

# ENDURANCE

## NEWS

BY HAMMER NUTRITION  
ISSUE 95 // JUNE/JULY 2015  
\$3.95



### ***NUTRITION KNOW-HOW...***

#### **7 TO SKIP**

SECRETLY SUGARY FOODS

#### **RACE MAKERS**

ATHLETES' GO-TO BREAKFASTS

#### **26.2 FUELS**

MARATHON SUCCESS FORMULA

#### **PLANT POWER**

ENDURANCE-BOOSTING VEGGIES

### ***PLUS ALL THIS ...***

NEW Hammer Run Tops  
Get Rewarded For Referrals  
Recent Athlete Updates  
Healthy, Nutritious Recipes  
**AND MORE!**

### Exposure to the elements

Pro photographer and Hammer athlete Zandy Mangold does whatever it takes to get the shot. Here, he hustles into position to capture ultrarunning legend Ryan Sandes at the 2014 Madagascar 4 Deserts event. The seven-day, self-supported stage race covers a variety of wild terrain, with temperatures often soaring into the 90s. Mangold uses Endurolytes Fizz, Hammer Gel, and Hammer Bars “throughout the day to keep up with the athletes.” Read about Mangold’s 2015 Boston Marathon PR on page 80.

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PHOTO: MARCEL FAVERY





# WELCOME



Welcome to the 95th issue of *Endurance News*! According to our steadily increasing feedback, every issue is a marked improvement from the previous in both content and aesthetics. I think this one tops them all, and I hope you'll let me know what you think after reading it — good, bad, or indifferent. (Please go to our short online survey at: [www.hammernutrition.com/hn/survey.html](http://www.hammernutrition.com/hn/survey.html))

As we enter the peak months of the racing season, I'd like to take a minute to recognize all of those who make the events you compete in, hopefully while using our products, possible. I want to say, "Thank you 1,000 times" to all of the race directors and volunteers who put on the local events we all count on. Without them, we wouldn't have these races to express our competitive side and to test our mettle against others. Let's also not forget that these events are not profit centers or even a main occupation for most,

but are a labor of love and a true expression of altruism that appears to be increasingly rare these days.

Having worked with thousands of race directors over the past two decades, I am here to tell you that these are good people who deserve our praise and admiration. Please join me in reaching out to them to thank them for their tireless hours of work so that we can compete and play at our "sport" of choice.

Product improvement update: I'm pleased to announce that we've located a reliable supplier of 100% grass-fed, hormone-, and antibiotic-free whey protein isolate! It also tastes better with less aftertaste. We thought our all-cheddar whey isolate was good, but we found something better so we are making the switch. Innovate, improve, refine — the only constant at Hammer is our relentless pursuit of this goal.

This new whey is a little more expensive, but I won't pass that cost along to you. There will be no price increase for these products. The first product with the new whey protein isolate will be our Chai Hammer Whey. We'll phase it into all of the other flavors of Hammer Whey and Recoverite over the next few months.

Before I let you get to the rest of this issue, I want to draw your attention to the little gem of an article on page 16 ("Salt strain: study reveals sodium effects on organs"). It highlights new research that further proves that high sodium diets are a recipe for ill health. Let me be frank (since that's my name), eating a high sodium diet, along with copious amounts of sugar and high-gluten grains, is bad for your health, and thus your physical performance and ultimately longevity. Anyone who says otherwise, whether they have a bunch of initials after their name or not, is probably trying to sell you a product that is high in sodium, sugar, and or gluten.

Remember when you were young and your Mom would say, "eat your vegetables"? Deep down, you knew she was right and only had your best interests at heart. It's the same with our advocacy of moving away from a high sugar/salt/dairy/gluten diet. When you are ready to turn that corner, we'll be here to help out and supply you with products that fit the bill. You should not have to go on a sugar/junk food binge every time you go out to exercise, and when you are using Hammer products, you don't.

Enjoy the summer!

*Brian Frank*

**Brian Frank**  
Hammer Nutrition Owner

**On the cover:**  
Hammer Athlete Rich Maines digs deep for 4th Place Male Solo Singlespeed at Arizona's 24 Hours in the Old Pueblo.  
Photo: sportograf.com

## ENDURANCE NEWS

The informed athlete's advantage since 1992

AN EXCLUSIVE PUBLICATION OF:



### STAFF

**Publisher and Editor in Chief**

Brian Frank

**Content Manager**

Vicki Hackman

**Writer/Fueling Expert**

Steve Born

**Creative Director**

Mike Hahn

**Designers**

Jake Grilley, McKenna Newton

### MISSION

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

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

### OUR GUIDING PRINCIPLES

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

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

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

### OUR CORE VALUES

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

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

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



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4952 Whitefish Stage Road  
Whitefish, MT 59937

**1.800.336.1977**

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# “Recoverite! I love that stuff.”

Before I go out for a ride, I put a scoop of Recoverite in a 21-ounce bottle, and then keep it in my car. When I finish my ride I add water and “presto” — I am drinking my Recoverite less than 30 minutes after my ride. Not only do I like the taste and texture, but I immediately feel replenished. When I get home I take Tissue Rejuvenator, which is SO much better than NSAIDs for aches and pains. Next day, NO soreness. Let’s ride!

RUSSELL STEVENS / CLIENT

## This is the New 40

Just wanted to tell you how much I love your products. With the help of Recoverite, Hammer Gel, Perpetuem, Race Caps Supreme, and all of the many other Hammer products I use, I am still active and continue to do the things I love at the age of 65.

DUSTY DUSTYN / HAMMER ATHLETE



Dusty Dustyn on the Escape From Folsom 10 Mile Trail Run. Photo: TBF Event Photography

## Whey to Hammer

I’m an 18-year-old high school senior with an extremely busy schedule that includes football and lacrosse practice, rigorous classes, and early morning or late night workouts at the gym. I’m so impressed with the results I’m getting with Hammer Whey protein. Thank you for creating such a wonderful product.

STEVEN DOLSKY / CLIENT

## Heat no problem for Fizz

Before I heard about Hammer Nutrition products, I had been struggling with dehydration and cramping in our Texas heat and humidity. My friend told me to try Endurolytes Fizz and I immediately noticed the difference. From that day on, I’ve been a Hammer believer!

MARK PLANK / CLIENT

## Fueling right, feeling great

I have had GI issues my whole life and that usually would give me trouble when training or racing. But Hammer Nutrition products have worked great with my condition. I have had no issues with my training or competition since I began using your products.

DENA AUCCOIN / CLIENT



## Triple Header Happiness

Over the last three weeks, I’ve completed three different races of varying distances. The first was a 56-mile gravel cycling race, which was followed by a 50K trail race. The last was a road half marathon. Tissue Rejuvenator in combination with Recoverite helped me to recover fully and maximize my potential at each race. I am happy to say I finished within the top 10 at each event with Hammer’s help!

BRETT BUSACKER / CLIENT

Brett Busacker hits the trail.

Photo: Mallory Busacker

## In good company

Hi folks – Just finished a great training block near Tucson, Arizona: 635 miles and 42,300 feet of gain. Hammered all the way up Mount Lemmon, Kitt Peak, Mount Graham Solo, and more! Had a camp with the ScarletFire Racing team and former Canadian road champion and Olympian Gord Fraser. Wore my Hammer jersey proudly.

MIKE MCDONALD / CLIENT

Landscape near Tuscon, AZ



## Thanks for “The Long Haul”

Thank you for including “The Long Haul” by Ed Hirsch in the April/May 2015 issue of *Endurance News*, acknowledging the hunting community. Many athletes I know use endurance sports as a means of keeping in shape for hunting season. I love both traditional endurance sports and the sport of hunting. Many of my hunting trips in high mountain backcountry have been the ultimate test of my endurance. I’ve been using Hammer Nutrition products during all of my training and sporting events for years, and now most of my hunting partners do too.

Thanks again for the article!

JOHN FOSTER / CLIENT

## Pushing through injury to a LOViT victory

Fueled by HEED, Perpetuem, and Hammer Gel, I won 1st place AG and placed 4th overall at the LOViT 100K — even after a bad fall that caused my ankle to pop and swell shortly after mile 5. Immediately after the race, I drank my Recoverite and started taking Tissue Rejuvenator. Four days post-race, 75% of the ankle swelling was gone, thanks to Tissue Rejuvenator, ice, and wrapping.

GIA MADOLE / CLIENT



Madole after finishing the LOViT 100K.  
Photo: Courtesy Gia Madole

### SEND US YOUR LETTERS!

**WE LOVE HEARING FROM OUR CLIENTS & ATHLETES:** Drop us a line and share a tip or tell us about your latest adventure. You can also stay in touch with us and other Hammerheads via social media (see page 8). Send letters and comments to [letters@hammernutrition.com](mailto:letters@hammernutrition.com)

### YOUR OPINION MATTERS!

**TELL US WHAT YOU THINK ABOUT *ENDURANCE NEWS*:** We want to provide articles that inform and inspire you! Please take 1-2 minutes to complete a short online survey, and help shape the future of *Endurance News*! [www.hammernutrition.com/hn/survey.html](http://www.hammernutrition.com/hn/survey.html)

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# #howihammer

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

## From Facebook: The indomitable Randi Young breaks own record

In 1987, Randi Bromka (now Young) won the Leadville 100 Trail Race, besting the 2nd place female by nearly an hour. Powered by Hammer from the beginning, Young went on to run competitively all over the world, shattering course records and twice claiming the U.S. National title in the 24-hour event. The latest addition to her incomparable race resume comes from the May 2, 2015 Collegiate Peaks Trail Run 25 miler, where the 62-year-old Young won her age group and broke her own course record from the previous year by almost 5 minutes. *Hammer on, Randi!*

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



Photo: Courtesy Randi Young

## Overheard ...

*"The BEST sports drink for endurance athletes? HEED from @hammernutrition!"*

*"Happy days when a delivery from Hammer comes in the mail!"*

*"Heck yes! New #Bergamo 2015 @hammernutrition run kit arrived. So lightweight and comfy."*

*"LOVE LOVE LOVE the new run clothing colors!"*

*"Got on the podium at a 70.3 distance tri with a PR thanks to Hammer!"*

*"Really impressed with how little @hammernutrition I need to take in to stay hydrated and strong throughout a 70.3."*



@nickgalanteracing



## Putting down the hammer

When a snowboarding accident landed Nick Galante in the hospital in 1998, he decided to pursue another high-speed endeavor — auto racing. He's since amassed wins and championships in Formula cars, GT cars, and professional karting. This year, he's behind the wheel of a mean Mustang Boss 302R in IMSA Sports Car racing. Get the latest at:

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



@runher619



## Ultra enthusiastic

Hammer Ambassador Jessica Garcia started running in 2011 and never looked back, ticking off an impressive 17 ultramarathons in just a few years (shown above at the finish of the 2015 Ice Age Trail 50). A mother, dedicated vegan, and self-described "nerd," Garcia is on a mission to inspire others to be healthy and active. Follow along at:

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



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# RECOVERY DONE RIGHT



Hannah Stedje Hammers on during a race in 2014.  
Photo: Courtesy Hannah Stedje



***"If I had to choose just one Hammer product to buy, it would be Recoverite. It helps to minimize muscle soreness, rebuild muscle tissue and replenish muscle glycogen stores."***

-Hannah S.



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# FUELING RIGHT



# FEELING GREAT



“I wish I had known what I know now ... eating the right foods and taking the right supplements are critical.”

## Turning pro helped this athlete overcome lifelong digestive struggles

BY TAYLOR SPIVEY

I've been an athlete my whole life. Like many Southern Californians, I dabbled in sports like soccer and water polo and spent my summers as a junior lifeguard. As my competitive desires grew, so did my ambition. I became an ocean lifeguard with the LA County Fire Department, then a NCAA Division 1 swimmer at Cal Poly San Luis Obispo, and most recently a professional triathlete.

Looking back at my college athletics, I wish I had known what I know now. No one ever taught me about proper nutrition until I got into the sport of triathlon. In college I had ulcers, tummy related hospital visits, and a lot of GI distress. My mental energy was depleted after almost every morning swim workout,



**Facing page and above:** Taylor Spivey trains on the California coast.  
**All Photos:** Wadley Photography

and I could barely get through a day of Architecture studio. I felt my worst at taper swim meets when I should have felt my best. And on the road, I would eat strange food or forget to eat at all-day events.

### Back to school

It wasn't until my coach, Greg Mueller, introduced me to Hammer Nutrition products at our Innovative Endurance winter triathlon training camp this year that I began to notice how much more easily I recovered. Better late than never! I've also learned that eating the right foods and taking the right supplements are critical. After all, when we push our bodies that extra limit, we need to nourish our bodies with extra recovery.

At training camp, I began integrating Hammer into my daily and nightly routines. I scooped HEED into my bike bottles and sought out any excuse to indulge in my favorite Hammer Bars. These things are mouthwatering!

Post workout, I now put Recoverite in every smoothie and try to have a scoop ready in water for my in-the-shower hydration after I swim. Finally, I like to say good night with a hydrating gulp of Vanilla Whey (always two hours after my last meal, just before bed).

### Small gains, big edge

These little nutritional gains have made a noticeable difference. Although I am training a whole lot more, I feel less depleted than I ever have. Through Greg's guidance and trial-and-error, I am beginning to learn what my body can and cannot handle, especially during race week.

If you are going to train hard, why not recover even harder? Because you just rode how long? And ran how many miles? Now, let's see if you can beat your friend on your training app of choice in recovery! Take that extra few minutes out of your day to treat and replenish your hardworking body the right way so that it can return the favor next time you race. Here's a little secret of mine that has become habit: After workouts, I hum a little M.C. Hammer song to remind me to "Stop!" because its "Hammer time."

**[HN]**

Taylor Spivey is a recent graduate of the Cal Poly San Luis Obispo College of Architecture and a Hammer Athlete. She aspires to succeed on the ITU World Triathlon Series circuit.

## My Race Week Nutrition Plan

**Ideal race nutrition starts well before competition; my race week plan:**

**Prerace packing:** I stuff little sealable bags with powdered HEED, Perpetuem, and Recoverite and label them. I also pack Endurolytes. I prepare my transition bag and race bike with a few Hammer Gels.

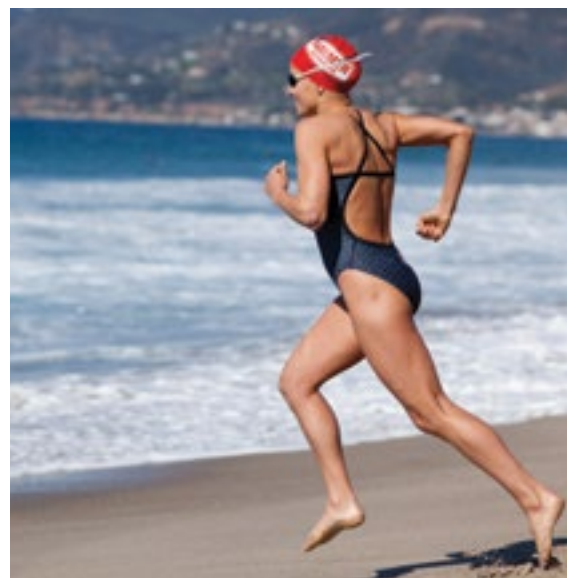
**Days leading up to the race:** If I'm on the road, I have oatmeal with banana for breakfast, an Endurolytes capsule, and water with Mango or Lemon-Lime Endurolytes Fizz.

The rest of the day, I try to stick to familiar, real foods and a low fiber diet. This can be difficult in a foreign country so I usually pack a few Hammer Bars.

**Morning of the race:** I have a sensitive tummy, so I make sure to eat no more than three hours prior to race start: usually that's a Hammer Bar, banana, Endurolytes, and water with Fizz.

As the race nears and I finish my prerace warm up, I shake HEED into one of my two bike bottles (I keep the other filled with plain water), set up my transition, and enjoy my favorite, a Tropical Hammer Gel, before I head to the starting pontoon.

– Taylor



# REFERRALS APPRECIATED AND NEEDED

BY BRIAN FRANK

When I walk into my chiropractor or massage therapist's office, I see a sign that says something to the effect of, "Our business depends on referrals. If you have had a good experience with us, we'd appreciate you telling your friends." I'd put a sign like that behind the counter of our store too, if we had one.

Many, many years ago, I noticed that we were getting a lot of new clients organically via word of mouth referrals from our existing clients. This is a really good thing, I thought. I began to think of ways to formalize, incentivize, and amplify this phenomenon. Thus, the Win/Win/Win program was launched.

Since I'm in it for the long haul (customers for life, not one and done!) and I knew that our products and service would keep athletes coming back for more, I was happy to incentivize the program by giving



## NEEDS YOU!



40% of the initial transaction amount to my clients — 15% to the new client and 25% to the existing client — and we get a nice new customer; a win/win/win. Given that our average first order value is around \$100, that means real dollars, especially for the existing client.

Our referral program was a huge success, and it became one of our two primary means of acquiring new customers (event sponsorship/race packets are the other). About two years ago, however, things started to change. The number of referrals we receive began to decline, and they have yet to rebound.

### We still need your help

Upon further investigation, I discovered several reasons why referrals have declined, and I'm in the process of addressing those over which I have a modicum of control (customer experience, retail sales, etc.). Much to my chagrin, one of the main culprits in this debacle is yours truly. For some reason, I decided that we did not need to provide referral coupons as part of our catalog order form and in this publication. With this reduced emphasis and no visual cues, we effectively stopped asking you for your help. So, that is being addressed as you read.

Another potentially significant reason is one that you can directly affect: Maybe you think that everyone already knows about Hammer and there's no real need to spread the word any longer? I'm here to tell you that is not the case.

This occurred to me because I've heard a pretty constant message from clients when I speak to them. They say "I see Hammer everywhere — at races, in the stores, on people wearing your clothing — so you guys must have made it." The reality is that while we have realized significant retail penetration over the past five years, we've also seen a glut of products from other companies competing for retail shelf space (bags of sugar, gummy chews, etc.), as well as a proliferation of renegade sellers online. The allure of "new" and the flashy marketing hype that goes with these highly capitalized products are putting our business model to the test.

### Spread the word

We will persevere, and we trust that you will continue to favor a company with our values and principles. Stories like this confirm that we are on the right track:

*I called Hammer Nutrition with a few questions regarding an upcoming 12-hour endurance event. ... I am relatively new to the sport and at my first event, my nutrition and supplements combo was awful. I fell flat on my face. I had been researching your products and called to get more info. Steve set me up by advising me which products to use and how frequently. I followed every part of his advice and was untouchable! I led the race from about 30 minutes in to the finish at 12 hours! I felt great and had tons of energy for every leg! I will use your products for every event from now on. Thank you! - CC*

After a breakthrough experience like this, we hope CC will be telling other people about Hammer.

If you have had good experiences with my products and company, I ask that you tell other people about it, too. If you've already told all of your training buddies about Hammer Nutrition, then think outside of our normal universe of athletes: the soccer family across the street, your in-laws who play golf or tennis, etc. They could all use some HEED, Recoverite and Endurolytes!

Thank you in advance for your continued support and renewed emphasis on referrals. [HN]

## REFERRALS ARE EASY!

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# THE ATYPICAL [HAMMER] ATHLETE

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



**Above:** Hammer athletes Kim Couranz (left) and Carol Cronin pass a South American team at a recent Snipe regatta in Miami, Florida. **Photo:** Blake Middleton

## Game of Sails

BY CAROL CRONIN

Those of us who want to remain active and competitive well into our second half century have learned a few things over the years. One biggie is how to properly fuel to keep going day after day.

