk for cancer

Another BIG reason to steer clear of excessive sodium—in *any* form!

BY THE STAFF OF *ENDURANCE NEWS*



Hold the pickles . . . and, while you're at, hold the hot dog, ham sandwich, and salt-cured fish, too. Several recent studies have shown a strong direct link between routine high salt intake and various cancers. The findings add even more evidence to the overwhelming case against excess sodium (see "Less sodium is best," p. 55)—and give you another reason to hold the line against this commonly overused mineral.

Salty foods and stomach cancer

In an analysis of seven studies with an overall sample of nearly 270,000 people, researchers found that regularly eating salty foods was directly associated with higher risk of gastric cancer. The more salt in the diet, the greater the risk.

For their analysis, the researchers selected scientific studies published between 1966-2010, which met their criteria for assessing salt intake and gastric cancer risk. Their in-depth analysis revealed that "high" salt intake was associated with a 68% greater risk for gastric cancer vs. "low" salt intake, while a "moderately high" salt intake was linked with a 41% greater risk of gastric cancer. Consuming specific salty foods—pickled foods, salted fish, and processed meats—also was associated with greater risk.

The scientists suggest that high levels of sodium in the gastric system damage the protective mucous barrier and increase the presence of *H. pylori* bacteria, a risk factor for gastric cancer.

"This is strong evidence against consuming high or moderate levels of sodium habitually, as is the common practice in America," commented Bill Misner, Ph.D., who originally shared the *Clinical Nutrition* article with Hammer Nutrition.

Table salt and cancer

Another recent study found that routinely adding salt at the table was associated with an increased risk for several types of cancer. In this study, nearly 20,000 people confirmed to have cancer (stomach, colon, rectum, pancreas, lung, breast, ovary, prostate, testicular, kidney, bladder, brain, non-Hodgkin's lymphoma, or leukemia), as well as a control group of more than 5,000 people, completed a 69-item questionnaire on their eating habits over a two-year period. Compared with never adding salt at the table, always or often adding salt was associated with an increased risk of stomach, lung, testicular, and bladder cancers.

Bottom line: Recent studies show that high salt intake increases the risk for many common cancers—as well as high blood pressure, heart disease, and many other problems. Avoid excess sodium in your daily diet and in your endurance fuels and supplements to help your body perform its best in all ways. **HN**

REFERENCES AVAILABLE UPON REQUEST



Less sodium is best

Since its beginning in 1987, Hammer Nutrition has taken a strong stance against excess sodium. Besides the cancers cited in these studies, high sodium intake has been linked to heart disease, kidney problems, loss of bone density, impaired electrolyte balance, and more. (See EN90, "Why prerace sodium loading isn't the way to go.") During exercise, acute high sodium intake can cause lethargy, weakness, and swelling. "If sodium levels increase too high, seizures and coma [or even death] may result," says Bill Misner, Ph.D.

Yet despite the real hazards of high sodium intake, many endurance supplements/fuels on the market contain extraordinarily high amounts of sodium. The makers of some of these products advise consuming them prior to hot weather and/or ultra-distance exercise to help prevent dehydration! Others explain that the excess sodium in their product replenishes lost electrolytes.

Neither of these explanations makes sense, however. What they're not telling you is that:

- Sodium alone, or sodium and potassium, cannot fully satisfy your body's electrolytic mineral requirements.
- The amount of sodium in a sports drink generally reflects the amount of simple sugars it contains. The higher the sugar content, the more sodium must be present—not so much to replenish sodium losses, but simply to get that sugar-laden mixture through the GI tract more efficiently.

Hammer Gels, HEED, Perpetuem, and Sustained Energy contain appropriate amounts of sodium. HEED also contains a full-spectrum electrolyte profile that adequately and completely replenishes electrolytes. Hammer's Endurolytes (regular Endurolytes, Fizz, and Endurolytes Extreme) offer different levels of sodium in combination with other electrolytes, so that you can fulfill your electrolyte needs according to the conditions, without relying exclusively on high doses of sodium. You can use them in combination with any Hammer fuel or supplement to achieve peak performance, stay healthy, and feel great all the while!

"I have enjoyed the benefits of Race Caps Supreme for three years now and I can't imagine a day without it."

- Tom B.



MSRP
\$48.95 - 90 Capsules
\$44.95 - 3 or more

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



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Cancer: the sugar connection

Having a sweet tooth could kill you.

BY NANCY APPLETON, PH.D. AND G. N. JACOBS

No one wants to hear the word “cancer” spoken anywhere near them. Instinctively, we may think it’s catching and we have to remind ourselves that it isn’t contagious—at least not in the ordinary sense. The word cancer describes the process of the body’s cells growing out of control and the disease that results. Research shows that even in healthy people some cells are continuously being damaged and mutated by the various natural stressors that exist in our environment, regardless of our diet and modern lifestyle. However, healthy people may never have to worry about getting cancer because their immune systems still work to eradicate all threats—usually before their next regularly scheduled doctor visit.

An unhealthy person may get cancer because he or she has suppressed his or her immune system with diet and distress. The cells that have been damaged by the environment will not have any checks and balances and will

therefore continue to grow, so cancer may develop.

Sugar feeds cancer

Sugar has been linked to the cancer process ever since Dr. Otto Warburg won the 1931 Nobel Prize in Medicine for his work on cancer’s energy cycle. He discovered that normal cells function best with oxygen as a catalyst for energy transfer, while abnormal cells transfer energy without oxygen. This oxygen-deficient cancer process is similar to how muscles create lactic acid after hard exercise, or how bacteria-like brewer’s yeast converts sugars or plant fibers into alcohol, carbon dioxide, and water. All of these processes are sugar-dependent.

Warburg also described how a cancer causes the body to make sugars from proteins instead of carbohydrates or fat. This process, called glycogenesis, leads to the body wasting away because the body starves itself to feed the cancer. Additionally, the body must keep up

with the expansion rate of the cancer cells, which is eight times faster than the expansion rate of normal cells.

There are other clues that sugar feeds cancer. It is no accident that positron emission tomography (PET) scans can be used to detect cancer by adding a slightly radioactive glucose solution to the bloodstream. The solution races directly to the cancer, and the radiation highlights the abnormal areas of the brain and other tissues. The various hospitals that perform PET scans explain that the brain, heart, and lungs consume copious amounts of sugar from the solution, leaving behind the radioactivity to measure any changes in these affected areas. But, the PET scan is also used to detect cancer anywhere in the body, so perhaps cancer consumes sugar as if it were going out of style.

Since the pancreas makes the insulin that helps us deal with the sugar in the bloodstream, this organ is a logical next step for exploring how sugar feeds cancer. Patients with pancreatic cancer have a survival rate of 4% in their fifth year after diagnosis. An 18-year study followed 180 women who had pancreatic cancer. The researchers took note of the glycemic index (GI) of the foods the patients ate. GI measures the rate at which an individual food raises blood sugar levels. Multiplying the GI by the total number of carbohydrates in the food and dividing that number by 100 equals the glycemic load (GL). The researchers cross-referenced the GI and GL with other factors in the patients' lives, including smoking, exercise levels, history of diabetes, fructose intake, and BMI. These were the results:

- Overweight women (BMI over 25) with inactive lifestyles who had high-GL diets (over 20) were at the highest risk of pancreatic cancer.
- Women with active lifestyles who had high-GL diets were 53% more likely to develop pancreatic cancer than active women with low-GL diets.

- Women with active lifestyles and high fructose intake were 57% more likely to develop pancreatic cancer than active women who had low-GL diets.

In North Carolina, a survey was conducted to determine which foods and beverages cancer patients preferred. A total of 222 adult oncology patients participated in the survey while in an oncology center for treatment or in a doctor's office for an appointment. Foods requested by at least 50% included crackers, doughnuts, fruit cups, cookies, applesauce, and gelatin cups.

Other studies have shown the link between high sugar consumption and various types of cancer. At least one included results correlating to a high rate of type-2 diabetes with a similarly high rate of breast cancer in women. Other researchers, outside the U.S., found that high sucrose intake resulted in a slightly more than doubled risk of developing colon cancer. Glucose produced a risk slightly less than sucrose.

Sugar not only helps cancer get started, it also accelerates cancer growth. A mouse study of human breast cancer demonstrated that tumors are sensitive to blood glucose levels. Sixty-eight mice were injected with an aggressive strain of breast cancer and then fed diets to induce either high blood sugar (hyperglycemia), normal blood sugar (normoglycemia), or low blood sugar (hypoglycemia). There was a dose-dependent response that showed the lower the blood glucose, the greater the survival rate. After 70 days, 19 out of 20 hypoglycemic mice survived compared to 16 out of 24 normoglycemic mice and 8 out of 24 hyperglycemic mice. The authors of the study suggest that regulating sugar intake is key to slowing breast tumor growth.

Avoiding cancer

Cancer can be fought with diet and a positive outlook. If you are diagnosed

with cancer, you should cut all sugar out of your diet, including fruit, in order to starve the tumor of all sugars. Whole fruit may be good for healthy people, but even the naturally-occurring sugar in whole fruit can feed a tumor.

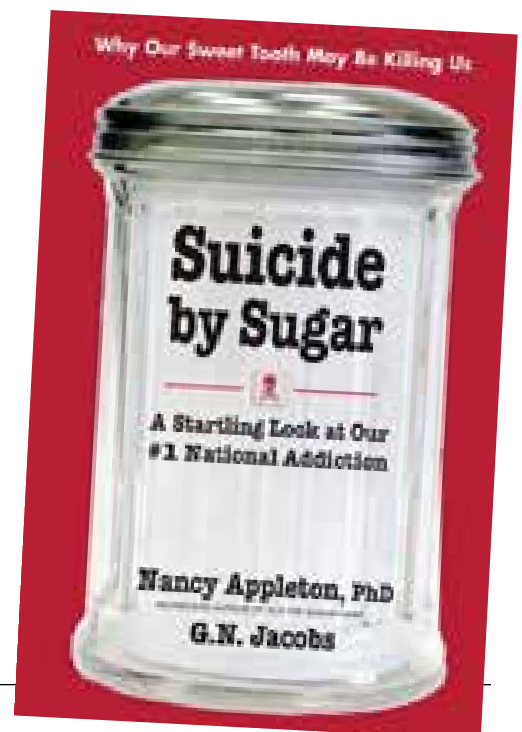
Food Plan III [in the book *Suicide by Sugar*] includes removal of all possible sources of dietary sugar: sweets, fruit, and most importantly, soft drinks. Sugar feeds cancer, and getting and keeping the fasting blood glucose down below 100mg/dL will help with cancer and many other diseases.

Also remember to ask for all your results when you have laboratory work done in a doctor's office. You are in charge of your health. You will get back blood tests with the levels of blood glucose that you can compare from time to time, as well as many other factors to use for comparison. You can also give your tests to another doctor to review. **HN**

Adapted from Suicide by Sugar by Nancy Appleton, Ph.D. and G.N. Jacobs, © 2009. Square One Publishers. www.squareonepublishers.com. Used by permission.

NEED TO KNOW

Hammer Nutrition highly recommends the book *Suicide by Sugar—a startling look at our #1 national addiction* by Nancy Appleton, Ph.D. and G. N. Jacobs; the 178-page paperback thoroughly documents the connection between the health crisis (cancer and much more) in America and high sugar consumption. It also provides an easy to follow lifestyle plan—complete with recipes—to guide you in reducing or eliminating sugar. **Order *Suicide by Sugar* on the Hammer Nutrition website at <http://www.hammernutrition.com/search?q=suicide>.** Read more about the dangers of refined sugar on the Hammer Nutrition website, under the “Advanced Knowledge” section.





The racer's edge: Less is best

Based on scientific evidence and our experience working with thousands of athletes for more than two decades, we have determined the following ranges to be ideal for most athletes, most of the time, to achieve and maintain optimal exercise performance:

Fluids:	Sodium chloride:	Calories:
20-25 ounces/ hour	100-600 milligrams/hour (1-6 Endurolytes, 1-2 Endurolytes Extreme, or 1/2-3 Endurolytes Fizz)	120-180* calories/hour

*Rare circumstances may require slightly more, up to 200-240 cal/hr

Calories count!

What and how much you consume can mean the difference between a PR and a DNF.

BY THE STAFF OF *ENDURANCE NEWS*

Endurance and ultra-endurance athletes require carbohydrates, protein, and fat—all three forms of fuel that the human body uses—for optimal performance. Like every aspect of success in endurance events, proper nutrition requires planning, practice, and training to reap the benefits on race day. Here's the inside track on proper fueling for best performance and superior health.

