

ENDURANCE NEWS

BY HAMMER NUTRITION

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SUGARY DRINKS AND DIABETES

Thin and fit? You're still at risk

BIG DAY AT BADWATER

Hammer-Fueled Athletes clean up

CRAMPING AHEAD? 5 SIGNS

Here's how to correct your course

CROSSFIT FUELING PLAN

Maximize your workout benefits

PLUS ...

- Hammer Q&A: Brian Frank interview
- Fermented Foods for Better Health
- Off-Season Yoga Basics
- HEED Unwrapped

AND MORE!

THE LEAD OUT

BACK ON COURSE

After an injury-plagued 2014, Hammer athlete Lori Buratto got back on course with the Pocatello Marathon in September. Primed with Race Day Boost and fueled by Hammer Gel, Lori hammered to 3rd place Masters Female. Crossing the finish line with a smile on her face, she headed straight for her Recoverite. Cheers, Lori!

PHOTO: MARY MCALEESE / Gate City Sports





WELCOME



Welcome to the 97th issue of *Endurance News*! This is already our fifth issue of the year, which means that another racing year is flying by and it's time for end-of-season recaps. We've got lots of those, along with tons of other great stories and feedback from our sponsored athletes, Hammer Ambassadors, and our staff — the Hammer family, as we think of you and everyone else who makes this brand what is and why it has grown for 28 straight years.

This has been another amazing year at Hammer Nutrition, thanks to you! We stepped up our game in a big way and you rewarded us with your favor. I want to formally acknowledge and thank each of you for supporting Hammer with your checkbook and so much more. We would literally not be here without you, and we won't ever forget that or take it for granted. I can guarantee that, along with our no-compromise approach to our products and the way we do business. Life is just too short to do it any other way.

Rather than get up on my soapbox for the umpteenth time to preach to you about the virtues of "fueling right and feeling great" with Hammer products and fueling protocols, I'll give you a perfect example instead. As I have said for decades, one can have the best products in the world (Hammer), but if the products are used incorrectly, poor results can still be expected. You've also heard us say that mixing Hammer products with the competitors' sugar-based fuels is a bad idea — and maybe you thought that was just marketing hype to keep you away from the competition.

Well, let's take a look at Pete Kostelnick at Badwater 135 (page 16) as an anecdotal case study. In 2014, he used a combination of Hammer and "other" products and his own plan for calories, fluids, and electrolytes intake. He managed 14th overall with a respectable time, but admits that it was not much fun — by mile 70 he was vomiting and all that goes with it.

Compare that performance to 2015: He used Hammer products exclusively — primarily Perpetuem and Perpetuem Solids, supported by Hammer Gel, HEED, Endurolytes Extreme, Anti-Fatigue Caps, Endurance Amino, and some real food now and then. Using Hammer fuels, supplements, and our "less is best" fueling plan helped him achieve more than a 22% improvement in his time, and with no vomiting, cramping, or other issues! That is not a small improvement, and I'm pretty sure we'd all be over the moon, even with far less improvement in our PR.

We certainly cannot take 100% of the credit for Pete's performance. However, I do consider it fairly conclusive evidence as to what athletes can expect when they go "all in" with Hammer Nutrition products and fueling system, complemented by a healthy, whole food-based diet.

Yes, that is big talk, but I reckon that if you can walk the walk, no harm in talking the talk. Of course I also back up the big talk with a 100% satisfaction guarantee on our products, service, and fueling system.

So, if you were not "all in" with us in 2015 and think you may have left some time, or a lot of time, out on the race course this year, choose to make 2016 your breakthrough year, with Hammer. On that note, I will sign off until next year and be the first to wish you a Merry Christmas and happy, happy New Year!

Enjoy the read and pass it on to a friend.

Brian Frank
Hammer Nutrition Owner

On the cover: Hammer athlete David Tatum during a training ride with his brother Matthew Tatum in preparation for Ironman Lake Tahoe.

Photo: Gary Brooks

ENDURANCE NEWS

The informed athlete's advantage since 1992

AN EXCLUSIVE PUBLICATION OF:



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MISSION

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

www.hammernutrition.com

OUR GUIDING PRINCIPLES

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

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

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

OUR CORE VALUES

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

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

Read more at www.hammernutrition.com "Mission"



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Winning Formula for Fast Recovery

Thank you Hammer for playing a central role in my recovery and return to long distance run training after my recent right and left total hip replacement surgeries. I included Tissue Rejuvenator in my post-surgery recovery regimen to help relieve pain and swelling and to speed tissue repair. I also relied on many of the healthy recipes in the Hammer Nutrition cookbook for an extra nutritional boost to keep me strong throughout rehab.



I was able to resume coaching and training within three months, thanks in part to a regime of Mito Caps, Anti-Fatigue Caps, Race Caps Supreme, and Endurance Amino. I am now happily training for the Dublin Marathon in October, fueled by Endurolytes, HEED, Endurolytes Fizz, Hammer Gels, and Hammer Bars. Thanks to your superior and effective products, I can continue to Hammer on!

PAM LANDRY / CLIENT, ATHLETE'S EDGE SPORT PSYCHOLOGY CONSULTING

Note: In the Kitchen with Hammer Nutrition, our 100+-page cookbook, is available as a FREE PDF download on the Hammer Nutrition website. We update it regularly with additional recipes so check back often.

Hammer Race Rescue Bag

Here's how I promote Hammer Nutrition and the benefits of its products when talking with other athletes at races. I make sample bags by taping a Hammer Gel single-serve along with my referral card to a plastic hammer, on which I write "Hammer on." [See below.] I include a Hammer Bar, *The Little Red Book* product usage manual, and other publications in the Hammer bag that I hand out. You can purchase the plastic hammers online. It's been a lot of fun!

CHELSEY SANDS / HAMMER ATHLETE



Above: Chelsey Sands makes new friends and shares the Hammer love. Photos: Courtesy Chelsey Sands

Endurance Golf and Table Tennis

Thanks for your support of endurance athletes. My entire family uses your products. Endurolytes and HEED are invaluable for my wife, who routinely plays in golf tournaments where the heat index can be over 100 degrees. My son fuels with HEED, Hammer Gel, and Endurolytes when he plays in table tennis tournaments that can last 8-10 hours. Your products are predictable, they work, and best of all they do not have performance-hindering side effects, such as loss of concentration or energy shifts.

CHRIS HARTWIGER / CLIENT

Backpack Essentials

Just finished my 14-night/15-day solo backpacking trek through the Sangre de Cristo mountain range of Colorado. Hammer kept me going in fine form! I used Premium Insurance Caps, Race Caps Supreme, Tissue Rejuvenator, Hammer Bars, and Perpetuem daily. Thanks to Steve Born for his help and advice.

Hammer: It's what's in my BEAR CANISTER!

RANDI BROMKA YOUNG / HAMMER ATHLETE

“Best ride of my life”

I wanted to take a moment to thank you for your wonderful advice and great products! At 260 pounds, I'm not your typical long distance cyclist. Until recently, I wasn't able to ride farther than 50-60 miles without bonking in the Mississippi heat and humidity. I called Hammer and spoke with one of your great advisors who helped me dial in fueling plan.

When I rode the Natchez Trace Century Ride, I stuck to my plan and did not eat the cookies and burritos, etc., at all of the rest stops. Instead I fueled with water, HEED, Perpetuem, and Hammer Gel. I took my Race Caps Supremes, Endurolytes Extreme, Anti-Fatigue Caps, and Endurance Amino along the way as my Hammer client advisor suggested.

Best ride of my life! Not just because I completed my first century, but because I felt stronger than ever after the finish! Kudos, I will be a Hammer fan for life!

KELVIN JONES / CLIENT

SEND US YOUR LETTERS!

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



CORRECTION:

The opening photo spread of *Endurance News* 96 incorrectly credited the photographer. The photo was taken by Myke Hermsmeyer. We regret the error.



More Hammer on Course

Thanks for sponsoring the Grizzly 100 NUE in Big Bear Lake, California. I raced the 70K and finished 4th overall, and, at 57, was the oldest finisher. It was great to be able to race an endurance event unsupported with only a water bottle, knowing that HEED would be available at all the rest stops. I also carried my usual endurance ride fuel: a flask of Perpetuem (4 scoops mixed into a batter), Perpetuem Solids, a flask of Hammer Gel, and Endurolytes. I was very pleasantly surprised to find Endurolytes available at the rest stops too, and witnessed several riders trying them for the first time, with strong recommendations from fellow racers. I hope you will sponsor more events in my area. It's a great feeling to be able to “ride light” knowing that Hammer products are around the next corner.

LEIGH HEYER / CLIENT



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26 Serving Jug - \$19.95
3 or more - \$17.95 ea
5-serving flask - \$2.39



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- online reviewer

HAMMER GEL

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- Real, wholesome ingredients

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Slobhan Maize finishes first female at Peyton's Wild and Wacky 10x5K Ultra.
Photo: Brian Fancher Photography

#howihammer

PHOTOS, FEATS,
AND WORD ON
THE STREET

From Facebook: Mountain mover

Martin Criminale continues to push his limits. At The Rut, Martin “warmed up” by competing in the Lone Peak Vertical Kilometer, a 3-mile race with 3,500-foot climb.

For his main course, Martin took on The Rut’s 50K with its 10,000-foot elevation gain. Just a few weeks later he went on to set a PR at the Crystal Mountain Marathon.



View from the top: Martin Criminale at the finish of the Lone Peak Vertical Kilometer.

Overheard ...

“Hey @hammernutrition thanks for fueling my first 20+ mile training run today. 3hr run in the books.”

“@hammernutrition Recoverite after most runs. That stuff works miracles.”

“Just started using #hammernutrition and I love it all!”

“@hammernutrition thanks for keeping me strong during #RUNTHERUT”

“Another shipment of Hammer Nutrition products was on my doorstep today! This runner is very happy to have finally found products that not only set well with my stomach but also enhance my performance.”

“All I eat in the mountains is Espresso Hammer Gel.”

“I eat Oatmeal Apple Hammer Bars every day. Riding, racing, training. Even for a midday snack. Love them!”



@gorunwithme



#Hammerrunner365

Running is a four-season passion for Hammer Athlete Jessica Garcia. In late summer, when many athletes transition to the off-season, Jessica ran the Madison Half Marathon, the Whitewater Half Marathon in Wisconsin, and the Marquette Marathon, where she finished 3rd AG. Come winter you won’t find Jessica in the gym. Not even the Wisconsin cold and snow can keep her from a winter training run.



@maximussells



Waverunner

While most of us enjoy the last few weeks of warm weather, stand-up paddle boarder Thomas Maximus continues to enjoy the sun and surf. Maybe we’ll join Thomas for some cross-training off the Southern California coast this winter.



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Hammer hometown hero

From our own Instagram page: Hammer dealer service rep Loren Mason-Gere is one of the many cycling fanatics here at Hammer headquarters in Whitefish, Montana. At the Butte 100 MTB race — widely regarded as one of the most challenging mountain bike races in North America — Loren impressed with a 4th place finish.

Meet Hammer's Social Media Team

These are the people behind each tweet, picture, and post you see from Hammer Nutrition. (They're friendlier than they look.) Ryan is an accomplished marathon runner and Brittani is a champion mountain biker.



BOB MILLER'S STONY CREEK OFF-ROAD DUATHLON RACE RECIPE



Off-road, on a roll. Bob Miller races to a great finish at the rugged Stony Creek Metropark near Detroit, Michigan. Photo: Courtesy Bob Miller

60 MINUTES BEFORE: Race Caps Supreme; Anti-Fatigue Caps; Endurolytes

10 MINUTES BEFORE: Hammer Gel; Energy Surge

DURING: HEED

AFTER THE RACE: Recoverite; Race Caps; Mito Caps; Tissue Rejuvenator

RESULTS

1ST Overall

New national USAT ranking 2ND Overall
"Hammer Nutrition kept me pushing hard from start to finish, with no fatigue or cramping. I rocked this race and earned the overall victory for the second year straight!" —Bob Miller



@sportishorti



Fueled for the finish

Swim, bike, run perfectly describes Sabrina Hamilton Adams. After training long and hard all summer, she plans to end the season in a big way by competing in Ironman Louisville. We are glad to help fuel Sabrina all the way to the finish line.

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



@hammerthewall



Hammering the Wall

Shane Cox was diagnosed with MS in 2009, but you wouldn't guess it from his recent accomplishments. In 2015, Shane launched the fundraising campaign "Hammer the Wall" to raise money for the National MS Society through a ride across the state of Pennsylvania — approximately 245 miles and 10,000 feet of climbing. On September 21 Shane accomplished his goal, reminding us all to "live beyond your limits."

U.S. Women Golden at 24 Hour World Championships

Hammer fuels team members Traci Falbo and Connie Gardner



BY ENDURANCE NEWS STAFF

It takes a special breed of endurance runner to succeed in ultra-marathon track competition: There's the distance, of course — running 140-160 miles in a single day—and then there's the track itself — testing body, mind, and heart one loop after another.

At the 24 Hour World Championships held in Turino, Italy, earlier this year, the six women of the U.S. National 24 Hour Running Team proved they have just what's needed to prevail against these extremes, scoring the team's third consecutive gold. Two members, Traci Falbo and Connie Gardner, were Hammer fueled. Falbo also scored a personal best, running 148.9675 miles, to bring home an individual silver.

Winning Ways

Just months before the event, Falbo was feeling anxious. "Starting into the first of three big mileage weeks (84, 90, 92) I had planned, I had another bad run. I started to doubt myself: Am I over-trained? Unrecovered? Am I losing it?" She adjusted her plan by cutting her mileage the following week, allowing more time to recover from her tough 2014 schedule. "I came back and ran 88 miles the next week, followed by weeks of 75, 54, 30, and 16 the week of the race."