I sail double-handed Snipes with my friend and fellow sailor Kim Couranz. The Snipe is a 15-foot long wet ride of a sailing dinghy that rewards fitness and strength. Sailing regattas last from three to five days, and we're on the water for five to six hours each of those days. We are one of the lighter teams, so letting body weight do the hard work when the wind pipes up is just not an option for us. We have to hike hard to keep up with the big boys.

I've used Hammer products since 2000 and I've always been impressed with how well they work for me. I also like the fact that they don't include any artificial sweeteners ... and in my Olympic years

I really appreciated not worrying about a positive drug test.

Our carrying capacity is limited while racing, so what we do bring along needs to be effective — as well as easy to eat/digest in the 10 minutes or so we have to scarf it down between races.

Hammer Gel was a recent discovery for me. Although Kim fueled with gels, I always fueled with bars and other products. (The idea of a gel just didn't appeal to me.) Then Kim persuaded me to try new Nocciola Hammer Gel. Ewww turned to YUM! And she was right: Gels are the perfect boat food — easy to carry, easy to consume, and easy to digest. Now I even add some to my morning smoothie or use it as a topping for bananas and granola when I'm at home.

Apparently there's an entire technique to consuming these things. I'm looking forward to learning more of Kim's gel tips and tricks this summer, as we prepare for the Snipe Worlds in Italy.

**Note:** *Game of Sails* (Live Wire, 2012) is also the title of a book by author-sailor Carol Cronin.

### HOW I FUEL ON RACE DAY:

**BREAKFAST:** 2 scoops of Hammer Whey protein mixed with orange juice; coffee

**AFTER RACES 1, 2, AND 3:** Nocciola Hammer Gel or Hammer Recovery Bar

**AFTER SAILING:** Recoverite



Carol Cronin (left) and Kim Couranz at the 2014 Western Hemisphere & Orient Championship. **Photo:** Courtesy Carol Cronin

## Steep Challenge

BY BRIAN PIDDUCK

The climber and photographer Galen Rowell wrote that climbing is a way to interact with the dynamic mountain landscape. I ascribe to that view, too. Climbing demands a high level of alertness and mastery, not only to climb well but also to return to climb the next day. Although I've been climbing and teaching others to climb for a long time now, I am still highly captivated by seeing what my body and mind can do. I fall short a lot, but I learn a tremendous amount from those times.

To maintain peak fitness, solid training and nutrition are a must. Hammer Nutrition's HEED, Hammer Gel, and Perpetuem are always in my pack. They provide just the right amount of fuel for a full day on the mountain. I also appreciate that this fuel is compact and easy to access between climbs or even on long, continuous climbs that can last all day. Tissue Rejuvenator has been enormously helpful to me too. It helps me maintain healthy tissue, and when injury does happen, it helps me bounce back fast.

# HEATH WAGNER'S BATTLEFROG OBSTACLE RACE RECIPE

**DAILY:** Premium Insurance Caps, Tissue Rejuvenator

**PRERACE:** Endurolytes

**DURING THE RACE:** HEED

**AFTER THE RACE:** Recoverite

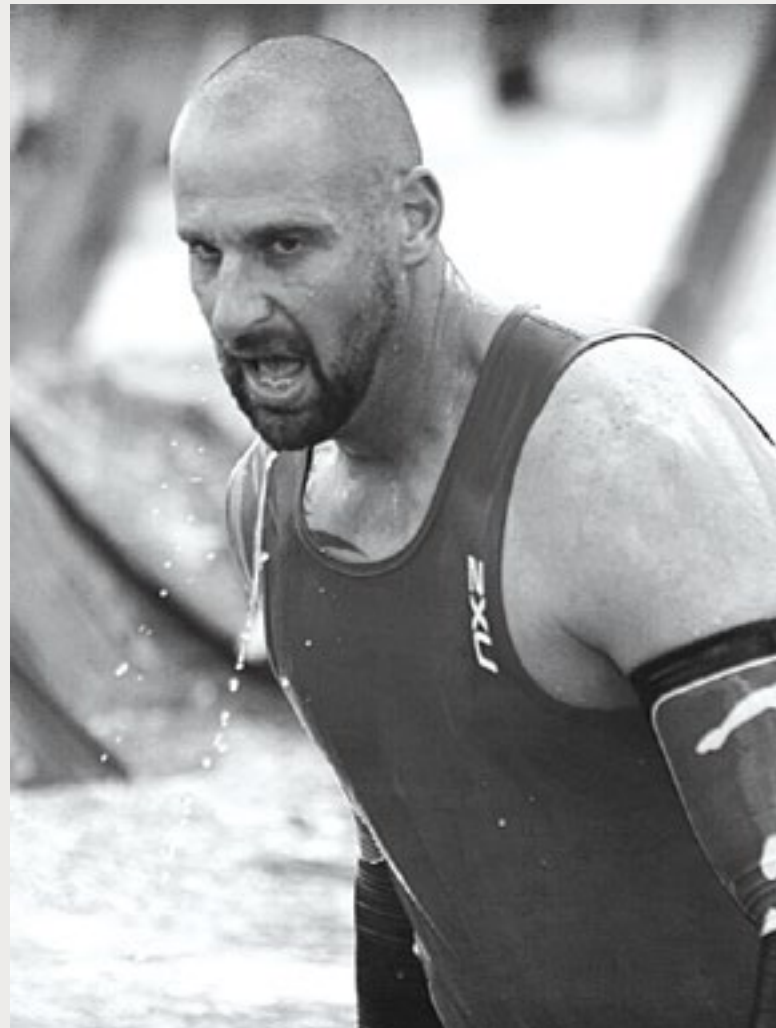
## RESULTS

**6th overall, 1st AG**

"I raced the 15K on Saturday and had an amazing time. Sunday I hit the 5K course made up of two swims and 36 obstacles. I love all of my Hammer products — they play an important role in my racing!" — Heath Wagner



Pidduck gets a grip while scaling a wall in the Horse Flats area of the San Gabriel Mountains.  
Photo: Bo Manson



Heath Wagner powers through a water obstacle at the BattleFrog Obstacle Race.  
Photo: Courtesy Heath Wagner

# AID STATION

YOUR HANDUP OF NUTRITION TIPS AND TIDBITS

## Eat your leafy greens to help stay mentally sharp

If you want to stay sharp well into your 80s and beyond, you can stack the odds in your favor simply by loading up on more spinach, kale, collards, and other leafy greens, suggests a new study. Research has shown that older people whose diets included just one or two servings of these vegetables per day had the cognitive ability of a person 11 years younger than those who consumed none of these veggies!

A Rush University Medical Center research team tracked the diets of more than 950 adults from the Memory and Aging Project over a period of two to 10 years (five years on average). The participants, whose age averaged 81, reported their daily dietary intake on a detailed 144-item questionnaire. The researchers calculated participants' nutrient intake based on the dietary reports, and assessed their cognitive



ability with a battery of 19 tests performed annually. They concluded that vitamin K, lutein, folate, and beta-carotene (all found in green leafy vegetables) were the nutrients linked to slower cognitive decline.

“Our study identified some very novel associations,” said Martha Clare Morris, lead researcher. No other studies have looked at vitamin K in relation to change in cognitive abilities over time, and only a limited number have found some association with lutein.

“... Increasing consumption of green

leafy vegetables could offer a very simple, affordable, and non-invasive way of potentially protecting your brain from Alzheimer's Disease and dementia.”

### HAMMER QUICK TIP

Aim to eat at least one to two servings of spinach, kale, collards, arugula, mustard greens, or other dark green, leafy vegetables daily.

You can also help ensure adequate intake of these foods' brain-protecting nutrients by using Hammer Nutrition supplements. One serving of **Premium Insurance Caps** contains 250% Daily Value (DV) of vitamin A (as beta-carotene) and 100% DV of folate (100% DV). **AO Booster** contains 10 mg of lutein per serving. In comparison, 1/2 cup of cooked spinach contains about 7 mg of lutein.

Also consider supplementing with **Phytomax**, which contains the green “super food” *Hydrilla verticillata*. According to Bill Misner, Ph.D., “Phytomax presents a rich phytonutrient profile equal to a huge portion of plant-source foods, often lacking in our diets or grown from depleted soils ...”

## Salt strain: Study reveals sodium's effect on organs

If you can't seem to shake the salt habit but feel safe because your blood pressure is normal, this news should give you pause. The insidious effects of excess dietary sodium on the body's internal organs have been revealed in a recent paper published in the *Journal of the American College of Cardiology*. Authored by faculty members of the University of Delaware College of Health Sciences and physicians at Christiana Care Health Systems, the article points to evidence of adverse effects on multiple organs, including the blood vessels, heart, kidneys, and brain — even when blood pressure remains normal.

**Arteries:** Potential effects include reduced function of endothelial cells,

which are involved in coagulation, platelet adhesion, and immune function.

**Heart:** The researchers stated that high dietary sodium can lead to enlargement of the muscle tissue that makes up the heart's main pumping chamber.

**Kidneys:** High sodium intake is linked to reduced kidney function, said the researchers, even when blood pressure shows only a minimal increase.

**Nervous system:** “Chronically elevated dietary sodium ... may cause a greater response to a variety of stimuli, including skeletal muscle contraction,” according to William Farquhar, a University of Delaware researcher. “Even if blood pressure isn't increased, chronically increased sympathetic outflow may have harmful effects on target organs.”

### HAMMER QUICK TIP

The American Heart Association and Hammer Nutrition recommend limiting your daily dietary sodium intake to 2,300 mg maximum. Don't add salt at the dinner table and avoid salty foods, such as processed meats and cheeses. Also be sure to check the labels of packaged breads and cereals, which often are hidden sources of sodium. When replenishing electrolytes during exercise, choose Endurolytes. **Endurolytes capsules** and **Fizz** contain a full spectrum of minerals, not just salt. Endurolytes contains sodium in levels that will not overwhelm your body's natural ability to regulate this vital mineral.







## Coffee consumption halves breast cancer recurrence

Here's yet another reason to savor your morning cup or two of joe. A study conducted by Lund University in Sweden in collaboration with U.K. researchers found that drinking just two cups of coffee per day not only inhibited the growth of tumors, but also reduced the risk of recurrence in women diagnosed with breast cancer and treated with tamoxifen. Tamoxifen is a drug used to treat advanced breast cancer in both men and women.

The study, which evaluated lifestyle and clinical data from 1,090 breast cancer patients, found that among the more than 500 women treated with tamoxifen, those who had at least two



cups of coffee daily had only half the risk of recurrence of those who drank less coffee or none at all. Those who drank at least two cups of coffee per day also had smaller tumors and a lower proportion of hormone-dependent tumors. The researchers believe that the caffeine and caffeic acid in coffee reduced division of breast cancer cells and increased cancer cell death, especially in combination with tamoxifen.

### HAMMER QUICK TIP

For superb flavor and optimum health benefits, reach for organic **53x11 Coffee**. Because the 53x11 beans are micro-roasted to order and shipped immediately to your door, you can be sure you are getting the freshest beans possible. That means maximum flavor and a maximum of the essential plant compounds that make coffee one of the most healthful beverages you can consume. Drink up!

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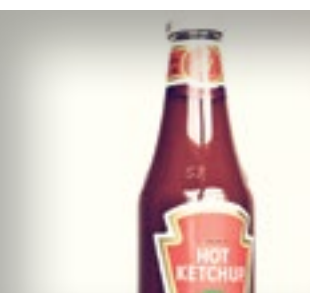
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## ONE FOR THE ROAD

“

Running is about more than just putting one foot in front of the other; it is about our lifestyle and who we are.”

- Joan Benoit Samuelson



# 7 [Secretly] SUGARY FOODS

How does your sugar intake stack up?

BY VICKI HACKMAN

You don't put granulated sugar in your coffee, and — aside from the occasional brownie — you gave up desserts eons ago. But chances are good that you consume far more of the sweet stuff than you know. According to the United States Department of Agriculture (USDA), the average American consumes more than 150 pounds of sugar per year.

Cane and beet sugars ("table sugar," aka sucrose) account for just 43% of that amount, according to the USDA. Virtually all of the remainder comes from high fructose corn syrup (42%), glucose, and dextrose (refined, simple sugars) added by the makers of processed foods. Check out these hidden sources of added and natural sugars, and tally your personal intake:

**1. Flavored yogurts** (24-30 grams\*/cup), especially those seemingly healthy fat-free or "lite" yogurts, typically are loaded with sugary flavorings. Opt for plain yogurt — preferably homemade, instead.

**2. Fruit juices** (21-24 grams/cup), including 100% fruit juices, contain nearly as much sugar as soda does per cup. Fruit drinks (including trendy energy drinks and teas) can be worse, with 30 grams or more per cup. Instead, have whole fruit, which offers fiber, vitamins, and minerals with less sugar. For instance, a medium navel orange has about 12 grams of natural sugars.

**3. Granola** (19-24 grams/cup), despite its healthy reputation, often comes with added sugar in the form of honey or maple syrup, as well as sugary dried fruit and sweetened coconut. Check labels before you buy. Or make your own using nuts and seeds instead of fruit.

**4. Bottled sauces and condiments** (6-8 grams/ounce); instead of using barbecue sauce, ketchup, canned tomato sauce, or teriyaki sauce, flavor up foods with tahini (sesame seed paste), horseradish, mustard, kimchi, or avocado. Make your own tomato-based sauces. It's easy.

**5. Salad dressings** (5-7 grams/2 Tbsp.), like French, Catalina, or Thousand Island, include sugar as do many balsamic vinegars. Choose dressings with less than 2 grams of sugar per serving. Or make your own simple vinaigrette. (Download our FREE *In the Kitchen with Hammer Nutrition* from our website for great recipes!)

**6. Dried fruit** (18-25 grams/1/4 cup), like raisins, apricots, and cranberries, are concentrated sources of natural sugar; some also have added sugars. Use them sparingly on cereals and salads.

**7. Flavored coffees** (24+ grams/cup) usually contain sugary syrups and often artificial flavors, too. Size up and the sugar soars: A Starbucks Cinnamon Dolce Latte Grande (16 oz.) has 40 grams of sugar; a Pumpkin Spice Latte Grande gives you 48 grams. Instead, enjoy pure, healthful organic coffee — 53x11 Coffee, of course.

## What you can do

To cut your intake of dietary sugars, aim to prepare more homemade meals with whole, unprocessed ingredients. Before you buy packaged foods, check the label for sugar content. And, choose endurance fuels that contain no added simple sugars. Hammer Nutrition fuels contain only complex carbs to deliver sustained energy without the potential adverse health effects of simple sugars. **[HN]**



## GOOD TO KNOW

The potential consequences of sugar overload include cardiovascular disease, many cancers, diabetes, weight gain, Alzheimer's disease, and tooth decay. Read more about the health problems linked to sugar consumption in the book *Suicide by Sugar* by Nancy Appleton, Ph.D., available for sale on the Hammer Nutrition website.

\* For reference, 1 teaspoon equals 4.2 grams.

# FUEL FOR THOUGHT

## SIMPLE SUGARS VS. COMPLEX CARBOHYDRATES



### Tailwind Endurance Fuel

#### Ingredients:

Dextrose (Glucose), Sucrose, Citric Acid, Sodium Citrate, Sea Salt, Organic Flavor, Potassium Chloride, Magnesium Citrate, Calcium Carbonate

- 54 grams (1 recommended serving) contains 50 grams (10 teaspoons) of refined simple sugars
- 1 serving contains 606 mg of sodium (25% Daily Value)
- Plus: citric acid and minerals chelated to citrate

Red text used for emphasis.



### Hammer Nutrition HEED

#### Ingredients:

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

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

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

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



**REAL ENDURANCE FUELS SINCE 1987 - ORDER TODAY!**

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Expires 8/7/15. Limit one per customer.

# ELECTROLYTES 101 Replenish right to finish strong

BY ENDURANCE NEWS STAFF

Think of electrolytes like the motor oil in your car. They don't make the engine run, but they're absolutely necessary to keep everything operating smoothly. Without the proper levels of these minerals, your body can't carry out critical functions, including muscle contractions and the transmission of nerve impulses. The consequences can include not only muscle cramps, but also fatigue, swelling, digestive distress, and even bonking.

Here's what you need to know to replenish electrolytes right:

**1. Start early.** Don't wait for a muscle cramp to tell you to replenish electrolytes. By then, your electrolyte levels have already dropped far too low. We suggest taking a "pre-emptive strike" dose of Endurolytes about 30 minutes prior to the start of your workout or race. This will provide electrolytic support for at least the first hour of the race. After that, replenish electrolytes consistently every hour.

**2. Salt tablets are not the answer!** Salt tablets are an unacceptable choice for electrolyte replenishment for two important reasons: 1) They can oversupply sodium and overwhelm your body's complex mechanisms for regulating this electrolyte; and 2) They provide only two of the electrolytes your body requires — sodium and chloride.

Your body has very effective mechanisms for monitoring and conserving sodium. If you take in too much of it (as salt tablets, excessively high-sodium electrolyte products, or food), your kidneys will excrete the sodium, and the hormone vasopressin will cause you to retain fluids. The effects can include swollen hands and feet, elevated blood pressure, and increased sodium excretion. All inhibit performance.

**3. Skip the salty foods.** Limit your dietary sodium intake to no more than 2,300 milligrams per day. If you consume a high sodium diet, you can expect to lose more sodium during exercise. In addition, sodium drives thirst, and thirst drives drinking to excess. Over-hydration is definitely not performance enhancing. In fact, it can have life-threatening and even fatal consequences.

**4. Replenish electrolytes completely.** Proper electrolyte replenishment during endurance exercise requires a consistent approach that incorporates a full range of electrolytes, not just one or two of them. The levels should be potent enough to support body functions and prevent heat-related issues like cramping — without overriding your body's natural mechanisms for regulating these minerals.

## Electrolytes done right

Hammer Nutrition's Endurolytes, Endurolytes Extreme, and Endurolytes Fizz are formulated to help your body perform better under the demands of exercise by providing a full complement of minerals in the proper balance and levels:

- **five electrolytic minerals** — calcium, magnesium, potassium, sodium, and chloride
- **manganese** to help convert fatty acids and protein into energy
- **vitamin B6** to help metabolize carbohydrates, fats, and protein
- **L-tyrosine** to protect thyroid and adrenal function

HEED, Hammer Nutrition's complex carbohydrate powdered sports drink, also contains a complete electrolyte profile. Some athletes find that a scoop or two of HEED in their water bottle will keep them going strong for an hour or more. Others satisfy their complete electrolyte needs by consuming both HEED (an excellent base) and Endurolytes products. **[HN]**

Grapefruit Endurolytes Fizz helped Zandy Mangold run cramp-free through China's Gobi Desert. Photo: Zandy Mangold



# FUEL FOR THOUGHT

## ARTIFICIAL VS. NATURAL INGREDIENTS



### CamelBak Elixir

**Active ingredients:** Electrolytes (Sodium, Potassium) Vitamin C, Riboflavin, Niacin, Vitamin B6, Vitamin B12, Biotin, Pantothenic Acid, Caffeine, Inositol, Panax Ginseng Root Extract, Glucuronolactone, Guarana Seed Extract

**Other ingredients:** Citric Acid, Sorbitol, Natural and Artificial Flavors, Polyethylene Glycol, Tartaric Acid, Acesulfame Potassium, Sucralose, Vegetable Juice Color, Magnesium Oxide

- Contains only two electrolytes
- Polyethylene Glycol is a petroleum-derivative compound sometimes used in antifreeze, laxatives
- Acesulfame Potassium and Sucralose are artificial sweeteners

CamelBak Elixir is a trademark of CamelBak Products, LLC.  
Red text used for emphasis.