Carbohydrates

As all athletes know, "carbs are king" when it comes to fueling for endurance exercise. But you can't consume just any carbohydrate at any time. Depending on what you use, carbohydrates can either

help or hinder your performance. Here's what works:

- **Complex carbohydrates: steady, usable energy without stomach distress** - Products containing simple sugars—typically sucrose, fructose, and/or glucose (dextrose)—must be extremely diluted or your body can't digest them. That's due to "osmolality," a chemical measure of the concentration of a solution's dissolved particles that can permeate a cell membrane. (For more details on this important factor, see *The Endurance Athlete's Guide to Success*.) The trouble is, at this weak concentration (6-8%), not enough energy is available for working

muscles. To obtain enough calories during exercise, you would have to consume about two bottles of fuel per hour, increasing your risk of fluid intoxication.

Complex carbohydrates can be digested readily at a much higher concentration of up to 18%. Your liver then converts some of the fuel to glycogen for storage and some of it directly to glucose for immediate use by muscles. Complex carbohydrates (including the maltodextrin in Hammer Nutrition's HEED and Hammer Gels) allow you to absorb more calories for use as energy than you can from simple sugars.

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"I LOVE your Endurolytes!" - Michael F.

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- **Maltodextrin: fast energy without the crash** - With a glycemic index (GI) of about 100, maltodextrin elevates blood sugar level as rapidly as glucose, and that's desirable during exercise—as long as calorie intake is within the recommended 120-180 cal/hr range, or slightly more in some situations. (GI is a measure of the speed at which the body breaks down a carbohydrate into glucose.) But while maltodextrin elevates blood sugar levels rapidly, it does not cause sudden spikes in insulin, the way simple sugars do. That sudden recruitment of insulin then causes a subsequent, dramatic drop in blood sugar levels, even below the fasting level! This “flash and crash” energy typically results in the dreaded “bonk.” Maltodextrin provides consistent, lasting energy, without causing the crash of simple sugars
- **Avoid multiple carbohydrate sources during exercise** - Some sports fuels contain a blend of carbohydrates, based on research conducted by the Dutch sports scientist Asker Jeukendrup. Jeukendrup found that consuming a carbohydrate blend increased oxidation rates, indicating higher energy production. However, most of the study subjects cycled at a low intensity pace—only 50-55% maximum power output—which would allow you to digest almost anything without gastric issues. In our nearly three decades of working with athletes engaged in typical 75-85% efforts, and/or multi-hour endurance events, fueling with a combination of simple sugars and complex carbohydrates in amounts higher than about 4.0-4.6 calories per minute did not yield positive results. It only increased performance-inhibiting, stomach-related maladies.

Fatty acids

The typical athlete has a vast reserve of calories (up to 100,000!) available from fat stores. When exercise goes beyond about two hours, these fatty acids are the fuel of choice, providing approximately 60-65% of your caloric expenditure. However, for this process to go smoothly,

you must not consume excess calories (we suggest no more than about 200 calories per hour) during exercise. If you try to match energy losses with replacement calories from your fuel, you'll inhibit the efficient use of fats for fuel.

Protein

After 90-120 minutes of exercise, about 5-15% of the calories you use will come from protein. If your fuel doesn't supply this protein, your body will scavenge it from muscle tissue—causing muscle fatigue and depletion, post-exercise soreness, and a weakened immune system.

To avoid this protein cannibalization, your ingested fuel should incorporate protein in a ratio of about 8:1 (by weight) carbs to protein. *Sustained Energy*, *Perpetuem*, and *Perpetuem Solids* meet this requirement, and are your best fuel choices for long-duration exercise. Sustained Energy and Perpetuem fuels contain soy protein. Although whey protein is excellent for use after exercise, soy is the preferred protein for use during prolonged exercise. Here's why:

- Soy does not readily produce ammonia, a primary factor in premature fatigue
- Soy is easy to digest
- Soy has an excellent profile of amino acids, including the highly beneficial branched chain amino acids (BCAAs), which your body readily converts for energy

Bottom line: For exercise that lasts less than two hours, a complex carbohydrate fuel that contains maltodextrin (*HEED* and *Hammer Gels*) should perfectly meet your energy needs. For exercise beyond two or three hours, we recommend a “carb + protein” fuel (*Sustained Energy* or *Perpetuem*), either as your sole fuel from beginning to end, or as your primary fuel. Remember: you can't replace calories at the same rate you use them during exercise. Instead, aim to replenish them at the rate of 120-180 calories per hour. You can always add a bit more, if necessary. **HN**

Fuel lean:
120-180
cal/hr

FACT: Your body can't process calories in an amount that approaches what it expends during athletic activity. If you want to achieve your best performance, DO NOT follow the “calories out, calories in” protocol recommended by some “experts.”

Instead, replenish calories in body cooperative amounts. Your fat stores will easily make up the difference. For most athletes, 120-180 calories/hour will be the ideal range. Fewer calories per hour can be processed while running, so adjust accordingly. In very rare instances, larger athletes and people with very high metabolic rates may need up to 200-240 calories per hour. It's always better to err on the side of taking in too few calories, as you can always easily add them.

Learn more: Find out more about this important topic by reading the extensive Endurance Library on the Hammer Nutrition website. You'll find dozens of articles on fueling and caloric intake during training and races at <http://www.hammernutrition.com/search?q=calories>.

Perpetuem

The time-proven, “real deal” endurance fuel!

BY STEVE BORN



Ever since its introduction in 2003, Perpetuem has been put to the test in the most grueling events imaginable and come out on top. From summiting Mount Everest to crossing the English Channel to the Deca Ironman and everything in between, Perpetuem proved to be the supreme ultra fuel.

But before releasing it to the public, I took Perpetuem on one final torture test, I mean endurance challenge—using it as my primary source of calories to become the first and only person in history to do the “Double Furnace Creek 508”—and set a record in October 2002 that still stands today, unchallenged. A finish-to-start, start-to-finish crossing of the brutal Furnace Creek 508 route with a total of 1,016 miles and approximately 70,000 feet of climbing. During 82:16:34 of almost continuous pedaling with only a 4-hour sleep break, Perpetuem supplied 80% of my total calories!!

I spotted the field the first 508 miles and still finished 21st overall in the actual race. No stomach upset, roller coaster energy levels or GI distress, just smooth sustained energy. Can any energy/hydration/sugar/salt/citric acid drink mix match that? Think you can do that on gummy bears, Payday candy bars, rice balls, and stroopwafels? Nope! The remaining calories were supplied by Almond Raisin Hammer Bars and a nice meal before the official start in Ventura. 3-4 Endurolytes per hour allowed me to maintain perfect electrolyte balance with no cramps whatsoever. Hourly doses of Anti-Fatigue Caps and Tissue Rejuvenator were also crucial to my success.

So, if you’ve never tried Perpetuem, and you like to go long—and especially if you’ve been using another so-called “endurance fuel”, most of which are

loaded with refined sugars (sucrose, glucose, fructose, dextrose), excessive sodium and way too much citric acid—it’s time to give this “real deal” fuel a thorough test. You can absolutely rely on Perpetuem to fuel your body with three sources of calories—complex carbs, protein, and lipids (fat)—and get you where you want to go, no matter how far or difficult that distance may be, guaranteed!

Perpetuem’s ultra-effective formula

Complex carbohydrates – Consistent, reliable energy DOES NOT come from simple sugars, so if the fuel you’re using contains any “ose” sugars (glucose, sucrose, fructose, etc.), it’s time to make an immediate change. Perpetuem’s complex carbohydrate (maltodextrin) allows your body to absorb a greater volume of calories than simple sugar-based fuels do. The goal in fueling is to provide your body with calories that are readily available for conversion to energy, and without delay from the GI tract to the blood stream (i.e., no stomach distress). Plus, complex carbohydrates supply a longer-lasting energy than simple sugars, which result in undesirable “peak and valley” energy levels. When it comes to high-quality, sustained energy, complex carbohydrates are the undisputed champion every time!

Soy protein – When exercise goes into the second hour and beyond, it’s important to consume some protein along with complex carbohydrates. At this time, about 5-15% of your caloric utilization comes from protein, and if the fuel you are consuming doesn’t supply it, your body will have to rely on “burning” your muscle tissue to satisfy its protein requirements. When your muscle tissue is cannibalized for energy, it can cause premature muscle fatigue—due to excess

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ammonia production and buildup from the protein breakdown process—as well as excessive muscle tissue breakdown and post-exercise soreness. If you work out for a few hours without protein in your fuel mix, you can count on poorer-than-hoped-for exercise performance and a recovery period that is much longer than desired. It's as simple as that.

Healthy fat – The longer you exercise, the more your body relies on stored fatty acids to satisfy its fueling requirements. The small percentage of healthy, soy-derived fat in Perpetuem can help to cue your body to more liberally release its fatty acid stores, allowing them to be more readily available as a source of energy. A little fat in fuel also slightly slows the rate of digestion and thus promotes “caloric satisfaction,” another attractive plus, especially during primarily aerobic ultra-distance events.

Sodium tribasic phosphate – If you really want to “beat the burn” you want sodium phosphate, arguably the most effective acid-buffering agent there is. Sodium phosphate neutralizes the effects

of excess lactic acid and helps to increase endurance by balancing the acid/alkaline levels in the blood. Phosphates are also part of a compound found in red blood cells known as 2,3-DPG, an enzyme that releases oxygen from hemoglobin into the muscle cells. The sodium phosphate in Perpetuem helps to maximize your body's concentrations of 2,3-DPG, improving the availability of oxygen to working muscles and aiding endurance.

Perpetuem's auxiliary nutrients

Perpetuem's complex carbohydrates, soy protein, healthy fats, and sodium phosphate place it light years ahead of the glut of “endurance fuels” currently littering the market. Perpetuem doesn't stop there, however; the formula also contains the following beneficial nutrients:

- **L-carnosine** – Not only is this compound a perfect acid-buffering complement to sodium phosphate, it's also a potent antioxidant.
- **L-carnitine** – For your body to use fats as a fuel source with any efficiency, it needs l-carnitine. This

nutrient, rapidly depleted during even moderately intense exercise, is the “ferry” that transports fatty acids into the mitochondria (energy-producing “furnaces”) of muscle cells so that these fats can be used to produce energy.

- **Chromium polynicotinate** – Efficient carbohydrate metabolism and stable blood sugar levels are a must during exercise, and no other nutrient supports these beneficial functions better than this trace mineral.
- **Choline bitartrate** – Depleted during prolonged and/or strenuous exercise, this nutrient is a necessity for the metabolism of fats.

Bottom line: For 12 years and counting, Perpetuem has been successfully used by thousands of athletes in the world's toughest endurance contests. Using Perpetuem during your longer-duration workouts and races allows you to stay focused on the job at hand and not have to worry about coming up short on energy or getting sick from your fuel. **HN**

Ultra convenience

Perpetuem comes in a variety of forms to suit your preference. Choose:

16- or 32-serving containers



Use Perpetuem powder to prepare a single- or multi-hour bottle, or a concentrated gel or paste. Because Perpetuem contains no unhealthy preservatives, we recommend using premixed Perpetuem within 3-5 hours, or perhaps 6-8 hours, depending on the temperature. For full details on Perpetuem mixing options, go to the Hammer Nutrition website, Advanced Knowledge/Hammer Nutrition Fuels.

Single-serving packets



Carry these convenient packets with you, add to your water bottle in the amount suggested for your weight, and consume hourly.

Solids



Three chewable tablets provide 100 calories, with no worries about spoilage. Use as a sole source of calories or combine with other Hammer Nutrition fuels and supplements.

Steve's Faves

Premium Insurance Caps

BY STEVE BORN

“Neither supplements, nor those professing to consume a balanced diet, are without nutrient deficiencies.” Those are the words of Dr. Bill Misner, and I couldn’t agree more. I don’t believe that any of us can neglect our diet and then cover all of our nutrient needs simply by taking a handful of pills. By the same token, as discussed in “The Myth of the Balanced Diet” (page 36), I remain adamant that none of our diets—no matter how consistently we try to eat as healthy as possible—come close to providing all of the nutrients we need for optimal health.

That’s why I take Premium Insurance Caps every single day, and I have for as long as I can remember. It doesn’t replace my efforts to eat the best diet I can as consistently as possible. But Premium Insurance Caps most definitely bridges the gap between what I should be obtaining from my diet nutrient-wise, and what I’m actually getting. This balanced approach of healthy diet and intelligent supplementation ensures that I’ve covered my nutritional bases.

The Premium Insurance Caps advantage

Here’s why I think Premium Insurance Caps is the best vitamin/mineral supplement available:

1. Optimum, not minimum, amounts – Unlike many vitamin/mineral supplements that contain inadequate Reference Daily Intake (RDI) amounts of nutrients, Premium Insurance Caps is formulated with Optimum Daily Intake (ODI) amounts of the highest quality vitamins and minerals. Dr. Shari Lieberman hits the nail on the head about why the use of ODI amounts in supplementation is so vital: “RDIs reflect amounts that are adequate to prevent nutrient-deficiency diseases, and are not tailored for individual needs. In order to attain a state of optimum health and disease prevention, we must take into our bodies optimum—not minimum—amounts of vitamins and minerals.”

NOTE: Premium Insurance Caps contain superb levels of the B complex vitamins, amounts that replicate many stress support formulas, thus making those products unnecessary in your supplement regimen.