Two days before the World Championships, several of the U.S. women's team members ran the course. "It had a great surface, but had a U-turn and an 18' curved ramp that we would have to run every 2,000 meters. I know that might not sound like much, but it feels like a mountain by the end of 24 hours." Falbo started faster than her planned 9:00-9:15 pace, and "since I was ahead of pace I decided to walk the ramp from the very first lap."



Above: Traci Falbo on course toward the silver medal. **Top Right:** Falbo trains with her favorite endurance fuel, Hammer Gel.

Opposite: Falbo (second American from right) and Connie Gardner (second American from left) helped the U.S. team take home the gold. **Photos:** Mike Falbo



By noon, conditions were hot, and none of the team members had trained much in the heat. "I was taking my Hammer Gel every 30 minutes like a champ, and drinking to my thirst. I felt good." Her World Championship race recipe also included Anti-Fatigue Caps and Race Caps Supreme hourly, as well as Endurolytes Fizz every 2-3 hours.

One Step at a Time

As the hours wore on, Falbo's motivation began to flag, but "I kept thinking about the importance of running for Team USA and my personal goals." She took occasional walking breaks and began talking with another runner, "and then, somehow the low was gone."

Learning that she was running 4th, Falbo began targeting the three runners in front of her, one by one, number by number. "I knew Katy [eventual winner Katalin Nagy] was the only one left in front of me. She was running strong and staying two laps ahead ... I was starting to list, but I wanted to be on the podium! Finally the minute warning — done!" Traci Falbo managed to achieve a PR by a little over a mile, earn a silver medal, and help the team secure gold for the third time in a row. "As always, Hammer fueled me perfectly!"

Teammate and fellow Hammer athlete Connie Gardner, who won the silver medal at the 2013 World Championships, is a 12-time USA Track and Field national champion. "People ask me all the time about ultras," said the veteran runner in a 2013 interview. "I let them know it is quite simple: you take the event one step at a time. ... I can't fathom racing 100 straight miles, but I can work my way from aid station to aid station. ... It's simply stringing together a series of very relaxed 10Ks. The key to ultras is running fast and relaxed, with the most emphasis on the relaxed part."

Gardner's ultra fueling advice? "For the World Championship and all of my races, I use Perpetuem, Endurolytes, and Hammer Gel. I love all Hammer products ... it's money well spent." [HN]

WHEN THE GOING GETS TOUGH



Anti-Fatigue Caps

Clean up fatigue-causing ammonia

- Prolongs exercise endurance
- Counteracts everyday fatigue
- Boosts energy production

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



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Unsweetened truth

Study: Sugary drink habit tied to diabetes risk ... regardless of body size

“If these health time bombs were eliminated from the food supply, (people) would be in far better shape.”

– Dr. Aseem Malhotra

BY JAKE GRILLEY

Think you aren't at risk of developing type 2 diabetes because you are thin? Think again.

According to new research from Cambridge University, consuming sugary drinks is linked to the development of type 2 diabetes, whether or not a person is obese.

The researchers examined 17 studies pertaining to beverage consumption and the development of type 2 diabetes. According to their findings, published in the *British Medical Journal*, drinking just one sugary beverage per day increases a person's chance of developing diabetes by 18% over a decade.

Even more alarming: When the researchers adjusted for weight, the risk of a normal weight or thin person developing type 2 diabetes still increased by 13%.

The Cambridge researchers estimated that the current consumption level of sugary drinks could be responsible for an extra 2 million cases of type 2 diabetes in the U.S. and 80,000 cases in the U.K. over a 10-year period.

“This study adds further evidence that sugary drinks are associated with increasing the risk of type 2 diabetes, even in non-obese people, suggesting that we are all vulnerable,” Dr. Aseem Malhotra, spokesperson for the group Action on Sugar, told *The Guardian*. “They are linked to tens of thousands of deaths worldwide from type 2 diabetes, heart disease, and cancer. If these health time bombs were eliminated from the food supply, (people) would be in far better shape.”

HEED: No added simple sugars

Unlike nearly every other sports drink on the market, Hammer Nutrition's HEED contains no added simple sugars, and only 2 grams of naturally occurring simple sugar per serving. That's less than 1/2 teaspoon. The complex carbohydrate maltodextrin used in HEED and other Hammer Nutrition fuels provides a more consistent and longer lasting energy supply than do simple sugar-based fuels, without putting your health at risk by consuming an excess of simple sugars. What's more, HEED contains none of the citric acid that other sports drinks have, so it won't

burn your throat or stomach, or erode tooth enamel.

Award-winning HEED contains maltodextrin for steady energy, a full-spectrum of electrolytes to help prevent cramping, the healthy natural sweeteners stevia and xylitol, and L-carnosine and chromium polynicotinate to help to buffer lactic acid and support stable blood glucose levels. Among sports drinks, HEED is in a class of its own. **[HN]**

SUGAR: HAZARDOUS TO HEALTH IN ANY FORM

High dietary intake of refined sugar in any form — not just sugary beverages — has been linked to a long list of serious health problems including diabetes, heart disease and stroke, many forms of cancer, and Alzheimer's Disease. Read more about the health problems linked to sugar consumption in the book *Suicide by Sugar* by Nancy Appleton, Ph.D. and G.N. Jacobs, available for sale on the Hammer Nutrition website.



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6 or more* - \$1.80 ea
*Mix or match flavors
16 Servings - \$19.95
32 Servings - \$29.95
80 Servings - \$58.95

FLAVORS
Melon, Strawberry, Mandarin Orange,
Lemon Lime, Unflavored (32 Servings only)

HEED

- Provides steady energy
- Reduces cramps
- Buffers lactic acid



"I always have a bottle of HEED on my training rides and longer runs, and at the side of the pool. HEED is my go-to drink for sprint and olympic distance racing, too."

-Matthew Kucharski

Matthew Kucharski hammers en route to a 2nd place age group finish at the Baltimore Triathlon.
Photo: Courtesy Matthew Kucharski



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Product Spotlight: Hammer Whey

BY STEVE BORN

Walk into any health food or nutrition store, and the dizzying number of protein choices will blow you away. Once you get past the “shelf shock” and stop to read the labels, however, you’ll notice that most are similarly formulated with cheap casein (milk) proteins, whey protein concentrates, or a combination of both. Most also contain carbohydrates (often as refined sugar), artificial flavors or sweeteners, and preservatives. Some also contain auxiliary nutrients in amounts so small that they have little to no benefit. If you want pure protein, you’ll have to look elsewhere.

That’s precisely why Hammer Whey protein exists. Hammer Whey is 100% whey protein isolate, the ideal protein for promoting recovery and immune system health. It’s completely devoid of unnecessary and unhealthy ingredients. For these reasons and more, Hammer Whey protein is the best whey protein powder available:

1) Purest protein available – Whey protein isolate contains 90-97% protein or more; whey protein concentrate contains just 70-80% protein or less. Whey protein isolate contains more protein per-gram, and has significantly

less fat and sugar (lactose) than whey concentrate. In fact, many lactose-intolerant people can use it without problem.

2) Superior availability – The whey protein isolate used in Hammer Whey has an outstanding Biological Value (BV) rating of 154 — the highest of all protein sources. (BV is a measure of how well the body absorbs and utilizes a protein.) In comparison, whey protein concentrate has a 104 BV rating; whole eggs have a BV rating of 100.

According to another nutrition standard, the Protein Digestibility Corrected Amino Acid Score (PDCAAS), an ideal protein is one that meets all of the essential amino acid requirements for humans. Just three protein sources — whey, soy, and egg — have an ideal 1.0 PDCAAS ranking.

3) Fortified with 6,000 mg glutamine – Each serving of Hammer Whey contains a whopping 6,000 mg of the amino acid glutamine. For athletes, perhaps the most significant role of glutamine is its contribution to hGH (human growth hormone) release, stimulating muscle growth and maintenance.

4) Powerful immune-boosting nutrients

– Hammer Whey delivers a unique profile of highly bioavailable protein with immune-enhancing factors, including beta-lactoalbumins and alpha-lactoalbumins. In addition, your body uses the amino acids in whey to produce glutathione, arguably the most important antioxidant. At least one study has shown that whey elevates glutathione levels more than any other protein source. In another study, animals fed whey protein had increased immune system function in response to salmonella and streptococcus pneumonia. None of the other protein sources tested had this beneficial effect.

Bottom line: For the rebuilding of lean muscle tissue, safely elevating hGH levels, and optimizing immune system functioning, Hammer Whey is the clear choice. **[HN]**

TIP: BOOST HGH AS YOU SLEEP!

Mix 1 scoop Hammer Whey in 4-6 ounces of water. Drink before bedtime. Safely raises human growth hormone by up to 400%, enough to boost health and performance.

FUEL FOR THOUGHT

WHAT'S IN YOUR RECOVERY BAR?



Gatorade Recover® Whey Protein Bar: Chocolate Chip

Ingredients: Chocolate Flavored Coating (*Cane Syrup*, Vegetable Oil (*Palm Kernel and Palm Oil*), Whey Protein Isolate, Cocoa Powder, Soy Lecithin, Natural Flavor), Whey Protein Crisp (Whey Protein Concentrate, Corn Starch), Semisweet Chocolate Chips (*Sugar*, Chocolate Liquor, Cocoa Butter, Soy Lecithin, Vanilla Extract), Chocolate Chips (*Cane Syrup*, Unsweetened Chocolate, Cocoa Butter, Soy Lecithin, Vanilla Extract), *Corn Syrup*, *Brown Sugar*, Caramel (*Glucose*, *Sugar*, *Palm Oil*, Nonfat Milk, Glycerin, Butter (Cream, *Salt*), Modified Corn Starch, Whey, *Salt*, Mono and Diglycerides, Natural and *Artificial Flavor*, Soy Lecithin), Glycerin, *Invert Sugar*, Milk Protein Concentrate, Water, *Salt*, Natural and *Artificial Flavor*, *Sugar*, Vegetable Oil (Canola and/or Soybean), *Caramel Color*, Cocoa Powder, Nonfat Dry Milk, *BHT (Preservative)*, Soy Lecithin, *Citric Acid*.

- Contains 29 grams of sugar (*brown sugar, sucrose, and glucose*)
- Doesn't list source of its whey protein or how it's processed
- 10 g saturated fats (50% DV) from two primary sources (*palm oil, palm kernel*) both extremely high in saturated fats
- 30 mg cholesterol (10% DV)
- 160 mg sodium (7% DV)
- Contains 75% less fiber (2 grams – 7% DV)
- Contains *BHT (Butylated Hydroxytoluene)* as a preservative.
- No organic ingredients
- Contains artificial flavors

Gatorade Recover is a trademark of Stokely-Van Camp, Inc., a subsidiary of PepsiCo, Inc. Red text added for emphasis.



Hammer Whey Recovery Bar: Peanut Butter - Chocolate

Ingredients: Certified Organic Ingredients: Whey Protein Blend (*Grass Fed Cold Processed Whey Protein Concentrate*, Grass Fed Micro-Filtered Cold Processed Whey Protein Isolate), *Organic Agave*, *Organic Peanut Butter*, Organic Inulin, Organic Brown Rice Protein, Glycerin, Organic Vanilla Powder, and Citrisweet. Chocolate Coating: Organic Dark Chocolate (*Organic Evaporated Cane Juice*, Organic Chocolate Liquor, Organic Cocoa Butter, Organic Soy (Lecithin)).

- Contains 16 grams of sugar, all from organic sources
- Contains grass-fed, cold-processed whey protein concentrate and isolate
- 5 g saturated fats (25% DV) from organic peanut butter, glycerin, organic dark chocolate, organic cocoa butter, and organic soy lecithin
- 0 mg cholesterol (0% DV)
- 80 mg sodium (3% DV)
- An excellent source of fiber, with each bar containing 8 grams (32% DV)
- Contains 13 ingredients, 9 of which are organic

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.

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Big Day at Badwater

Hammer-fueled Kostelnick wins; Hammer Aussie Wynd takes 1st female

BY ENDURANCE NEWS STAFF

What a difference a year and smart fueling can make. Last year, Pete Kostelnick barely finished Badwater 135. Fueling with 300 calories per hour of gummy chews “had me throwing up by mile 70 and completely bonked by the end.” This year, relying exclusively on Hammer Nutrition products and its unique fueling strategies, Kostelnick has experienced nothing less than a breakthrough year, capturing a string of overall wins in ultras around the country. His latest: the Badwater 135, where Kostelnick finished an incredible 7 hours ahead of his 2014 time, and less than 36 minutes off the course record!

Called “the world’s toughest foot race,” the Badwater is a 135-mile test of extreme endurance, starting in Death Valley at 280 feet below sea level and finishing at Whitney Portal (8,300 feet). This year, the race’s 38th competition, Badwater challenged 97 runners from 24 different countries.

Pete’s Badass Badwater Recipe

While Kostelnick struggled to finish the 2014 Badwater 135 in a time of 30:38:09, fueling with a combination of trendy products and a bit of Hammer, this year was a different story. “The nutrition changes I made were huge,” Kostelnick says. “Perpetuem Solids and Perpetuem drink mix were my major fueling go-tos during the race. I also took Endurolytes Extreme, Anti-Fatigue Caps, and Endurance Aminos hourly.

Badwater 2015 by the numbers

135 miles; **14,600** feet total vertical ascent; **6,100** feet total descent; **97** runners, **24** countries, **79** finishers

Kostelnick’s winning time: **23:27:10**

Kostelnick adjusted his calorie intake, too, following Hammer’s “less is best” fueling advice. Instead of the 300 calories he took in hourly last year, “this year I went with closer to 200 and my stomach felt great.”