### Hammer Nutrition Endurolytes Fizz

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

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

- Contains a full spectrum of electrolytes
- Wheat Germ Oil is a gluten-free\*, unrefined, natural oil that is obtained from the germ of the wheat kernel
- Stevia is a natural sweetener extracted from plant leaves

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

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

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



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# CALL OF THE WILD

**Hammer Canada couple tests their limits as wildland adventurers**

BY SPRING AND LEIGH MCCLURG

**“If it doesn’t challenge you, it doesn’t change you.” – Fred DeVito**

Our journey as wildland adventurers began the day we decided to hike The Chief, a steep trail near the British Columbia coast that locals refer to as “the stairmaster.” We had arrived in our new home of Squamish, British Columbia, just days earlier. Because we had lived a sedentary life for the previous six years and hadn’t tackled anything like it before, it would be a true test of endurance.

It was one of the most difficult hikes we had ever done. But once we reached the top, we were so elated that we wanted to know just how much farther we could push ourselves.



The desire to be in the mountains and to enjoy the journey, unlimited by our physical abilities, keeps us pushing. The ability to look at the horizon, see a distant peak, and know that we can reach its top, motivates us to continue moving each and every day.

The mountains are our training ground. They allow us to test our physical limits while surrounded by nature's amazing beauty. Each time we awaken on a summit and peer through our tent door to see the sun rising above the nearby peaks, we know that this is what we have trained for.

### Fueling for the journey

Over the last few years, we've learned that we must couple hard work and motivation with proper nutrition to get the most from our efforts. We ensure that we fuel with real food made with real ingredients. Hammer Gel and Hammer Bars have long been our go-to source for long runs and hikes. When recovering from a long day in the mountains or climbing at the local crags, we have Hammer Recoverite smoothies. Not only have we noticed a huge difference in our endurance using these products, but our recovery time has been cut in half ... so we can get back outdoors faster to do what we love!

Each and every moment we spend outside is time well spent. Every step we take in a wild alpine meadow, every bolt we clip on a local rock climb, and every puddle we run through on our local trails makes us feel alive. *[HN]*

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Leigh and Spring McClurg are storytellers, outdoorsy nuts, photographers, happy campers, wanderers, and sometimes adrenaline seekers driven by curiosity and personal growth. They believe in moving softly across the Earth. Follow their adventures at [www.Pebbleshoo.com](http://www.Pebbleshoo.com)

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## 7 GREAT PEBBLESHOO ADVENTURES



### 1. ASCENDING JOFFRE PEAK (April, 2012)

A milestone summit: We ascended via an aesthetic and steep gully known as the "Aussie Couloir." Many British Columbian mountaineers share stories of cutting their teeth on the rock and ice of Joffre Peak.

### 2. EXPLORING ATHELNEY PASS (August, 2013)

Our favorite adventure of 2013. We visited three peaks under perfect conditions, and then hiked out on our third day. We will definitely be back to explore more. (See opposite page, bottom photo)

### 3. SUMMITTING NIOBE, TANTALUS RANGE (August, 2013)

We ascended snow slopes and easy ramps. The scrambling was enjoyable and in no time at all we were standing on the summit of Niobe, looking down on Lake Lovely Water. It was good to be reminded that the mountains can feel easy and safe in equal amounts to feeling difficult and scary. (See opposite page, top photo)

### 4. STAR CHECK MULTI-PITCH ROCK CLIMB (June, 2014)

Our first multi-pitch climb together; we moved well and stayed efficient building our climbing systems. We both felt comfortable and confident, and had no fear of falling. (See photo at left)

### 5. CLIMBING COPILOT (August, 2014)

The route to the top follows a steep and loose gully. It's steep enough that some parties choose to rappel the route rather than down-climbing it. We chose to rappel down for the practice.

### 6. TRAIL RUNNING ON MT. PRICE (September, 2014)

The trail to the summit of Mt. Price in Garibaldi Provincial Park is amazing, lined mostly with wild blueberry bushes that we gorged on as we ran. Astounding views from the top. (See photo above)

### 7. ICE CLIMBING ON MT. BAKER (November, 2014)

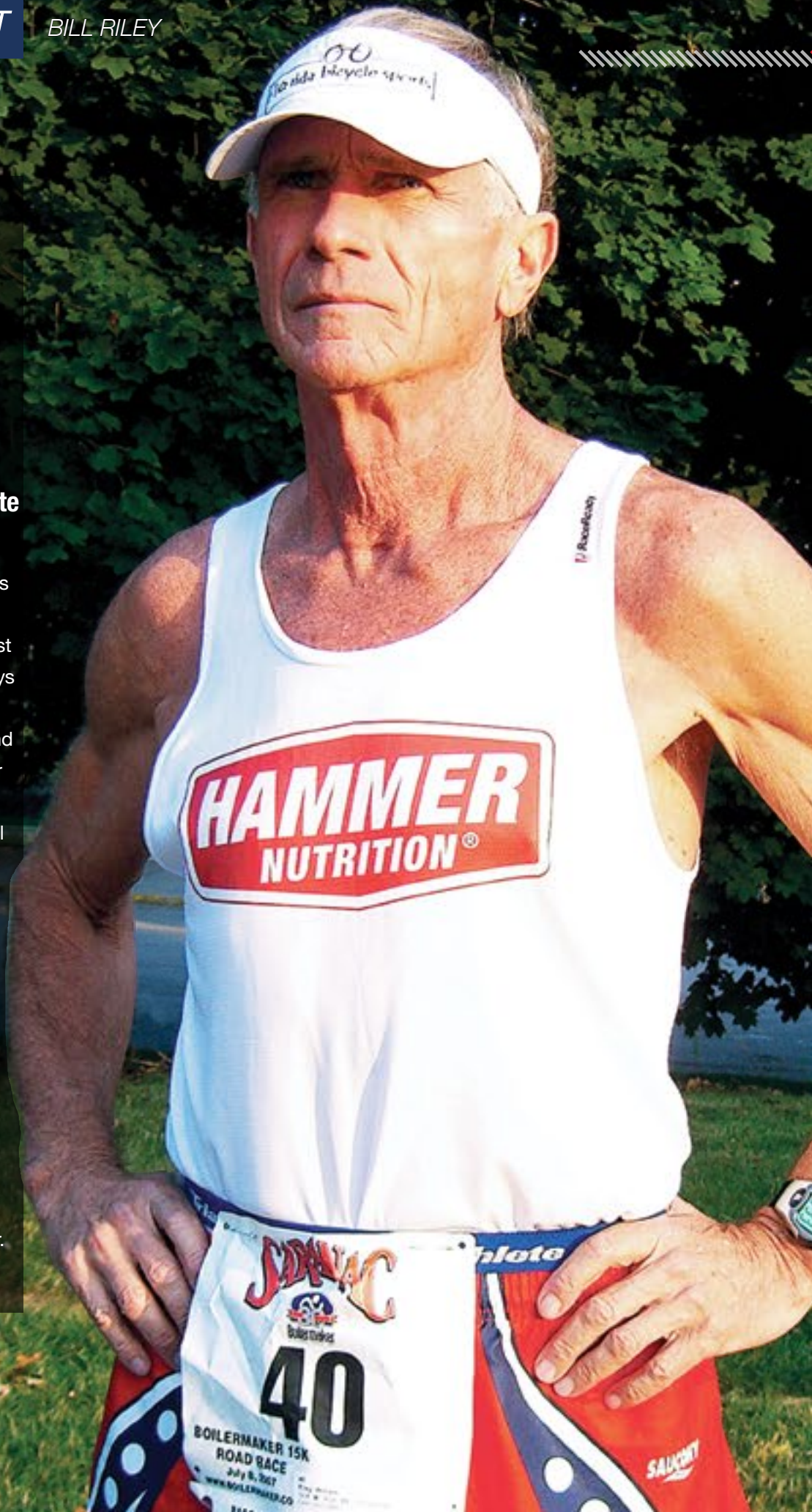
With temperatures too warm to ice climb near Squamish, we headed south to Mt. Baker to revisit the broken ice and crevasses near its base. It felt good to be swinging ice tools again. Being surrounded by a world of ice is always surreal.

All Photos: Courtesy of Leigh and Spring McClurg

# FIRST IN CLASS

## Hammer Nutrition's first sponsored Masters triathlete is still setting the pace

Talk about endurance. Bill Riley has been racing — and winning races — as a runner, triathlete, and cyclist for nearly 40 years. Although always modest about his achievements, Bill has competed with the best and consistently come out on top, year after year. His impressive athletic resume includes six USAT National Triathlon Championships, three National Duathlon Championships, one Duathlon World Championship, six overall Ironman USA Championships, and four Age Group Ironman World Championships. Bill is also a 14-time USAT All-American. He's run the Boston Marathon 21 times. And since turning 65, he has won the USATF "Outstanding Athlete of the Year" nine times, including this past year.





Bill also happens to be the first Masters triathlete sponsored by Hammer Nutrition. He first heard about Race Caps (now known as Race Caps Supreme) back in 1988, just a year after Brian Frank introduced the product that launched the endurance supplement category. "I remember calling Brian after the St. Croix Triathlon and then following up when I was in San Francisco," recalls Bill. "I actually went to Brian's office when it was there, and introduced myself." After trying Race Caps and experiencing the benefits, Bill was a believer. He became a Hammer sponsored athlete a few years later ... and never looked back.

Now 78, Bill Riley hammers on. Shortly after returning to Massachusetts from his winter home in Florida, he reflected on his endurance journey so far and shared his view of the road ahead.

### **When and why did you first get into endurance racing?**

I started running when I was 40 after a routine physical/stress test showed that I had an abnormally high VO2max. My doctor suggested that I would be a good endurance runner, so I got into running marathons. My first triathlon was the Seaside Triathlon on Cape Cod in 1984, when I was about 49. Triathlons were the rage then, and everyone was doing them. I won my age group but it was pre-wet suit era and I learned that skinny runners do not do well in cold water.

My first Ironman distance race was the Bud Light Endurance in 1988, held on Cape Cod. I had volunteered at this race for a few years and thought that I could do the distance. I finished the event in 10:14.51, which, at the time, was a world record for a 50+ competitor.

### **Have your fueling products and methods changed over the years?**

Yes, they have definitely changed. That's mainly because my training and racing focus over the last 10 to 12 years has evolved from endurance events like the Ironman Triathlon and marathons to road racing. Many of the road racing events are National Championships put on by USATF. Though I'm reasonably proficient in swimming and biking, my strength always has been running.

The [triathlon and marathon] endurance events demanded I utilize Race Caps Supreme, Hammer Gel, Energy Surge, and ultimately Perpetuem. For road racing, which is more about speed, I use Race Caps, HEED, Hammer Gel, Recoverite, and Whey Protein. When you get older you need more nutrients for recovery!



### **What's the most important lesson you've learned about fueling — what's helped you stay competitive?**

I still use many of the products I began with because they have worked for me. So, good Hammer habits and I guess good genes have kept me competitive.

### **What's your race fueling routine?**

I take Race Caps Supreme an hour before any race. If the race will be longer than an hour, I use Hammer Gel. I always have HEED on the bike and at

poolside, too. Afterward, Recoverite and the recovery supplements are a must.

### **Can you share highlights from a few of your most memorable races?**

They would certainly include my first Ironman and my first Boston Marathon. The goals were different: finish the Ironman (I did and won my AG), and run under the then 3:20 qualifying time in Boston, which I did. I couldn't walk after either event. Yes, I've had a couple of bad events too. The worst was having to be pulled out of Boston Harbor in 60-degree water in the mid 1980s, during a USTS triathlon swim, with no wet suit. I was put under a blanket before I could get on my bike. Very embarrassing. Lessons learned, too.

### **What's most fun for you these days?**

Cycling is very much a part of me now. I'm fortunate to live in St Petersburg, Florida, for four months during the winter, so I'm able to bike about 100 miles a week, or 75% of my annual mileage. And it's not for wimps. The St. Pete Bike Club has four organized rides everyday. None are sub 20 mph. It's nice to not be pounding the pavement during those months. Summer in the Northeast, especially where we live, does not offer the safer "share the road" mentality.

### **Is there a particular ride or event that you especially look forward to this coming season?**

Road racing here in the Northeast is getting into full swing and there are some very competitive races every weekend. The smart move is to pick out the best, train hard, and forget how you used to race every weekend in the past. The Falmouth Road Race, Mount Washington (all up), and Beach to Beacon are my favorites. [HN]

**Opposite:** Bill Riley focuses on the job ahead at the 2007 Boilermaker 15K Road Race in Utica, New York.

**This page:** Riley is one of Hammer Nutrition's longest sponsored athletes. He started using Race Caps in 1988.

**Photos:** Courtesy of Bill Riley

# PRODUCT SPOTLIGHT: RACE CAPS SUPREME

Since 1987, the ultimate supplement  
for athletic performance AND overall health

BY STEVE BORN

Twenty-eight years ago, most people had never even heard of Coenzyme Q10 (CoQ10), let alone knew about its multiple benefits for athletic performance and overall health. Hammer Nutrition (then known as E-CAPS), however, was already “in the know” about this remarkable nutrient, harnessing the power of CoQ10 into a product called Race Caps.

Among athletes, word spread quickly that a truly effective, safe, and perfectly legal endurance enhancing supplement was finally available. If you were a serious endurance athlete in the late 1980s and ‘90s, Race Caps was part of your arsenal.

In the following years, while other companies were still playing catch up, Hammer Nutrition continued to blaze the trail. In 2003, we revised the original Race Caps formula to include the potent, multi-beneficial nutrient idebenone. A great product became even better, so a new name was in order: Race Caps Supreme.

Nothing has changed since that landmark time back in 1987. Whether you’re a full-time competitive athlete, a recreational athlete who occasionally competes, or you simply want to stay fit and healthy, Race Caps Supreme is a must-have, daily use supplement.

Race Caps Supreme’s remarkable benefits include:

- Higher energy levels during workouts and all day long, without

the unpleasant stimulant effects that come from the ingredients in many other supplements

- Increased endurance
- Less muscle soreness and enhanced recovery after training
- Optimized immune system function, as well as cardiovascular, brain, and digestive health

## The key players

**Coenzyme Q10 (CoQ10)** - Known also as ubiquinone (from the word “ubiquitous,” meaning it exists just about everywhere), CoQ10 is a vitally important substrate (think “spark plug”) for the efficient production of energy from food and oxygen intake.

CoQ10’s importance goes far beyond enhancing athletic performance; its role in maintaining clean, efficient energy production is clearly crucial for optimal health, especially with regard to cardiovascular and brain health and a strong immune system.

**Idebenone** - An analogue of and superb complement to CoQ10, idebenone has garnered “superstar” status as one of the most promising energy enhancing, cognitive enhancing, and anti-aging nutrients ever studied.

## The supporting cast

**Vitamin E** - A potent antioxidant that, along with CoQ10 and idebenone, helps neutralize free radicals naturally produced during energy production.

**Oxy-Assist™** - A blend of three nutrients — trimethylglycine (TMG), inosine, glycerol phosphate — that help enhance oxygen utilization, optimize



fats-for-fuels capabilities, and support energy production and acid buffering.

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

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

**Bottom line:** No other athletic-specific supplement available delivers the range of benefits that Race Caps Supreme can. It continues to be the athlete’s supplement of choice, withstanding the test of time in a market flooded with other products that overpromise but under deliver. The nutrient blend in Race Caps Supreme aids both athletic performance enhancement AND overall health — a one-two punch formulated for hard-training athletes, but also highly beneficial for everyone. [HN]



In 1987, most people had never even heard of Coenzyme Q10 (CoQ10), let alone knew about its multiple benefits for athletic performance and overall health. One company, however, Hammer Nutrition (back then known as E-CAPS), was already "in the know" about this remarkable nutrient, harnessing the power of CoQ10 into a product called "Race Caps." Almost three decades after setting the pace for endurance supplements, Race Caps Supreme remains ahead of the pack as the must-have, daily use supplement.

# THE ORIGINAL ENDURANCE SUPPLEMENT

*We've been a part of your workouts  
since they looked like THIS*



## **FREE HAMMER WHEY**

Purchase Race Caps Supreme and receive a FREE packet of Hammer Whey.\* Promo code: EN95RCS. Limit one. Offer expires 8/7/15. Valid while supplies last.



*\*If you prefer a specific flavor, please indicate in the "comments" section of your order.*

## **ORDER TODAY!**

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HIGHER  
LEVEL

## Informed-Choice program provides added assurance of purity in Hammer Nutrition supplements

BY ERIC CALDWELL

Hammer Nutrition — already the industry leader in providing endurance fuels and supplements of the highest quality — has begun participating in a program that will give our clients an even greater level of quality assurance. Administered through Informed-Choice ([www.informed-choice.org](http://www.informed-choice.org)), this internationally recognized program certifies that all nutritional supplements and/or ingredients that bear the Informed-Choice logo have been tested for banned substances by the world class sports anti-doping lab, LGC.

### What is Informed-Choice?

Informed-Choice is an independent, third party quality assurance program for sports nutrition products, suppliers to the sports nutrition industry, and supplement manufacturing facilities. LGC, which has been testing supplements and ingredients for banned substances since 2002, tests more than 5,000 samples each year. The standard supplement screening test looks for 146 substances that are prohibited in sport. This testing includes a range of substances that appear on the World Anti-Doping Agency (WADA) Prohibited List, as well as lists from organizations such as the National Football League, National Collegiate Athletic Association,

and Major League Baseball. The Informed-Choice program is administered by professionals and tailored to the needs of athletes. Athletes who choose supplements that bear the Informed-Choice logo can be confident that they have been produced in a certified facility using carefully screened ingredients, and that these supplements have been tested and verified as “banned substance free” by experts in an independent laboratory.

### Hammer's Endurolytes certified by Informed-Choice

Hammer Nutrition's Endurolytes is registered in the Informed-Choice product search database.

Our Endurolytes Extreme, Race Caps Supreme, Tissue Rejuvenator, and Anti-Fatigue Caps are poised to become the next Hammer supplements available on the Informed-Choice product search database as they complete the testing and registration process.

### Highest quality from the start

Hammer Nutrition's focus on quality has defined us for 28 years and counting. Since 1987, our goal has been to ensure that every Hammer Nutrition product

meets our demanding standards for purity, quality, and efficacy ... that's why we confidently back them with our unwavering guarantee.

- *Made in the U.S.* – Quality starts with our sources. We're proud to say that all of our consumable products are made in the U.S., using premium, natural ingredients.
- *Top-tier manufacturing* – Hammer Nutrition fuels and supplements are produced only in facilities that are GMP (Good Manufacturing Practices)-certified by the Natural Products Association (NPA). NPA's rigorous standards include third party inspection of the manufacturers that it certifies.
- *We take quality personally* – Here at Hammer headquarters in Whitefish, Montana, all of us use Hammer products ourselves every day. We choose them because they're of the highest possible purity, and they work! We want the same for you.

You can read more about our extensive quality control procedures on the Hammer Nutrition website: On the home page, scroll down to the black bar and click on “Commitment to Quality.” [HN]

# YOU SWEAT THE SMALL STUFF.

## ENDUROLYTES PUTS IT BACK.

*"I used Endurolytes on an all-day run in Zion National Park. I had virtually no swelling and felt great the whole time!"* - JEN R.