2. Capsules, not tablets – The nutrients in Premium Insurance Caps are contained within a two-piece all-vegetable capsule; that means they will dissolve much more rapidly and thoroughly than tablets would, so your body actually will receive the nutrients you’re consuming.



USAGE:

Take 3-7 capsules daily in divided doses with food.

On heavy training days (more than 2 hours) 3-7 additional capsules can be taken.

For best results, split dosage, taking half with A.M. meal and half with midday meal.

Because tablets can take longer to break down, they often irritate the intestinal lining, causing stomach discomfort. Additionally, tablets can pass through the entire digestive system only partially dissolved, or completely un-dissolved. Either way, your body does not get the full volume of nutrients you ingested—which means you’re not really getting what you paid for.

- 3. Highly-assimilated, amino acid-chelated minerals** – For many minerals, there are several forms available, all with differing absorption rates. Some companies use inexpensive forms of minerals in their products; e.g., magnesium in the oxide form or calcium in the carbonate form. Unfortunately, these less expensive forms are not as well absorbed as other forms, such as the amino acid chelates used in Premium Insurance Caps.
- 4. Multiple digestive enzymes for maximum nutrient absorption** – It’s not what you consume, it’s what you absorb. To aid the absorption of nutrients, Premium Insurance Caps includes digestive enzymes such as pepsin and papain.
- 5. Only beneficial nutrients, no “salt and pepper”** – Some companies add auxiliary nutrients at levels that have no real value (what I call “salt and pepper” amounts). For example, I’ve seen several multivitamin/mineral supplements that contain only 5 mg. of coenzyme Q10 or lipoic acid. Both are fantastic nutrients, but at that level you won’t experience any true benefits. So even though a product’s label may show a long list of auxiliary nutrients, you won’t see results if the amounts are inconsequential. When you buy such a product, you’re paying for a product that has little more than an impressive label. All of the nutrients included in Premium Insurance Caps are at levels that will provide real benefits.

Why you should take Premium Insurance Caps

For optimal health and enhanced athletic performance, you must aim to consistently consume a high quality diet—not

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just for the vitamins and minerals, but primarily for the beneficial phytonutrients, enzymes, and fiber. To augment that, “filling in the gaps” between what your diet should contain and what it actually does provide, daily supplementation with a high quality vitamin/mineral supplement is equally important.

It’s up to you to take care of your diet. But for a high-quality vitamin/mineral supplement, you need look no farther than Premium Insurance Caps. Premium Insurance Caps is formulated with Optimum Daily Intake (ODI) amounts of the highest quality vitamins and minerals for optimal health. In addition, Premium Insurance Caps contains ample amounts of other important nutrients, as well as digestive enzymes to help maximize absorption.

Sadly, far too many athletes and active people discount the value of taking a vitamin/mineral supplement, instead putting their faith in the notion that “you can get all you need from your diet.” That’s a major mistake. Additionally, many athletes don’t place much emphasis on taking a multivitamin/mineral supplement, perhaps because they feel it won’t have much impact on their athletic performance. This, of course, isn’t true and here’s why:

Providing your body with adequate supplies of vitamins and minerals is similar to pouring a strong foundation when building a house. Without a strong foundation, the house will lack structural integrity. Similarly, without adequate vitamins and minerals, many of your important bodily systems (especially your immune system) will not have the support needed to function properly. At the very least, this means you won’t get the full value from all of the hard work you put into your training. It could also very well result in a compromised immune system, which is definitely something to avoid.

I encourage you to not fall victim to the “you can get all you need from your diet” myth. Additionally, please don’t consider the use of a multivitamin/mineral supplement as being unnecessary. Remember, as an endurance athlete you place enormous physiological demands on your body, so your nutrient requirements—just to maintain health—are much greater than the average person’s. As Dr. Misner states, “Endurance athletes require more minerals, antioxidant vitamins, and water-and fat-soluble vitamins, because exercise intensity or duration takes its toll, often depleting them faster than food can alone re-supply them.”

Bottom Line: Your goal isn’t just to maintain health at a minimally acceptable standard; your goal is to achieve supreme health! In addition, you want to get the absolute most out of your body so that it can do what you want it to in your workouts and races, while you have more fun and achieve greater success in the process. That’s where an intelligent, high quality supplement program comes in; it plays an undeniably vital role in helping you achieve optimal athletic performance and overall health. Premium Insurance Caps is the foundation of that supplement program! **HN**

EVY GONZALES’S DIRTY GERMAN ENDURANCE FEST 25K RACE RECIPE

DURING TRAINING RUNS

Chocolate, Espresso, and
Peanut Butter Hammer Gels
Hammer Bars

PRERACE (3 HOURS PRIOR):

Bagel with peanut butter
Banana

15 MINUTES BEFORE THE RACE:

Chocolate Hammer Gel

DURING THE RACE:

HEED
Chocolate Hammer Gel (45
minutes into the race)
Endurolytes Extreme, hourly

AFTER THE RACE/ WORKOUTS:

Chocolate Recoverite
Endurolytes Fizz

RESULTS

2nd female (2:11:43)

“In the past I suffered heat stroke at a Texas marathon, when I wasn’t properly hydrated. Since I began taking Endurolytes I’ve seen a significant difference. Endurolytes has been a game changer.” - Evy Gonzales



Try this cool iced coffee!

BY VICKI HACKMAN

Kick start your day with this healthy and delicious drink. The options are endless, so feel free to be creative.

For a Swiss Vanilla coffee, substitute Vanilla Protein and add some almonds to the mix. For an iced coffee smoothie, simply use more banana and less coconut milk; add a handful of ice to the blender, then blend all ingredients until smooth. For a refreshing evening dessert, substitute The Down Shift (decaf) 53x11 Coffee.

It's also a super-convenient way to take your morning dose of Daily Essentials—Premium Insurance Caps, Race Caps Supreme, and Mito Caps—antioxidants, and other supplements! Simply open the capsules and add the contents to your blender. *HN*

Ingredients

1 cup brewed 53x11 Coffee of your choice

1/2 banana

3/4 cup unsweetened coconut milk

1 scoop Hammer Whey or Vegan Chocolate Protein powder

1 tablespoon peanut butter (optional)

Hammer Nutrition supplements (optional, such as Premium Insurance Caps, Super Antioxidant, etc.); adjust amount for one or two people)

Ice

Preparation

Add everything but the ice to your blender. (Open capsules, if using, and empty the contents into the blender.) Blend until smooth. Pour over ice into tall glasses, and enjoy! Makes 2 servings.



Coffee's health benefits

Coffee is much more than a morning wake-up beverage. Researchers have found that coffee may offer many impressive health benefits—besides its ability to increase energy level and lift mood. Here are just a few of the possible perks suggested by recent studies:

- Significantly reduced risk of type 2 diabetes
- Protection against Parkinson's disease
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*"Thank you for your wonderful products and customer service! I ordered the coffee and coffee mug for my husband for Father's Day. When the shipment came (earlier than expected :o)) there were all kinds of 'try me' products. This was well above my expectation. Then, yesterday, **I got a call from a customer service representative to ensure that I was pleased and ask if I had any questions. I was blown away and loved this one-on-one reach out service!** I told my husband; he definitely will continue to use your products due to the quality, flavor, and service! Keep up the good work!!" - Kristin E.*

*"My compliments to you Brittani! **I've never dealt with any other company that would call and go to such appropriate measures to get things done—much appreciated!**" - Melvin H.*

*"I wanted to thank you for your wonderful products and stellar customer service. . . . I've been using your products for a few years now and can't say enough good things about them, **and your customer service is without a doubt the best there is.** Thanks again!" - Claire L.*

*"Since I've been taking Tissue Rejuvenator, I have had to take very little anti-inflammatory drugs. It's a great product. **Thanks for being not just a great company that produces quality products, but also a company that cares about its clients!**" - Matt S.*



ANDRAYA

BLAKE

BRITTANI

MEGAN

CHRISTINA

In the Kitchen with Hammer Nutrition

Go to the Hammer Nutrition website and download your FREE full-color copy!

BY VICKI HACKMAN

Feeling great and performing your best starts with good nutrition—and that means fueling *and* eating right. Over the past 27 years, Hammer Nutrition has published dozens of delicious, wholesome recipes that we believe will help you become stronger, healthier, and happier (because you'll feel great!). Our clients have told us they've enjoyed many of these recipes so much that they've become family favorites. As a benefit to our customers, we've compiled all of our recipes into a beautiful, full-color, easy-to-use book—and it's FREE!

Simply visit the Hammer Nutrition website, search "cookbook," and download your free PDF copy of *In the Kitchen with Hammer Nutrition*. This 100+-page book contains dozens of healthy recipes and ideas for every meal of the day. Sections include Hammer Protein Smoothies, Refreshing Drinks, Salads, Soups, Side Dishes, Entrees (including vegetarian), Desserts, and an entire section on the nutritional super-star Quinoa. Whole, healthy foods—such as kale, avocado, beets, berries, beans, lentils, and pumpkin—are the star ingredients of these easy to prepare recipes. Simple cooking techniques and healthful herbs and spices maximize flavor and nutrition.

Hammer Protein Smoothies (such as Strawberry Blonde made with strawberries and banana) give you easy ways to incorporate the numerous health benefits of Hammer Whey, Soy, and Vegan Proteins into your daily diet. Mouthwatering salad recipes include Apple Avocado, Chinese Chicken, Kale Salad with Peanut Dressing, Kale Slaw, and Vegan Egg Salad. You'll also find

recipes for low-fat dressings, such as Basil Vinaigrette or Honey Sesame.

Not sure what to make for dinner tonight? How about Pepper Ahi Tuna Steak, Balsamic Chicken with Pears, or vegetarian Sweet Potato with Swiss Chard and Ricotta? For a side dish, maybe Cumin Carrots, Garlic Beets, or Roasted Cauliflower with Turmeric. Healthy grain options include Southwestern Brown Rice (with red bell pepper, red kidney beans, and cumin) and Greek Quinoa (with kalamata olives, tomatoes, and artichoke hearts). For a special occasion dessert, try Orange Almond Cakes, Blueberry Cobbler, or Almond Chia Seed Pudding. You'll find all of these—and many other—wonderfully delicious and incredibly nutritious recipes in *In the Kitchen with Hammer Nutrition*, free on the Hammer Nutrition website. **HN**



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Why we're "pro" antioxidants

These free radical fighters are essential for health and recovery after exercise.

BY ENDURANCE NEWS STAFF

Recently, the makers of certain athletic recovery drinks have called into question the benefit of taking antioxidants after exercise, suggesting they could actually *inhibit* recovery! We, however, firmly believe that antioxidants are vital for enhanced recovery and strong immune system functioning. Here's why.

Free radicals and antioxidants

Consuming antioxidants helps neutralize the negative effects of free radical buildup—and that's really important, because free radicals can do massive damage to your body. You've no doubt heard of "free radicals," but perhaps you've wondered just what they are, and how they can cause so much damage. Simply stated, free radicals are unstable atoms or molecules, usually of oxygen, containing at least one unpaired electron. Left unchecked, free radicals seek out and literally steal electrons from whole atoms or molecules, creating a destructive chain reaction.

Your body produces free radicals all the time as part of normal biological processes. But other factors—including exercise beyond 90 minutes, exercise above 80% VO₂ Max, eating animal meats and dairy products, exposure to pesticides and/or pollution, age, and simply stress—can cause your body to crank out even more free radicals. As an athlete, you consume huge amounts of oxygen and metabolize far greater amounts of calories than sedentary people. This means you're generating free radicals on the order of 12-20 times more than non-athletes!

Dr. Bill Misner writes: "Some theorize that soreness and stiffness result because free radicals and waste metabolites build up during either prolonged or intense exercise. The more volume oxygen that passes into our physiology for energy fuel metabolism, the more increased free radical-fatigue symptoms may be experienced If free radicals are not neutralized by on-site antioxidant stores immediately, tissue damage occurs to absolutely every cell membrane

touched by these imbalanced molecular wrecking machines."

Excess free radicals, in the words of one nutritional scientist, are capable of damaging virtually any biomolecule, including proteins, sugars, fatty acids, and nucleic acids. In fact, the cell damage caused by free radicals has been implicated in a long list of chronic degenerative diseases, including cancer, heart disease, Parkinson's disease, diabetes, and more.

Why supplementation is important

Antioxidants help counteract the damaging effects of free radicals, so antioxidant-rich foods—such as blueberries, grapes, and nuts—should be a big part of your daily diet. But as we pointed out in the article "The balanced diet myth," even those who eat what many would consider an "ideal" diet are unlikely to meet all of their nutrient needs—and that includes their need for antioxidants. If there were just one or two types of free radicals affecting our bodies, we might be able to get by with one or two antioxidants, such as vitamin C and vitamin E. But the truth is that there are several different free radicals, both water-soluble and fat-soluble, so you need a wide variety of antioxidants to combat them. In addition, many antioxidants work synergistically to support and enhance the effects of other antioxidants.