The results speak for themselves. Competing against Badwater 135 favorites that included the OA course record holder, Brazilian Valmir Nunes, and the 2014 Badwater winner, Harvey Lewis, Kostelnick won the 2015 race with a time of 23:27:10, more than 7 hours ahead of his 2014 time, 2 hours ahead of the 2nd place finisher, and just 36 minutes off the overall course record!

Hammer Australia-sponsored Nikki Wynd took 1st female with a winning time of 27:23:27, the second fastest course time recorded for a woman. **Read more about Wynd’s epic run at the Badwater 135 on page 71. [HN]**

7-HOUR PR POWERED BY PERPETUEM

“The nutrition changes I made were huge. Perpetuem Solids and Perpetuem drink mix were my major fueling go-tos during the race.”

- PETE KOSTELNICK, WINNER
OF THE 2015 BADWATER 135



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

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SIMPLE
SUGARS

Fueled by Hammer, Pete Kostelnick powers past the field for a 1st place overall finish at the Badwater 135.
Photo: Courtesy Gabriel Elzondo



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90-tablet canister - \$39.95

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



High Blood Pressure by Choice

Debunking the common belief that blood pressure rises naturally with age

BY DR. MICHAEL GREGER, M.D.

For the first 90% of our evolution, humans ate diets containing less than a quarter teaspoon of salt a day, because, for the first 90% of our evolution, we ate mostly plants. We went millions of years without saltshakers, so our bodies evolved into salt-conserving machines. This served us well until we discovered that salt could be used to preserve foods. Without refrigeration, this was a big boon to human civilization. But where does that leave us now, when we no longer have to live off of pickles and jerky?

We are genetically programmed to eat 10 times less salt than we do now. Even many “low-salt” diets can be considered high-salt diets. That’s why it’s critical to understand what the concept of “normal” is when it comes to salt.

Defining “normal”

Having a “normal” salt intake can lead to a “normal” blood pressure, which can help us to die from “normal” causes, like heart attacks and strokes.

Doctors used to be taught that a normal systolic blood pressure is approximately 100 plus age, and indeed, 100 is about what we’re born with. Babies have a blood pressure of about 95 over 60. That 95 can go to 120 in our 20s and 140 in our 40s (the cut-off for high blood pressure), and keep climbing as we age. The rise of blood pressure with age once was considered normal; and if that’s normal, then heart attacks and strokes must be “normal” too, since risk starts rising when blood pressure starts rising above 100.

But if blood pressures above 100 are associated with disease, then maybe they should be considered abnormal, perhaps caused by our abnormally high salt intake — 10 times more than what our bodies were designed to handle. Maybe, if we just ate a natural amount of salt, our blood pressures naturally would not go up with age, and we’d be protected.

Of course, to test that theory you’d have to find a population in modern times that doesn’t use salt, or eat processed food, or go out to eat. For that, you’d have to go deep into the Amazon rainforest.

Testing the no-salt “normal” theory

Meet the Yanomamo people, a no-salt culture. And so, what happens to their blood pressure? They start out with a

blood pressure of about 100 over 60 and end up with a blood pressure of about 100 over 60. Though theirs is described as a salt deficient diet, that's like saying they have a diet deficient in Twinkies. They're the ones, it seems, who have normal salt intakes, which apparently leads to having truly normal blood pressures. When in their 50s, they have the blood pressure of a 20 year old. What percentage of the population tested had high blood pressure? Zero, whereas elsewhere in Brazil, up to 38% of the population might have high blood pressure.

But look, some would argue, it could have been other factors: The Yanomamos didn't drink alcohol; they ate a high-fiber, plant-based diet; they got lots of exercise; and they had no obesity. There are other plant-based populations who eat little salt and experience no rise of blood pressure with age, but how do we know that the unchanged blood pressure is due to the lack of salt? Ideally, we'd conduct an interventional trial. Imagine if we took

SHAKING THE SALT HABIT

High blood pressure is associated with a multitude of serious health problems including heart attack, stroke, kidney damage, vision loss, memory loss, and fluid in the lungs. That would seem reason enough to avoid excess dietary salt. Even if your blood pressure is normal, high sodium/salt intake could be silently damaging your blood vessel, heart, kidney, and nervous systems. (See *Endurance News* 96, p. 12).

Hammer Nutrition recommends that athletes and other active people consume no more than 2,300 mg of sodium (or 1 teaspoon of salt) per day. The most effective way to reduce your sodium intake is to replace processed, packaged, and restaurant foods with a plant-based, whole foods diet. Skip the salt at the dinner table. When replenishing electrolytes, choose Endurolytes. Endurolytes capsules and Fizz contain a full spectrum of minerals, not just salt. The moderate sodium levels in Endurolytes will not overwhelm your body's natural ability to regulate this mineral.

Doctors used to be taught that a normal systolic blood pressure (the top number) is approximately 100 plus age, and indeed, 100 is about what we're born with. Babies have a blood pressure of about 95 over 60. That 95 can go to 120 in our 20s and 140 in our 40s (the official cut-off for high blood pressure), and keep climbing as we age. The rise of blood pressure with age once was considered normal; and if that's normal, then heart attacks and strokes must be "normal" too, since risk starts rising when blood pressure starts rising above 100.

people literally dying from out-of-control high blood pressure, so called malignant hypertension — where you go blind from bleeding into your eyes, your kidneys shut down, and your heart fails — and we withheld from these patients blood pressure medications, so that their fate is certain death, and then put them on a Yanomamo level of salt intake (a normal-for-the-human-species salt intake). If instead of dying, they walked away cured of their hypertension, then that would pretty much seal the deal.

Enter Dr. Walter Kempner and his rice and fruit diet. Patients

came in with blood pressures ranging from 210/140 down to 80/60. How was Dr. Kempner able to ethically withhold all modern blood pressure medications and treat with diet alone? The drugs hadn't been invented yet. This was back in the 1940s. Now the diet wasn't just extremely low salt, but it was strictly plant-based and also extremely low in fat, protein, and calories. Yet there is no doubt that Kempner's rice diet achieved remarkable results, and Kempner is now remembered as the person who demonstrated, beyond any shadow of doubt, that high blood pressure can often be lowered by a low enough salt diet.

Forty years ago, it was acknowledged that the evidence is very good, if not conclusive, that a low enough reduction of salt in the diet would result in the prevention of essential hypertension — that rising of blood pressure as we age — and its disappearance as a major public health problem. It looks like we knew how to stop this four decades ago. In that time, how many people have died? Today, high blood pressure may wipe out 400,000 Americans every year; that's more than 1,000 unnecessary deaths a day. **[HN]**

This article was shared by Bill Misner, Ph.D., and reprinted with permission from the author.
<http://nutritionfacts.org/video/high-blood-pressure-may-be-a-choice/>

Michael Greger, M.D., is a physician, author, and internationally recognized speaker on public health issues. All proceeds from his speaking engagements and the sale of his books and DVDs are donated to his nonprofit NutritionFacts.org, a science-based, non-commercial website.

DENISE TERRY'S CHALLENGE AC 140.6 TRIATHLON RACE RECIPE



Denise Terry finished 1st age group, 5th female overall at the Challenge AC 140.6 Triathlon in Atlantic City, New Jersey.
 Photo: Courtesy Denise Terry

- 3 HOURS PRERACE:** Iced coffee; 2 waffles with almond butter; banana
- BEFORE SWIM:** Grape Endurolytes Fizz, Vanilla Hammer Gel
- ON THE BIKE:** Perpetuem, Peanut Butter Hammer Gel, Grape Endurolytes Fizz
- DURING THE RUN:** Hammer Gel and Endurolytes Fizz
- AFTER THE RACE:** Recoverite

RESULTS

1st Age Group, 5th female Overall

“Once again, Hammer got me through my training and this race. I had my best 140.6 race to date. I never once bonked or suffered GI issues, and I felt amazing from start to finish.”

—Denise Terry

DANGER: CRAMPING AHEAD



Know the 5 warning signs, then act fast to correct your course

BY STEVE BORN

During a race or workout, few things will stop you in your tracks faster than a full-fledged muscle cramp. Even more challenging, the warning signs can be easily missed, and the time you have to prevent a full-blown attack is extremely limited.

While there are many theories about the cause of muscle cramping, it's usually related to inadequate hydration and improper electrolyte replenishment — conditions that can be recognized and corrected IF you know the danger signs:

1 Your urine is dark yellow. Urine will turn darker yellow as you become more dehydrated. (This is darker than the natural bright yellow color associated with taking vitamin B2, or riboflavin, supplements.) Cramping is just one of the unpleasant side effects of dehydration.

2 You urinate more frequently than normal. Drinking excess water in the days before an event, or drinking too much during an event, overly dilutes your blood level of electrolytes and flushes those precious minerals out of your body. The result: cramping or other serious health consequences.

3 You're not moving smoothly. With allowances for normal fatigue, if your running gait is irregular or your cycling pedal cadence isn't smooth, then your muscles aren't "firing" properly. This signals that you're low on electrolytes. Unless you replenish them quickly, the end result will almost certainly be cramping.

4 Your mental status changes. Electrolytes play a role in thyroid and adrenal gland function. So if you're experiencing mood swings — such as confusion, depression, lethargy, despair, and more — your electrolytes are depleted.

5 You feel nauseated and light-headed. If you know that you're hydrating sufficiently and replenishing calories properly, but your stomach is still queasy and you feel dizzy, it's a good bet that you're not taking in sufficient amounts of electrolytes. As a result, not only will you experience those unpleasant maladies, but you may also have a wicked headache and soon will have a nasty bout of cramping.

STOP cramping before it starts

If you hydrate properly and replenish electrolytes consistently from the very start of exercise, you probably will never experience any of the above warning signs of cramping. If you do experience one or more of the above signs, however,

make the following changes right away to prevent cramping and get back on track:

Hydrate properly. During workouts or races, aim to consume 20-25 fluid ounces/hour, plus or minus 3-4 ounces based on your body weight, the weather conditions, and how well or poorly you're acclimated to those conditions. Don't go overboard, though. If you drink too much water, you can overly dilute your blood level of electrolytes (aka dilutional hyponatremia), resulting in similar problems. For good overall hydration, your total daily fluid intake should be about 0.5 to 0.6 of your body weight in pounds (in addition to what you consume during exercise).

Replenish electrolytes with Endurolytes. Replenishment of electrolytes prior to, during, and after your training sessions and races is as important as anything you drink to maintain hydration or eat to maintain energy production. Make sure you don't neglect this all-important component of athletic fueling!

We recommend taking 1 capsule of Endurolytes or 1/2 tablet of Endurolytes Fizz per 50-60 pounds of body weight hourly. When the weather is extraordinarily hot, and especially if you're not acclimated to it, 1-2 capsules of Endurolytes Extreme is the ticket. **[HN]**

ELECTROLYTE

REPLENISHMENT PERFECTED



"I stayed on top of cramping in the 85-degree heat with Fizz and Endurolytes. In that heat you can bet that Endurolytes were perfect."

-JEN RICHARDS

Jen Richards keeps her cool at Mad Moose Events' Behind the Rocks 50K in Moab, Utah finishing 1st AG.
Photo: Brandon Richards



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3 or more \$ 16.25 ea
120 Capsules \$24.95
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- Full-spectrum formula
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THE ATYPICAL HAMMER ATHLETE



Above: Luis Becdach rappels down a 50-foot waterfall in freezing water in the highlands of Ecuador during the 2015 Adventure Racing World Chamoisnhip. **Opposite page left:** Becdach meets with his wife Andrea as he transitions to a 50-mile mountain bike ride. **Opposite page right:** Becdach transitions to a 40-mile trek. **Photos:** Gabriel Cadenas

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!

72 hours of nonstop adventure

Jungle paddling to mountain trekking, adventure racing takes stamina, smart nutrition

BY LUIS BECDACH, HAKU/Y.E.R.T ADVENTURE TEAM

Expedition adventure racing is not your typical endurance sport. Besides the challenges of trail running, mountain biking, kayaking, and navigating with a 15-pound backpack for three days or more in the jungle or high mountains of some unknown country, nailing down nutrition is key. You must fuel right just to finish one of these races. If you want to make podium, proper fueling is essential.

This year our HAKU/Y.E.R.T (Yogaslackers Endurance Research Team) decided to compete in the Florida Sea 2 Sea 72 Hour Adventure Race.

You might associate Florida with sandy beaches, 80-degree weather, and Mickey Mouse. Instead, this nonstop, coast-to-coast race involves 400 miles of swamps, mud, alligators, and freezing

temperatures. We knew that fueling would be important. At the 2015 Adventure Racing World Championship (a 500-mile expedition race through Ecuador's Andes Mountains and Amazon rainforest), we learned what a difference the right fueling strategy can make. After 12 years of searching and experimenting, including a decade of intense GI struggles, we finally



figured out the right mix — and we have Hammer products and service to thank for that.

We learned that LESS is MORE. We will never be able to chug the 16,000–18,000 calories we burn a day, but with the right combination of Hammer products, we are able to finish these races with no nutritional issues. Days into some of these races, my team and I find that we can consistently perform and recover much better than the other teams. [HN]

HAKU/YERT'S **FLORIDA SEA 2 SEA** ADVENTURE RACE FORMULA

TRAINING (less than 4 hours)

Pre-Training: Hammer Gel; Endurance Amino

During Training: HEED; Perpetuem Solids; Endurolytes Extreme

Post Training: Recoverite, followed later by Hammer Whey protein!

EXPEDITION RACES

For these 72-hour, nonstop races, we try to get around 4,000 calories per day — about 167 calories per hour.

On long treks: Hammer Bars; Perpetuem Solids; HEED; Hammer Gel; Anti-Fatigue Caps; Endurance Amino; Endurolytes Extreme

On the bike: HEED; Perpetuem; Hammer Gel; Anti-Fatigue Caps; Endurance Amino; Endurolytes Extreme. We've learned that we have difficulty digesting solids after many hours of racing, especially on the bike, so we switch to liquid fuels.