Jen Richards runs through Zion National Park.  
Photo: Courtesy Jen Richards



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

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



### GET 2 FREE PACKETS!

Get 2 FREE packets of HEED when you purchase 60 or more capsules of Endurolytes or Endurolytes Extreme.\* **Use Promo Code: EN95EL**



### ORDER TODAY!

\*Expires 8/7/15. Limit one per customer. Valid while supplies last. If you prefer a specific flavor, please indicate your choice in the "comments" section of your order.  
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# 5 Simple Ways to Improve Your Performance NOW

BY STEVE BORN

**There are many steps you can (and should) take to achieve peak athletic performance, but making the following five easy changes will bring you the most rapid improvements in endurance. Start now!**

**1 Stay hydrated all day long** – Approximately 60% of your body is comprised of water, so it's vitally important to stay well hydrated all day long. Unfortunately many people — perhaps you? — live in a state of perpetual dehydration. And that hurts athletic performance and overall health. Starting now, gradually increase your fluid intake — primarily pure, clean water — so that the total number of ounces you're drinking daily is equal to half your weight in pounds (e.g., a 180-pound athlete should consume 90 ounces of fluids daily, in addition to the amount consumed during exercise). During exercise, drink 18-25 ounces per hour, and up to 28 ounces per hour during hot weather.

**2 Fuel lean** — Your caloric goal during exercise should be the least amount necessary to maintain desired energy levels, hour after hour. For the majority of athletes, that's 120-180 calories per hour. If you find that's not quite enough, that's an easy fix — simply consume a few more.

**3 Ditch the sugar** — Some fuels are comprised of a combination of simple sugars (glucose, sucrose, fructose, etc.) under the premise that your body will be able to produce more energy on a per-minute basis using multiple carbohydrate sources. Keep in mind that the subjects in those "multi-carb" studies were exercising at such low intensities — a recovery pace, at best — that they probably could consume anything. Choose complex carbohydrates (maltodextrin), such as in Hammer Nutrition fuels, instead. Unlike simple sugars, complex carbs provide steady, long-lasting energy and cause no stomach issues even at high intensity efforts.

**4 Don't eat for three hours before exercise** — By refraining from eating in the three-hour period before your workouts and races, you put your body in the ideal physiological state to use its finite stores of muscle glycogen most efficiently, while also utilizing its calories from body fat stores more effectively. Adopt this practice for all workouts — even the early morning ones — and you'll extend your endurance like never before.

**5 "Refill the tank" ASAP after every workout** — Your body wants to reward you for the efforts you made in training by strengthening your immune system, rebuilding muscle tissue stronger, and storing more minutes of readily available fuel in muscles. All you have to do to enjoy all of these endurance-enhancing benefits is supply your body with the materials it needs right away — ideally within the first 30 minutes after exercise — meaning complex carbohydrates and high-quality protein such as found in Recoverite. *[HN]*



## Hot Weather Fueling Tip

Hammer Perpetuem and Sustained Energy long-distance fuels contain no preservatives. Once mixed, they should be used within about 3 hours. To avoid spoilage during extended, hot-weather events, use separate multi-hour bottles. You can either mix the bottles the night before the race and freeze them so that they stay cool as they thaw during the race. Or, mix and freeze just one bottle, and put only powder (no water) in the other. When you finish your first multi-hour bottle, you'll need to stop briefly to add cold water to the second multi-hour bottle. Using insulated bottles also helps. Another long-distance fueling option is Perpetuem Solids, which stay fresh and tasty even in the heat.

# FULL SPEED AHEAD



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USA



NO  
SIMPLE  
SUGARS

Fueled by Hammer, Loren Thompson racks up the training miles near Modesto, California.

**The endurance drink  
formulated for the long haul!**

- Reliable, long-lasting energy
- Maximizes fat utilization
- Helps prevent muscle fatigue

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

Flavors: Orange-Vanilla, Caffé Latte,  
Strawberry-Vanilla, Unflavored



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# SUCCESSFUL FUELING

## FOR A HALF OR FULL MARATHON

Follow this athlete-proven plan to stress less and perform best on race day

BY STEVE BORN

We receive a lot of questions from runners looking for fueling advice for marathons. Understanding your options will help remove the guesswork so that you can achieve more — possibly even finishing with a personal best — without fear of bonking or suffering GI issues.

### The weeks before the race

Successful fueling starts weeks before the race, when you refill the tank with quality fuel ASAP after all of your workouts. Within 60 minutes of the finish of each workout, replenish your body with Recoverite, which is ideally formulated to help build lean muscle tissue, boost immune system functioning,

and increase muscle glycogen — the first fuel your body will use when you resume exercise. With smart training and recovery fueling, you can accrue up to 90 minutes of this premium, ready-to-use fuel.

### Days leading up to the race

Don't make big changes to the daily diet that you've been following while in training — attempting to front load water, carbs, and/or sodium is ineffective and counterproductive. Continue to consume roughly 0.5-0.6 ounces of water per pound of your body weight, daily. If you haven't been drinking this much, don't start now — you will overwhelm

your body with fluid too soon. Also do not consume extra sodium (salt) before your race. Taking in too much sodium can disrupt your body's natural ability to regulate and conserve this mineral — resulting in cramping, weakness, or worse on race day.

### Night before

Very simple: Eat clean until you're satisfied, and then call it a night. You can't positively affect muscle glycogen storage the night before the race. Consume complex carbohydrates, some high-quality protein, and little or no saturated fat. Make sure your meal is low in sodium, and drink sufficient



water. Skip alcohol, fatty foods, and dessert ... save those “rewards” for after the race.

### Morning of the race

Do not consume significant calories three hours prior to the race. Remember, the first fuel your body will use when the race begins is the muscle glycogen you’ve stored up in training through your post-workout refueling. Eating a prerace meal at the wrong time will cause your body to burn through its finite stores of glycogen more rapidly, while also hampering your ability to use body fats for fuel.

Instead of eating a meal one to two hours before your race, consume 1 serving of Hammer Gel approximately five minutes prior to the start. This will top off liver glycogen stores and provide a few calories to augment muscle glycogen stores. In addition, drink a total of 24-34 ounces of water in the two hours prior to the race start, ceasing about 30 minutes before the race.

### 30-45 Minutes before

Endurolytes time! Taking a “pre-emptive strike” dose of Endurolytes with water before the race will provide electrolytes for at least the first hour of the race. If you are taking additional supplements, such as Endurance Amino or Anti-Fatigue Caps, take them now too.

### Fueling for your race

If your race is in the two or two-and-a-half hour range (perhaps even slightly longer), you can go with carbs only, meaning “regular” (no protein-containing) Hammer Gel or HEED. If your race will be closer to three hours (or longer), your fuel should contain at least some protein.

For races of three or more hours, your options are:

1) Sustained Energy or Perpetuem as your primary-to-sole fuel

2) Ultra Hammer Gels — Peanut Butter, Peanut Butter-Chocolate, or Nocciola, which contain complex carbohydrates and a small amount of protein — as your sole fuel

3) A combination of Hammer Gel or HEED plus Perpetuem Solids

The reason for the protein during these longer events is that around that second hour mark and beyond, a small percentage of your energy requirements will be fulfilled from protein. If you don’t provide some from your fuel mix, at least part of the time, your body will cannibalize its own lean muscle tissue to obtain the necessary amino acids. This increases ammonia — a primary culprit in premature fatigue during endurance workouts and races.

### How to choose

In addition to race duration, your fuel choice — and the amounts you use — should also be based on how well you digest a particular fuel during a higher-impact activity (like running), the intensity of the effort, the weather and your acclimation, and the terrain. To determine your best race day fueling plan, consider these variables, then thoroughly test your plan in training. Testing a variety of these fueling options under a variety of conditions will give you the greatest potential for success come race day. Also, please remember that we have a skilled team of client advisors ready to help you dial in your fuel and supplement program. We’re just a phone call or email away! [HN]

## GOOD TO KNOW

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

For suggested product amounts, please refer to our product pages or the *Little Red Book*/Product Usage Manual (a free PDF download) at: [www.hammernutrition.com](http://www.hammernutrition.com) For “digestively challenging” forms of exercise, such as running, we suggest starting slowly and gradually increasing the number of products, and the amounts, you take. You’ll find more information about endurance fueling under the “Advanced Knowledge” heading.



# ULTRA GELS

Everything you know and love about Hammer Gel PLUS protein!



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

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# HAMMER ATHLETES' WINNING RACE DAY STARTERS

Power up your performance with these tasty fueling options

BY HAMMER NUTRITION ATHLETES

Part tried-and-true fueling regimen and part good luck charm, healthy prerace meals are vital to race day success.

Based on nutrition science and the experience of thousands of athletes, a healthy and effective pre-exercise meal consists of 300-400 calories of complex carbohydrates and a small amount of protein. To avoid potential digestive issues, we recommend a minimum of fiber, simple sugar, and fat. Your primary goal is to top off liver glycogen stores, which your body has expended during sleep. Muscle glycogen (about 80 percent of your total glycogen stores) remains intact overnight.

When we asked fellow Hammer athletes how they like to fuel the morning of a race, they enthusiastically shared their winning “recipes.” Here’s a sample.

RECIPE

Banana dipped in Peanut Butter Hammer Gel.  
– Bob Miller

RECIPE

One smashed banana, 1 cup unsweetened applesauce, 1 Tablespoon Udo’s Oil, and 1 scoop of Hammer Whey. I love this because it’s super easy on my stomach and has a great balance.  
– Martin Criminale

RECIPE

Vanilla Hammer Vegan Protein, Apple Cinnamon Hammer Gel, and a baked sweet potato all mixed together. I’ll throw in applesauce and almond milk if I’m feeling really crazy.  
– Bailey Hinz

RECIPE

Banana, bagel, and peanut butter plus 1 scoop of Hammer Whey protein and a small bottle of HEED.  
– Blake Elrod

RECIPE

Bagel with almond butter, banana, Espresso Hammer Gel.  
– Nick Modrzejewski

RECIPE

Simple. A Cashew Coconut Chocolate Chip Hammer Bar three hours before, and a Hammer Gel 10-15 minutes before. Works every time.  
– Amy Rappaport

RECIPE

2.5 scoops of Perpetuem and 1.5 scoops of HEED, just like when I’m on the ride.  
– John Cox

RECIPE

1 Tablespoon honey, 1 Tablespoon almond butter, 1 banana, 2 cups hemp milk, and 1 scoop of Hammer Vegan protein.  
– Howie Nordström

RECIPE

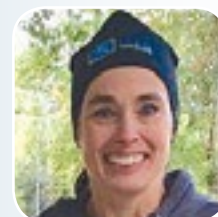
Egg sandwich on a toasted cinnamon raisin bagel with coffee. #hammerapproved.  
– John Miles

RECIPE

Two packets of Instant Cream of Wheat with a banana plus coffee; then I’ll nurse water have a Hammer Gel 10 minutes before the event start.  
– Keith Murray

8 oz. of pureed pumpkin, 1/2 of almond milk, 1 tablespoon butter (grass fed), pumpkin pie spice, and cinnamon. Heat and enjoy—helps soothe a jittery tummy, too.

Marty Marrs ▶





*Power shake made of Hammer Whey, frozen berries, yogurt, wheat germ, apple, spinach, sunflower and flax seeds, cinnamon, and water. Plus peanut butter and jelly sourdough*

*toast. "I make my drinks on Sunday and seal them so I'm ready every day of the week."*  
**Dusty Dustyn** ▲



**TIMING:**

observe the 3-hour rule

The timing of your pre-race meal is key! Be sure to complete your meal no later than three hours before your race or work-out. Three hours gives your body enough time to fully process the meal and avoid GI issues, and allows blood glucose levels to normalize. Eating beyond that three-hour mark can seriously hamper performance by 1) reducing fats to fuels conversion, and 2) depleting muscle glycogen more quickly.



RECIPE

A smoothie made from 1/2 cup aronia berries, banana, 1 cup apple juice, and 1/2 cup Greek yogurt — plus a Hammer Bar.  
— *Pete Kostelnick*

RECIPE

Van's Power Grain waffle with sliced banana and Nocciola Hammer Gel.  
— *Heath Wagner*

RECIPE

Hammer Vegan protein, banana, mixed berries, 8 oz. almond milk, and ice. Blend and you're golden — Hammer Gel 10-15 minutes before, and you're off.  
— *Jake Farrer*

*Bread topped with almond butter and sliced banana, drizzled with Nocciola Hammer Gel to bring it all together.*

**Travis McWhorter** ▶



“SO DELICIOUS  
**I SPOON IT  
DIRECTLY INTO  
MY MOUTH.**”



*Hammer Vegan Protein is a tasty, satisfying, and dependable source of protein. I can't get enough!” - Eric K.*



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

NO  
SIMPLE  
SUGARS



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# THE HAMMER BAR

## UNWRAPPED



What makes Hammer Bars unique, and why you should be eating them

BY ENDURANCE NEWS STAFF

## REAL FOOD, PURE GOODNESS

### Healthy Carbohydrates

Hammer Bars are NOT candy bars! They contain only healthy carbohydrates, like apples, cranberries, raisins, dates, oats, and non-dairy chocolate chips for consistent, reliable, long-lasting energy.

### Beneficial Alkalinizing Proteins

From whole foods like almonds, cashews, brown rice, and sprouted quinoa, these alkalinizing plant proteins reduce the acidity that occurs from sustained energy output. The benefits include potentially greater endurance, reduced joint and muscle soreness, and faster recovery.

### Healthy Fats

Nut and cocoa butters provide essential fatty acids (EFAs) necessary for endurance, cardiovascular health, immunity, mental clarity, and hormone balance. Our bars are rich in ultra-healthy EFAs, phytosterols, and sterolins, with NO trans fats!

### Phytonutrients

Organic Bio Sprouts™ (a uniquely rich source of beneficial nutrients), Hawaiian spirulina, and wheat and barley grass juice support health and boost immunity.

### Enzymes

Hammer Bars are cold processed to preserve the naturally occurring enzymes needed to digest and use nutrients at a cellular level.



# WHOEVER SAID HEALTHY FOOD DOESN'T TASTE GREAT NEVER TRIED A HAMMER BAR!



Available in five flavors, organic Hammer Bars are totally wholesome and awesomely delicious! You won't find a higher **quality** energy/food bar at any price: 70-100% raw, 100% vegetarian, and NO preservatives, gluten or GMOs.

Enjoy Hammer Bars as a prereal meal, post-workout recovery food bar, or healthy snack anytime. Or use them to complement your liquid fueling regimen during extended exercise. Sample each flavor; we guarantee Hammer Bars will be **your new favorite**.

**Flavors:**  
*Almond Raisin,  
Cashew Coconut  
Chocolate Chip,  
Chocolate Chip,  
Oatmeal Apple,  
and Cranberry*



## Hammer Recovery Bars

Like the Hammer Bar, Hammer Whey and Vegan Recovery Bars are made purely with **real foods**, like peanuts, cacao, and nut butters. They also contain only wholesome, naturally occurring carbohydrates, like tapioca, and NO refined sugars. What sets Hammer Recovery Bars apart — and makes them **ideal for post-exercise recovery** — is their protein content.

Hammer Whey Recovery Bar contains a whopping **20 grams** of a cold-processed whey protein blend derived from grass-fed cows. Whey has the highest biological value (meaning it is the most available form) of any protein source. The Hammer Vegan Recovery Bar gives you **14-15 grams** of the highest quality plant proteins (pea and rice proteins, as well as nut butters).

All **incredibly delicious**, our recovery bars are perfect after a workout, or as a convenient and healthy snack, whenever a craving strikes.

**Shown below, from top down:**

**Vegan Recovery Bar Flavors:** Chocolate Peanut, Almond Cacao

**Whey Recover Bar Flavor:** Chewy Peanut Butter-Chocolate



# RACE BAG ESSENTIALS

Your race day success is in the bag!

BY ENDURANCE NEWS STAFF

You've dialed in your nutrition, dropped a few pounds, and trained long and hard for your upcoming A race. But when it comes to packing your race bag, do you prepare with as much care? Prerace nerves and a busy schedule can cause even the most seasoned athlete to forget an item that could make all the difference on race day. With these easy packing lists, you can keep your head in the game and have the tools you need to succeed on race day.



## Marathon/Ultra Run Packing List

- Singlet/shirt, shorts, socks, shoes
- Hat or visor
- Prerace arm warmers
- Sunglasses
- Hammer water bottles
- Fuel  
(*Hammer Gel, HEED, Perpetuem, Sustained Energy, and/or Hammer Bars*)
- Endurolytes capsules or Fizz
- Favorite supplements  
(*Race Caps Supreme, Energy Surge, Anti-Fatigue Caps, etc.*)
- Capsule or Quick Coin Dispenser
- Recoverite
- Running belt to hold fuels
- Watch
- Sunscreen
- Hammer Lips
- Headlamp
- Hammer Sweat Towel
- Timing chip

## Triathlon Packing List

- Tri kit, socks, shoes
- Wet suit
- Swim goggles
- Swim cap
- Arm and leg warmers
- Watch
- Racing glasses
- Booties/thermal shoe covers
- Rain jacket
- Gloves
- Hammer Water Bottles
- Fuel  
(*Hammer Gel, HEED, Perpetuem, Sustained Energy, and/or Hammer Bars*)
- Endurolytes capsules or Fizz
- Favorite supplements  
(*Race Caps Supreme, Energy Surge, Anti-Fatigue Caps, etc.*)
- Capsule or Quick Coin Dispenser
- Recoverite
- Bike Mount Seat Bag
- Spare tube & tools (see page 48)
- Hammer Wrap Pack
- KEG
- Seat Saver
- Sunscreen
- Hammer Lips
- Hammer Sweat Towel
- Timing chip

## Cycling Packing List

- Cycling kit, socks, shoes
- Cycling cap
- Helmet
- Arm and leg warmers
- Watch
- Sunglasses
- Booties/thermal shoe covers
- Rain jacket
- Gloves
- Hammer water bottles
- Fuel  
(*Hammer Gel, HEED, Perpetuem, Sustained Energy, and/or Hammer Bars*)
- Endurolytes capsules or Fizz
- Favorite supplements  
(*Race Caps Supreme, Energy Surge, Anti-Fatigue Caps, etc.*)
- Capsule or Quick Coin Dispenser
- Recoverite
- Bike Mount Seat Bag
- Spare tube & tools (see page 48)
- Hammer Wrap Pack
- KEG
- Seat Saver
- Sunscreen
- Hammer Lips
- Hammer Sweat Towel
- Timing chip

For more about Hammer Bars turn the page!