That's why we strongly recommend the use of an antioxidant supplement, such as Super Antioxidant and AO Booster. Both supply a wide range of water-soluble and fat-soluble antioxidants. Along with the antioxidants supplied in

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Premium Insurance Caps, Mito Caps, and Race Caps Supreme, these two products provide even more coverage against the damaging effects of free radicals.

Bottom line: While the benefits of exercise far outweigh the potential negatives caused by free radicals, excess free radical production and accumulation, if not properly resolved, may very well be your worst foe, as an endurance athlete. Excess free radical production can cause your body to oxidize and break down. Not only can this negate everything that you've worked so hard to achieve in your training, but it can also result in severe consequences to your overall health. Clearly, the necessity to neutralize excess free radicals cannot be overstated. That's why incorporating Super Antioxidant and AO Booster into your arsenal of recovery products is definitely a wise strategy. **HN**

NEED TO KNOW

For more information on this important topic as well as other aspects of recovery, go to HammerNutrition.com, and read the relevant articles in the "Advanced Knowledge" section. For more detailed information along with dosage suggestions on Super Antioxidant and AO Booster see our book *The Hammer Nutrition Fuels & Supplements - Everything you need to know.*



+



=

"Super Antioxidant and AO Booster combined are
AWESOME!

I have noticed that my legs feel fresh every day, even after a long training or high intensity day." - Jeremy J.

- Reduce post-workout soreness
- Boost immune system
- Obtain key antioxidants

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- Lessen muscle stiffness
- Reduce free radical damage
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Ben and Lauren Lovelace and Suzy Degazon at the ATP Multisport Triathlon Clinic. Photo : ATP Multisport



Mastering the swim

Become a U.S. Masters swimmer to outperform your tri competition!

BY SUZY DEGAZON, Hammer Nutrition sponsored athlete

Most triathletes always look for ways to improve their times. They work hard to perfect their bike and run—the disciplines that most already do well. But because many triathletes lack a swimming background, they often ignore their weakest discipline! Becoming a U.S. Masters Swimmer will help you overcome that weakness. By improving your swimming technique and following Hammer Nutrition fueling protocols, you will see real improvements in your triathlon results.

Benefits of becoming a U.S. Masters Swimmer

When I first decided to become a U.S.

Masters Swimmer (U.S.M.S.) a few years ago, I felt intimidated by the pool lane and walls. Although I could swim forever with what I thought was a “good enough” stroke, I could not kick and efficiently move forward. It was time to learn a new trick—to master the technique of swimming with proper form. Enter U.S. Masters Swimming. When someone decides to become a triathlete, they quickly understand they need to do drills, stretch, and maintain good nutrition to become faster on the bike and in running. The same applies to swimming.

Through the U.S.M.S. program,

- Your coach will review your technique and offer drills to correct it.
- Your coach can video your stroke

above and below water so he/she can analyze it with you and help you improve it.

- You'll learn different strokes. Changing strokes can reduce fatigue and overuse injuries. Breast stroke can be used in open water to help keep you on course; back stroke can be used if you panic or become tired.
- You'll learn to balance quantity with quality; focus on form and efficiency will follow.

Fueling to advantage

Fueling my body during training, racing, and recovery has never been easier than when using Hammer Nutrition products.

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Swim practices - Because masters swim practices start at 5:30 a.m., I usually skip breakfast and take a **Hammer Gel** shortly before I get into the pool. During 90-minute workouts I usually don't have anything, since I don't carry a water bottle for a 2.4 mile swim. But on my way home, I have an **Espresso Hammer Gel**, followed by a tall glass of **Chocolate Recoverite** when I arrive home.

Ultra swimming – When racing ultra distances, I change my plan. I still have **Hammer Gel** beforehand, but during the longer swims I fuel with HEED and take **Endurolytes**, **Anti-Fatigue Caps**, and **Race Caps Supreme**.

Ultra biking and running – The most important lesson I have learned from Hammer Nutrition is that “less is best” when it comes to calorie intake. That applies to all disciplines. If I'm doing a 200-mile bike ride or a century ride, I usually make a 3-hour bottle of **Caffé Latte Perpetuem**, my favorite Hammer product. I carry plain water in my other bottle, and take extra powder in a small Ziploc-type bag to add after the first 3 hours.

I would never leave for an ultra without a **Hammer Vegan Recovery Bar**, which I have during ultra runs and long bike rides for the added protein. In time, you learn what your body can handle and you become more disciplined at aid stations. After all, you would not fuel your car with just water. By using premium fuel your car will perform better—so I choose to fuel my body with Hammer Nutrition!

Recovery – After all of my workouts and races, I have **Recoverite**. After really long, hard workouts, I also use **Hammer Vegan Protein**, either in a smoothie or simply mixed with water!

Since I became a U.S. Masters Swimmer, I've seen small but important improvements in my swimming, and I'm learning to use the clock. My running and cycling are getting stronger, too, as I embrace different muscle groups in the pool. A masters swim group can be as fun as your coach makes it. Next time the coach says, “6x100 IM with 15 seconds rest,” take the challenge—you might enjoy it! **HN**

JENNIFER RESCHKE'S BONE ISLAND HALF IRON RACE RECIPE

Photo : Neil Gallivan

PRERACE MEAL (3 HOURS PRIOR TO START):

Cranberry Hammer Bar
Banana

JUST BEFORE THE SWIM:

Vanilla Hammer Gel
2 Endurolytes

DURING THE BIKE LEG:

Melon HEED
Peanut Butter, Espresso, and Vanilla Hammer Gels (1 every 45 minutes)

DURING THE RUN:

Hammer Gels
Endurolytes

WAITING AT THE FINISH:

Chocolate Recoverite

RESULTS

6th AG, 25th overall

“I've skipped gels in the past . . . what a difference they made coming off the bike leg! At the finish, two people remarked how happy and strong I looked. I was drinking Recoverite and told them I really worked on my timing and fueling for this race. They asked if I was sponsored by Hammer, and I said ‘yes.’ They said ‘you're lucky!’ And I totally agree!! P.S. I LOVE, LOVE, LOVE the Peanut Butter Hammer Gel.”

- Jennifer Reschke



Higher protein intake may reduce stroke risk

Consuming 20 grams or more of protein a day may make you much less likely to suffer a stroke than those who eat less protein, according to the author of a recently published meta-analysis. The analysis considered seven studies with a total of 254,489 participants followed for an average of 14 years.

The participants with the highest dietary protein intake were 20% less likely to develop a stroke than those with the lowest dietary protein intake. The results took into consideration other risk factors, such as smoking.

The reduced risk of stroke was stronger for animal protein than vegetable protein. However, study author Xinfeng Liu, MD, Ph.D., of Nanjing University School

of Medicine in Nanjing, China, noted that two of the studies were conducted in Japan, where people eat more fish and less red meat than Westerners do. Other studies have shown that higher protein intake tends to lower blood pressure, which may reduce the risk of cardiovascular disease. **HN**

Source: American Academy of Neurology (AAN). "Diet higher in protein may be linked to lower risk of stroke." ScienceDaily, 11 June 2014. www.sciencedaily.com/releases/2014/06/140611170750.htm



Hammer Tip:

It's easy to ensure that your daily protein intake reaches the 20 grams suggested for lowering the risk of stroke. **Hammer Whey Protein** contains 18 grams of protein per serving; **Hammer Vegan Protein** contains 20 grams protein per serving, and **Hammer Soy Protein** contains 23 grams per serving! What's more, Hammer proteins contain just 1 gram or less of fat and no saturated fat. Hammer Whey, Soy, and Vegan Proteins offer many other benefits, too. Endurance athletes need protein for the maintenance, repair, and growth of lean muscle mass—in amounts far greater than the normal adult RDA. Low dietary protein lengthens recovery time, causes muscle weakness, and suppresses the immune system.

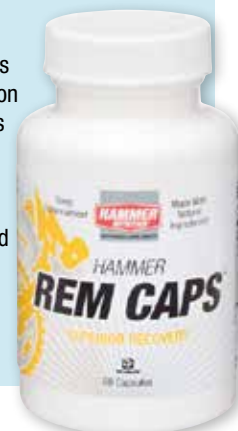
5 Simple ways to maintain your “fighting” weight

As race season gradually turns to recovery season, followed by holiday season, it's easy to accumulate unwanted pounds. Here are five things you can do to prevent that problem:

- 1. Stay hydrated.** Drinking 0.5-0.6 fluid ounces of pure, clean water per pound of your body weight, per day, will help keep all body systems functioning smoothly. In addition, research suggests that drinking two 8-ounce glasses of water before each meal (while also cutting back on portions) may help you lose weight and keep it off for at least a year.
- 2. Eat more greens.** Leafy greens are nutrient dense and loaded with fiber and water, yet low in calories. Besides salads, use greens as wraps, or enjoy them lightly steamed or in stir fries.
- 3. Cut the sugar.** Refined simple sugars can cause pounds to add up fast, and put you at risk for a multitude of related health problems. Avoid table sugar, honey, syrup, and sugary drinks. Eat fruits and fruit juices in moderation. Also check ingredient labels of dressings and sauces, which often include some form of sugar.
- 4. Easy on the starchy carbs.** Starchy carbs such as potatoes, white rice, refined wheat bread, pasta, etc. can also contribute to weight gain. Get your complex carbs in the form of beans, lentils, and healthy whole grains like quinoa, brown rice, or millet (see “Healthy grains you’ll love” on p. 40.), and eat them in moderation.
- 5. Sleep well.** Besides the danger of midnight snacking, sleep deprivation can slow metabolism and disrupt key hormones associated with appetite control. Aim for 7-8 hours of sleep nightly, going to bed and rising at the same times each day. **HN**

Hammer Tip:

Hammer Nutrition offers two products that are a real boon for maintaining or reaching a healthy weight. **Appetat** safely suppresses appetite and increases carbohydrate metabolism (helping to decrease body fat accumulation and weight gain) without the use of potentially harmful stimulants. In addition, it contains 5-HYDROXYTRYPTOPHAN (5-HTP), a plant-based precursor of serotonin, which may enhance sleep quality and reduce sugar cravings. **Phytolean** blocks the digestion and absorption of starchy carbs, enhances fat burning, decreases fat absorption, and optimizes blood sugar levels. Using the two together can speed weight loss. If you need a safe, effective sleep aid, rely on **REM Caps**.



Summer cold or summer allergy?

Many people associate seasonal allergies with spring (tree pollen) and fall (ragweed and grasses). But summer allergies can be just as severe, says allergist Michael Foggs, M.D., president of the American College of Allergy, Asthma, and Immunology.

Even those who never previously suffered from allergies can suddenly be affected. Runny nose, sneezing, and watery eyes are classic indications of an allergy, but a cold can cause the same miserable effects. So how can you tell the difference?

Look for these additional allergy clues:

- **Dark circles:** Dark circles under your eyes can be due to congestion of the small blood vessels beneath the skin in the delicate eye area.
- **Puffy face:** Nasal allergies can cause adenoids (lymph tissue at the back of the throat and nose) to swell and sinuses in the face to fill with fluid.
- **Headache:** Sinus pressure caused by allergies can cause pain in the forehead, jaw, between the eyes, or on top of the head.

“Summer allergies can easily be mistaken for colds, food intolerances, and other ailments,” says Dr. Foggs. “If your symptoms are persistent and last for more than two weeks, you should see your allergist for proper testing, diagnosis, and treatment.” **HN**

Source: American College of Allergy, Asthma, and Immunology (ACAAI). “The ugly truth about summer allergies.” *ScienceDaily*, 10 June 2014. www.sciencedaily.com/releases/2014/06/140610100259.htm

Hammer Tip:

Hammer Nutrition's **Clear Day** capsules will help your body tackle airborne allergies head-on, while also providing natural support to reduce allergy discomfort year-round. The all-natural blend of olive leaf extract, quercetin, bromelain, and resveratrol also has potent antioxidant properties and other beneficial nourishing effects. **Nasol** spray effectively clears your nose of the dirt, dust, and pollen that contribute to sinus congestion. Nasol also naturally soothes and moisturizes nasal passages and supports healthy sinus function. Together, Clear Day and Nasol can help keep you breathing freely all through the season.



“Appestat has greatly minimized my snacking and sugar cravings!”

- Meg L.



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“ . . . by carrying a small bag of Perpetuem powder, all I needed was a hose from a nearby farm. Together they became an instant aid station, and I was good for another 20 miles. ”



Brian Stark crosses the Tridge in Midland, MI, just a half marathon from finishing his 31st state. Photo : Richard Adrian

ATHLETE SPOTLIGHT

BRIAN STARK

Brian Stark's goal to cross all 50 states on foot before he turns 50 began two decades ago, when he set out to hike the 2,100-mile Appalachian Trail. Along the AT, he lightened his pack, picked up his pace, and finished by running the trail. A few years later, he decided to hit the American Discovery Trail—4,800 miles cross country from Delaware to California—running up to 35 miles a day for seven months.