Kayak: HEED in water bladder; Perpetuem (6-hour mix in flask). This way, we barely need to stop paddling.

After the race: Recoverite; Hammer Whey protein; Anti-Fatigue Caps



RESULTS

2nd place, two-person category ... "despite navigational mistakes and sleeping for only 1 hour. We also had a little encounter with an alligator. (We think he wanted our Hammer products!) Thank you to Hammer fueling expert Steve Born for his great nutritional advice. It changed our lives! We are thrilled to be Hammer athletes. Hammer on!"

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**"I LOVE THE TASTE, SWEET BUT NOT TOO SWEET.
NICE SIZE, PLUMP CRANBERRIES...ALL NATURAL, ORGANIC"**

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



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vitamin E had inadequate levels of the vitamin.

The researchers analyzed information from 7,922 NHANES participants who had available measurements of serum alpha-tocopherol (vitamin E). Food frequency questionnaires

provided information on vitamin E intake from food or supplements. Vitamin E levels lower than 30 micromoles per liter were considered inadequate based on the Estimated Average Requirement (EAR) and the lowest mortality rate in the Alpha-Tocopherol Beta-Carotene (ATBC) study.

“We propose that for many Americans, especially those relying exclusively upon food sources, that serum alpha-

tocopherol concentrations may not be adequate,” Dr. Michael McBurney and his colleagues write. “The EAR, epidemiological, and randomized controlled studies all indicate that maintaining a serum alpha-tocopherol concentration of 30 micromoles per liter may have beneficial effects on mortality, cognitive function, and reproduction.”

HAMMER QUICK TIP

Vitamin E functions as a powerful antioxidant, helping to protect cells against free radical damage. It's also necessary for the proper functioning of skeletal, cardiac, and smooth muscle. Dietary sources include wheat germ oil, vegetable oils, eggs, nuts, and certain leafy greens.

Hammer Nutrition offers two high-quality supplements that provide excellent amounts of vitamin E (Alpha-Tocopherol). A 3-capsule serving of Race Caps Supreme provides 399 IU of vitamin E (1,330% Daily Value); a 7-capsule daily dose of Premium Insurance Caps provides 400 IU vitamin E (1,333% Daily Value).

Diet alone not enough to supply adequate vitamin E

If you rely on your diet alone to obtain healthy amounts of vitamin E, it's very likely that you're deficient in this important nutrient. A recent analysis of the National Health and Nutrition Examination Survey (NHANES) revealed that 87% of subjects aged 20 to 30 years and 43% of those 51 years and older who relied solely on food for

Poor sleep linked to heart disease

Poor sleep habits — too little, too much, and/or poor quality — could put you at risk for early heart disease. That's the word according to findings published recently in the journal *Arteriosclerosis, Thrombosis and Vascular Biology*. South Korean researchers studied

more than 47,000 men and women, average age 41, who answered questions about their sleep and were tested for cardiovascular health. Calcium buildup in the arteries of the heart and arterial stiffness, warning signs of oncoming heart disease, were measured.

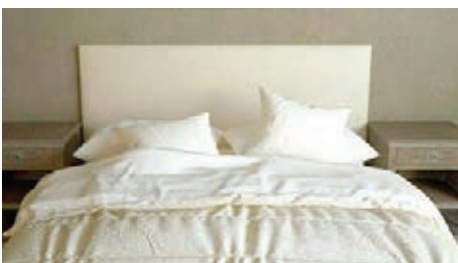
Adults who slept less than 5 hours a night had 50% more calcium in their arteries than those who slept 7 hours. Interestingly, those who slept 9 hours or more per night fared even worse, with 70% more coronary calcium. A similar pattern emerged when arterial stiffness was evaluated. In addition, those who reported poor sleep quality, regardless of length, also had 20% more coronary calcium.

Dr. Yoosoo Chang, co-lead author of

the study, said the best heart health was found in those who got 7 hours of quality sleep a night. Dr. David Meyerson, a Johns Hopkins cardiologist and spokesman for the American Heart Association called the findings “profound.”

HAMMER QUICK TIP

We can't be there to help you get to bed on time, or to rouse you from a 10-hour slumber, but we can help you get the quality sleep that researchers say is associated with heart health. Hammer Nutrition's REM Caps includes melatonin, the same natural hormone your body uses to regulate its biological sleep rhythms. Count on it to improve sleep quality and duration, enhance growth hormone release, and support immune system function.



Stay ahead of colds and flu!

There's no need to suffer with a sore throat, headache, and/or nasal congestion during your fall and winter workouts. Put this five-point, research-based defense plan into action and breathe easy!

1. Clean your hands.

It's obvious, but we all need the reminder: Hands spread germs. Avoid touching your nose or eyes (where germs often invade) with unclean hands. Wash thoroughly and often, using soap and hot water, especially after touching doorknobs, exercise equipment, or other surfaces in a public setting. Carry hand sanitizer to kill germs immediately and easily.

2. Sleep well.

Poor sleep quality can impair your immune system, making it more difficult to fend off illness. Aim for 7-8 hours of solid sleep each night.

3. Nourish your body.

Support your immune system by eating fresh, whole foods that contain the vitamins, minerals, and other compounds needed for optimal health. As insurance, rely on high-quality vitamin and mineral supplements as well as antioxidants.

4. Sprinkle on the yeast (and get happy)!

A recent study found that athletes who consumed a spoonful of nutritional yeast daily in the weeks after a marathon were less likely to suffer respiratory tract infections than those who took a placebo ... AND they enjoyed better mood!

5. Whey healthier.

Research shows that whey protein is a potent immune system booster. It supports the production of the key antioxidant glutathione, and also enhances the function of neutrophils, allowing your body to efficiently fight off disease-causing invaders. [HN]



HAMMER QUICK TIP

Don't wait for a sneezing attack to be your signal to act. Strengthen your defenses now! Hammer Nutrition's highly effective wellness products are up to the job: Soni-Pure, an alcohol-free hand sanitizer, has been shown to kill 100% of aerobic bacteria for up to 8 hours. Keep one in your bag and one in your car.

Take 1-2 capsules of REM Caps at bedtime for a solid night of quality sleep. Cover nutritional gaps with high-potency Premium Insurance Caps, formulated with optimum amounts of vitamins and minerals. Hammer Whey protein, taken after a workout or before bed, boosts immunity and enhances recovery. Be sure to keep Clear Day and Nasol close at hand, too. Together, they provide fast-acting, effective relief for nasal and sinus congestion and headache.

BREATHE EASY



"Nasol by far is the best product I have ever used for sinus congestion. I finally have the relief I have been looking for."

-online reviewer

- Clears dirt, dust, and pollen
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ONE FOR THE ROAD

“

If it doesn't challenge you, it won't change you.”

– Fred Devito, trainer

CrossFit fueling

Obtain maximum benefits from your workouts with this regimen

BY BRIAN FRANK



CrossFit training — tagged as “forging elite fitness in a coached atmosphere” — has gained a growing number of enthusiastic followers over the past decade. As many endurance athletes also have discovered, the program can be a great way to increase strength and overall condition, especially in the off season. Thousands of gyms offer CrossFit, but individuals can also do the daily workouts on their own.

Commonly used equipment includes weights, gymnastic rings, medicine ball, kettlebells, climbing rope, and rower; the workouts can include lifts, pull-ups, push-ups, sit-ups, and basic gymnastics as well as biking, running, and swimming. CrossFit workouts are extremely varied but intended to be short (45-60 minutes) and intense, whatever the form. Nutritionally, the CrossFit program advises “meat and vegetables, nuts and seeds, some fruit, little starch and no sugar.”

For CrossFit or other gym workouts of high intensity, here’s the fueling protocol that I recommend.

Before/During the Workout

When you are going to exercise all out for 20 minutes or longer, a fuel that supplies high-quality complex carbohydrates, such as HEED or Hammer Gel, will provide necessary energy in an easy

to digest form. I recommend 1 scoop of HEED (100 calories, 25 grams of carbs with only 2 of them from sugar) in a 20-ounce bottle of water.

Begin sipping HEED 10 minutes before your workout, and continue sipping throughout the workout. If you prefer to drink plain water during your workout, a serving of Hammer Gel 15 minutes before the start will keep your blood sugar levels at their peak for 50-70 minutes.

Post Workout Recovery

For immediate, post-CrossFit workout recovery, Recoverite is good, but it does contain corn (30 grams per serving). Instead, I recommend Hammer Whey pure protein isolate (with 6 grams of L-Glutamine per scoop) in water, or mixed in almond, hemp, or oat milk.

Endurance Amino, our branched chain amino acid (BCAA) formula, can be taken separately or in place of Whey Protein. I use 1 capsule per 30 pounds of bodyweight post workout, along with Whey Protein. For those who are completely vegetarian and/or do not tolerate 100% whey isolate, Hammer Vegan Protein powder is a suitable alternative.

Anabolic Supplements

We also offer three products that produce

excellent results without interfering with the endocrine system. All can be taken daily, ideally with a post-workout meal or recovery fuel:

Xobaline – Xobaline includes B-12 and folic acid in precise ratio for optimum results. It’s as good as an injection, but without the needle and doctor. These nutrients are key in the RNA/DNA synthesis process, the primary catalyst for the production of lean muscle mass and red blood cells.

Boron – This little trace mineral has huge potential benefits. Boron is a catalyst in the absorption of calcium as well as hormone regulation. It will not elevate testosterone/estrogen levels above normal levels, but will bring up depressed levels (90% of all athletes) to normal. It’s a safe, effective alternative to prohormones like DHEA, or oral HGH, etc.

Chromemate - Another trace mineral that regulates insulin, chromium is the third most powerful anabolic in the body behind testosterone and HGH. One capsule taken with each meal produces noticeable gains in lean muscle mass. It also helps reduce adipose tissue and stabilize blood sugar levels throughout the day.

If you put this fueling plan to work, you will benefit not only this season, but also throughout the racing season to come.

[HN]

FUEL FOR THOUGHT

WHAT'S IN YOUR ENERGY FUEL?



Clif Shot Bloks® Cran-Razz®

Ingredients: Organic Tapioca Syrup, Organic Dried Cane Syrup, Organic Maltodextrin, Pectin, Citric Acid, Colored with Organic Black Carrot Juice Concentrate, Natural Flavor, Potassium Citrate, Sea Salt, Organic Sunflower Oil, Carnauba Wax

- One-half of the carbohydrates is in the form of simple sugars (12 grams of sugar per serving)
- Contains a combination of simple sugars and complex carbohydrates, which limits the amount of calories that can be efficiently digested
- Contains citric acid, which can cause digestive distress
- Contains no protein or complementary amino acids
- Contains carnauba wax. While the FDA considers this to be a Generally Recognized As Safe (GRAS) additive, it provides no benefits for athletic performance.
- Not gluten free

Clif Shot Bloks and Cran-Razz are trademarks of Clif Bar & Company.
Red text used for emphasis.



Perpetuem Solids Strawberry-Vanilla

Ingredients: Maltodextrin, Soy Protein Isolate, Energy Smart® (fruit juice, natural grain dextrin), Soy Lecithin, Natural Flavor, Trisodium Phosphate, L-Carnosine, Red Beet Juice Powder, L-Carnitine (as Carnipure™), Choline Bitartrate, Chromium Polynicotinate, Magnesium Stearate

- Contains no added simple sugars, allowing rapid digestion even at higher caloric amounts
- 1 serving contains just 3 grams of naturally-occurring sugar
- Free of citric acid
- 1 serving of Perpetuem Solids contains 3 grams of protein, as well as 18 mg of l-carnitine and 37 mg of l-carnosine, making it an ideal fuel for workouts and races of any duration, including longer-duration (3+ hours) exercise
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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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YOGA:

A FEW SIMPLE EXERCISES CAN BRING HUGE GAINS

Start now for a stronger, healthier race season next year

BY JENNIFER TURCOTTE

For more than 5,000 years, people have practiced yoga to increase strength, restore balance, improve flexibility, heal injuries, manage weight, and aid the functioning of every system within the human body. Given yoga's reputation and recent popularity, it should come as no surprise that this ancient discipline pays huge dividends. Unfortunately, many endurance athletes could be quick to dismiss yoga for off-season training.

No matter how strong and fit you already are, and no matter what other training you do, yoga will enhance your internal physical, mental, and emotional well-being. Incorporating as little as 10 minutes of yoga into your daily routine will launch you into next season with more strength and better health.



Pose: Warrior (strength/flexibility/Injury prevention) strengthens upper thighs, hips, legs, arms, and lower back; Increases stamina, concentration, power, and balance; and improves strength and flexibility of the entire body including muscles, joints, tendons, and internal organs; revitalizes nerves, veins, and tissues.



Pose: "Cobra" (backbend) opens the heart and lungs; strengthens the spine; stretches chest, lungs, shoulders, and abdomen; and reduces stress and fatigue.

The time to start or even recommit is now. Chances are your fiercest competitors have already discovered yoga's advantages. Perhaps it's time you stepped up your game with some easy, ancient moves that are proven to deliver the goods in more ways than just one.

Increase Strength / Prevent Injuries

Yoga is just as much about musculoskeletal strength as it is about stretching and flexibility. By using your body to resist gravity, each yoga exercise will provide the conditioning necessary to strengthen your muscles, bones, tendons, and ligaments.

Many of us are familiar with exercises that will strengthen our quadriceps and deltoids, yet how many of us think about the lungs as muscles that need to be

conditioned as well? Yoga can increase chest size and lung capacity by opening and expanding the rib cage while at the same time strengthening the heart and lung muscles.

Yoga will also correct the muscular imbalances that can occur when spending many hours hunched over a bike or leaning forward while running. A few key backbends will both counter stretch your back muscles and strengthen your core, making your back feel better while preventing future aches and pains.