# JASON LAFAVE'S WALT DISNEY WORLD MARATHON WEEKEND 10K RACE RECIPE



LaFave on his way to victory at the Walt Disney World Marathon Weekend 10K. Photo: Marathonfoto

**TRAINING:** Montana Huckleberry Hammer Gel, Perpetuem, Race Caps Supreme, Tissue Rejuvenator, Xobaline, and Recoverite

**DAYS LEADING UP TO THE RACE:** Race Day Boost

**MORNING OF THE RACE:** Perpetuem, Race Caps Supreme, Xobaline, Tissue Rejuvenator

**DURING THE RACE:** Montana Huckleberry Gel

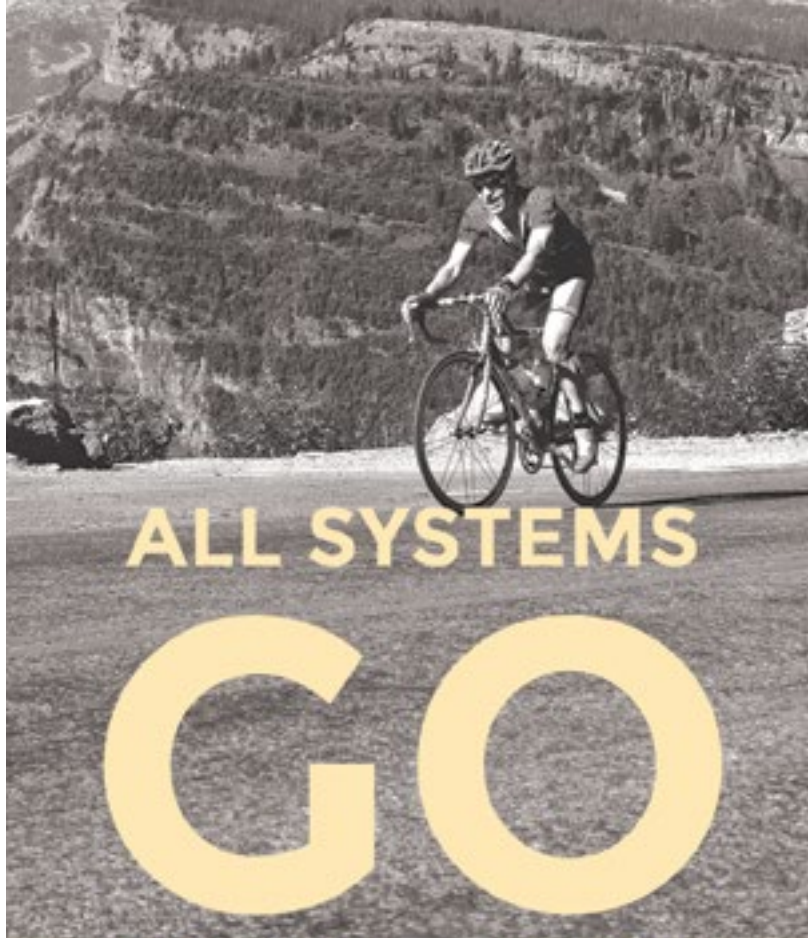
**AFTER THE RACE:** Chocolate Recoverite

## RESULTS

**Won the Masters 10K title in 35:24**

"This race was the best for me of four races that weekend. I ran the first 5K about 25 seconds faster than the open 5K the prior day. Knowing what I still had ahead the next two days, my goal was to just maintain 7th and secure the overall Masters title, which I did. Given the seven weeks training I did, I was very happy."

— Jason LaFave



DR. BILL MISNER RIDES IN GLACIER NATIONAL PARK  
DURING A HIGHLINE HAMMER EVENT



***"Xobaline is a supplement I enthusiastically recommend and take every day."***

-Dr. Bill Misner

- Reduces fatigue
- Enhances muscle repair
- Increases oxygen utilization



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# EMS: MY “SECRET WEAPON” FOR 24 HOUR DUO RACING

Optimize your recovery between laps with this winning tool

BY BRIAN BROTHERS

Last year I discovered that EMS can be a major advantage for what has been called the most difficult endurance mountain biking category — the 24 Hour Duo, or two-person, format.

It involves riding at a high race pace for each lap, followed by a short recovery as your teammate rides, and then back on the bike for the next high-pace lap. You rely on your teammate for motivation, support, and — above all — for putting down another fast lap when it's his or her turn.

Recovery between laps is essential but at a premium, because there's more to do than just put your legs up and rest. Here's a personal example from 24 Hours in the Old Pueblo, where a respectable fast lap is under 70 minutes. After you hand off the baton and make your way to your camp (~5 minutes), you park your bike, grab some nutrition, and take off your jersey (~10 minutes). If you're a Duo team with no support, it's up to you to check your bike to be sure everything is working (~5 min). Problems happen, and you could find yourself changing a tire, wheel, or worse if you crashed on your lap. You must stay calm, refuel, and do what's needed.

## Putting EMS to work

With luck, you'll still have 40 minutes to lie down, put your legs up, and refuel before your teammate arrives at the transition zone. During this time I suggest you grab your personal masseuse: your EMS unit. Hook it up for an Active Recovery session. My own experience has been with the Compex EMS units. I travel with two of them as well as spare batteries to speed recovery sessions. (Having two also works out great if your teammate doesn't happen to have one.)

The 24-minute Active Recovery workout combined with stripping down, hooking up electrodes, disconnecting everything and getting re-dressed to head back to the transition tent leaves you with little time to do much else. But it will pay huge dividends on that next lap when you feel like it's your first. If you are in a four-person team, you have even more time to relax and flush out the legs before kicking back the next 3 hours. I find a setting of 50 to 100 best for Active Recovery.

Also, be sure to set your alarm when using EMS in the late hours of the race. Otherwise you could drift off to sleep and not make it to the exchange tent in time to meet your partner.

For me, EMS is an integral part of 24 Hour Duo racing. My duo teammate, Tony Diede, summed up our experience with EMS perfectly when he described it as our “secret weapon.” We went on to a 5th place finish in Mens Duo in 2014. Although we are unable to compete this year, we look forward to the top step for 2016. Hammer on! *[HN]*

For more information on Active Recovery download the informative PDF from the Hammer Nutrition website:

<http://bit.ly/emsrecovery>

**Top:** Brian Brothers at the finish line of 24 Hours in the Old Pueblo mountain bike race, where he and teammate Tony Diede achieved 5th place out of 63 male Duo teams by using EMS and Hammer Nutrition products.

**Photo:** Courtesy Brian Brothers

**Bottom:** Brothers puts his Compex EMS unit to good use.

**Photo:** Brian Brothers





# DISCOVER THE POWER



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

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



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

6 models available. See website for details.



## New Hammer run tops are in stock and ready for fun in the summer sun

BY MIKE HAHN

Runners are a dedicated lot. We'll find a shoe (or short, or sock) that we like and hang on for as long as the manufacturer will produce it. The all-new Hammer run tops are just that — go-to gear you'll reach for every day. These are the hand-crafted shirts and singlets you've been wishing someone would make, in all the great styles and colors you want.

### A legacy of quality

Since the 1970s, MB Marcello Bergamo has prided itself on craftsmanship and attention to detail that is all but absent in today's athletic clothing market. It's why we've partnered with the Italian clothier to bring you performance cycling garments, and why we knew exactly whom to call when developing our line of custom running tops.

For six months we worked hand-in-hand with Bergamo, through countless cut and color revisions, to get everything right. We think you'll be happy with the results.

### Thoughtful design

In running gear, three attributes rule all. Breathability, durability, and mobility.

The new Hammer Nutrition run tops are supremely breathable, owing to a feather-light polyester weave. They are printed with a state-of-the-art sublimation process that ensures vibrant, fade-free color and 100% breathability ... run after run, wash after wash.

Like a tailored Italian suit, these garments are designed with sleek style informed by workmanlike function. Raglan sleeves allow for free arm movement. And trim, European cuts lend themselves to a "barely there" feel.

### Unmatched value

We want you training and racing in our gear. Run in it, take the kids to soccer practice in it, rock it at the grocery store, and wear it to bed! When you fly Hammer Nutrition colors, you're telling the world

you're in on "the secret." You know how to fuel right and feel great! You won't find comparable garments at a lower price. In fact, we sell this stuff at little to no profit. Why? Because it makes us smile when we see you sharing the Hammer love.

### Performance when the heat is on

Coupled with the new, warm weather "aero" base layers manufactured to our specs by Voler USA, the Hammer run tops are ready for any conditions.

Think base layers are only for cold weather? Think again! A good quality base wicks moisture away from your body to the outer garment, for supercharged evaporative cooling. It also provides extra comfort, reducing chafing and the wet, clammy feel of sweat-soaked clothing.

Our run tops from Bergamo and aero base layers from Voler are a dynamic duo. Two brand new product lines to help you beat the summer heat, look and perform your best, and ... *Hammer on!*

**Above:** California athletes Max Wilbur and Sabrina Labelle (main photo), Zane Wilbur (right, blue shirt), and Juliette Labelle (white shirt) in our stylish new Bergamo run tops.

Photos: Austin Visschedyk

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## SERVICE ENHANCEMENT UPDATE

BY BRIAN FRANK

I have some big news regarding changes we've made in the way we operate the consumer direct side of the business, especially for those of you who live in the Midwest and Eastern states. These changes sort of fall into the "you asked for it, so we did it" category, but the feedback was more of a whisper. It's more of a case of keeping pace with the evolving expectations of consumers. You could also call it the "Amazon effect."

So, without further ado, here are four new service changes that we hope will please you and encourage you to call us or go to our website when you need more Hammer goodies:

**Shorter time in transit** – Since moving the company to Whitefish, Montana, in 1995, we fulfilled 100% of our consumer direct orders from our own warehouse

right here on our property. As you can see from the map on the facing page, with two distribution centers we can now reach 90% of you in one to three days! Since two-thirds of our package volume goes to the Eastern U.S., this is a big deal for all of you who live there.

I procrastinated making this move for a number of years because I did not want to lay off warehouse staff and take all of those dollars out of the local economy. Although I could not mitigate the latter, we were able to avoid layoffs by making this change before the busy part of the year and successfully encouraging two of our younger warehouse staff members to return to college and pursue their preferred career paths.

**Saturday phone hours** – You may be out training or racing on Saturday, but

if you should want to call and speak to one of my friendly, knowledgeable Client Advisors, they are standing by for you from 9 a.m. to 5 p.m. Mountain Time.

**Weekend web order processing** – This may not seem like a big deal, but it's a first for us. Now, instead of coming in Monday morning and having to process several hundred web orders while simultaneously dealing with our highest call volume of the week, our staff can focus on your calls and still process 600+ web orders. If you order between 2 p.m. on Friday and 2 p.m. on Monday, your order will ship out to you on Monday!

**No winter closure** – Closing for the week between Christmas and New Year's Day had not been a problem for us since we began this practice about 15 years ago. However, last Christmas season everything changed. We were flamed by dozens of clients who expected their orders to ship in a timely fashion, just like any other week of the year. So this year, we'll be closed on Christmas Day and New Year's Day only.

We never stop improving our products or our business model, so you can look forward to more new products, flavors, and service enhancements in the future. In the mean time, feel free to call us on a Saturday to get answers to your fueling questions, or to place an order and see how fast it arrives! If you have any other suggestions for ways that we can improve, please send me an email: [suggestions@hammernutrition.com](mailto:suggestions@hammernutrition.com)



**Above:** The USPS truck stops by to pick up orders.

**Left:** Ramon and Steven pick and pack with sass in Hammer's Whitefish warehouse.



# Be Heard

We've been publishing Endurance News as a service to you, our customers, since 1992. What began as a simple newsletter has evolved into a glossy, full-color magazine. We strive to provide useful and inspirational content ... but we want to know what YOU think!

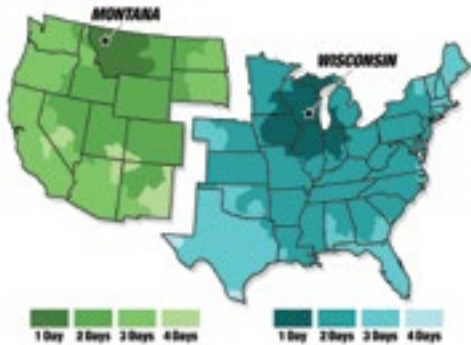
Please take a moment to answer a very short online survey about Endurance News. The information you provide will help shape the future of the magazine.

[www.hammernutrition.com/hn/survey.html](http://www.hammernutrition.com/hn/survey.html)

Thanks. We look forward to hearing from you!



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BY ENDURANCE NEWS STAFF

**? Why is there sometimes a color variation on the chocolate coating of the Whey Recovery Bar and the Chocolate Peanut Vegan Recovery Bar?**

You're more likely to see this occur in warm weather, when the chocolate coating of the bar melts and the wax separates. Later, when the temperature cools, the coating re-hardens with a whitish coloring on its surface. Called "blooming," this effect is normal and completely harmless. There is no loss of quality or potency whatsoever.



**? Why do you recommend taking PSA Caps at least 60 minutes apart from food?**

The PSA Caps formula contains three amino acids — alanine, glutamic acid, and glycine. When taken for 14 days or more, these amino acids minimize the symptoms of an enlarged prostate. If you eat food that contains protein within 60 minutes of taking PSA Caps, the amino acids in the protein will interfere, or compete with, the absorption of the amino acids in PSA Caps. So for optimal benefits, PSA Caps should be consumed 60+ minutes apart from protein-containing foods.

We recommend taking 1 capsule in the morning and 1 capsule at night. Keeping a bottle of PSA Caps on your nightstand next to your bed makes proper dosing easy. Have a glass of water nearby and take 1 capsule just before you turn out the light. When you wake up in the morning, take 1 capsule before you get out of bed.

**? I plan to compete in my first ultra event, a 50 miler, later this summer. How do I determine which of your two ultra endurance fuels — Perpetuem or Sustained Energy — to use?**

It's really a matter of personal preference. If possible, try both of them in training to find out which one works better for you, and in what amounts. (For more about dialing in your nutrition before an event, see "Ironman Fueling Success" in EN94, page 12.)



Both products provide a combination of complex carbohydrates and protein, which is necessary during exercise that extends beyond about three hours.

Sustained Energy, the first fuel Hammer introduced for extended exercise, contains complex carbohydrates and isolated soy protein in a 7:1 ratio, the ideal combination to use when rate of exercise is between 70-85% maximum heart rate (MHR) in sustained efforts lasting between 3-12 hours.

Perpetuem, introduced in 2003, is designed for extreme endurance events lasting between six hours to many days. The Perpetuem formula contains complex carbohydrates (from maltodextrin) and soy protein in an 8:1 ratio, as well as fatty acids from lyso-lecithin.

Including a small amount of fat in the fuel seems to cue your body to release its fatty acid stores, which account for up to 70% of the body's energy requirements during prolonged exercise. It also slightly slows the rate of digestion, which helps promote "caloric satisfaction," another big plus during aerobic, ultra-long distance efforts.

Sustained Energy does not contain lyso-lecithin. Perpetuem offers maximum benefits when the rate of exercise is under 70% MHR, an aerobic pace.

Here are a few other notable differences and similarities:

- Perpetuem comes in Orange-Vanilla, Caffé Latte, and Strawberry-Vanilla flavors. An unflavored option is available only in the 16-serving container. Sustained Energy is available unflavored only. Many

athletes prefer a neutral, unflavored fuel for prolonged exercise.

- Perpetuem contains tribasic sodium phosphate, a tremendous lactic acid buffer. Sustained Energy does not contain it.
- Both Perpetuem and Sustained Energy contain 1) l-carnosine, an antioxidant that buffers lactic acid; 2) l-carnitine, to promote the utilization of fatty acids; and 3) chromium polynicotinate, to stabilize blood sugar levels.

- While Sustained Energy has beneficial soy protein and excellent isoflavone content, Perpetuem contains XT soy — a newer preparation with an even higher isoflavone content. In combination with tribasic sodium phosphate, the XT soy in Perpetuem provides a more complete mineral profile. In fact, the mineral content in a 2-scoop serving of Perpetuem might allow you to decrease your Endurolytes intake by 1 capsule per hour. XT soy also could have cardiovascular benefits.

## ? What is L-tyrosine and why is it included in HEED and Endurolytes?

L-tyrosine is an amino acid that helps support thyroid and adrenal function. A deficiency of this amino acid during endurance exercise will lower thyroid and adrenal production, which hinders metabolism, leading to fatigue. According to Bill Misner, Ph.D., “Symptoms of l-tyrosine depletion first appear as depression, later anger, and then despondency that degenerates into total despair.” If you’ve experienced these symptoms during a long workout or race, chances are it’s due to low thyroid or adrenal production. You can easily avoid this by supplementing l-tyrosine via HEED and/or Endurolytes. Tyrosine is also reputed to help increase alertness, a definite plus during ultra workouts and races.



**“I have been using PSA Caps for many years. They’ve made a**

**DRAMATIC  
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-online reviewer



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3 or more - \$25.75 each

# Race Ready

Don't let a flat spoil your ride ... keep cool and hammer on!

BY RICK WIEGERT

Most endurance athletes try to gain every possible time advantage on race day. We train hard, dial in our nutrition, and, purchase state of the art equipment. But if you're a cyclist or triathlete, do you pay as much attention to possible mechanical trouble on the course? Planning and training for a flat tire, a broken spoke, or other "mechanical" are just as important as streamlining your transitions. As an endurance racer and bicycle mechanic, I've picked up a few tricks that might help you, too.

## Carry a spare tube and tools

I've found the **Hammer Wrap Pack** the perfect size for holding these, and it fits in a jersey pocket. Another option is the **Hammer Keg**. The neoprene tool roll inside it is a huge plus.



## Keep the drivetrain clean and properly lubed!

Many athletes don't realize how much power and efficiency a clean chain provides. I discussed this with Dr. Greg Combs (velosmart.com), who added, "People forget about friction. I've done testing on numerous racers and some gain *up to 20 watts* after cleaning and lubing the drivetrain ... simple stuff."

One more thing: If you don't have a quick-disconnect link on your chain, it's a great idea. It makes removing your chain for deep cleaning a breeze.

## Coping with a flat

First, stay OFF the brakes. While coasting to a stop, can you access and secure your tools while slowing? Did you shift into the small ring/small cog? Changing a flat tire should be something we train for. Big hole? A patch might not work so IMPROVISE! A **Hammer Gel** single-serve wrapper makes a great tire boot (a dollar bill works too).



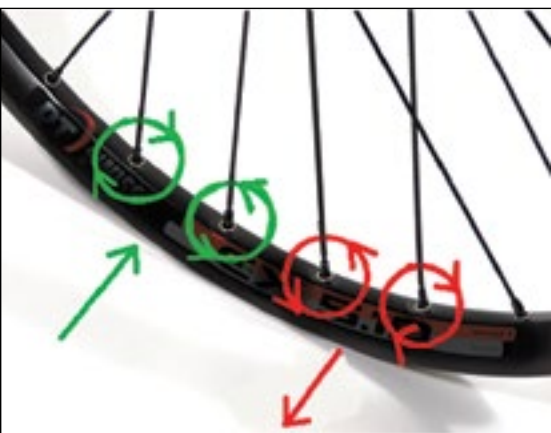




### Emergency spoke repair

Suddenly your brakes are rubbing. You look down, and your wheel is wobbling. Then you see it ... a broken spoke. If you want to stay in the race, your only hope is to deal with the spoke at road/trailside. (Here's where you need to know your equipment: Many of the deep "aero" wheels cannot be adjusted at roadside, as their spokes' adjustment points may be inside the rim.) While re-truing a wheel is a very detailed skill, you can attempt a rough re-true.

- First, deal with the broken spoke. Bend it around adjacent spokes. When you find the section with the wobble, locate the two opposing spokes in the center of the wobbly section and adjust them.
- If you don't work on wheels regularly, remembering which way and what spokes to turn can drive you crazy. The diagram below shows which spokes to adjust in which direction.