Marriage, family, and a teaching career didn't slow him down. With the support of his family, he racked up the miles, crossing a new state on each summer break. "It was my wife who looked at the map and said,

'Gosh, you've already crossed over half the states in the country, why not just finish the list?'" explains Brian, a Hammer Nutrition sponsored athlete. "And then, almost as an afterthought, she added, 'And why don't you do it before you turn 50 – we'll call it the 50 by 50!' That profound idea has changed my life and I find myself now racing the clock, with the support of my family."

At 42, Brian still has 19 states left to run. When he completes all 50 states, he will have covered more than 15,000 miles (not counting training runs or races)! Note: You can follow Brian's journey on his website www.statesrunner.com.



Crossing all 50 by 50

BY VICKI HACKMAN

EN: What are your running goals for this summer?

BS: As a teacher, I have off summers, so that gives me time to run across a state or two. This July I ran 600 miles across Oregon and Idaho using the Pacific Crest Trail and the Coeur D'Alene trails.

EN: What are the most significant adjustments you've made since you began this long-distance journey?

BS: I've had to adapt to changing environments and even changing attitudes. When I ran coast to coast (pre-9/11), I could knock on a door and ask for a glass of ice water and was never turned down. Now, people are helpful but they have their guard up. I

can't count on being invited to sleep in someone's home or in a church, so I have to have contingency plans. I usually don't have a vehicle, so I run with a 14-pound pack.

But my biggest shift has definitely been my nutrition. When I ran across the country, I subsisted largely on cheese crackers and soda from gas stations. By using Hammer Nutrition's Perpetuem I'm able to get the sustenance I need without requiring a local food store. On my run across Wisconsin and Michigan, I found that by carrying a small bag of Perpetuem powder, all I needed was a hose from a nearby farm. Together, they became an instant aid station and I was good for another 20 miles.

EN: What else do you do to meet your nutritional needs?

BS: Hammer became a big part of my success starting in 2011 when I set the record for crossing Nevada on the American Discovery Trail. I covered the 500 miles in 11 days 7 hours and 28 minutes. In those 11 days I consumed Hammer products almost exclusively. Only an occasional dinner in a nearby town and a peanut butter and banana sandwich at breakfast supplemented my hourly Hammer intake.

For each hour running, I had 1½ scoops of Orange-Vanilla Perpetuem in a flask of water and 3 Endurolytes. I

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found that my body performed more consistently if I took one each 20 minutes rather than taking all 3 at once. When I have support crew, one of the best things they can provide me with is cold water for my Perpetuem. Most people know you shouldn't mix Perpetuem and then let it get warm, but I believe my body absorbs it better cold as well.

For solo runs without vehicle support, I've come up with a way to mix the powder quickly. I fill three or four empty Perpetuem Solids tubes with Perpetuem powder. Then, when my flask or bottle is empty and I'm ready to drink more, I dump the powder from the tube into the flask, then top it off with water from my bladder straw. The tubes fit into the small hip compartments of my pack and my drinking straw tube is always accessible. That way I don't even have to take off my pack; I can do the refill while walking and I have less downtime for refueling.

At night, I drink a large bottle or two of Chocolate Recoverite. I like the Recoverite mixed heavy and I usually put 2 or even 3 scoops in a tall Hammer bottle. There were times when I felt I couldn't walk from my motel room to the diner across the street for supper after another 40-mile day, and I wondered how I could ever run another 40 miles in the morning. But somehow, every time, I'm able to do it. I believe the Recoverite plays a huge role in that overnight repair.

BELOW: Nearly 30 miles down and 10 more to go before Brian can call it a day in Stevens Point, WI. RIGHT: Setting the Nevada Ultra record, crossing the state and 15 mountain ranges in 11 days, 7 hours, and 28 minutes. Photo Trevor Oxborrow.



met along the way?

BS: By far, the best part has been the people I've met. Colorful, fun, interested, and generous. In Maryland I met a man who chose to hike nude every Tuesday. Unfortunately for me, it was Tuesday when I met him. A preacher in Colorado drove 10 miles to a gas station to buy me some water on a long dry stretch; 300 miles later he pulled over again on the same road and said, "Thought I might see you, I brought you some more water!" Then he prayed for me on the side of the road.

EN: Have there been certain places that you've vowed to return to?

BS: I have a long list of places I'd love to take my family to (and some of them we already have been to.) The idyllic main street of Crested Butte, CO. The blue water of Lake Tahoe, CA. The 72-mile North Bend Rail Trail in WV with 50 trestles and 12 tunnels. The dramatic and fitting end at Point Reyes National Seashore, CA.

EN: Planning any celebration when you've finished all 50?

BS: There are a lot of miles in these last 19 states. I'm hoping to do Alaska in the winter by running the Iditarod Trail. Hawaii will be fun - I hope to run around each of the main islands. I think I'll finish with Rhode Island. Group run, anyone? . . . followed by the world's biggest after-race party you've ever seen. And a whole lotta Recoverite. **HN**

For this next trip I'm going to try also taking Chocolate and Peanut Butter Hammer Gels and a few Hammer Bars for breakfast each morning.

EN: Do you take any supplements?

BS: Each morning on the trail, I take 1 Premium Insurance Cap, 1 Race Cap Supreme, 1 Anti-Fatigue Cap, and 3 Endurolytes. During the day, I take an Anti-Fatigue Cap and a Race Cap Supreme around midday as well, in addition to the Endurolytes.

EN: What has been the biggest physical challenge you've had to deal with?

BS: In 1995 when I hiked the AT southbound, I had gotten so good at hiking light that I hadn't paid attention to the changing seasons and it was getting very cold as I neared my finish in northern Georgia in November. With only three days left and 100 miles to go, my body gave up. I didn't have the strength to get off the ground. A hunter found me on the side of the trail and drove me to a motel where I checked in to recover. It took me 17 years to get back there but I did it in 2012. I strapped on my running shoes this time and blasted those final 100 miles in 2½ days, finishing my through-hike on Springer Mountain at 2 a.m. of the third day. It was a magical ending and sometimes magic takes a while to happen.

EN: Can you share one or two of your favorite memories or people you've



“I can't recall a previous race without at least a minor cramp. This one was perfect!”

- Joaquin Candel

*Joaquin Candel, during the Tona 308--20,000 feet of elevation gain, through the Mojave Desert, with temperatures in the high 90s to low 100s and high gusty winds.
Photo: Photo by Chris Kostman / The508.com*



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\$12.95 - 25 Wrapped Singles

Endurolytes Fizz flavors: Grape, Grapefruit, Lemon-Lime, Mango

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Taking stock: better health starts in your kitchen

Fill your fridge and cupboards with these essentials.

BY MILES G. FRANK

If you've put off cleaning up your diet and don't know where to start, this guide will help you stock your kitchen with delicious and healthy foods, and the basic tools for preparing them. Your healthier, new diet will be rich in whole foods and contain little or none of the gluten, dairy, sugary, and salty foods that can hurt your health and performance.

Working and training full time can leave little room in the schedule to prepare three meals a day. The method that works for me is to make the time that is spent in the kitchen count, by cooking at least one grain, one protein, and one vegetable in advance for the next 2 to 3 days. The grain and protein will keep in the fridge for a few days, and the vegetables should be consumed within 24 hours or so. This saves time and energy while maximizing the benefits of nutritious, home-cooked food.

You can put all of these healthy ingredients to use with quick and easy recipes found in our cookbook—*In the Kitchen with Hammer Nutrition*. Download your free copy now on the Hammer Nutrition website at <http://www.hammernutrition.com/products/hammer-nutrition-cookbook.hncb.html>. In the next issue, I'll be providing some of my favorite recipes and dishes to have in the fridge for quick, healthy meals and snacks for the time-crunched athlete on the go. **HN**

Miles Frank is a Cat. 2 road and cyclocross racer, and a Cat. 1 mountain bike racer with interests in cooking and health. Having just finished high school in Seattle, WA, he looks forward to studying business and sports science at St. Mary's College of California in the Bay Area this fall. His home base is in Whitefish, MT.

NECESSARY EQUIPMENT

Glass baking dishes (9" square and 9"x13")
Knives (paring, serrated, 6" butcher)
Mason jars for storing leftovers, sauces, etc.
Measuring cups
Mixing bowl
Sauce pan
Sauté pan
Soup pots
Stirring spoons
Strainer

Also useful (for more complicated recipes and cooking from scratch)

Baking sheet
Blender or food processor
Muffin tin
Waffle iron

GOOD FOODS TO KEEP ON HAND (very high nutrient/cost ratio)

Bananas
Canned tuna
Chickpeas (canned or dried)
Kale

REFRIGERATED FOODS (opt for produce that is in-season, rotate to eat a wide variety)

Proteins

Chicken (natural, free range if possible)
Deli-meat (turkey, chicken, uncured ham)
Eggs (brown, cage free, organic)
Fish (wild varieties)
Lean red meat (grass-fed beef, buffalo, venison)
Sliced/block cheese (small amounts, occasionally)
Turkey

Veggies (2-3 at a time to keep fresh)

Asparagus
Beets (with the greens!)
Broccoli (with stems)
Carrots
Cauliflower
Cucumber
Eggplant
Green beans
Kale
Snow peas
Spinach
Squash (butternut, spaghetti, and other winter types)
Zucchini
Etc.

Additional vegetables and cooking necessities

Celery
Garlic
Lemons
Limes
Onions (green, red, yellow)
Fresh herbs (basil, cilantro, dill, ginger, mint, Italian parsley)

Fruits (2-3 at a time to keep fresh)

Apples
Blackberries
Blueberries
Cherries
Grapes
Mangoes
Oranges
Peaches
Pears
Pineapple
Plums
Raspberries
Strawberries
Etc.



From the kitchen of

LAURA LABELLE



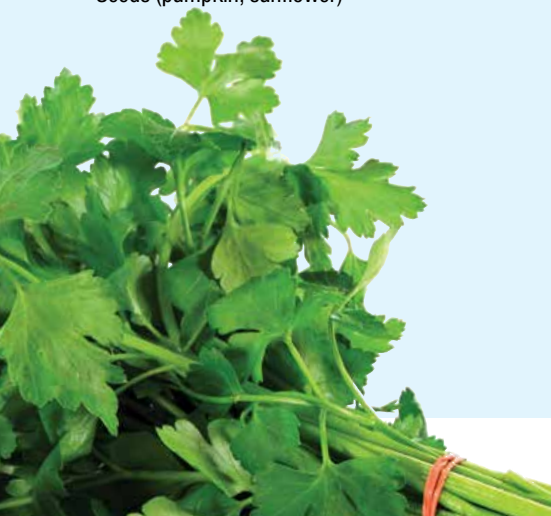
Laura enjoys the flavors of France while on vacation.

NON-REFRIGERATED FOODS (for your cupboards or pantry)

- Almond flour (makes epic gluten-free pancakes and waffles)
- Cooking oils (coconut and grapeseed)
- Dried herbs and spices (basil, ginger, oregano, turmeric, etc.)
- German rye bread
- Oats (gluten-free, steel cut if possible)
- Olive oil (for unheated use or flash heated to less than 150°F)
- Pasta (gluten-free such as quinoa, rice, sorghum, etc.)
- Potatoes (fingerling, Yukon gold, russet, sweet)
- Quinoa (white, red, etc.)
- Rice (brown, jasmine)
- Sea salt and pepper
- Soy sauce (gluten-free, tamari preferably)
- Spicy flavorings (such as sriracha, tobasco)
- Sweet flavorings (fruit spread, honey, grade b maple syrup, sucanat, raw sugar)
- Vinegar (apple cider, balsamic, red wine)

SNACKS

- Chocolate (70% > dark, lower sugar)
- Nuts (raw unsalted almonds, cashews, pecans, pistachios, walnuts)
- Nut butter (almond, hazelnut, peanut)
- Rice crackers
- Rye crackers
- Seeds (pumpkin, sunflower)



Kale and Quinoa Frittata

Perfect for a weekend brunch or as a light, weekday supper. Serves 4

Ingredients:

- 1 bunch of kale, cleaned
- 1 large sweet onion, chopped
- 1 tablespoon ghee
- 2 cups cooked quinoa
(I use red for its color, but any will do)
- 4 whole eggs (or substitute 6 whites)
- 2 tablespoons Parmesan cheese (optional)

Preparation:

Prepare quinoa according to package directions. Meanwhile, prepare kale by removing the thick center ribs; cut the remaining leaves into thin ribbons. Place the kale into a medium-size bowl.

In a pan over medium heat, heat 1 teaspoon of the ghee. Sauté the onion for about 5 minutes or until it is transparent. Whip the eggs with an eggbeater or blender.

Add the cooked onions, hot cooked quinoa, and whipped eggs (as well as the optional Parmesan, if using) to the bowl with the kale. Gently mix them together. In a large non-stick pan, heat the remaining ghee over medium. Add the entire mixture and cook. When the bottom of the frittata has set, use a large spatula to turn over the entire frittata. (Use a plate if necessary to turn the frittata upside down, and then slide it back into the pan.) Cook through on the reverse side, and then serve.