Improve Recovery / Maintain Well-Being

Yoga is equally important for its power to prevent injuries and help maintain overall health. Stretching is the process of compression and extension; when muscles are stretched, blood flow is temporarily constricted. Yet once a stretch is released, the built-up pressure of blood will flush the targeted area with enough force to push out stagnant and toxic waste and replace it with rich, oxygenated blood. Having healthy blood pumping unobstructed throughout the body will decrease the chance of illness and increase the vitality of damaged and/or weak areas.

Yoga is vital for maintaining every functioning system within the body. By gently stimulating and massaging your glands, organs, and nerves, it helps release the emotional tension. During periods of extreme training and competition, for example, your body produces excess cortisol. If you do not attend to this hormonal imbalance, you could experience impaired cognition, hyperglycemia, decreased bone density, insomnia, malfunctioning thyroid, and damaging inflammation.

Whether you do yoga for just minutes daily, or you commit to a weekly class, you will find that this comprehensive and low-impact activity can improve your post-season recovery and possibly provide a competitive edge by next season. **[HN]**

Jennifer Turcotte, a Hammer Nutrition dealer service representative, is trained in Bikram Yoga. She has been practicing for 15 years and teaching for five. When she isn't at our Hammer offices or in the yoga studio, she can be found running the trails of Northwest Montana, or reading a good book.



Pose: "Heavy Legs" (relaxation/internal systems) stretches hamstrings and back of the neck; relieves tired, cramped legs; helps regulate blood pressure, respiration, and circulation; and relieves anxiety, arthritis, headaches, and insomnia. A special thanks to Philip Howeth from the purchasing department for demonstrating each pose at Hammer's Whitefish headquarters.

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Maintain off-season fitness with EMS

Get a jump on the competition with this essential, year-round tool

BY ENDURANCE NEWS STAFF

Race season is winding down, and many of us are now looking forward to a few months of recovery. Rest and recovery are essential to ongoing athletic performance and overall wellness, but that doesn't mean we must give up all of our hard-earned fitness gains. By using an Electromuscular Stimulation (EMS) unit during the off season, you can maintain — and even improve — your level of fitness. By early next season, you'll be one giant step ahead of the competition. Here are three important ways that EMS can work to your advantage during the upcoming months.

1. Weight training – For athletes who lift weights in the off season, both Compex and Globus offer some excellent training programs that build strength in a variety of ways:

Resistance (Compex), **Resistance Strength** (Globus) – This program trains the Type IIA fast-twitch muscle fibers and is similar to doing a weight workout with fairly light weight and high (20+) reps.

Strength (Compex), **Maximum Strength** (Globus) – Training the Type IIB fast-twitch muscle fibers, this program is similar to a weight workout with heavier weight but fewer (8-10) reps.

Explosive Strength (Compex and Globus) – This program stimulates the Type IIB fast-twitch muscle fibers and the Type IIB fast-twitch creatine phosphate energy system, similar to doing plyometrics or a 1-3 rep max weight workout.

Using EMS also can help prevent injury because it will only tax your muscles, not joints or connective tissue like heavy lifting would. EMS strength training is an excellent complement to weight training and off-season training.

2. Cardio and endurance maintenance – Working the Type 1 slow-twitch muscle fibers, the EMS **Endurance** programs are ideal for maximizing the benefits of cardio workouts at the gym. Because of the muscles' tremendous workload, an Endurance session equates to 4-5 hours on the bike or 2-3 hours of running.

Also, continue using **Active Recovery** often; it will not stress or fatigue your muscles but will help maintain the muscle responsiveness that you developed by using the workout programs. The Active Recovery program on both Compex and Globus will help keep you loose and injury-free by:

- Increasing blood flow to the muscle group to flush out accumulated waste products, making room for fresh blood with oxygen and nutrients
- Stimulating the production of endorphins, for an analgesic/pain-alleviating response
- Massaging and relaxing the muscle

3. Recovery from overuse and injury – If you've developed an overuse injury or injured yourself in a crash or fall, now is the perfect time to focus on a full recovery. The **Active Recovery** program (on both Compex and Globus) is one of the best ways to help your body repair itself. Running it daily or even multiple times the same day will help speed your recovery and prepare you for next season. You can't overuse it! Run the Active Recovery on the muscles that surround your injury to increase the flow of blood and nutrients to the area for healing.

With EMS as your ally this fall and winter, you can hold onto the fitness you've gained this season, and start next season stronger than ever before! **[HN]**

DISCOVER THE POWER



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EMS models!

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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.

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
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Risk revised: FDA cautions on NSAID use

Government strengthens non-aspirin nonsteroidal anti-inflammatory drug label warnings

BY JAKE GRILLEY

Ibuprofen use among endurance athletes is so ubiquitous that many even jokingly refer to the painkiller as “Vitamin I.”

The U.S. Food and Drug Administration, however, warns that NSAID (nonsteroidal anti-inflammatory drug) use is no laughing matter, cautioning that these drugs are deadly serious. This summer the government agency strengthened its warning that NSAIDs can increase the risk of heart attack and stroke, saying that the risk is much greater than previously disclosed. The warning covers both prescription NSAIDs as well as over-the-counter products such as ibuprofen and naproxen (but does not include aspirin).

“There is no period of use shown to be without risk,” Judy Racoosin, M.D., M.P.H., deputy director of FDA’s Division of Anesthesia, Analgesia, and Addiction Products states in a news release.

Racoosin goes on to state that healthy people aren’t immune to the dangers of NSAIDs. “Everyone may be at risk — even people without an underlying risk for cardiovascular disease.”

The take-home message: These powerful painkillers do not belong in your race bag. For those who may find these new warnings “overblown” and may be tempted to still reach for their “Vitamin I,” medical experts implore them to reconsider.

FDA’S STRENGTHENED NSAID LABEL WARNINGS

The risk of heart attack or stroke can occur as early as the first weeks of using an NSAID. The risk may increase with longer use of the NSAID.

The risk appears greater at higher doses.

Newer information makes it less clear that the risk for heart attack or stroke is similar for all NSAIDs; however, this newer information is not sufficient for us to determine that the risk of any particular NSAID is definitely higher or lower than that of any other.

NSAIDs can increase the risk of heart attack or stroke in patients with or without heart disease or risk factors for heart disease. A large number of studies support this finding, with varying estimates of how much the

risk is increased, depending on the drugs and the doses studied.

In general, patients with heart disease or risk factors for it have a greater likelihood of heart attack or stroke following NSAID use than patients without these risk factors because they have a higher risk at baseline.

Patients treated with NSAIDs following a first heart attack were more likely to die in the first year after the heart attack compared to patients who were not treated with NSAIDs after their first heart attack.

There is an increased risk of heart failure with NSAID use.

Source: <http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm453610.htm>

“One of the underlying messages for this warning has to be there are no completely safe pain relievers, period,” Bruce Lambert, director of the Center for Communication and Health at Northwestern University told the *New York Times* in July. “I don’t think we will ever see a study that says, ‘Oops, NSAIDs were safe after all.’”

Tissue Rejuvenator – a safe alternative

Tissue Rejuvenator can help your body quell inflammation, repair tissue, and increase mobility safely, naturally, and effectively. Tissue Rejuvenator is also ideal for helping to protect against joint-related injuries, and recovering from them. The Tissue Rejuvenator formula includes:

Glucosamine sulfate – a building block

for repairing damaged cartilage; also promotes joint movement and acts as a mild anti-inflammatory

Chondroitin sulfate – helps repair and protect cartilage; promotes joint lubrication and cushioning

Methylsulfonylmethane (MSM) – an organic form of sulfur, which is needed to maintain tendon and cartilage tissue; reported to reduce arthritis pain and enhance wound healing

Turmeric, boswellia, yucca root, and devil’s claw – compounds in these herbs appear to have potent anti-inflammatory and/or anti-arthritis properties

Read the complete nutrient profile and benefits of Tissue Rejuvenator on the Hammer Nutrition website. **[HN]**

THE SAFE ALTERNATIVE TO NSAIDS

“As a swimmer, I have a lot of shoulder pain. I used to take ibuprofen but developed stomach trouble. I replaced it with Tissue Rejuvenator and after 3 weeks I got as much relief as with the ibuprofen.”

-Online Reviewer

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- Supports joint integrity & mobility
- No NSAID side effects

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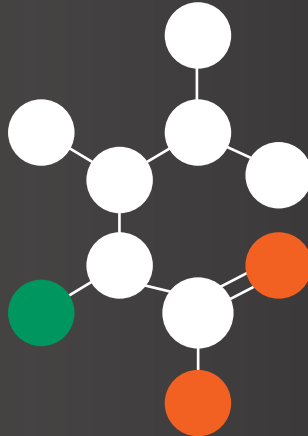


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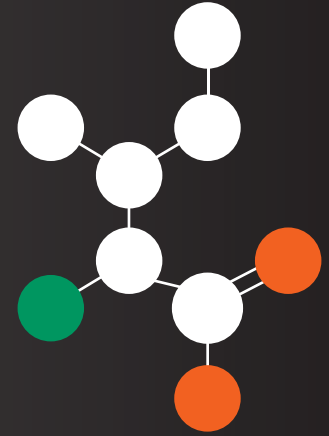
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L-valine



L-leucine



L-isoleucine

Branch out with these essential aminos

6 reasons BCAA supplementation benefits athletic performance, overall health

BY STEVE BORN

You can do a lot of searching, but chances are you won't find many, if any, nutrients or compounds that provide such a wide range of benefits as do the three branched chain amino acids (BCAA): L-valine, L-leucine, and L-isoleucine.

The term "branched chain" refers to their molecular structure. They are considered "essential" nutrients because your body cannot produce them naturally; you must get them from your diet or supplements. Protein-rich foods, including meat, fish, eggs, nuts, dairy products, and legumes are good sources of BCAAs, but taking additional BCAAs in supplement form can provide powerful benefits for both athletic performance and year-round health:

1. Extra fuel during prolonged exercise – Because they are not metabolized in the liver, but instead are rapidly absorbed by the bloodstream and oxidized directly in the mitochondria, supplemental BCAAs can satisfy a portion of your calorie requirements during exercise. They also help protect your lean muscle tissue against breakdown.

2. Delayed fatigue – Research has shown that taking BCAAs prior to and during exercise helps delay exercise-induced or central nervous system-induced fatigue. It is believed that BCAAs also may improve mood and cognitive performance.

3. Enhanced recovery – BCAAs aid in the rebuilding of lean muscle tissue by helping repair the micro-tears that are a normal result of exercise.

4. Weight control – The results of a 2010 study reported in the *Journal of Nutrition* suggest an association between an increased intake of BCAAs and a reduced risk of obesity and becoming overweight. In addition, BCAA supplementation appears to spare lean body mass during weight loss.

5. Improved control of blood sugar – Human trials have shown that ingesting essential amino acids (which includes BCAAs) helps regulate blood glucose and improve insulin sensitivity. Insulin-sensitive people require only a small amount of insulin to maintain normal blood glucose levels.

6. Potential increased lifespan – A study published in the journal *Cell Metabolism* showed that BCAAs help trigger specific cellular mechanisms that activate a process known as mitochondrial biogenesis — the spontaneous generation of new mitochondria — which is believed to be correlated with increased lifespan. Other research suggests that BCAAs increase the activity of the SIRT1 gene and mimic the effects of calorie restriction, both of which are associated with increased longevity.

Quality BCAA Supplements

With so many benefits to both athletic performance and overall health, supplementing with BCAAs on a daily basis is a wise strategy.

You'll find these three essential amino acids in Hammer Nutrition's **Endurance Amino**, and as part of the protein matrix of **Perpetuem**, **Sustained Energy**, **Hammer Whey**, **Hammer Vegan Protein**, **Hammer Soy**, **Whey Recovery Bars**, and **Vegan Recovery Bars**. [HN]

WENDY SKEAN'S LEADVILLE 100 MTB RACE RECIPE



Wendy Skean hammers on during the 75th mile of the Leadville 100 MTB race.
Photo: Athlink

DURING THE RACE: Espresso Hammer Gel, Endurance Amino, Anti-Fatigue Caps, Race Caps Supreme, Mito Caps

AFTER THE RACE: Chocolate Recoverite; "I was tired but not sore, thanks to Recoverite"

RESULTS

1st Age Group

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-Wendy Skean



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Megan Fisher: On the Road to Rio

World Champion plans to compete in four events at Paralympic Games

BY ENDURANCE NEWS STAFF

World and National Champion paracyclist Megan Fisher is gearing up for a big year in 2016. The Cat 4 rider has her sights set on the Rio Paralympics Games, where she plans to compete in the 500M individual time trial, 3K individual pursuit, road time trial, and road race.

Fisher medaled twice at the London 2012 Paralympic Summer Games, earning gold in the individual time trial and silver in the individual pursuit. In 2013, she claimed both the road race and time trial titles at the UCI Para-Cycling Road World Championships in Canada, and just 11 days later, she raced to victory at the International Triathlon Union Paratriathlon World Championships in London.

A member of the Hammer Nutrition sponsored Hagens Berman Society Consulting Women's Road Cycling and Cyclocross teams, Fisher has won 10 world championship titles, was the first female challenged athlete to do XTERRA, and is a Cat 3 cyclocross rider.

Megan's achievements are all the more remarkable and inspiring given the challenges she has faced. On June 30, 2002, she and her best friend, Sara, were in a car accident that claimed Sara's life and left Megan in a coma with severe brain trauma. It also resulted in the loss of part of her left leg. Here, she reflects on her life as an athlete and goals for the year ahead.

What was the first sport that you got into?