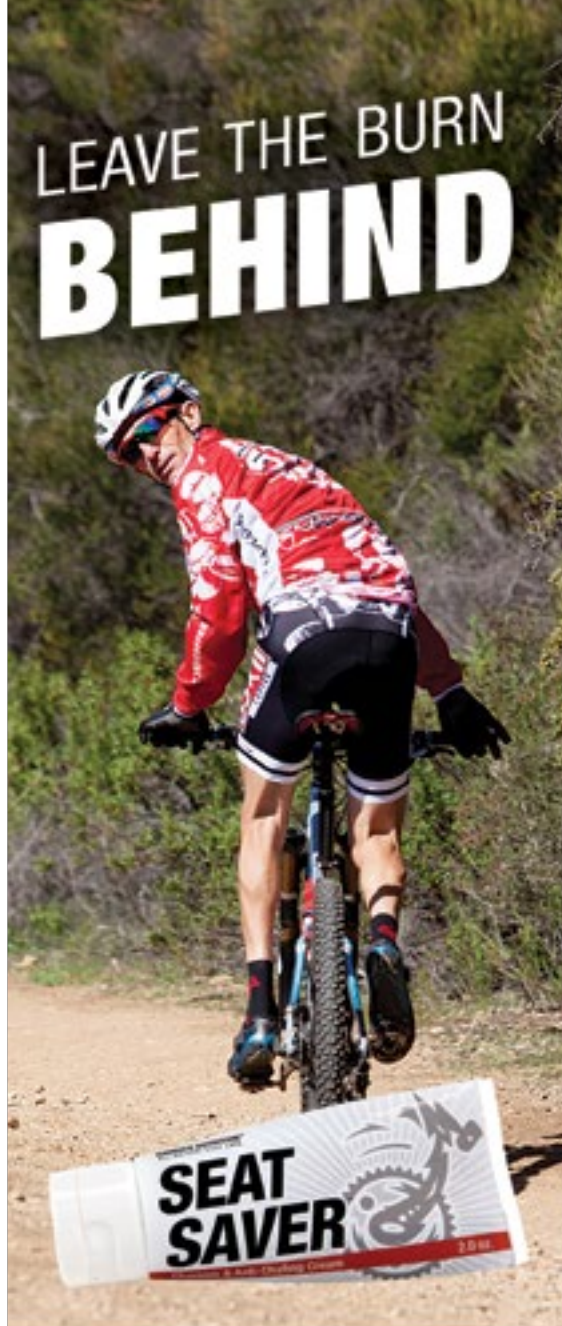
### Maintain, maintain, maintain

Maintenance is a HUGE part of racing preparation, and most bike problems can be avoided by diligent operator maintenance. This article only scratches the surface! If you have questions, you can reach me at [rswiegert@yahoo.com](mailto:rswiegert@yahoo.com)

HAMMER ON! [HN]



**Hammer Brand Ambassador Rick Wiegert** is a competitive ultracyclist whose "side gig is repairing and building bikes and wheels for other athletes."



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# Coffee may decrease multiple sclerosis risk

**Studies show that drinking four cups daily may protect against neurological disease**

BY STEVE BORN

New research suggests yet another way that coffee may benefit your nervous system. According to new research, drinking coffee may be associated with a decreased risk of developing multiple sclerosis (MS), a degenerative disease that affects various parts of the nervous system by damaging the fatty sheath (myelin) that insulates and protects the nerves. It's estimated that more than 400,000 people in the United States have MS, with approximately 200 new cases being diagnosed each week.

Two studies were reviewed — one from Sweden that included 1,629 people with MS and 2,807 healthy people, and a U.S. study that included 1,159 people with MS and 1,172 healthy people. Accounting for various other factors (age, sex, body mass index, and more), the studies evaluated coffee consumption among those with MS one and five years before symptoms began, and compared it at similar time periods to coffee consumption for those who didn't have MS.

The Swedish study found that those who did not drink coffee during the year prior to the appearance of symptoms had a nearly 1.5 times increased risk of developing MS compared to those who drank at least six cups daily. Nearly identical findings were noted in the U.S. study; people who didn't drink coffee in the one-year period were about 1.5 times more likely to develop the disease than those who drank four or more cups of coffee per day. Drinking large amounts of coffee in the five-year period also showed similar protective benefits.

## Coffee's neurological benefits

According to study author Dr. Ellen Mowry, "Caffeine intake

has been associated with a reduced risk of Parkinson's and Alzheimer's Diseases, and our study shows that coffee intake may also protect against MS."

Numerous studies have shown neurological benefits associated with coffee consumption. One meta-analysis found that coffee intake was linked to a 20% lower risk of Alzheimer's Disease. Several other studies have suggested that drinking coffee regularly throughout life may slow age-related cognitive decline, especially in women.

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

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

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

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



# Ride ready.



There is nothing like a great cup of coffee, and Hammer Nutrition's 53x11 Coffee proves that with every sip. Available in four distinct blends, whole bean or ground, so no matter your preference, we have you covered! Our beans are microroasted in small batches and delivered to you swiftly to guarantee maximum freshness. Plus, because 53x11 is certified Fair Trade and Organic, you can rest assured it is bought fairly and grown sustainably.



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# 5 SIGNS OF CHRONIC PROTEIN DEFICIENCY

Are you starving your body of muscle-building proteins?

BY JAKE GRILLEY

“Are you getting enough protein?” If you’re vegetarian or vegan, you’ve undoubtedly heard this question from concerned friends and relatives. And with good reason: Protein is an essential macronutrient, universally considered the body’s fundamental building block.

Questioning protein intake, however, shouldn’t be directed only to the herbivores among us. Many endurance athletes, even those who embrace their carnivorous inclinations, do not get enough of this critical nutrient.

While the U.S. Department of Agriculture recommends that 10-35% of daily calories come from protein, athletes require an amount on the higher end of that range. When training, your daily protein intake should be:

- 2/3-3/4 gram of protein per pound of body weight, OR
- 1.2-1.7 times your weight in kilograms (For example, a 68-kg endurance athlete should consume 81-116 grams of protein per day.)

Before you add a calculator to your grocery list, know that your body could already be alerting you that it hungers for additional protein.

Here are five common warning signs of chronic protein deficiency:

## Pump up your intake

When increasing your protein intake, choose high-quality sources, including both foods and powders. Here are some of our faves along with their protein content per serving in grams.

**Hammer Whey Protein, 17 g**  
**Hammer Vegan Protein, 20 g**  
**Hammer Soy, 23 g**

Eggs (1 large), 6 g  
Soy milk (1 cup), 8 g  
Chicken breast (3 oz.), 24 g  
Grass-fed beefsteak (3 oz.), 26 g

Turkey breast (3 oz.), 24 g  
Wild-caught fish (yellowfin, tuna, salmon, halibut; 3 oz.), 20-25 g  
Mixed nuts (1 cup), 27 g  
Lentils (1 cup), 53 g  
Tofu (3 oz.), 12 g  
Soba noodles (3 oz.), 12 g  
Quinoa (1 cup), 8 g

**1 Constant food cravings, snacking** — You might assume a protein shortage would create a hankering for a hamburger or T-bone steak. Experts, however, have found that without the protein necessary to steady your blood sugar, your body instead looks for a more immediate solution. Translation: candy and other junk food.

**2 Muscle and/or joint pain** — Protein is critical for building muscle tissue, so it makes sense that a deficiency would cause muscle pain. Brown University research has shown that protein also plays a pivotal role in the synovial fluid that surrounds joints, preventing them from wear and tear. When dietary protein is lacking, the body pulls from its reserves in both the muscles and joints. As a result, muscles tighten and ache, and joints stiffen.

**3 Thin hair and nails** — Sure, many factors (including genetics) play into thinning hair, especially as we age. But regardless

of your DNA, hair and nails are made up almost entirely of protein and are strong indicators for even the slightest deficiency. Hair prone to splitting or breaking, and brittle or ridged nails can indicate a lack of protein in your diet.

**4 Edema (swelling)** — Protein plays an integral role in keeping excess fluids from accumulating in tissues as blood travels through the body. Research has shown that when protein levels are insufficient, fluid tends to build up in tissue, most notably in hands, feet, ankles, and cheeks.

**5 Frequent illnesses** — Are you otherwise in good health but find yourself using all your sick days every year? More protein could be your best prescription. Protein is key to a strong immune system. It’s the foundation of red blood cells, white blood cells, and antibodies, all of which work together to fend off bacteria, viruses, and other pathogens in your body. **[HNN]**

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from the kitchen of  
**laura labelle**

# PROTEIN & FLAVOR FILLED

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

Many people are conditioned to believe that indulging in sweet carbohydrates is the only way to satisfy a craving. When combined with the right ingredients, however, protein-rich foods can be deliciously flavorful and much healthier than a sugar-laden dessert or starchy side dish. With these tasty recipes in your cooking repertoire, you'll have no trouble meeting your protein needs (2/3 to 3/4 grams of protein per pound of body weight daily) while training and racing.

## Lemon Rosemary Chicken

Lemon and herbs bring out the best in this light poultry dish.

### Ingredients

1 large organic chicken  
1/2 cup flour  
1/2 teaspoon Himalayan salt  
1/2 teaspoon fresh cracked pepper  
1/4 teaspoon cayenne pepper  
1/4 cup coconut oil  
1 cup preserved lemons (I buy them from Trader Joe's)  
2 medium sprigs rosemary (leaves removed from stems)  
1 Tablespoon fresh oregano

### Preparation

Cut chicken into eight to 10 pieces. (I cut the larger breasts in half to make four pieces.) Put chicken pieces into a large sealable bag along with the flour, salt, pepper, and cayenne. Shake to coat the chicken. In a large, heavy skillet,

melt the coconut oil over medium heat, then add the chicken pieces and brown them on both sides. (You probably will need to do this in two or three batches to avoid crowding the pieces.) Transfer the browned chicken to a large glass baking dish.

In a food processor, combine the preserved lemons, rosemary, oregano, and salt. Spread this mixture over the chicken pieces and let it rest for at least two hours.

Preheat oven to 450 degrees. Bake chicken for 20 minutes. Reduce heat to 350 degrees and cook for about 30-40 more minutes. The chicken should reach an interior temperature of 165 degrees to be fully cooked.

*Makes 6-8 servings*





## Earthy Beet, Pecan and Feta Salad

This piquant salad combines the sweet, earthy flavor of beets with the salty tang of feta. Pecans and herbal vinaigrette bring it all together.

### Ingredients

4 large boiled beets, peeled, cooled, and sliced  
 1/2 cup toasted pecan halves  
 1/4 cup crumbled feta cheese  
 3 Tablespoons olive oil  
 1 Tablespoon balsamic vinegar  
 1 Tablespoon chopped fresh parsley  
 1 Tablespoon chopped fresh basil  
 Salt and pepper to taste

### Preparation

Place the sliced beets in a serving bowl. Cover them with the toasted nuts, and then add the cheese. In a small, separate bowl, mix the oil, vinegar, herbs, and seasonings. Just before serving, pour the dressing over the top of the salad ingredients. Enjoy!

*Makes 6-8 servings*

## Simple Summertime Edamame Dip

I love to make this super-easy dip for summertime snacking. It's delicious as a veggie dip or spread for crackers or bread.

### Ingredients

1 cup shelled cooked edamame beans  
 1/4 cup Veganaise or mayonnaise  
 1 Tablespoon vinegar or lemon juice  
 Salt and pepper to taste

### Preparation

Combine ingredients in a food processor or blender and thoroughly blend.

*Makes 1-1/4 cups*

## Easy, Easy Nut Cookies

Delicious and healthy high-protein treat!

### Ingredients

1/2 cup nut butter (I've used peanut, almond, and cashew)  
 1/2 cup coconut sugar  
 1 egg  
 1 teaspoon vanilla extract  
 Optional: 1 heaping Tablespoon shredded coconut, coconut nibs, or raisins

### Preparation

Pre-heat oven to 350 degrees. In a small mixing bowl, thoroughly blend the ingredients. Spoon six large blobs onto a greased cookie sheet. Bake for approximately 10 minutes. Cool cookies, enjoy.

*Makes 6 cookies*



# ENHANCE ENDURANCE WITH NITRATE VEGETABLES



**Research finds chemical compound in these veggies could help you stay strong to the finish**

BY VICKI HACKMAN

Remember the source of Popeye's legendary strength and endurance? Spinach, of course. And there could be something to it, after all. Like arugula, beets, and Swiss chard, spinach is a rich source of nitrate — a chemical compound that some researchers say could provide a competitive advantage.

Not to be confused with the potentially dangerous sodium nitrate/nitrite used to cure meats, nitrate (NO<sub>3</sub>) is a chemical that occurs naturally in your body. It's also found abundantly in certain foods. In your body, nitrate is converted to nitrite by bacteria in your saliva. Eventually, it usually becomes nitric oxide in your blood. Nitric oxide plays an important role in neurotransmission, mitochondrial respiration, and muscle contraction, and studies have shown that higher nitric oxide levels are associated with lower blood pressure. In fact, pharmaceutical nitrates are widely used to treat cardiovascular conditions by dilating arteries and veins.

## Nitrate's potential as an endurance enhancer

Recently, researchers began to explore nitrate's ability to enhance exercise performance. While some studies have shown little or no performance benefit from consuming nitrate, most have concluded that increasing nitrate intake did improve athletic performance.

A 2013 meta-analysis published in the *International Journal of Sport Nutrition and Exercise Metabolism* evaluated 17 controlled human studies and concluded that most "showed a significant moderate benefit" overall on performance for time-to-exhaustion tests, as well as a small positive but statistically insignificant effect on time trial performance that "may be meaningful in an elite sport context." The

subjects included cyclists, rowers, cross country skiers, and "healthy, recreationally fit" males.

## Beet juice for breakfast?

The nitrate source for most of the studies: none other than the humble beet served as juice! In some studies as little as a single dose of beetroot juice two or three hours before exercise improved performance. Most studies, however, found that consistent intake of the juice for multiple days (up to 15) before the test produced best results. Researchers are still dialing in the precise amounts and timing of nitrate intake, and many believe the benefits to be greatest for amateur to mid-level athletes.

Whatever your level of training or experience as an athlete, boosting your intake of these veggies could be a natural way to gain that extra edge. *[HN]*

The following foods are excellent sources of dietary nitrate. Amounts given are per 100-gram serving:

|                                     |                             |
|-------------------------------------|-----------------------------|
| <b>Arugula</b> – 480 mg             | <b>Mesclun mix</b> – 188 mg |
| <b>Rhubarb</b> – 281 mg             | <b>Basil</b> – 183 mg       |
| <b>Beet juice</b> – 279 mg          | <b>Beet greens</b> – 177 mg |
| <b>Spinach</b> – 250+ mg            | <b>Swiss chard</b> – 151 mg |
| <b>Butter leaf lettuce</b> – 200 mg |                             |



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# PUSHING THE PACE

**An athlete's journey from newbie to mentor**

BY REILLY SMITH

When I began racing triathlons five years ago, I knew how to take care of my body ... but I didn't know how to take care of my body when it came to racing for up to 10 hours on a given day. Such endeavors require a nutritional competency I had yet to discover.

When I asked the sales team at my Los Angeles bike shop what athletes were eating on a long ride, or a long ride and run, or a long swim and ride and run, they closed their slack jaws and pointed me towards Hammer Nutrition products. I bought Hammer Gel, Endurolytes, Recoverite, HEED, and Perpetuem Solids that day — and never looked back. It was the beginning of my understanding that what you put into your body is nearly as important as the training you do. I grew to trust Hammer a great deal, especially after squeaking a sub-11 hours at Ironman Cozumel to close out my first season.

## The road to pro

In 2011, I started going a bit faster, qualified for the 70.3 World Championship, and grabbed a lottery slot into the Kona Ironman. In 2012, 2013, and 2014, I qualified for Kona. I've been an Ironman 70.3 amateur champion with a finishing time of 4:00:53, while also winning five Ironman 70.3 AG titles.

But don't let speed or Kona appearances fool you into thinking any of this has been easy. As it is for most who enter this sport, the road has been bumpy. Things have rarely gone the way I envisioned. Perhaps the greatest trophy I've collected thus far has been an absolutely hardheaded determination to get up when knocked down.

Now more than ever, I'll need that hard head. For the 2015 season and beyond, I have decided to take my pro card so that I can line up against — and chase — the best in the world.

## Next stage: community building

Over the years I've grown to embrace the sport of triathlon in ways I never expected. In May, I will have my first "child." I am opening the first CompuTrainer-based training center in Los Angeles (specifically in Venice, California), called CryBabyHouse. We'll also offer strength and yoga classes equipped with heat training. Our aim is to make people faster, stronger, and/or happier. But all those goals are secondary to creating a community of like-minded athletes who will step over each other to support each other.

So where does this story end? Well, at the beginning. At one point, I had written to Hammer, describing the things I planned to accomplish in the sport. I also told them I liked their products and that I needed support.

Crazy thing was, they said yes. They

**Above:** Reilly Smith is opening a training center to promote proper training and nutrition for new athletes.

**Photo:** Wadley Photography

**Right:** Smith's CryBabyHouse facility under construction.

**Photo:** John Jefferson

**Opposite:** Smith has learned a lot since he first began racing triathalons five years ago, chiefly the importance of nutrition.

**Photo:** Courtesy Reilly Smith via Tumblr



## Reilly's Winning 70.3 Race Formula

**Daily:** Premium Insurance Caps, Race Caps Supreme, Mito Caps

**Before the swim:** Hammer Gel

**On the bike:** Hammer Gel, Hammer Bars, Endurolytes Fizz, Energy Surge, Race Caps Supreme

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



were the first. Since then, Hammer products have been a daily staple in my life. As I move forward with CryBabyHouse, it's a certainty I'll welcome athletes as green as I once was. When they ask me what to eat during a long ride, or a long run and ride, or a long swim and run and ride, I'll know where to point them. **[HN]**

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# MITO CAPS

**Boost mitochondria on race day and every day**

BY STEVE BORN

In 2003, Hammer Nutrition introduced what I personally believe is our most important product — Mito Caps. I'm a huge advocate of this product for its powerful athletic and health benefits, solidly supported by the scientific research of Bruce Ames, Ph.D., director of the Nutrition and Metabolism Center at the University of California, Berkeley. In the decades that I've studied supplementation, nothing has excited me as much as his remarkable discoveries about mitochondrial aging and regeneration.

I believe that mitochondrial aging, deterioration, and dysfunction could be an endurance athlete's worst enemy. Mitochondria are the energy-producing organelles in every cell of your body. We need properly functioning mitochondria to produce consistent, high-quality energy and to protect against age-related diseases. According to Dr. Ames, "Oxidative mitochondrial decay is a major contributor to aging."

## Surprising benefits to mitochondria

Mito-Caps contains key nutrients — acetyl l-carnitine (ALC) and R-alpha lipoic acid (R-ALA) — scientifically shown to benefit mitochondria. In lab studies, Dr. Ames and other researchers found that these nutrients significantly and positively influenced mitochondrial function in mice. In fact, when Ames and his researchers fed older rats these two nutrients, the results surprised even them.

Not only did the older rats perform better on memory tests, but they also had more vigor, and their mitochondria worked better. "With the two supplements together, those old rats got up and did the Macarena," said Dr. Ames. "The brain looks better, they are full of energy — everything we looked at looks more like a young animal." Another researcher commented, "The animals seem to have much more vigor than animals not on this diet, signaling massive improvement to these animals' health and well-being."

The take-home message is that the combination of these two nutrients "tunes up" mitochondria. The likely impact is less DNA damage, improved health and athletic performance, and a potentially longer lifespan.

## Complementary antioxidants

Mito Caps contains other nutrients — ascorbyl palmitate, vitamin E, vitamin B6, DMAE, Para Amino Benzoic Acid, and Enzyme Enhancement System™ — that complement the ALC/R-ALA combination, providing additional antioxidant support and boosting the product's beneficial effects.

Aside from Race Caps Supreme, no other product, in my opinion, has so many benefits for both enhanced athletic performance and overall health. That's why I consider Mito Caps to be such an important product, one that every person — athlete and non-athlete — should take daily for



life. The benefits you receive are cumulative, meaning you won't build up a tolerance to the product but instead enjoy ever-increasing benefits.