Watercress Cucumber Salad

This light and refreshing salad makes a delicious side-dish for just about any summertime meal. Or, for a main course entrée, simply add grilled chicken or grilled salmon. Serves 4

Ingredients:

- 2 tablespoons olive oil
- 1 tablespoon seasoned rice vinegar
- 1 tablespoon Dijon mustard
- Coarse salt and ground pepper
- 2 bunches watercress (12 ounces each), trimmed
- 1 bunch of radishes, cleaned and thinly sliced
- 1/2 English cucumber, halved lengthwise and thinly sliced

Preparation:

In a large bowl, whisk together the oil, vinegar, and mustard; season with salt and pepper. Add the watercress, radishes, and cucumber; toss gently to combine. Serve immediately.



Save on hotels and help a good cause!

Try these new travel apps designed to benefit athletes and charities.

BY JOSE NILO

As an athlete and avid cyclist, I understand the traveling needs of athletes and the associated costs. To participate in events, we spend large amounts of money on transportation, hotels, and restaurants. Yet the hospitality industry generally gives little back to the athletic community. As traveling prices increase, event organizers are forced to raise their registration fees, making it more challenging to draw participants. And often the “deals” worked out with hotels aren’t much better than what the participant could have gotten by booking directly online.

That’s why my business partner, Howie Palmer, and I started the mobile apps **Athletes.travel** and **Cyclists.travel**. Our concept is to give back to the athletic community by helping athletes save on their hotel stays and by returning a

portion of our profits to the athletic and cycling communities.

As a young kid, Howie wasn’t able to try out for a Little League Baseball team because his mother didn’t have the money to pay for the registration. He watched from the bleachers as his friends had fun playing. That heartbreaking experience had a huge impact on him.

My passion for wanting to make a difference has other roots. I did play Little League Baseball (and was very good at it), but I had many close family members who suffered and/or passed away due to cancer and other serious illnesses. I was with my grandmother as she took her last breath, after struggling with cancer for years. At the age of 46, my father had a heart attack and died in my arms as I was giving him CPR. My mother also has suffered; she just survived a year of chemo

- continued on page 81

- continued from page 80

and radiation after being diagnosed with stage 3 breast cancer.

How you can work with us to make a difference

Because there are so many good causes that we would like to benefit, we decided that those who book their hotel stay through us can choose the cause they want us to support. If they don't specify a cause, we will choose one.

Our focus and niche is working with groups as the official housing for events. With our superior customer service, we feel we're practically unbeatable. We believe in Karma, so we treat everyone as we would like to be treated. We also do individual bookings, and our pricing is competitive with online booking engines.

Using our mobile apps is simple and convenient. We can get deals on anything that has to do with hotels—conference rooms, suites, regular rooms, etc.—and you can book directly through the app. If you have a group and need five or more rooms, go to the tab that says "Groups" and request a group rate (our specialty). Here you can also select who you want us to give back to. We invite you to "Book a stay, so more can play!!" **HN**

iPhone users App Store:

<http://itunes.apple.com/us/app/athletes-travel/id886722952?ls=1&mt=8>

Android users Play Store:

http://play.google.com/store/apps/details?id=com.app_athlestravelnha.layout

Windows & Blackberry users HTML5:

<http://appbuilder.vdomobile.com/html5/?appcode=athlestravelnha>



NEW! **Secrets of Success** for Endurance Fueling

Take your performance to the next level!

Thousands of athletes have experienced athletic success they never dreamed possible because they put Hammer Nutrition's "less is best" philosophy to the test . . . and won! Now you can too, simply by following the five strategies explained in our *Secrets to Success*.

This new, no-nonsense guide reveals Hammer's winning secrets for fueling before and during exercise, hydration, electrolytes, and recovery—all backed by scientific knowledge and the experience of thousands of athletes over nearly three decades. Download your FREE copy of *Secrets of Success* on HammerNutrition.com today, and step up to peak performance!





See you in Kona!

BY RYAN CORREY

This past winter seemed especially harsh, and it dragged on longer than usual. But who am I to complain? I spent two months of it scouting new Hammer Nutrition cycling camps in Hawaii and Arizona! Our team is excited to help revive these warm weather camps as an opportunity to connect with longtime customers, get in some truly unique riding, and “hang loose” as they say on the Big Island.

As you’re reading this latest update, I’ll be gearing up to lead a group of 11 riders on our second annual Great Divide Mountain Bike Tour (the third camp experience), running August 30 – September 5 from Banff, AB, to Whitefish, MT. I’m happy to report that the tour has again filled. It is also on pace to sell out for 2015. Learn more at www.greatdividetour.com.

Next up on the schedule is our Aloha Cycling Retreat in Kona, HI, this November (www.alohacycling.com). I like to think of this as our crown jewel in our Triple Crown camp experience. This description says it all: “Ride to the end of the infamous Queen Ka’ahumanu Highway (of Ironman lore), run down Ali’i Drive at sunset, ascend through the clouds atop the mighty Mauna Loa volcano, swim in clear waters at Kailua Bay, snorkel with dolphins at Captain Cook Monument, observe the stars at the world-renowned Mauna Kea Observatories, and finish with a 50-foot cliff jump off the southernmost point in the United States.” So, who wants to jump in?

Email any questions to ryan@hammernutrition.ca
HN

Big Rig Tour Update

Click on over to Hammer Nutrition Weekly at www.youtube.com/user/hammercanada to catch up with Darren on the cross-Canada Big Rig Tour.



Our next tour update will include a final recap (and some pretty epic news) from the 24 Hours of Summer Solstice in Ontario, Canadian Road Cycling Championships in Quebec, and inaugural Challenge St. Andrews in New Brunswick.

Runs [fast] like a girl!



“Beyond excited to have represented Hammer Nutrition Canada at Expedition Africa!!! So thankful for all the products that kept me fueled during the grueling seven-day event!! Hammer on!”

– Hailey Van Dyk

(Check out Hailey’s blog at www.runlikeagirl.ca.)

Hammerin’ to the finish



Congratulations to Larry Waldron of Newworld Runners & Tri Shop in Burlington, ON. Larry, a Hammer Nutrition dealer, completed his first 100-mile trail race in May. Recalling the grueling experience, he reports: *“The race started at 6:00 a.m. Saturday. I finished at 6:50 a.m. on Sunday. Throughout the event, I relied on HEED, Perpetuem, Endurolytes, Hammer Bars, and Recoverite. Only 27 finished out of 57 starters (47% completion rate) due to the heat on Saturday.”* **Congrats on your 8th place finish, Larry!**

Check out our new ambassador cycling kits!



As a special thank-you to our athlete ambassadors, we produced a custom cycling kit for each of them to wear on their local group rides with pride. Check out our Facebook page at www.facebook.com/hammercanada for updates on the latest monthly challenges.

LEFT TO RIGHT: Katie Ozolins, Josh Gillingham, Dusty Spiller, Scott McDermott, Nicole Frandsen. Photos pages 82-83: Courtesy of Hammer Canada

Interview with Gary Robbins

Gary Robbins is a North Vancouver based professionally sponsored ultra runner. He competes in non-stop running races for hundreds of kilometers at a time, mainly specializing in the 100-mile distance on trails. Gary prefers mountainous courses that offer generous amounts of adversity, scenery, and an element of cultural engagement.



HNC: What are your main competitions this year?

GR: HURT Hawaii (January 1); BVG 46K, Italy (April 3); UTMF 100 miler, Japan – DNF; Transkarukera Guadeloupe 120K (July 26); Cascade Crest 100 miler, WA (August 23); The Rut 50K, MT (Sept 14); and Salomon SkyRun

100K, South Africa (Nov 22).

HNC: What first drew you to Hammer Nutrition products?

GR: While running for another brand, I was gravitating toward using more and more Hammer products. I face gluten issues and Hammer products are perfect

for the gluten-free athlete. Eventually I realized it would just make a heck of a lot more sense to switch to Hammer entirely, and I did so shortly after that.

HNC: Do you have a favorite pre-run meal?

GR: I'm a gluten-free toast, almond butter, and banana breakfast guy, so I normally preface my runs with that.

HNC: What are some unique nutrition considerations that come into play while running an ultra race?

GR: For me, it's mainly just getting in the calories. For the longer distances, such as 100 milers, it can be difficult to stay on top of your nutrition after you've been running for 24 hours or more. Thankfully Hammer makes all of this easier with their incredible diversity of products.

HNC: What is your go-to Hammer product out on the course? And why?

GR: Hammer Gels, Endurolytes, and Hammer Bars are absolute staples. Running ultras is about balancing calorie, fluid, and electrolyte intake, and these products help me do that. They're all easy and enjoyable for me to consume while racing. **HN**



Do you shop in Canada?

The first 10 customers to use coupon code **HYDRATE** at www.hammernutrition.ca will receive a free Purist water bottle, 750 ml Hammer Bottle, 500 ml Fizz bottle, and two gel flasks.



Hammer Hong Kong

“Hammer Hong Kong kicked off the summer with another successful Splash ‘n Dash Aquathon Series in June. The hugely popular three-event series, organized in Hong Kong and sponsored by Hammer Nutrition, draws participants from all over the world. This year, more than 1,500 swimmers and racers (including kids) took to sea and land. Enthusiastic and knowledgeable Hammer Hong Kong staffers and servings of Recoverite awaited the finishers.”

- Virginia Cheng, Hammer Nutrition Hong Kong

PHOTO : Jake Graham powers to a 7th place AG (12-13) finish at the Hammer Nutrition-sponsored Splash ‘n Dash Aquathon in Hong Kong. Photo : Courtesy of Active Brands Asia



Hammer New Zealand



Hammerin’ the globe:

“Apart from the Antarctic, this is about as far South as Hammer can get!” says Rachael Verry, Hammer Nutrition dealer in Napier, NZ. (ABOVE)

“Team Kiwi Kids tackled and officially completed Absa Cape Epic—the Untamed African MTB Race, held in South Africa, totaling 729K with 14,850 meters climbing over eight days. We had expected some very hot weather, but we were also challenged by rain and cold.

“This is one race you cannot fake, and we spent many hours training during New Zealand’s summer. We’re both long-time users of Hammer Nutrition products, and relied on them again for this race. Perpetuem, HEED, Endurolytes, Anti-Fatigue Caps, Endurance Aminos, and Recoverite fueled us across the finish line to receive our well-earned medals.” – Andrew Whisker and Susan Prater (BELOW)



Photos : Courtesy of Fast Twitch Limited



Hammer Australia

FREE entry for international athletes in two Australian ultra runs:

"Australia has turned into a mecca for ultra runners and events, with some great locations all over the country. Hammer Nutrition is involved in a lot of these events with our favourites being the Buffalo Stampede and the Surf Coast 100K. Hammer Nutrition Australia is offering two free entries for any international athletes who would like to participate in one of these events. Simply email us at hammernutrition@gmail.com and ask!"

– David Williams for Hammer Nutrition Australia



Australia's Surf Coast 100K takes runners on a spectacular course with ocean, cliff top, and hinterland trails and views.
Photo : Courtesy of Triaction Imports

"Tissue Rejuvenator has helped to keep me off the operating table . . .

I was told I needed a knee replacement over 20 years ago but the Tissue Rejuvenator keeps me going." - Jack S.

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



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

We support your sport!

With race season now in high gear, you're likely to see our red Hammer banners flying at many of your upcoming events. Hammer Nutrition is sponsoring more than 200 events in a variety of disciplines over the coming months, but triathlon season is clearly at its peak. Here's just a small sampling of the many great events we are proud to sponsor in August and September.

*Hammer Nutrition is proud to sponsor racing events throughout the country, including the Missoula XC (shown below) that takes place just down the road a couple of hours from our headquarters in Whitefish (and in Montana terms, that's right next door).
Photo : Myke Hermsmeyer*

DATE	EVENT	LOCATION
8/9	Coeur D'Alene Scenic Challenge Triathlon	Coeur D'Alene, ID
8/9	24 Hours of Great Glen (Ultra Mountain Bike)	Gorham, NH
8/9	Dairyland Dare (Ultra Cycling)	Dodgeville, WI
8/10	Swim to the Moon	Pinckney, MI
8/16	Pierre's Hole 100M (ultra mountain bike)	Alta, WY
8/17	Hampshire 100 (Ultra Mountain Bike)	Greenfield, NH
8/23	PaoPao 9-Man Outrigger Race	Oceanside, CA
8/23	Fair Hill Classic (Mountain Bike)	Elkton, MD
8/30	St. Croix Valley Triathlon	Hudson, WI
9/6	Pumpkinman Triathlon Festival	South Berwick, ME
9/13	The Rut (Ultra Run)	Big Sky, MT
9/14	Big Kahuna Triathlon	Santa Cruz, CA
9/26	Bear 100 (Ultra Run)	Smithfield, UT
9/27	Knoxville Fall Classic Double Century (Ultra Cycling)	Vacaville, CA
9/28	Tiki Swim	Oceanside, CA

PROUD TO SUPPORT USA MADE!