When I got my first tennis racquet at age 3, it quickly became my passion. While I also played other sports, I dreamed of playing on the great grass courts and sliding around on the European red clay courts. Tennis requires dedication, endurance, speed, strength, power, perseverance, cunning, improvisation, anticipation, balance, smarts, brute force, and a wee bit of luck. Tennis is a social sport, yet it also fosters self-reliance. Either you get the ball over the net and between the lines or you lose. It's that simple.

I played NCAA tennis in college until I was injured. During my recovery, my desire to get back on the court motivated me to regain mobility and strength.

Who were some of your early mentors?

My earliest mentor was my mother. As I child, I sensed her strength, though I may not have had the perspective or wisdom to fully appreciate it at the time. She balanced all of the responsibilities of being a single parent and I will be forever grateful. With age, I've learned that I had the best role model.

Can you please share a bit about your journey in the months after your accident?

As a result of my injuries, I was airlifted to Rapid City, South Dakota, where I spent a month in the hospital. I underwent surgery to relieve pressure on my brain, recovered from a coma, and had numerous surgeries to address the injury to my left leg. I still recall waking up from the coma, looking down, and realizing my left foot was gone. It was totally surreal. During that time I was not able to stay awake for very long, minutes really. So my life flashed on and off like strobe light. That may have been for the best because I didn't have to deal with the magnitude of what had happened all at once. Gradually the severity of the accident sunk in — the reality of my injuries, and the fact that my friend Sara was gone.

Life Flight flew me to Chicago so I could recover at my mother's house. Soon, I got back on the tennis court. Since I couldn't stand, I sat in an office chair and scooted around the court teaching kids. Being on the tennis court was huge for me, but it became clear that no amount of rehab or prosthetic genius

would allow me to return to the level of tennis I was at before the accident. So I looked for more options. Less than a year after my initial injuries, I had surgery to amputate more of my left leg due to pain. Eleven months after that surgery, I completed my first triathlon. It was an incredibly liberating and inspiring event for me. The Grizzly Triathlon in 2004 revealed a whole new world for me to channel my athletic drive.

I competed in sprint and Olympic distance road triathlons, became the first female challenged athlete to compete in XTERRA off-road triathlons, became a member of the US ParaTriathlon Team, and then competed in the London 2012 Paralympic Games. The US Paracycling Team is one of the most competitive Paralympic sports, and I thrive on the challenge.

How did you settle on cycling as your new sport?

I have to give some of the credit to my dog, Betsy the Wonder Dog. I took up mountain biking as a way for us to work off our energy at the end of the day. As it turns out, if you can keep up with a 2-year old cattle dog, you're in pretty good shape! So I entered more cycling races and 24 hour mountain bike races. Possibly more important than the fitness, cycling gives me a sense of freedom. I am able to ride quiet roads or trails and carry myself far outside of town. Before my injuries, I loved hiking, running, and exploring the mountains around western Montana. Doing those things now is much more difficult, but my bike can carry me to the places my feet cannot. I will always love and be grateful to cycling for what it has given me.

What Hammer products do you use when training and racing?

I use **HEED** to fuel me during long rides and competitions. It's easy on my stomach and gives me the energy to consistently turn out hard efforts. I also use **Chocolate Recoverite** after training. I like to mix it into a smoothie with frozen bananas and vanilla almond milk for a treat!

In addition to the Paralympics, what are your goals for 2016?

I am always striving to be a better version of myself. I want to be a better athlete, physical therapist, and wife. Of course I very much want to earn a medal at Rio. Though, at the end of the year, I hope I can look back on 2016 and see that I've been happy and that I've been kind. **[HN]**



Below: Championship cyclist Megan Fisher races for the Hammer sponsored Hagens Berman Society Consulting Women's teams.

Opposite page: Fisher, a 2012 Paralympic gold medalist, plans to compete in four events at the Rio Games. **Photos:** Courtesy of Megan Fisher

7 Favorite Winter Workouts

BY HAMMER NUTRITION ATHLETES

Hammer athletes love to share their tips, news, and encouragement with fellow athletes. On our social media pages we asked our athletes to tell us about their favorite ways to stay fit in the winter using #hammer365. Here's a sample of their answers. Visit us on Facebook, Twitter, and Instagram for tips, updates, inspiration, and more.

Q: What's your favorite way to train in the off season?

1 Ice hockey. "Pond or indoors, it doesn't matter. Ice hockey in winter is a GREAT way to keep the legs in shape for running."

– *Sam Nelson*

2 Strength training. "When it's too cold to run, my routine includes bench, decline, push-ups, pull-ups, biceps curls, triceps dips, calf raises, and squats. I don't want to feel or look super weak with a twiggly upper body. Pushups are my favorite, with a goal of 100 consecutive; 85 is my best."

– *John*

3 Swimming. "It maintains cardiovascular and



muscular health while minimizing injuries. Workouts usually last 60-120 minutes. My favorite sport in season? Racing formula cars with Brian Frank."

– *MJ Hayes*

4 Running. "In the depths of winter, I like to trade the rail trails for the snowplowed roads and chase my road running friends up and down the hills of snowy Pennsylvania. Anything is better than the treadmill!"

– *Mary Johnson Siegel*

"Snow runs! I'm an all-season runner, and my best runs are usually in winter. I can handle the Wisconsin snow, and I have run as far as 50K in 17 degrees F. I have limits though. When temps fall to 10 degrees or below it, I think twice."

– *Jessica Garcia*

"Obstacle course racing doesn't have much of an off season. A long workout might consist of a 60-minute run with 10 burpees every half-mile. Did this last week for 1.5 hours. Of course, I had my Hammer flask with Huckleberry Hammer Gel and had Chocolate



Recoverite afterward!"

– *Jason Webster*

5 Yoga. "When I want some downtime, I do yoga P90X because it feels like you're training with Tony Horton [wink]. Oh, and body boarding. Nothing like a weekend in San Diego to go body boarding with the fish."

– *Tonya Keyes-Christianson*

6 Cycling. "Indoor cycle X class by Coach Wes @ nolimitshammerharder. Why? Because the hard work, sweat, and time in the hurt locker may bring my next cycle PR!"

– *Kristin Schneider*

"Fat biking on fresh snow at 10 degrees F. Because nothing says 'I love riding bikes' better than being on them year-round."

– *wyoracexr*

7 Snowshoeing. "Snowshoe running slows you down enough to enjoy the beauty of nature and the quietness of any forest after a fresh snow coating!"

– *Drew Jett*



Above: Runner Jennifer Reschke races to 2nd in her age group in one of the Freezerero road race series in Rochester, N.Y. **Photo:** Alex Tong

RECOVERY DONE RIGHT



Hammer Nutrition Brand Ambassador Naomi Haverlick exploring fat bike trails in the Methow Valley, Winthrop, Washington.
Photo: Jared Vigil



“Chocolate Recoverite is critical for recovery after a few cold hours in the snow!”

-Naomi H.



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HEED: Unwrapped

Highly effective and healthy powdered sports drink

BY ENDURANCE NEWS STAFF

If the market's trendy new sports drinks have recently caught your attention, it's time to take a hard look at what's inside them. Many claim to be "healthy," yet their labels tell a different story: They're still mostly the same old sugar/excess salt/citric acid blend — not what you need for peak performance. For consistent, long-lasting energy without the crash and burn of simple sugar/citric acid-based sports drinks, HEED remains first in its class. Here's why:

Healthy Carbohydrates

Most sports drinks use simple sugars (like sucrose, glucose, or fructose) as a carbohydrate source. Simple sugars

severely limit the amount of calories that you efficiently digest and use for energy, and they can cause wild fluctuations in energy levels. HEED's complex carbohydrate formula allows you to obtain the ideal amount of calories while providing more consistent and lasting energy. Many athletes find it's the only sports drink that doesn't cause them stomach distress.

Natural Sweeteners

Sports drinks are notorious for causing tooth decay due to their sugary sweet ingredients. You won't find added sugar or artificial sweeteners of any kind in HEED. Instead, HEED contains the natural plant-

based sweeteners stevia and xylitol. Xylitol is especially beneficial for helping promote oral health.

Amino Acid-Chelated Electrolytes

HEED provides a full spectrum of easily assimilated electrolytes, not just the salt and potassium used in most other drinks. Other sports drink formulas chelate their electrolytes to citrate — citric acid that can burn your mouth and throat and contribute to tooth decay. HEED's electrolytes are chelated to amino acids, which speeds their assimilation.

For many athletes under normal conditions, 1-2 scoops of HEED will



Single-Serve
Packets
\$1.95 ea

completely fulfill electrolyte requirements. If you need additional electrolytes, Endurolytes is an ideal complement.

L-Carnosine, Chromium Polynicotinate, L-Tyrosine

HEED includes three key nutrients not often found in other sports drinks. L-carnosine helps buffer lactic acid (preventing cramping); chromium polynicotinate supports stable blood glucose levels; and l-tyrosine helps maintain optimal thyroid and adrenal gland function.

What's NOT in HEED?

- **No added sugar** to cause tooth decay or digestive distress
- **No excess salt** to overwhelm your body's natural ability to regulate sodium levels (contributing to thirst and potentially dangerous conditions)
- **No citric acid** to burn mouth, throat, or stomach and/or cause tooth decay
- **No artificial colors** like hot pink, lime green, or ocean blue — brightly colored sports drinks are not natural!

Try HEED and find out what a sports drink done right can do for your athletic performance.

Four Naturally Delicious Flavors!

Choose from Lemon-Lime, Mandarin Orange, Melon, or Strawberry — all made from natural flavors. HEED's subtle flavors are never overpowering or excessively sweet. They go down easily to help you keep pushing the pace, start to finish.

Customers Say it Best!



"I've used HEED for 5+ years for just about every workout. I'm not a fan of overly sweet flavors and I find the Melon flavor perfect. HEED mixes easily with water to keep me fueled through races from 5Ks to marathons."

"I used to use other sports drinks that never did much for me. When I started using HEED I had a ton more energy while riding. Awesome product!"

"HEED is the best sports drink I have ever used. It has the perfect balance of the best ingredients and is just what I need to complete my nutrition tool box for my Ironman training and racing."

THE BIGGER THE BETTER

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16 Servings - **\$19.95**
 32 Servings - **\$29.95**
 80 Servings - **\$58.95**



melon

No fake colors!



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Hammer Pint Glasses \$3.95 ea



Hammer's athlete gift guide

A few of our favorites for any athlete on your holiday shopping list

Wondering what to give your favorite athlete on your holiday gift list? Wondering what you should ask for yourself? We've made it easy! Here are a few of our favorite things. We promise that your athlete (and you) will love one, or all, of them! You have our 100% Guarantee. **Call us, or order online today!**

Long Sleeve Running Shirt

Italian-made performance clothing by Bergamo

For quality, comfort, and style, Italian-made clothing is among the world's finest. These Bergamo running shirts are meticulously crafted for comfort and performance at any distance. Fully sublimated printing on lightweight fabric provides exceptional breathability. Also available in short sleeve and sleeveless styles. Unisex; European sizing. (We recommend moving up one size from your usual American size.)

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Your foundation for a winning season

A great gift for everyone on your list! These four supplements work together to help fill dietary nutrient gaps and support strong immune, digestive, and cardiovascular health. Athletes report greatly enhanced energy and endurance, as well as faster recovery after exercise. **\$119.95**



Ultracycling/Randonneur Starter Kit

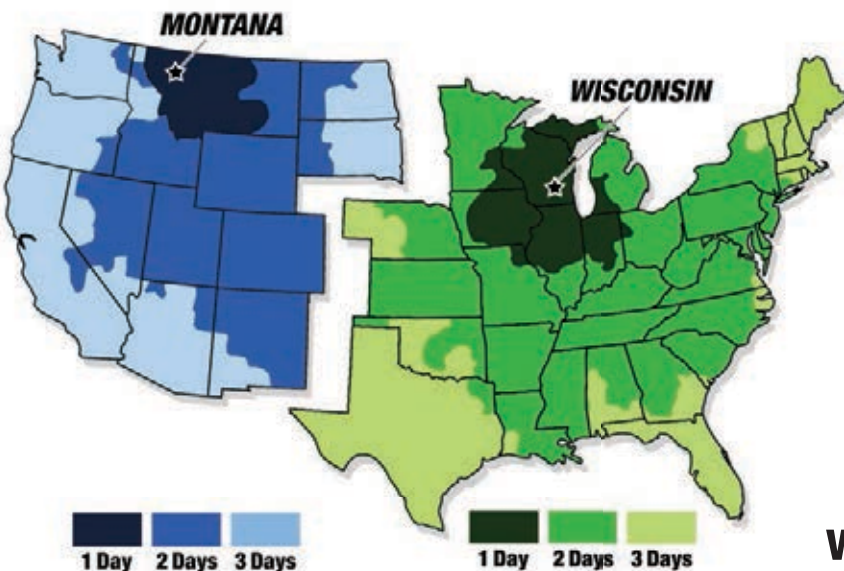
This exclusive kit features everything the long-distance rider needs to fuel and recover right. Also great for sampling our delicious flavors. Includes 4 single-serving packets of Hammer Gel (various flavors), 3 single-servings HEED (various flavors), 1 single-serving Perpetuem, 1 single-serving Recoverite, 2 Endurolytes Extreme sample packets (3 capsules each), and 2 Hammer Bars (various flavors). See our website for other kits. **\$24.95**



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Product	Flavor/Color	Size	Price	Quantity	Amount



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Hammer Voted Best in Class

Everyone knows: our endurance supplements are second to none!

BY ENDURANCE NEWS STAFF

Hammer Nutrition endurance supplements aren't only ahead of the competition, it turns out they are WAY ahead of the competition.