Long ago I took to heart the words of Bill Misner, Ph.D., and I hope you will as well: "Mito Caps is a plausible and safe supplemental intervention that may reduce mitochondria substrate depletion imposed by age and endurance exercise stress. I have taken these substrates without any known side effects except less fatigue, better endurance performance, and less required sleep. Very few substrate molecules function biochemically inside mitochondria cells. Endurance athletes should realize how incredibly important it is to affect mitochondria and that everything formulated in this compound influences mitochondria cell biochemistry function synergistically and remarkably. Mito Caps is a product that I recommend to be taken year round." [HN]

"With the two supplements together, those old rats got up and did the Macarena."

**- Bruce Ames, Ph.D.**

# ***Turn back the clock!***

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



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

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## TEAM SPOTLIGHT: Tieni Duro Junior Cycling

California-based Tieni Duro, a junior cycling development team sponsored by Hammer Nutrition, turned in sizzling performances at early 2015 season events. Working together, both on and off the bike, is a hallmark of the Tieni Duro program. In addition to racing, the team's busy calendar includes a weeklong training camp, barbecues, swimming, adventure rides, fishing, and camping trips. Check out a few of the members' recent race highlights.



### Ashton Lyle, Team Captain

Topsport Stage Race  
Results: Cat 4 Stage 1 Road Race, 1st

"Hammer saved my race yet again as I went from barely hanging on to sprinting to victory! The day was hot and the racing was hard. Early in the race, a small breakaway formed on the rolling farmland course. After catching them, I counterattacked with 30 miles remaining. A group of four joined me. With 20 miles to go, I began to feel a cramp coming on, and reached for my Fizz in the feed zone. It fixed my cramps within minutes! I prepared for the sprint, putting myself fourth wheel going up the hill. Then I jumped, holding off a hard chasing pack by inches to take my first win of the year!"

### Drew Levitt

Cat's Hill Classic Criterium  
Results: Cat P/1/2, 4th

"HEED was vital to my success in this 75-minute, adrenaline packed sprint for which all energy goes toward surviving the brutal hill. HEED's unique and highly digestible carbs allowed for effortless absorption. Engines fired on all cylinders as my muscles got the fuel they needed. In critical 'red line' situations when I need energy the most, I trust none other than HEED to deliver."



Left: Ashton Lyle starts strong. Above: Drew Levitt charges up the climb at the 2015 Cat's Hill Classic.

Photos: Jason Kent

### Hans Poulsen

Cat's Hill Classic  
Results: Cat 4/5 Junior, 4th

After a strong 3rd place finish at the Cherry Pie Criterium and a solid 5th at the Snelling Road Race Cat, Hans hammered to a 4th at the Cat's Hill Classic. "I love using Chocolate Hammer Gel mixed with Espresso Hammer Gel before races to give me an extra boost. While racing, I stay hydrated with Lemon-Lime HEED — it has all the electrolytes I need in hot conditions!"



Sisters and Strive teammates Rachel, Moriah, and Sarah Swan Photo: Courtesy Strive Racing

### Strive Racing ranked 3rd

Strive Racing — Rachel, Moriah, Sarah, and Luke Swan — is off to another outstanding season. By early May, the team already had garnered 16 wins and 57 podiums, and was quickly closing in on its 200th win. All look forward to the 2015 Junior Road Nationals in Lake Tahoe, California, in June. The team currently ranks 3rd of 170 Southern California association teams. "Hammer Nutrition products keep the kids healthy, properly fueled, and recovered for optimal performance."

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Team Hammer's Hunter Ziesing takes the Masters 45+ 123 win at the 2015 Bariani Road Race.  
Photo: Alex Chiu Photography

# Race for Team Hammer

**Don't race unattached. Join our cycling team and win big!**

If you race unattached in USA Cycling events (including road races, time trials, criteriums), there's a spot for you on team Hammer! Just request USA Cycling to change your license to "Team Hammer Nutrition," and purchase one or more of our cycling kits. Here are just a few of the many great benefits to racing with us:

- Save on race entry fees
- Save 15% on Hammer Nutrition cycling kits and other kit items
- Work together with other Hammer athletes at races
- Camaraderie with fellow Hammer athletes

To take advantage of this special offer, be sure that your name appears on this list: [www.usacycling.org/clubs/members.php?club=1078](http://www.usacycling.org/clubs/members.php?club=1078) or fax us your current license signifying Team Hammer Nutrition. When you're ready to order your kit, simply call 800.336.1977.





# HUNTER ZIESING'S PODIUM ASCENDING RACE RECIPE



## TRAINING:

**Daily:** Premium Insurance Caps, EndurOmega

**Within three hours before bed:** Nothing to eat other than Hammer Whey just before bed

**During rides:** Hammer Gel, Perpetuem

## RACE DAY:

**Within three hours of the race:** Nothing to eat

**Just before the race/at the starting line:** Race Caps Supreme, Hammer Gel

**During the race:** Hammer Gel or Perpetuem every half hour; Endurolytes halfway through if the weather is hot

**After the race:** Recoverite

## RESULTS

**1st place Masters: Snelling Road Race, Madera County Stage Race, Bariani Road Race, Mt. Hamilton Road Race**

*"This year I cut way back on calories before and during races, and I made a point of fueling during training rides exactly as I do when racing. I also drink a little less water before the start of each race instead of overhydrating."*

– Hunter Ziesing, Hammer Nutrition/53x11 National Masters Team captain



Hunter Ziesing scores another victory, this time at the Snelling Road Race. Check out the new Hammer Podium behind him!

Photo: Courtesy Hunter Ziesing

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# WE SUPPORT:

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

## BAILEY HUNDO / BAILEY, COLORADO

**June 20:** Featuring 45 miles of single track, this ultra mountain bike race supports youth biking and trail building. According to one rider, you can expect “a great course, great cause, an excellent after-race party, and good food.”  
[www.bailey100.com](http://www.bailey100.com)

## MISSOURI RIVER FREEDOM RACE / LAMINE, MISSOURI

**June 27:** Paddlers can expect to battle heat, humidity, and unrelenting headwinds from Lamine to Jefferson City (100K/63 miles).  
[www.midwestpaddleracing.com](http://www.midwestpaddleracing.com)

## TRI LAKES TRIATHLON / COLUMBIA CITY, INDIANA

**July 25:** This international distance tri supports the quality of the Tri Lakes. Scenic lake country venue; bike includes some fast and challenging hills. Finish near the Tri Lakes Tavern.  
<http://bit.ly/trilakestri>



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

## CLACKAMAS COVE TRIATHLON / OREGON CITY, OREGON

**June 21:** One of the most diverse race venues in the Northwest. Swim in an old rock quarry, bike rolling hills along the Clackamas River, then run downtown, across the bridge, and up the Grand Stairs out to the bluff.  
[www.clackamascovetriathlon.com](http://www.clackamascovetriathlon.com)

## CAPITOL REEF TRAIL RUN / TEASDALE, UTAH

**July 10:** This high-mountain ultra (50K/50 mile/100 mile) starts at 7,000 feet, and quickly climbs to 11,000+ feet. Run among red rocks, pines, aspens, and at least half a dozen mountain lakes. [www.grandcircletrails.com](http://www.grandcircletrails.com)

## PIERRE'S HOLE 50/100 MTB / ALTA, WYOMING

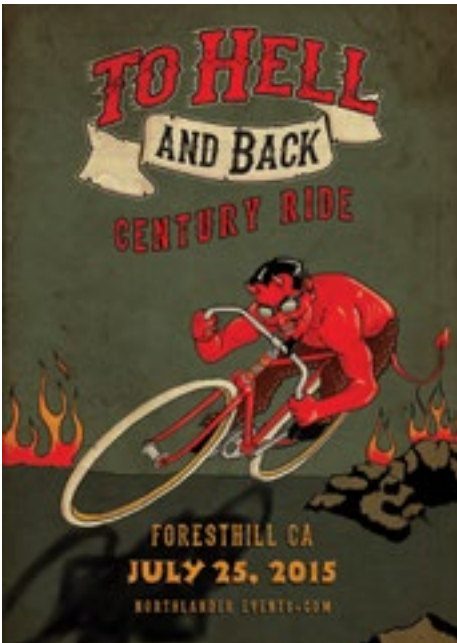
**August 15:** All new course and “the views are breathtaking, the single-track is longer and better than ever, and you will be tested by the cold, hard Teton Mountains.” Celebrate at the Grand Targhee Resort. [www.grandtarghee.com](http://www.grandtarghee.com)

## MOHICAN TRAIL 100 / LOUDONVILLE, OHIO

**June 20:** The MO100 has become one of the nation’s premier ultra marathons. Challenging 100-mile course winds through the lush 5,000-acre Mohican Memorial State Forest.  
[www.mohican.net](http://www.mohican.net)

Photo: Butch Phillips





**TO HELL AND BACK CENTURY /**  
FORESTHILL, CALIFORNIA

**July 25:** Not for the timid! This high Sierra century (down and back up) covers some of Tahoe National Forest's best cycling roads. Smooth but relentless climbs. See some of America's top cyclists. [www.northlanderevents.com](http://www.northlanderevents.com)



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

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



**COEUR D'ALENE TRIATHLON /**  
COEUR D'ALENE, IDAHO

**August 8:** Olympic and sprint; both start on beautiful Lake Coeur D'Alene and finish in the park next to Independence Point on the lakeshore. Olympic includes a challenging uphill portion on the bike. [www.cdatriathlon.com](http://www.cdatriathlon.com)



Dave Albrecht of Hammer Nutrition/53x11 National Masters team tops the Hammer podium at the Madera County Stage Race.  
Photo: Courtesy David Albrecht

**NEW!**  
**Cyclists: Win more at Hammer Podium Events!**

Road racers have the opportunity to receive extra prizes and accolades at select USA Cycling events in Northern California and Nevada this summer through the new Hammer Podium series. A Hammer National Masters Team member will be on hand to present the prizes and take photos of the top three finishers at each of these prestigious events. Other athletes who participate at these events will receive samples of Hammer products, too. See more at:

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



# Hammer Brand Ambassadors

If you are one, please let us know — we'd like to say 'thank you'

---

BY BRIAN FRANK

---

Are you a Hammer Brand Ambassador? You might be but don't know it. We'd like to find as many of you as we can — mainly to thank you and honor you for your continuous support and encouragement. A central part of my recent "getting back to our roots" rebuilding program at Hammer is resurrecting and amplifying our Ambassador program. By the time you finish reading this, you'll know if you're a Hammer Brand Ambassador or not.

The community of athletes in the Hammer Brand Ambassador program is entirely different than that of our athlete sponsorship program or our VIP auto-ship program. Being a Hammer Brand Ambassador is not primarily about getting discounts and free stuff. It's simply a way for us to recognize our most ardent supporters. This is somewhat of a challenge for me because most of you do what you do for purely altruistic reasons. So I understand that some of you might not want to wear this hat, and that's fine too. But I still want to sincerely thank you!

## Archetypal Hammer Ambassador

Here's how I might describe a Hammer Brand Ambassador: You've established a strong connection and affinity to my

company and products that is based on trust and our ability to help you resolve your fueling and nutrition dilemmas to achieve better performance and overall health. You might have been a client for decades, or not, but you have taken it upon yourself to tell the world about Hammer and your experiences as your way of "paying it forward." Or, you do it just because you want to share your discovery and news about a cool little company making great products.

You're the one that everyone in your athletic circle refers to as the "Hammer guy," "Hammer gal," or "Hammer head," etc. You find yourself regularly talking about our products and helping to resolve the fueling challenges of other athletes. You carry extra Endurolytes and Hammer Gel when you train/race to give anyone who is bonking, cramping, and otherwise suffering the ill effects of poor fueling. You know our product line from top to bottom, and people ask if you work for the company. You certainly buy enough of our product and have enough of our clothing to make people think that. When you refer new customers to us, you don't use our referral program because you don't want to compromise the purity of your endorsement.

If some or all of this describes you, then you my friend are a Hammer Brand Ambassador! Now what? First, thank

you again for everything you do — it means the world to me, and it has been my primary motivation for staying the course these past 28 years. Actually, I wish I could meet each and every one of you and thank you individually. But since that's not possible, I'm inviting you to identify yourself by sending an email to [ambassador@hammernutrition.com](mailto:ambassador@hammernutrition.com) that simply says "I'm a Hammer Brand Ambassador." Once we receive your email, here's what we will do for starters:

- Create Hammer Ambassador business cards with your info, including referral information, or not, whichever you prefer.
- Invite you to join our Ambassador community social media page (email is available for those who don't do FB), where like minds can discuss all things Hammer, share stories, and more. This page will be hosted by me and select members of my staff like Steve Born and my son Miles.
- Add extra samples and literature to your regular stocking orders. You can request specific items you like to give away or leave it up to us.

This is what I have come up with so far. If you have ideas for this program, or anything else, I'd love to hear them.

[HN]

# JERRY MAGLIULO'S SILVER IRONMAN ALL WORLD RACE RECIPE



## TRAINING:

HEED, Perpetuem, Hammer Gel, Hammer Bars ("I don't leave home without two in my pocket"), Endurolytes Extreme

**PRERACE:** Double espresso coffee, Hammer Bar, Perpetuem

**BEFORE THE SWIM:** Hammer Gel

## ON THE BIKE AND DURING THE RUN:

20+ oz. of HEED/Perpetuem mix per hour; Grape Endurolytes Fizz or Endurolytes Extreme

**AFTER THE RACE:** Chocolate Recoverite



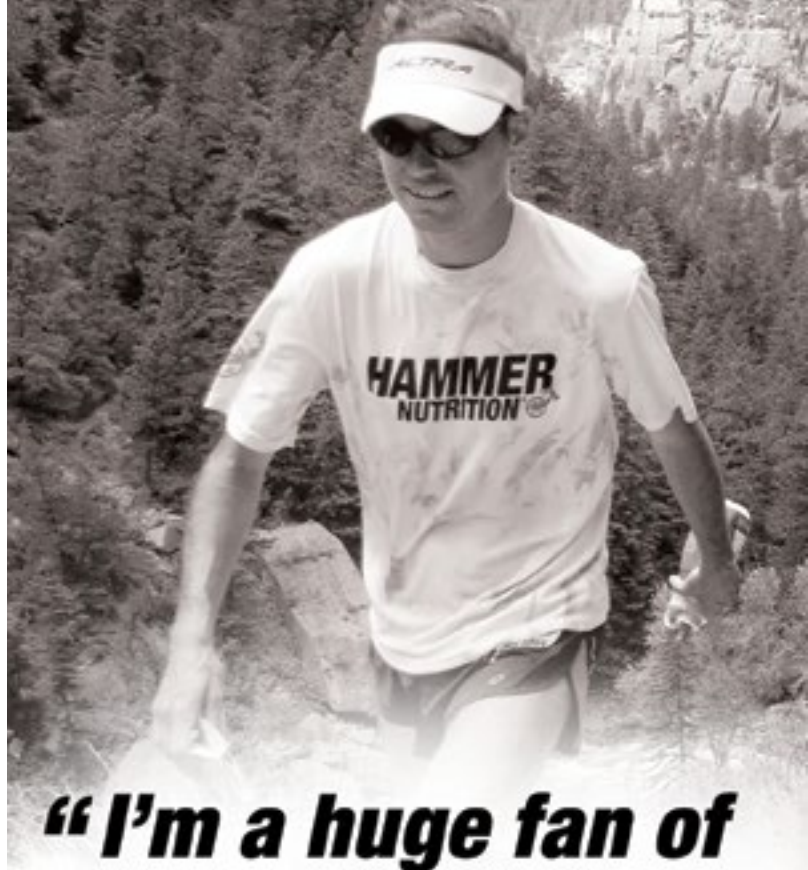
## RESULTS

### SILVER IRONMAN ALL WORLD (top 5% in the world for AG)

*"Glad to be a Hammer Nutrition Ambassador! Hammer products and knowledge have given me a whole new understanding of nutrition. Following your regimens, I've achieved new PRs in all of my races. ... I feel I can go all day and keep showing up on the podium." – Jerry Magliulo*

**2015 Goal:** Winning the Ironman World Championship in Kona

Jerry Magliulo receives his Silver Ironman All World™ (top 5% in the world in his age group).  
Photo: Courtesy Jerry Magliulo



***"I'm a huge fan of using Nasol before races. It definitely helps my performance."***

- DAMIAN S.



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Damian S. places first overall in Bighorn Mountain Wild and Scenic 50 mile trail run in 2014.



# HAMMER NUTRITION CANADA SPRINTS INTO SUMMER

BY RYAN CORREY

## Hammer team hosts cycling camp in sunny Arizona

The last few months have flown by for our team! February through April, Sarah and I were busy running Hammer-powered road cycling and mountain bike camps in sunny Carefree, Arizona, the “home of cowboys and caviar, where the Old West meets new.” This relatively unknown cycling gem (just north of Phoenix) has served as my southern solo training grounds since 2001. It was nice to finally have some company!

**Top:** Carefree riders enjoy the Arizona sun.  
**Right:** Local Jonny's for post-ride iced lattes.

**Photos:** Courtesy Hammer Nutrition Canada





**Left:** Social media posts from Hammer Nutrition Canada athletes: #HammerCan

**Above:** Ryan with his friend Edward Kuo (left) on a three-day gear test along the Arizona Trail.

**Top:** Ryan and Sarah recently launched a new YouTube product series.

**Photos:** Courtesy Hammer Nutrition Canada

## New monthly product series launched on YouTube

Between all the Carefree action, Sarah and I launched a new monthly product spotlight series on our YouTube channel [www.youtube.com/hammercanada](http://www.youtube.com/hammercanada) We're hoping that these videos will provide easy-to-understand information and encourage communication within our online community. Look for our spotlight on Endurolytes capsules and Fizz.

## 15% discount

First time customers are now eligible for a 15% discount through our online store, using coupon code: *hammerCAN15*.

## Next up for Ryan, the Tour Divide bike race

Beginning June 12, roughly 150 bike-packing renegades will line up in our Rocky Mountain backyard for the Tour Divide mountain bike epic, racing 4,418 km from Banff, Alberta, to the searing temperatures of Antelope Wells, New Mexico.

In 2012, I finished in 11th place behind the previous winner, Kurt Refsnider, and his partner Caroline (paired on a tandem bike). Now, with a wealth of veteran knowledge and a training foundation that far exceeds what I had on my initial run, I have my sights set on a much better result.

## #HammerCan

Show us how you Hammer in Canada! Our Western Canada trail running friends have been leading the charge with a host of great shots posted to Twitter, Facebook, and Instagram using the hashtag: #HammerCan

## "Hammer on" multi-day bike-packing events

A unique challenge exists for self-supported events in the backcountry. Beyond the first day, most riders' fueling regime will alternate from calorically dense powder supplements (such as Perpetuem) to what is traditionally considered "unhealthy" camp store, pre-packaged fare, because, well, that's often the only option that exists. Limited pack space and access to postal drops only

complicate the situation. That said, there are a few Hammer products that will go the distance on my Divide race:

- Endurolytes Extreme capsules, taken every few hours
- Hammer Lips, applied twice daily
- Seat Saver, applied twice daily
- Clear water bottles, so I can better budget my hydration
- Bergamo premium cycling shorts

## A Purpose Ridden book and fueling tour begins in July!

While I'm on the Divide, Darren from our team will be driving the Hammer Big Rig east across Canada to St. Andrews, New Brunswick. Following what will no doubt be another enthusiastic Challenge triathlon weekend (without, we hope, a hurricane to contend with), Sarah and I will take the driving reins and begin touring back West through July, August, and September. We have 50+ fueling talks, group rides, and signings with our dealers planned for my book *A Purpose Ridden*. I encourage you to RSVP! Go to [www.hammernutrition.ca/schedule](http://www.hammernutrition.ca/schedule) You can purchase a signed copy of my book at [www.ryanccorrey.com/a-purpose-ridden](http://www.ryanccorrey.com/a-purpose-ridden)

PANAMA



# TRI STORE PANAMA S.A. OPENS

Hammer Nutrition Panama is excited to introduce its new Tri Store Panama S.A.! As Hammer distributors, we owe our success to the quality of Hammer products as well as all the hard work put into sales and marketing for Tri Store Panama S.A. We sponsor the best triathletes in the country, and they have been good models for the brand. We have also achieved great brand position in pharmacies, nutrition shops, sport shops, and organic food stores. We are very proud to represent Hammer Nutrition in Panama!