JACK RABBIT CAPS

NEW! (COMING SOON)

Hammer Visors from Jack Rabbit!

[Hedsweats@ visors will be discontinued]

We're excited to announce that we've added this awesome, one-of-a-kind Hammer Nutrition visor to our line of USA-made apparel. We worked closely with Jack Rabbit Caps for months to develop the perfect visor, based on input from clients and in-house athletes. When we received the samples here at our Whitefish headquarters this week, we were jazzed! Like the popular Jack Rabbit Running Caps we introduced earlier this year, the Jack Rabbit Visor is super well-made, and we expect it to be a favorite, too. For fit, comfort, and style, we believe it's the best visor on the market.

Jack Rabbit Visor
MSRP
\$17.95

Jack Rabbit
Running Cap
MSRP
\$19.95

There's another big reason we love this visor, and we believe you will, too. It's made in the USA—and that's important to us. Nearly every product in the Hammer Nutrition line is American made, in keeping with our demanding standards for highest quality and effectiveness. As with all Hammer Nutrition products, your satisfaction is 100% guaranteed.

We've just issued the "green light" to our manufacturer, but **we expect it to be available by September 1**. Order your Hammer Visor by Jack Rabbit online, today!



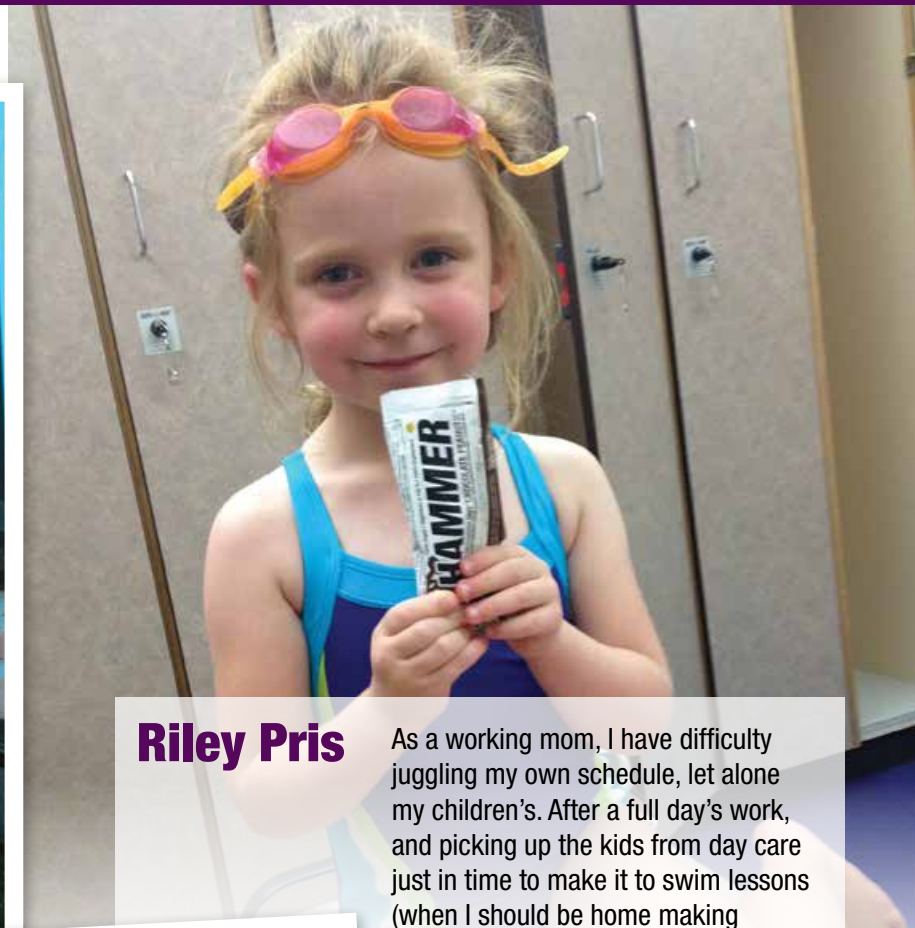
Jacob Ryse

My son loves wearing your jersey. He loves to bike and participated last fall in the Inland Northwest Cyclocross series, winning the series in Junior Division. He is now mountain biking in the Wednesday night MTB race series here in Spokane.

Thanks for making great products!

Sincerely,
Tom Ryse

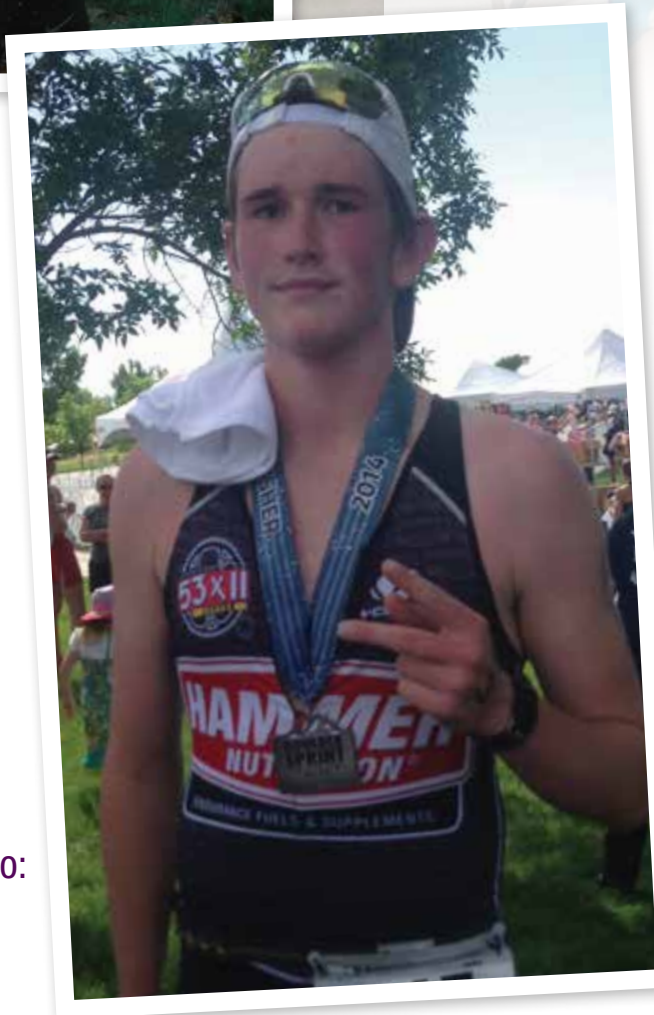
We want to know what your juniors are up to! Send your latest news to: athleteupdates@hammernutrition.com



Riley Pris

As a working mom, I have difficulty juggling my own schedule, let alone my children's. After a full day's work, and picking up the kids from day care just in time to make it to swim lessons (when I should be home making supper), it's helpful to have healthy, delicious snacks available when all they want is a cookie! All I have to do is pull out a Hammer Bar and they are thrilled. My 4-year-old loves them, especially the chocolate coated ones!

- Kelly Pris



Matt Habbe

Results: 2nd AG (15-18) at the Boulder Sprint Triathlon

Fuel: HEED during the race, Recoverite post-race

"The week prior to the race I was pretty sick, and I feel I never really recovered for this race . . . My father also competed, and I beat him, of course.☺ Next race will be the Boulder Peak Triathlon, an Olympic distance, where I usually thrive. I look forward to making it onto the podium there as well. Thanks Hammer!!"



Photos : John Houston

Euan Houston

Euan, age 10, took 1st place AG in the Dash for Cash criterium and a week later finished first in the 10-12 AG category in the Mt. Diablo Hill Climb (NCNCA Hill Climb Championships). Winning time: 41 minutes. Euan, of Pleasanton, CA, races for ICS (International Christian Cycling Club).

Kids love, parents

APPROVE



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

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



Jackson Malone
Photo: Nicki Malnes

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FROM OUR ATHLETES



Veronica Hibben

“During the four-day, 2014 USMS Short Course Yards Spring National Championship I kept up my energy level each day with Mandarin Orange HEED mixed with Lemon-Lime Fizz. Before my events, I fueled with a serving of Vanilla Hammer Gel for a last-minute boost. At the end of each day, I consumed a serving of Orange-Vanilla Recoverite to repair my muscles for the next day. I placed 1st in 100 Free, 1000 Free, and 50 Fly, and 2nd in the 50 Free, 200 Free, and 100 IM.”



Photo : Ian Stone / Sports In Motion

Jason Millsaps

“Hammer Gel 15 minutes before the race and HEED during the bike portion helped me shave 10 minutes off my time from last year. Once again, Hammer is really helping me in so many ways! I’m taking Race Cap Supremes, Mito Caps, and Premium Insurance Caps every day and I can really tell the difference in my training, my overall health, and the way I feel. Thanks Hammer!”

Send us your news today at
athleteupdates@hammernutrition.com

James Ratliff

“I ran my first full marathon, the Peak to Creek Marathon, using Hammer Nutrition products. Couldn’t have done it without them.”



Maggie Rettelle

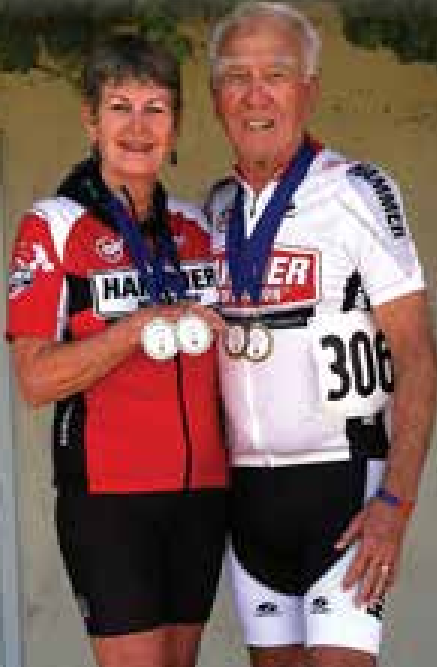
“I raced in the Grand Rapids Half Iron Triathlon last weekend and although I did not have a personal best, and had many things go wrong, I must say, my nutrition was spot on! I used Endurolytes Fizz the day before the event, Endurolytes and Endurance Aminos throughout the race, Perpetuem on the bike, and Gels on the bike and run. Thanks to Hammer Nutrition, the proper fueling kept me pushing on when mechanical failure set me back.”

Photo : Rick Van Beek



Cindy and Bert Murray

Cindy and Bert Murray on the podium with their first place medals at the Sonoma Wine Country Games, Santa Rosa, CA. Both took 1st place in their respective age groups in the cycling road race and time trials. This was Bert's first competition as an 80-year-old!



Karen Chequer-Pfeiffer

"I tore my hamstring approximately four weeks ago, and began taking Tissue Rejuvenator immediately. I took 4 capsules daily, and was back running within 10 days of injury. I continue taking Tissue Rejuvenator as a precaution as I am prone to this nagging injury! I was happy just to participate in our local 10K, and winning my age group was a bonus!"

"I regularly use Hammer Whey Protein to keep my body performing at its best!" - Leah L.



Leah Lawry, her sister Hannah and their husbands after finishing Ironman 70.3 Syracuse. Photo: Cynthia Haynes

Potent protein

- Minimize workout soreness
- Protect lean muscle tissue
- Support immune system

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



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FROM OUR ATHLETES



Photo : Lisa Johnson



Photo : Jessica Muse

John Muse

"Hammer Nutrition was vital to my success in completing Ironman Texas. I used Hammer Gel, Perpetuem, HEED, and Perpetuem Solids for my nutrition during training and the race as well as Race Caps Supreme, Endurolytes Extreme, Anti-Fatigue Caps, and Endurance Aminos. The race went great and it was an amazing experience. I felt like I could have gone faster but this was my first Ironman and I wanted to enjoy the experience and finish with a smile on my face."

Jeremy Johnson

"Due to the wind and tide of the ocean, the swim portion of the Gulf Coast Triathlon was canceled, so it was only a 56-mile bike/13.1-mile run. I felt great on the bike but the run was kind of a struggle due to the heat and humidity. My Endurolytes really helped and eliminated the cramping. I also took 1 Race Caps Supreme each hour; it's probably my favorite Hammer supplement! After the race I consumed my Recoverite, Premium Insurance Caps, Mito Caps, Super Antioxidant, and AO Booster. These really helped reduce my post-race fatigue and soreness. Overall, it was a great day!"



Photo : Philip Thompson

Margaret Thompson

"Hammer Nutrition products were, as always, a big player in my racing at the Wilmington Whiteface 100K MTB Race. I started my day with an Almond Cacao Vegan Recovery Bar, and some 53x11 Coffee. During the race I consumed what amounted to a scoop of Perpetuem every hour and a serving of Hammer Gel every hour and a half."