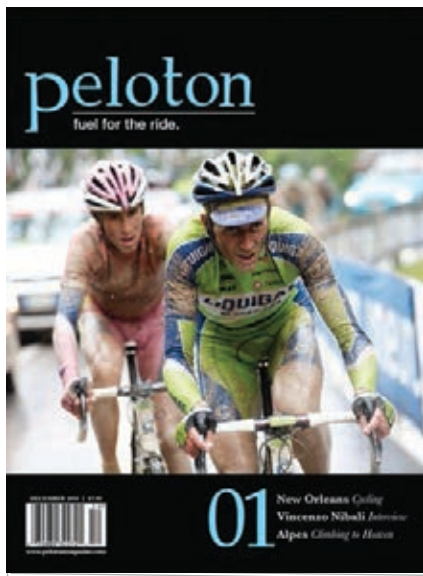
A recent survey conducted by *Peloton* magazine found respondents preferred Hammer Nutrition supplements nearly 4-to-1 over the next closest competitor.

Out of 14 brands, more than 40% of those surveyed declared Hammer as their supplement of choice in the "Favorite Energy Supplements" category.

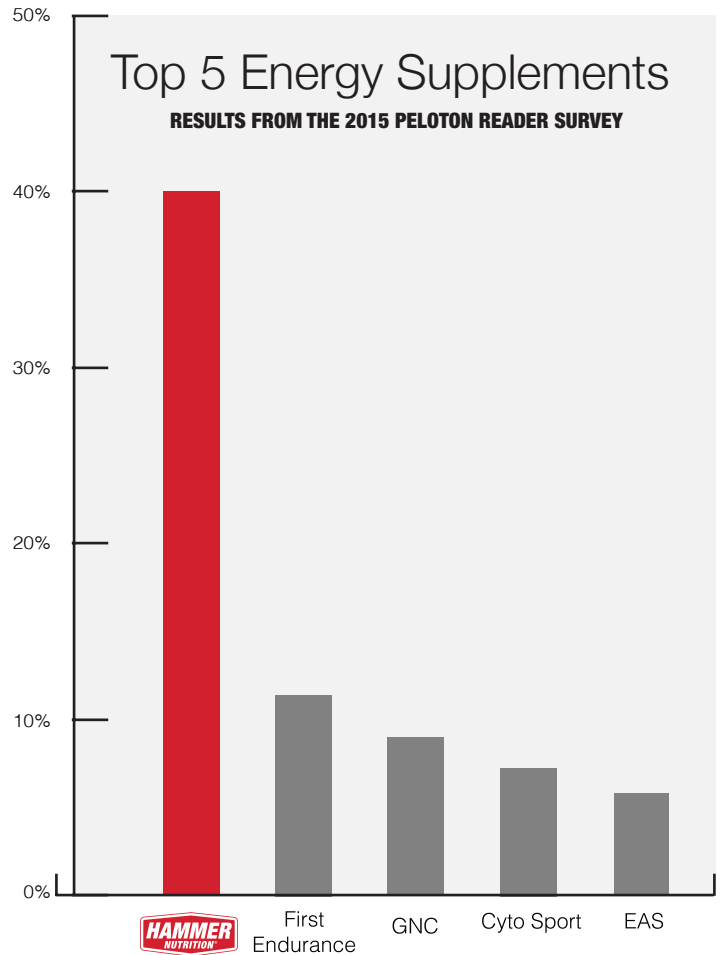
In fact, Hammer trumped all the other companies in the top five (First Endurance, GNC, Cytosport, and EAS) combined.

This is the second-straight year Hammer finished as No. 1 in the favorite supplement category.

The *Peloton* survey also placed Hammer among the top three companies in the "Favorite Energy Gels" and "Favorite Energy and Recovery Drinks" categories. **[HN]**



Peloton magazine's average monthly circulation is approximately 42,000. Cover image: pelotonmagazine.com



Hammer Nutrition originated the Endurance Supplement category back in 1987, when Brian Frank first offered Race Caps Supreme — the most potent, legal performance enhancer on the market. Nearly three decades later, we offer a complete line of premium supplements for peak performance, daily wellness, and enhanced recovery. Like our original Race Caps Supreme, all are safe, effective, and made only from the highest quality ingredients.



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Are you getting enough quality sleep? Take the test!



BY STEVE BORN

As an athlete, you devote months to rigorous training, pay attention to your diet, and choose your equipment carefully. But lack of quality sleep can quickly wipe out all of those advantages ... and you might not even know that it's happening. Here's how to gauge your sleep quotient.

1 Do you recall your dreams? If your answer is “no,” then you aren't getting enough of the deepest phase of sleep, called REM (Rapid Eye Movement) sleep. Every adult requires a minimum of two hours of REM sleep nightly for peak athletic performance and good health.

2 Are you feeling more anxious or stressed? Inadequate sleep tends to lower our “stress perception” threshold and diminishes our ability to deal with daily challenges and aggravations.

3 Are you having trouble remembering things? Because it facilitates connections between nerve cells, deep sleep is intimately involved in memory. The less deep sleep you accrue, the fewer the connections between nerve cells.

4 Do you have trouble concentrating? In studies, sleep-deprived subjects had trouble with concentration, resulting in poor performances on tests requiring focus. The effect increases with ongoing poor sleep.

5 Has your appetite increased? By staying awake longer, you obviously have more hours in which to eat/overeat. But research from the University of Chicago shows that lack of adequate sleep also alters the levels of the hormones that regulate hunger, resulting in increased appetite.

If you answered “no” to #1 and “yes” to any of the rest, you're not obtaining sufficient amounts of quality sleep, which can hurt immune system function, memory, learning, and mood. Your athletic performance is probably suffering, too. In fact, one highly respected athlete/coach has labeled the lack of quality sleep as “the ultimate performance killer.”

“During sleep the body takes time out to rebuild and recharge, preparing for the day ahead,” explains Bill Misner, Ph.D. Sleep is also critical for building strong muscle mass. “Deep sleep patterns may mean the difference between big anabolic gains and none at all! Both bodily repair and anabolic growth occur only during periods of quality rest, and when deep sleep patterns become routine.”

REM Caps: the Quality Sleep Supplement

REM Caps will help you achieve the quality sleep you need nightly. REM Caps contains four nutrients — Valerian Root Extract, Melatonin, 5-HTP (5-Hydroxytryptophan), and Magnesium — to help you get to sleep quickly, and achieve adequate REM sleep.

As a bonus, melatonin (a hormone naturally produced in the brain) is also a very powerful antioxidant shown to be a potent immune system stimulator, with the potential to help prevent certain cancers. For a more sound, restful, and productive sleep and its added health and performance benefits, REM Caps is a natural. **[HN]**



SOUNDER SLEEP

SAFELY AND NATURALLY



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- Improves quality of sleep
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60 Capsules - \$19.95
3 or more - \$17.95 each

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Total Recovery

For peak performance next season, take time for body and mind now

BY LOREN MASON-GERE

Exercise should make you feel good.

You might think that athletes should not need this reminder, but the drive to compete, perform, dig deep, and deliver results often overshadows the most important reasons that we train and compete. Though we all seek to test our limits, when the dust settles and the day is done, our sports shouldn't just make us stronger, they should also make us healthier and happier.

Unfortunately, we often lose this balance. Hard training takes a toll not only on the physical body, but also on mood, motivation, and energy levels, which are regulated by the endocrine system. As a result, many athletes face periods of malaise and depression (often deemed "burnout") throughout the training and racing season.

Without sufficient downtime, your performance will decline, along with your zest for life.

Now is the time to shift your focus, recover completely, and prepare yourself — mentally and physically — for the productive season to come:

Most importantly, get some rest. Don't fight your body's need for extra rest now that the days are shorter and the warm days are behind us. Though sleeping

through a morning workout is bad news for much of the year, such flexibility is now exactly what you need. Sleeping well will improve your mood and your immune system. Establishing good sleep habits will also support your performance, recovery, and motivation year-round. If you have trouble getting 8 hours of sound, uninterrupted sleep, consider supplementing with Hammer Nutrition's **REM Caps** (see page 46 for more details).

Eat well. During race season, carving out time for cooking can be a challenge, and eating on the run can derail even the most conscientious athlete. Now is the time to reestablish good habits. Choose anti-inflammatory, nutrient-rich, fresh foods to strengthen your immune system and help control weight. A diet that emphasizes quality foods is also associated with improved mood, lower levels of anxiety, and increased mental clarity. Now is also a good time to plan ideas for quick meals to prepare when training ramps up again.

Keep in mind that even the healthiest, whole-food diet cannot provide all of the nutrients needed for year-round wellness. A quality supplement like **Premium Insurance Caps** is the best way to cover nutrient gaps and get the full range of antioxidants you need for complete recovery.

Pay attention to your gut. The foods and supplements you consume should support optimal digestive health. The complex micro-biome of the gut is crucial for proper assimilation of nutrients. In addition, recent studies show that it plays a key role in managing body composition and mental health. In fact, low levels of intestinal flora translate to higher rates of depression, anxiety, insomnia, and mental illness.

For optimal digestive health, eat whole organic produce as much as possible, as well as naturally fermented foods (see page 52), which will allow healthy bacteria to flourish. Supplementing with **Digest Caps** will further ensure a healthy balance of beneficial bacteria. Should you experience stomach sickness or any ailment that requires the use of antibiotics, a cycle of **I-Flora** is an absolute necessity.

The love of sport and determination to improve can be a two-edged sword. Now is the time to put your competitive drive and laser-like focus to rest. Enjoy the simpler things in life, and recover deeply. A more balanced, focused, productive season ahead will be your reward. **[HN]**

Loren Mason-Gere is a Hammer Nutrition dealer service rep from Medford, Oregon.

GOOD

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BETTER

SO YOU CAN PERFORM YOUR

BEST



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The good bacteria found in **Digest Caps** help protect you against the negative effects of intestinal imbalance, ammonia excess, and nutrient malabsorption.

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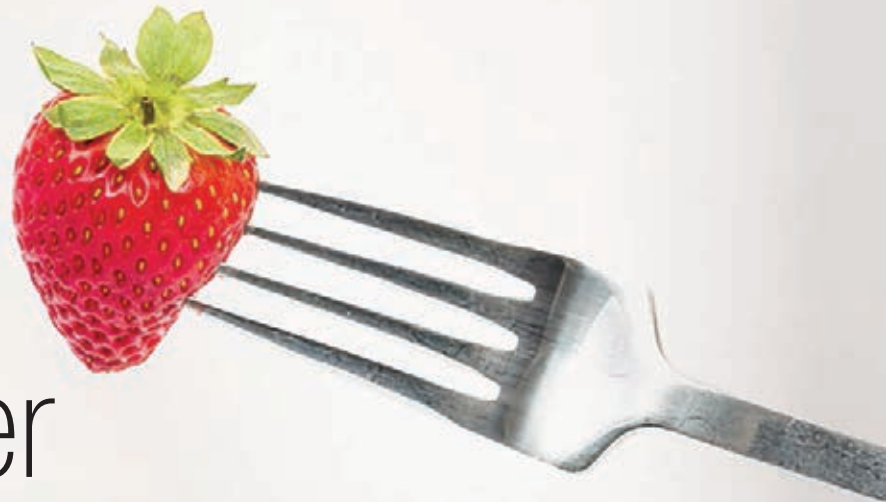
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Eat Better, Perform Better

Tame inflammation with smart dietary choices

BY LOREN MASON-GERE

You're a hard-training athlete with an iron gut and a raging metabolism. Your caloric requirements are through the roof and your appetite is intense. The saying, "If the fire is hot enough, anything will burn" certainly seems to apply to you — so why worry about your diet?

Making dietary changes will not only improve your health, but nearly every athlete will also see an improvement in performance. Understanding the role of food in the inflammation and recovery process is an essential part of honing your diet for peak health and performance.

Training, Diet, and Inflammation

First, you must accept that strenuous training stresses your health. Inflammation is a healthy and necessary part of the body's recovery and immune system response; but to recover quickly, the body needs to return to a non-inflamed state. This becomes challenging when you combine strenuous training with a diet based heavily on foods that further contribute to inflammation.

If you eat a standard American diet, based on refined grains (particularly those that contain gluten), dairy foods, processed oils, and refined sugar, you are fanning the flames of exercise-induced inflammation just as your body is attempting to extinguish them.

As inflammation increases, your ability to recover decreases. Eventually your body becomes chronically inflamed, a state that is implicated in tendonitis and arthritis, mood and psychological disorders, significant declines in immune system functioning, and nearly every autoimmune

disorder — from allergies and food intolerances to hypothyroidism and cancer. To protect your body and support optimal athletic performance, it's essential that you rely on a diet that is rich in anti-inflammatory, nutrient dense foods.

The Anti-Inflammatory Diet

Luckily, help is only as far away as the produce aisle. A well-balanced, anti-inflammatory diet based on vegetables and fruits, unrefined ancient grains and legumes (such as quinoa, amaranth, and lentils), omega-3 fatty acids (such as those found in fresh water fish, flax seeds, and walnuts), and spices (such as turmeric, ginger, and garlic) will naturally help to reduce inflammation.

By replacing low-quality, inflammation-producing processed foods with nutrient-rich whole foods, you will experience faster recovery and improved resistance to illness as you protect yourself from future health problems.

As an athlete, you make many sacrifices in the name of your sport, so don't let your diet become an added stressor. Instead, allow it to be one more healthy and joyful habit that you adopt in the name of optimal performance and health. Rather than actively avoiding "bad" food, focus on including quality anti-inflammatory foods in every meal. By doing so, you will

naturally limit low-quality foods and gradually improve the overall quality of your diet. If you are anything like me, you will find that your increased energy level, resilience to stress and sickness, and improved rate of recovery will reinforce your positive dietary choices. Before long, these changes will have become just one more aspect of a lifestyle that supports optimal health, performance, and happiness — changes that people of all ages, activity levels, and health histories can get behind. **[HN]**

FOODS TO FIGHT INFLAMMATION

Aim to include one or more of these anti-inflammatory foods in every meal:

- Blueberries
- Bok Choy
- Broccoli
- Cherries
- Flax Seed
- Garlic
- Ginger
- Green tea
- Herring
- Kale
- Lentils
- Quinoa
- Raspberries
- Salmon
- Sardines
- Strawberries
- Turmeric
- Walnuts

For recipes with these foods, download our FREE cookbook, *In the Kitchen with Hammer Nutrition*, available on the Hammer website.