– **Roxana Montemayor**



**Above:** With a well-stocked Hammer product display and a team of enthusiastic athlete ambassadors, Hammer Panama sales are soaring!

**Photo:** Hammer Nutrition Panama

**Right:** Hammer Peru athlete Maria Fe Flores powers to a 3rd place overall finish in a half Iron in Lima.

**Photos:** Eduardo Chavez (top and left) and Courtesy Maria Fe Flores (top right, bottom right)

PERU



# FLORES PLACES 3RD IN HALF IRON

Congratulations to Hammer Nutrition Perú athlete Maria Fe Flores (shown below) for a podium finish at the Triatlón de Lima on April 26. She finished 2nd in her AG, and 3rd overall. Way to Hammer, Maria! – **Marco André Vizcarra Asmat**



**Opposite page:** New Zealand Paralympic tandem racers Amanda Cameron, stoker, (left) and Hannah Latta, pilot, (right).

**Photo:** Courtesy of Hannah Latta



## NEW ZEALAND



## ATHLETES SEEK PARALYMPIC SPOT

Hammer New Zealand athletes Amanda Cameron and Hannah Latta aspire to compete for New Zealand in the Rio de Janeiro 2016 Paralympic Games.

Amanda was born profoundly deaf and is legally blind. Hannah is her sighted pilot on the tandem road bike. Shortly after Hannah began riding with Amanda, she introduced her to the magic of Hammer Nutrition products. "We both love Perpetuem and Endurolytes Fizz for training and racing," says Hannah. "We also fell in love with the pink Hammer kit, which looks fantastic and always gets a bit of attention. With racing now in full swing, we're excited to be travelling around the world to compete in C1 and UCI World Cups, thanks to the support of Paralympics New Zealand."

In Adelaide, Australia, Amanda and Hannah raced against athletes from Australia, Korea, and Malaysia. Although Hannah had no experience racing tandems, the team scored a bronze in the 25K time trial and silver in the 70K road race. Next was the Club Road Nationals in Napier, New Zealand, where they won a gold in the 28K time trial and earned the title New Zealand National Time Trial Champions, based on a fantastic 95% score against world-ranked riders in their class. In the coming weeks, they will compete in the Cambridge C1 time trial and road race, followed by races in Italy and Switzerland. - **Rachael Verry**

To follow Amanda and Hannah's progress visit:  
[www.facebook.com/amandaandhannah?ref=hl](http://www.facebook.com/amandaandhannah?ref=hl) and  
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energy levels!"**

- JEREMY J.



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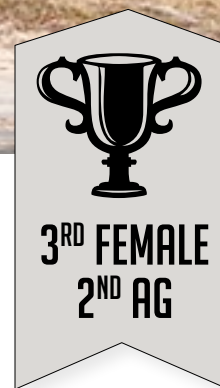
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Jeremy Johnson Hammers on at the 2014 Ironman Coeur d'Alene. Photo: Courtesy Jeremy Johnson

# JESSICA GARCIA

LAKEFRONT 50K, 3RD FEMALE, 2ND AG



Jessica Garcia races on Chicago's Lakeshore path. Photo: Andrew Osmond

The Lakefront 50K takes place along Chicago's Lakeshore path, a popular area with nice views of the city and lake. I had surgery in December, so I liked the idea of a flat road race to build some mileage before my later events. One week before the race, though, I woke up with a scratchy throat, and soon had a full-blown cough. It was a miserable week, but before I knew it race day had arrived.

Before the 8:30 a.m. start, I had a bottle of water with Endurolytes Fizz and some Hammer Gel. My plan was to take it easy for the first two sections, then push it

at the end. But I didn't follow my plan at all. I was excited to run fast, which I hadn't done in awhile! I was feeling good and had the wind at my back.

Just before the turnaround I hit a very sandy section, where the wind blew the sand sharply against my legs. As I ran through the turnaround, the wind virtually stopped me in my tracks. My legs felt heavy as my pace slowed from the 7:20s to 8:00 — somehow I maintained that all the way back. I changed my plan: I would run the outs fast and the backs easy.

I continued to feel great until I hit about 20 miles, when my cold began to get the best of me. Finally, I reached the finish line. Energy-wise I felt great, though my legs were wobbly. Officially I finished in 4:19:00, not too shabby considering my trail PR was just over 5 hours. My nutrition was dialed in! A combination of Apple Cinnamon and Peanut Butter Hammer Gel (amazing!) got me through it. I had zero stomach upset and was able to sustain my energy throughout. I love that Hammer products alone can get me through a fast race and I can finish feeling GREAT!

## ANGIE BROWN

MARDI GRAS MAMBO 10K, 13 AG

"This was my first race that I trained and fueled solely with Hammer products. Boy could I tell the difference! I was amazed at my energy level and had to resist the urge to push it. While I didn't PR, I wasn't far from it. It was the freshest I've felt before, during, and after a race, and I give the nod to Hammer products."



Angie Brown (center) before the Mardi Gras Mambo. Photo: Courtesy Angie Brown



Dustyn at the Turlock Lake Road Race, Nor Cal Masters Road Championship. Photo: Courtesy Dusty Dustyn

### DUSTY DUSTYN

#### STATE CHAMPIONSHIP ROAD RACE, 2ND PLACE

“Thank you HAMMER! Because you were a race sponsor, I used the Hammer Gel and Endurolytes Fizz supplied at the event. Of course I also had my own supply of Race Caps, Endurolytes, and Anti-Fatigue Caps, which I took before the start. Happy to ascend the podium with just one month of training on my legs and — it was a HAMMER Podium! It was so exciting.”

### BEST USE OF THE BUDDY SYSTEM



Christian Rios. Photo: Alex Flores

### CHRISTIAN RIOS

#### BLACK CANYON 100K FINISHER

“Although my Hammer HEED and Hammer Gel worked great, I went out too fast and hit a wall at mile 8. At mile 19, I came back and was running a 7:30 pace, only to fade again later. Then I looked back and saw my friends Alex and Brian, and began to run with them. They helped me keep going until we reached the finish line.”



Jonathan Shefftz (5th place finisher and race director, right) congratulates winner Jeremy Arnold. Photo: Courtesy Jonathan Shefftz



### JONATHAN SHEFFTZ

#### BROMLEY MOUNTAIN RACE, 5TH PLACE

“Hammer Nutrition helped me to switch from race director mode straight into competitor mode at the Bromley Mountain race, preventing me from bonking during some harried descents, immediately following the lung- and thigh-burning ascents. I also rely on the easy digestibility and low simple sugars of Hammer fuels to keep me going during all-day ski trips.”



### HAMMER NUTRITION SUPER MASTERS

#### WENTE VINEYARDS CLASSIC ROAD RACE PODIUM SWEEP

“Team Hammer Nutrition Super Masters had a very good weekend at the Wente Vineyards Classic. We swept the podium in the 65+ Masters Category and placed 1st and 2nd in the 70+ Category. Wente is a classic road course — a 15-mile loop of very challenging terrain with a major climb, fast technical descent, and stiff head wind on the flats. By the end of three laps and four times climbing, you’re ready for the finish.”  
– Mike Freeman

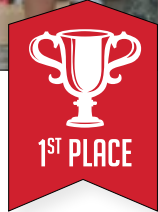


Team Hammer Nutrition sweeps the podium at the Wente Classic. Far left: 65+ Joe Lemire 1st, Larry Wolff 2nd, Dave Austin 3rd. Left: 70+ Mike Freeman 1st, Richard Shields 2nd. Photos: Sal Barrios

## MOST INSPIRING FACIAL HAIR



Photo: Courtesy Chris Hill



### CHRIS HILL TOUR OF CORSICANA STAGE RACE, 1ST PLACE

“One year ago I weighed 305 pounds and was on the verge of death. I started using Hammer products when I picked up racing last year. This weekend, on my one-year anniversary for weight loss surgery, I won the Tour of Corsicana Stage Race. I give a lot of credit to many different people, and Hammer Nutrition is on the list. For this race, I prepped with Anti-Fatigue Caps and Endurolytes during my warm-up, then had some Hammer Gel before the start. On the road during the race I fueled with Hammer Gel, HEED, and Fizz, and afterward recovered with Recoverite. Hammer is a vital part of my winning team! Beware the Beard ...”



Wright State Climbing Team Photo: Courtesy Michael Insani

### MICHAEL INSANI WRIGHT STATE UNIVERSITY CLIMBING COMPETITION, 2ND PLACE



“I’m training to compete at the GoPro Mountain Games in Vail, Colorado, in early June, and will be competing in the American Bouldering Series, starting in September. I need a reliable and natural recovery drink so that I can continue to train at an elite level. Hammer Recoverite is my go-to product for fast and dependable recovery.”



Photo: Siobhan Maize

### SIOBHAN MAIZE MYRTLE BEACH MARATHON, 7TH AG

“My goal was to run a solid race, qualify for Boston, but not overdo it. I followed a pace group with a fantastic leader, focused on relaxing and fueling properly. It was a great, fun race and ultimately I was only 5 minutes off my marathon PR. I was very happy with the results: 3:33. Before the race, I used Premium Insurance Caps, Tissue Rejuvenator, Mito Caps, and Race Caps Supreme, plus Endurolytes. During the race, I fueled with Hammer Gel. After the race, I had Recoverite, of course!”



Hammer athlete Kevin Quinn stops to talk with Suzy Degazon at the San Dimas Stage Race in late April. Photo: Suzy Degazon

### SUZY DEGAZON AMBASSADOR / SAN DIMAS STAGE RACE

“I spotted several fellow Hammer athletes at the San Dimas Stage Race, where Hammer HEED was the drink of the day. It was a very warm weekend, so they gave out plenty of Endurolytes Extreme, too! Hammer Nutrition rocks.”

### MICHAEL GALLOPS DALLAS RHYTHM & BLUES HALF MARATHON, 11TH AG

“I felt refreshed and full of energy for the entire race in spite of poor race conditions! Hammer products — Hammer Gel, HEED, Endurolytes, Anti-Fatigue Caps, and Recoverite — make all the difference for me in training and racing. I won’t leave home without them!”



Photo: Terry Smith

**TRAVIS MCWHORTER**  
**SIERRA VISTA 50K,**  
**5TH OVERALL**

“Hammer products make me feel like Superman! I had an Espresso Hammer Gel 15 minutes before the race, started with Perpetuem in my handheld, and had an Endurolytes Extreme once an hour and a Hammer Gel every 20-30 minutes.”



Travis McWhorter Photo: Kelley Garcia



Old West Trails Finish. Photo: Greg Bulia

**LARRY PUSTINGER**  
**RACE DIRECTOR: OLD WEST**  
**TRAILS 50K ULTRA**

“Having Hammer Nutrition as the sponsor of the Old West Trails 50K was very beneficial, as our desert temperatures were up into the mid 80s, well above our seasonal norms. Our runners took HEED, quite literally and figuratively, to successfully conquer the uncharacteristic challenge. Thank you for your support. Happy Trails, and keep safe out there!”



BLU Winner Jessica Nathan Photo: Courtesy Stephanie Kundin

**STEPHANIE KUNDIN**  
**RACE DIRECTOR: BEYOND LIMITS ULTRA**

“BLU was a success! Jessica Nathan was our Beyond Limits Ultra 1st place winner for the 50 Miler. With the extreme, 45-degree swing from hot to cold at this race, runners certainly took advantage of the HEED. We used it all. Thank you again for being a sponsor.”



# FROM OUR ATHLETES



Porsha Stockton tops the podium. Photo: Carmen Stockton

## PORSHA STOCKTON

FAT BIKE NATIONALS, SR. 19-29 FEMALE CHAMPION

“Hammer Gel fueled me through the brutal climbs of this race, as well as my training leading up to the event. I arrived at the finish line with a huge smile on my face. I can’t wait to race the Fat Bike Nationals again next year!”



“HAMMER IN THE BOTTLE AND THE POOL TO MYSELF – THE BEST!” –KIM KILGROE



Kim Kilgroe trains for race season. Photo: Christian Yance

## CHELSEY SANDS

SCOTTSDALE JCC REVERSE MAXI TRIATHLON, 4TH PLACE FEMALE

“This was a reverse triathlon. It was a great race day with beautiful weather and a well-run event. I used HEED and Hammer Gel in training and during my race. They give me the energy and electrolyte boost I need, taste good, and don’t upset my stomach!”



Chelsey Sands  
Photo: Robert Disney



Karen prepares to hammer at the 2014 USAT Nationals. Photo: Courtesy Karen Cole

## KAREN COLE

IRONMAN TRAINING 2015

“I’m a little late to the game. I ran my first 5K at age 40! Now, after surviving two-plus bouts of cancer, I compete as a triathlete in the 55-60 AG. I have 15 marathons under my belt and hope to do my first full Ironman in 2015 with the help of Perpetuem. I’ve raised my children to be active and healthy ... one of the greatest gifts I could pass on.”

# CHARLENE PROCTOR'S FLORIDA SUPERSTARS DANCESPORT CHAMPIONSHIPS RACE RECIPE



Charlene Proctor and her partner, Michael Choi, hammered to two wins at the Florida Superstars Dancesport Championships.

Photo: Courtesy Charlene Proctor

**BEFORE COMPETITION:** Endurance Amino, Endurolytes Fizz, Hammer Gel

**BETWEEN EVENTS:** Endurance Amino, Endurolytes Fizz, Hammer Gel

**AFTER THE LAST EVENT EACH DAY:** Recoverite

## RESULTS

**1st overall in standard and smooth**

"We are very disciplined about fueling and supplementing on schedule. This competition was three days, and the second day was the most difficult. We were on the floor from 12:30 p.m. to 10:30 p.m. We danced all day without cramping, bonking, or fatigue!"

– Charlene Proctor

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**"Endurance Amino gives me an extra boost in my endurance."**

-online reviewer



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- Protects lean muscle
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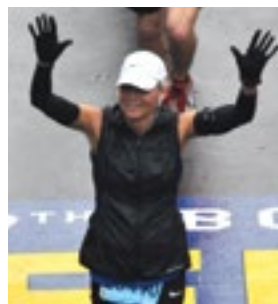
## KRIS PRZEOR, 3:03

It was my first time running Boston, and I loved every minute of it! My goal, first and foremost, was to enjoy the race day experience, and then shoot for a 3-hour finish. As the weather forecast came into focus, I decided to just enjoy the day and BQ on the course — a sub 3:10 for my age group. My nutrition consisted of a bottle of HEED to keep me company at the start village, followed by Nocciola and Peanut Butter-Chocolate Hammer Gel on the course. I also used Anti-Fatigue Caps, Endurolytes, and Endurance Amino regularly to keep me chugging along. I finished in 3:03 without any cramping or digestive issues. Can't wait to run it again next year!



## SUZY DEGAZON

Boston strong ... believe it! I made the start line despite battling lower back issues that prevented longer training sessions. The rain and cold weather did not dampen my spirit. The amazing crowds roared back whenever I shouted "Boston strong!" Fueled by Nocciola and Peanut Butter-Chocolate Hammer Gel plus Endurolytes, I made the finish line and was greeted with high fives and cheers from the crowd and volunteers.



## CINDY ADAMS

I had a great race thanks to solid training and Hammer Nutrition advice and products. After much trial and error, I've come to depend on HEED, Hammer Gel, Sustained Energy, and Vegan Recovery Bars. In the past, I battled nausea during races. Then I read your advice to consume nothing for at least three hours before a race, and to take a Hammer Gel about 5 minutes prior to the start. The bottom line: It worked like a charm!

# ZANDY MANGOLD

3:01:24, NEW PR

The 2015 Boston Marathon was the coldest, wettest, head-windiest marathon I have ever run — but relative to the brutal training conditions in NYC this winter, it was a balmy spring day! At least that's what I told my legs as I toed the starting line. A few years ago, the legendary Joan Benoit said that she "doesn't start racing until mile 18" and I have never forgotten her words. So with about 8 miles to go, I focused on negative splitting the remainder of the course. Along the way, I stopped to hug my family at two different points on the course — if that was the difference for a sub-3 hour marathon, I really don't care. I wouldn't trade those moments for anything! I ended up negative splitting the race and set a new PR of 3:01:24. My nutrition during the race consisted of a Hammer Gel every 45 minutes, and an Anti-Fatigue Caps and Endurolytes every hour.



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

... consumed by the Dutch sports scientist Arno Kolmogorov. According to his research, higher caloric intake, including higher carbohydrate consumption, was associated with a 10% increase in performance. This is a key finding of the study, which is a landmark in the field of sports nutrition. It shows that athletes should consume more calories during exercise, and that this is not just a matter of quantity, but also of quality. The study also found that athletes who consumed more carbohydrates during exercise had a higher rate of carbohydrate oxidation, which means they were able to use more of the energy they were consuming. This is a key finding of the study, which is a landmark in the field of sports nutrition. It shows that athletes should consume more calories during exercise, and that this is not just a matter of quantity, but also of quality. The study also found that athletes who consumed more carbohydrates during exercise had a higher rate of carbohydrate oxidation, which means they were able to use more of the energy they were consuming.

### Secret #2 CALORIES COUNT

What and how much you consume during exercise can be the difference between a DNF.

**Our recommendations**

Consume 120-180 calories per hour

with complex carbohydrates, such as maltodextrin, and simple sugars or a blend

of 2:1 carbs to protein. Your fuel should contain protein in a ratio of about 2:1 carbs to protein.

#### Fatty acids

The typical athlete has a total reserve of caloric energy in the form of fat of approximately 100,000 calories.

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

FACT: Your body can't process calories in an amount that supports what it needs to do during exercise. If you want to achieve your best performance, you need to know the "calories rule" and follow it.

Instead, research shows that only a small amount of fat is used for energy during exercise. For most athletes, 120-180 calories per hour is the right amount. If you consume more than this, you will be using more fat than you can process, and you will be using more fat than you can process. This is a key finding of the study, which is a landmark in the field of sports nutrition. It shows that athletes should consume more calories during exercise, and that this is not just a matter of quantity, but also of quality. The study also found that athletes who consumed more carbohydrates during exercise had a higher rate of carbohydrate oxidation, which means they were able to use more of the energy they were consuming.

10 SECRETS OF SUCCESS



### **A soaring spirit**

Five years ago, doctors told 14 year-old Hammer Athlete Jonah Miller his diabetes and elevated cholesterol were becoming serious health concerns. He got on a mountain bike and *pedaled* his way back to good health, and his attention to exercise and good nutrition are now earning him praise from those same doctors. Jonah, shown here at the 2015 Kenda Cup Big Bear Shootout, is fast becoming an inspirational fixture in the Las Vegas cycling community.

PHOTO: PHILIP BECKMAN / [pbcreativephoto.com](http://pbcreativephoto.com)

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