"It was a warm day and I stuck to my usual electrolyte protocol—2 scoops of Endurolytes powder for each 10 ounces of water in my camelback and another 2-3 scoops of Endurolytes powder mixed into the two Perpetuem bottles I used. In the second half of the race I took additional Endurolytes capsules as needed to ward off cramping. This course features super-long climbs and descents and my muscles were feeling the constant tension."

"After crossing the finish line I collected my wits enough to find a chair and sit down to have a Vegan Recovery Bar along with some water and 2 more Endurolytes capsules. That helped a lot! When I eventually got back to my car I mixed up a big bottle of Recoverite. I definitely felt a positive difference after I drank it."



Photo : Kathryn Biglow

Melanie Mociun

"Hammer Nutrition products provided me with the superior nutrition needed to win my age group at the Monte Rio Olympic Distance Triathlon. I used all of my usual: Premium Insurance Caps, Super Antioxidant, Tissue Rejuvenator, Mito Caps, Race Caps Supreme, Xobaline, Boron, EndurOmega, Hammer Whey with breakfast; 4 extra Race Caps Supreme and 4 Endurolytes before the race; and Hammer Gel, HEED, and part of a Cranberry Hammer Bar during the bike. I felt great from the beginning to the end!"

"I can't get enough of the new Peanut Butter Hammer Gel!" - Rick P.



Mary and Paige Siegel

“Running ultra distance events has been a passion of mine for about six years. My daughter, Paige Siegel, has been my race crew for most of my events. I’m thrilled that she has moved from race crew to racer. She found running really helped clear her mind, feel good, and deal with the stress of being a freshman in college. We completed the Sole Challenge 24 Hour Run (Paige 71 miles, Mary 75 miles). We credit our fueling and nutritional success to Hammer Nutrition. In training we used Hammer Gels, Perpetuem, Endurolytes Fizz, and Race Caps Supreme. Prior to the race we used Race Day Boost. During the race we used Hammer Gels, Perpetuem, Race Caps Supreme, HEED, Anti-Fatigue Caps, and Energy Surge. This event took place on a very warm and humid day but we never felt the negative effects thanks to Hammer products.”

Chris Karpowicz

“Knowing there would be HEED on the course helped with my fueling strategy for the Funk Bottoms Gravel Funk 200. I went through four bottles of Perpetuem, three small bottles of HEED, and six Hammer Gels during the race. I also had a Perpetuem Solid and 2 Endurolytes every 45 minutes.”



David Souza

“I participated in the Salomon Trail Running Festival at Pineland Farms. On Saturday I ran the 5K trail race simply to get loose and took it very easy finishing in 31:35. On Sunday I participated in the 50-mile trail race and set a PR finishing in 9:05.

“My fueling plan for this race included Hammer Gels, Endurolytes, Endurance Amino, and Anti-Fatigue Caps. I also applied the Hammer philosophy of less is more, by not over-consuming calories and fueling only as necessary. This approach worked, and I felt light and strong all day.”

Sabrina Adams

“I competed in the aquabike division of the I Love the Tavern Triathlon, a 650-meter open water and 18.8-mile bike race. For the first time ever, I made the podium by placing 2nd. The day before the race I biked 43 miles. I know Recoverite, Super Antioxidant, AO Booster, and Endurance Amino played a major role in helping me be strong enough to compete.”



Photo : Lilo Navales

FROM OUR ATHLETES

Jason Beck

"After the long winter we experienced, the hotter temps this summer certainly took a toll on the runners at the Ice Age Trail 50. The race had its highest level of DNFs in its history. But with Sustained Energy, Perpetuem, and Anti-Fatigue Caps to fuel and support me, the race was easier for me than it was for most."



Photo : Juliet Ugarte Hopkins

Send us your news today at
athleteupdates@hammernutrition.com

Joe Stone

"Thanks Hammer Nutrition for getting me through 50 miles of tough trail on the Trail Rail Run—11 hours 6 minutes of sustained energy thanks to Perpetuem and Hammer Gel. Going for sub 10 next year."



Photo : Brandon Sheehan



Photo : Kate Miller

Tyler Miller

"The Humbug Hurry-Up MTB Race was tough: 42 miles with 6,500 feet of climbing. I did well, placing 3rd overall. Used lots of Perpetuem mixed with Endurolytes Fizz and Endurance Aminos. Perfect for the hot weather and long climbs. My son, Evan, did well in the kids' race, placing 2nd. He was super pumped. A great time was had by all."

Enjoy a Clear Day!



Zandy Mangold shows his enthusiasm for a "Clear Day" Mississippi training camp run through a hayfield. We'd say this new product passed the ultimate test!
Photo: Tommy Mangold

Experts forecast:
"Worst allergy season ever!"



Allergy season relief without the potential side effects of pharmaceutical medications.

MSRP
\$22.95 - 60 Capsules
\$19.95 - 3 or more



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FREE HAMMER LIPS!

Purchase a bottle of Clear Day and receive a FREE tube of Hammer Lips. Ad code EN91CDA. Offer expires 9/11/14. Valid while supplies last.



HAMMER
NUTRITION

FROM OUR ATHLETES

Troy DeLong

"Hammer Nutrition fueled me to a 1st place AG finish and 20th overall at the River of No Return 50K. My prerace breakfast consisted of 3 scoops Orange-Vanilla Perpetuem mixed like pancake batter. I also consumed one Hammer Gel packet before the start.

"I premade supplement packets, and took one an hour before the race started and one every hour during the race. They contained 3 Endurolytes Extreme, 2 Race Caps Supreme, 2 Anti-Fatigue Caps, 2 Endurance Amino, and 1 Mito Caps. I had one water bottle with a scoop of Lemon-Lime HEED and a scoop of Sustained Energy. I also carried two premade bags of HEED/SE for later bottle fills.

"In my pack bladder I carried just water. I carried a flask of the Caffé Latte Perpetuem (pancake batter style) which I froze the night before to make it last longer (since I wouldn't need to consume it for two or more hours). Another gel flask was filled with Huckleberry Hammer Gel and I had one Cashew Coconut Chocolate Chip Hammer Bar. The only non-Hammer product I carried was a few pieces of candied ginger to help calm an upset stomach. Luckily that never happened.

"While other people complained about the heat and lingered to eat at the aid stations, I pushed on. Not once did I feel crampy, bloated, or overly fatigued. After 21 years of using Hammer products with great success, the routine will remain the same!"



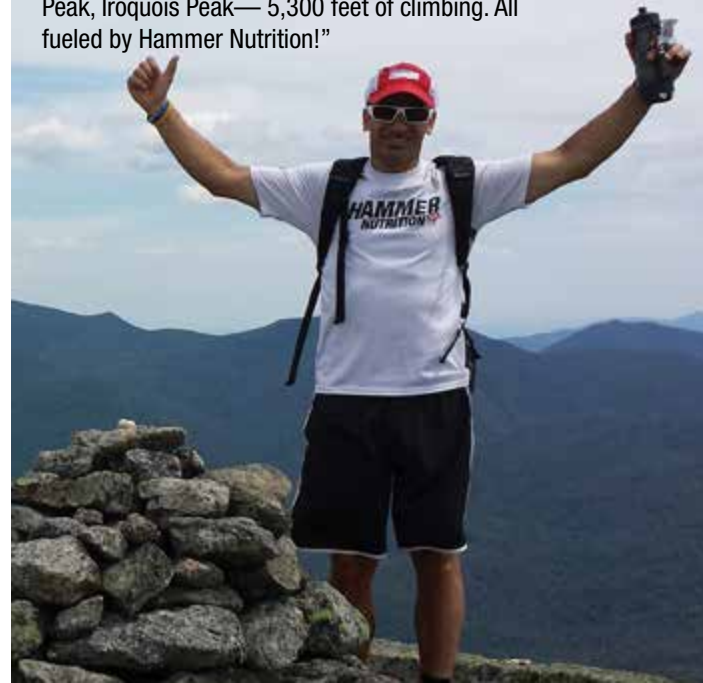
Kelly Karren

**2014 Utah Summer Games
Seven Gold Medals, two Utah Summer Games records**

"To swim seven events you need the right fuel for speed and endurance. I drank HEED and used Hammer Gels and Endurolytes to help me swim fast throughout my meet. Afterward, I drank Recoverite each day."

Paul Monaco

"17.3 miles, three peaks—Wright Peak, Algonquin Peak, Iroquois Peak— 5,300 feet of climbing. All fueled by Hammer Nutrition!"



RYAN CORREY'S 24 HOURS OF SUMMER SOLSTICE (WINNING) STRATEGY



In June I won the 24 Hours of Summer Solstice mountain bike race at Albion Hills Conservation Area in Ontario. After BURNING out hardcore at the 24 Hours of Adrenaline (in 2011) and ending up at the hospital, I was determined to finish one of these things safely! And in a reasonably good position. This was my winning strategy:

TRAINING

Endurance rides (50 or 100K daily with sprint intervals) on road bike in Arizona and Hawaii in March, April, and part of May. Minimal training the week prior to the race; focus on sleep, recovery, and mental preparation.

RACE STRATEGY

Hold back the first lap. Fuel while riding. Beat others on consistency, nutrition knowledge, and acquired ultra grit. Ride just below threshold.

FUELING

Four days before: Race Day Boost and plenty of healthy, whole food

Night before: Small pasta dinner, Hammer Bars

Prerace breakfast (3+ hours out): two-egg breakfast sandwich

Before the race: Sips of Hammer Gel from flask, bottle of Endurolytes Fizz

Per lap (average 1:08 hours): one bottle Perpetuem, 2-4 Endurolytes capsules, 1 Anti-Fatigue Cap, Hammer Gel Flask (every other lap), pill container with extra Endurolytes in back pocket

Occasional: one bottle mixed with HEED and Endurolytes Fizz; banana



RESULTS

1st place, solo male

Get the **ROYAL** treatment . . .

Join the **Hammer VIP Program** today!



Giorgio Casorati is crowned king of the 104K 4th stage of the 2013 Giro Calabrese.

"My daughter and i just ended a six-day self-guided tour through the Tuscany region of Italy with 1,300-1,600 meters of climbing and 55-78 miles each day.

As a VIP member, I could not have had a better trip, thanks to the Hammer supplements and fuels we used each day.

It felt good for a 61-year-old to undertake this Giro Tuscano. Thanks Hammer!"

- Jerome Sims, VIP Customer

"You've done a great job making us VIPs feel like VIPs."

- Curt Lyman, VIP Customer

"Thank you for the awesome gift you included with my last order . . .

It's a travel mug and it's great! I love it and have been using it on the cold Ohio mornings to keep my coffee warm on my way to the gym."

- Colleen Linn, VIP Customer

"I have been a loyal VIP customer for over three years now. Being on the VIP auto-ship program has made my life easier, and I've received some great Hammer accessories, too.

Opening my packages every three months is a special treat! I never worry about running out of what I need, I save money on products and shipping, and the client advisors really go out of their way to make you feel like a VIP!

If I need something between orders, the VIP program sends it to me."

- Zachary Hilton, VIP Customer



Take it to the next level

Join the Hammer VIP Program today!



What is it?

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



FREE clothing!

Receive a free Hammer Nutrition clothing kit with your first order! Select one of our sport-specific kits: cycling jersey and shorts, tri jersey and shorts, running top and shorts, or swimwear with a swim cap and a large towel. Ask a Client Advisor for more information.

How does it work?

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

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

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

**You are free to cancel your participation in this program at any time, however some limitations on the free gifts apply. Monthly shipments must be > \$50, quarterly shipments > \$150. VIP program pricing and benefits cannot be combined with ANY other offers, promotions or discounts. See website or ask your Client Advisor for complete details.

What do you get?

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

Brittani



Call a Client Advisor to sign up for the Hammer VIP Program and start saving today!

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

Call 1.800.336.1977



ENDURANCE NEWS

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The *ORIGINAL* electrolyte replacement product!



Endurolytes

The original, highly effective electrolyte replacement product

MSRP
\$19.95 - 120 Capsules



Endurolytes Extreme

3x the sodium and potassium for hot weather training and racing and athletes with a higher sodium diet

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



Endurolytes Fizz

The healthy, chemical-free effervescent electrolyte replacement product

MSRP
\$4.95 - 13 Tablet Tube
\$12.95 - 25 Wrapped Singles

FLAVORS: Grape, Grapefruit,
Lemon-Lime, Mango

- Superior cramp prevention
- Full-spectrum electrolytes
- Capsules and effervescent tablets

Endurolytes supplies your body with a well-balanced, full-spectrum, rapidly assimilated electrolyte source to keep cramping at bay while ensuring that many vital bodily functions are "firing on all cylinders." Endurolytes allows you to meet your widely variable electrolyte needs with tremendous precision, hour after hour, in all types of weather conditions.



FREE HEED!

Purchase a bottle of Endurolytes or Endurolytes Extreme or three tubes of Endurolytes Fizz and receive two FREE packets of HEED. Ad code EN9TEL. Offer expires 9/11/14. Valid while supplies last.

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