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

healthy recipe inspiration

Strawberry Ginger Vinaigrette

From the Kitchen of Ty Brookh
Makes about 12 ounces

Ingredients:

1/2 cup frozen strawberries
1 tablespoon fresh minced gin
Juice of 1/2 lemon
1/8 cup apple cider vinegar
1/8 cup balsamic vinegar
1/8 to 1/4 cup raw honey (to ta
strawberries and balsamic)
1 tablespoon fresh minced len
Black pepper to taste
1/8 cup walnut, grape seed, or

Preparation:

Add strawberries, ginger, lem
processor or blender. Blend u
black pepper while blending.
calories, add oil.

Tip: To add body and thicken
the other ingredients with raw

Kale & Quinoa Frittata

From the Kitchen of Laura Lee Labelle
Makes 4 servings

Ingredients:

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

Preparation:

Prepare quinoa according to package directions.
kale by removing the thick center ribs; cut the re
thin ribbons. Place the kale into a medium-size b

In a pan over medium heat, heat 1 teaspoon of th
onion for about 5 minutes or until it is transpar
with an eggbeater or blender.

Add the cooked onions, hot cooked quinoa, and w
as the optional Parmesan, if using) to the bowl w
mix them together. In a large non-stick pan, heat
over medium. Add the entire mixture and cook.
of the frittata has set, use a large spatula to turn
frittata. (Use a plate if necessary to turn the fritt
and then slide it back into the pan.) Cook throug
side, and then serve.

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from the kitchen of

LAURA LABELLE

Nourish your gut

Fermented foods promote healthy digestive system

Trillions of microorganisms live in our bodies, particularly in our guts. These beneficial digestive microorganisms outnumber the cells in our bodies 10:1, so it's no wonder that nourishing them is as important as nourishing our cells.

One of the most effective ways to promote a healthy digestive system is to eat fermented foods. Fermented foods go through a process of lacto-fermentation in which natural bacteria feed on sugar and starch to create lactic acid. Not only does this process act as a preservative, but it also breaks down the food into a more digestible form.

Fermentation helps preserve vital nutrients and creates beneficial enzymes, B vitamins, omega-3 fatty acids, and various strains of probiotics. Probiotics have been shown to aid digestion, bolster the immune system, promote bowel health, and even slow or reverse some diseases. Fermented foods, and their positive influence on gut bacteria, are known worldwide.

Many cultures across the globe incorporate fermented foods as dietary staples. In Korea, kimchi is served with nearly every meal. Sauerkraut, a fermented cabbage, is perhaps Germany's most well-known dish, and in Japan, fermented miso and soya are a ubiquitous part of the national cuisine. Here are three healthy, delicious fermented food recipes that I know you will enjoy.

-Laura Labelle

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.

A FEW FERMENTED FAVORITES

Miso - paste made from fermented soybeans and barley or rice malt

Yogurt - prepared from milk fermented by added bacteria

Kefir - creamy drink made of fermented cow's milk

Kombucha - fermented drink made with tea, sugar, bacteria, and yeast

Tempeh - fermented soybean cake

Sauerkraut - finely cut cabbage fermented by various lactic acid bacteria

Kimchi - fermented mixture containing cabbage, various vegetables and seasonings



Miso Marinade

Natural sauce for fish or poultry

Ingredients

- 1/4 cup miso paste
- 1 TBS honey
- 1 TBS soya sauce
- 1 tsp grated ginger
- 1 tsp finely chopped garlic
- Juice of 1 large lime

Preparation

Mix together and spread on your favorite fish or chicken, allow to rest, and then bake. It makes a natural sauce as it mixes with the juices of your fish or poultry. You can't go wrong!



Classic Sauerkraut

Crunchy, sour, and delicious

Ingredients

2 large cabbage heads
2 large carrots
2 large onions
1 bunch radishes
1 TBS caraway seeds
3 cloves garlic

1 cup filtered water
2 tsp sea salt
1 cup liquid whey (if not available use 1/2 cup apple cider vinegar)

Preparation

Step 1: Shred veggies.

Shred the cabbage and other vegetables in a food processor. Put the shredded vegetables in a large container with the other ingredients. Pound them with a pestle or wooden mallet for 10 minutes — long enough to release the juices.

Step 2: Press the mash. The liquids should just about cover the top of the mash. Put a large plate into the container. (It should fit nicely and seal the top.) Put a heavy weight on top of the plate. Within a few hours, liquid should cover the top of the shredded mixture (if it did not cover initially). If there is not enough cabbage juice, add cold filtered water with whey / lemon juice / vinegar to cover.

Step 3: Ferment. Allow to ferment at room temperature for 3-5 days. Within 1 day the smell should start to change, and within 3 days the mixture should have a delicious aroma. After 2-3 days of lacto-fermentation, vegetables start to soften and some of their components break down. As lactic acid-producing bacteria proliferate, the food becomes more acidic and easily digestible. Micronutrients such as choline are formed, the entire medium is preserved, and new flavors and aromas develop.

Step 4: Transfer to jars.

Leave 2-3 cm / 1 inch of space at the top as jars can bubble and leak. Try not to expose the sauerkraut to too much air, however, as making sauerkraut is an anaerobic process. Cap the jars after packing. For storing/ maturing sauerkraut, the ideal temperature is about the same as for a fine wine. If you live in a hot climate, you might need to store your sauerkraut in a refrigerator (but most refrigerators are too cold to allow it to mature properly). Sauerkraut needs at least six months to mature; the best I've tasted was 18 months old. **[HN]**



Mother-in-Law Kimchi

A spicy, Korean staple

Ingredients

Brine:

1 medium head (4 to 5 pounds total) napa cabbage
1 medium daikon radish
2 TBS kosher salt

Seasoning paste:

2 TBS white miso
1/3 cup sweet rice-flour porridge
1/4 cup anchovy sauce
1/4 cup veggie/chicken broth
2 TBS minced garlic
1 TBS peeled, finely grated fresh ginger
2 tsp honey
2/3 cup Korean chili pepper flakes
1/2 cup thinly sliced yellow onion
4 green onions, green parts only, cut into 2-inch pieces (about 1/2 cup)
3 ounces Korean chives OR 1/2 bunch European chives, cut into 4-inch pieces (about 1/4 cup)

Preparation

Step 1: Brine cabbage and daikon. Cut the cabbage into quarters, and then cut each quarter in half lengthwise and cut out the core. Lay each cabbage segment flat, then quarter into sections, about 1 inch wide by 6 inches long. If some of the leaves are too wide, cut them to approximate proportions.

Peel and cut daikon into thin slices; cut them in half to make semi-circles. In a large bowl, toss the cabbage and daikon with the salt and set aside to brine for 1 hour and 15 minutes. Rinse off the salt in a bowl of cold water; drain the daikon/cabbage in a colander for 20 minutes.

Step 2: Seasoning paste. In a mini food processor with a metal blade, process miso, porridge, anchovy sauce, broth, garlic, ginger, and honey. Transfer the mixture to a bowl. Add 1/4 cup of the chili pepper flakes and mix by hand. Let rest for 15 minutes to develop the flavors.

Step 3: Ferment. In a large bowl, toss the cabbage, onion, green onions, and chives with the remaining chili pepper flakes until the chili pepper lightly coats the vegetables. Add the seasoning paste and mix until evenly distributed. Pack tightly into a 2-quart container, cover, and set aside for up to 2 days at room temperature. Move the container to a refrigerator. You can also eat the kimchi immediately, but I prefer the slightly aged, fermented taste. As it ferments, cabbage will expand, so be sure to place the jar on a plate or in a bowl to catch the overflow.



5 tips to avoid holiday weight gain

Prevent excess pounds now, and you won't need to shed them in spring

BY ENDURANCE NEWS STAFF

Sugar- and fat-laden desserts, party noshes and sauces, sugar-sweetened cocktails ... Add reduced exercise and stress to the mix, and you've got a recipe for weight gain. From Halloween through the early New Year, even the most disciplined athlete can struggle to hold the line against extra pounds. Use these tips to devise your defense.

1. Water works. Proper hydration is always important, but during the holidays it can be a valuable ally. Aim to drink two full glasses of water before you leave for that holiday gathering to help curb your appetite and counteract the dehydrating effect of alcohol. Throughout the day, every day, drink 0.5-0.6 ounces of pure clean water per pound of your body weight.



2. Rein in appetite. Don't wait until Thanksgiving morning to fight your appetite. Get a jump on cravings now with Appestat. It suppresses appetite and helps to increase fat metabolism without the use of harmful stimulants.



It also contains a plant-based precursor of serotonin, which may enhance sleep quality and help reduce sugar cravings. Take 1-2 capsules an hour before lunch and dinner; use in cycles of three weeks on, and one week off.

3. Go for color! Be proactive at those parties. Instead of standing at the buffet table, wondering whether to choose salty/starchy nachos or high-fat Brie cheese, bring the hostess a tray of kale wraps, stuffed cherry tomatoes, and sliced sweet peppers. These veggies are loaded with nutrients and fiber yet low in calories. Lean proteins such as steamed shrimp, turkey breast, or small amounts of nuts, are also good choices.



4. Easy on the white stuff. Bypass the sauces, gravies, and dressings, as well as starchy carbs like bread, chips, white rice, pasta, and cookies. On those rare times when you know you'll indulge, be sure to take Phytolean. It blocks the



digestion of starchy carbs, enhances fat burning, and optimizes blood sugar levels.

5. Get your ZZZs. Research has shown that not getting 8 hours of quality sleep can affect your body's insulin and ghrelin levels, leading to overeating. Ensure a full night of restful sleep by taking 2 REM Caps an hour before bedtime. Made only with natural ingredients, REM Caps improves sleep quality and duration, enhances growth hormone release, and helps your immune system stay strong. Cheers to your health! **[HN]**



GOOD TO KNOW

Our cookbook *In the Kitchen with Hammer Nutrition* includes dozens of delicious, healthful, and easy to make recipes perfect for the holidays and all year-round. Download your FREE copy on the Hammer Nutrition website!



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1



2



3



4



5



Pour a Perfect Cup

Be your own barista! 5 simple steps to premium pour-over coffee at home

BY ENDURANCE NEWS STAFF

Many coffee aficionados believe that the best way to prepare coffee is the “pour-over” method — very slowly pouring hot water by hand over freshly ground coffee to bring out the beans’ true flavor. Specialty coffee shops often charge up to \$7 a cup for barista-prepared pour-overs, but with the right coffee, equipment, and technique, you can enjoy superior quality pour-over coffee in your own home, every day. Here’s how.

1. Start with the best coffee beans. For maximum freshness and flavor, use organically grown 53x11 Coffee. 53x11 beans are carefully selected, roasted in small batches to our exact specifications, packaged for your order, and immediately shipped to your door.

2. Grind the beans. A medium-coarse grind will help ensure full flavor without bitterness. Bodum’s blade grinder does an exceptional job of preparing your favorite beans for an unbeatable fresh taste.

3. Heat the water and prepare your cup. In a slow-pouring kettle with a spout, heat twice as much water as your cup will hold, using only pure fresh water. Meanwhile, fit a single-cup cone over your cup, then add a filter. The Bee House Porcelain Brewer is a great way to go: Its wedge-shaped cone, ribbed inner walls, and two-hole flat bottom encourage a slow drain, which brings out the coffee’s sweet and subtle flavors. Melitta filters feature micro-fine flavor-enhancing pores that help eliminate bitter sediments, and include a second safety crimp for strength and durability.

4. Preheat the cone and cup. Just before the water comes to a boil (195-205 degrees F), pour about half of it into the filter, allowing it to drip into your cup. Wait a few seconds, then dump out the water. Add the ground coffee to the moistened filter. For a bracing brew, start with 2 rounded tablespoons of ground coffee per cup.

53X11 COFFEE ACCESSORIES

Brew your own perfect pour over! All of the accessories shown above, and more, are available from Hammer Nutrition:

- 1. Big Ring** — 100% Organic Sumatra: \$13.95
- 2. Bistro Electric Coffee Grinder:** \$34.95
- 3. Beehouse Porcelain Brewer:** \$19.95
- 4. Melitta Bamboo #2 Coffee Filters:** \$4.95
- 53x11 Mug:** \$12.95

5. Pour it on! Slowly pour a few tablespoons of the hot water over the grounds, then wait 30-45 seconds, allowing the coffee to expand or “bloom.” Repeat this slow-pouring step twice. Pour slowly and steadily, aiming to keep the water level just above the coffee bed. The total brewing time should take 3 to 3½ minutes. Remove the cone and grounds, then enjoy pure coffee flavor at its best! **[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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In August, *Triple Threat Triathlon* magazine interviewed Brian Frank, Hammer Nutrition founder and owner, about the company, its products, and fueling advice for athletes. Here's a portion of that interview, with edits for clarity.

? What drove you to start Hammer Nutrition, and did you ever think it would grow like this?

When we first started, I never thought we would get this big. I wanted to keep it to five or six employees and keep everything simple — something that would just pay the bills. However in business, you need to continue growing or you'll fall behind and close. We achieved my business goals in 1989 and had to create new ones.

Hammer started out of necessity. At that time, there was nothing for endurance athletes to address their energy, endurance, and recovery needs. Supermarket sports drinks and protein powders for bodybuilders were about it. I was using coenzymes, micronutrients, and antioxidant supplements to help my energy levels, endurance, and recovery, and that was really unusual in the mid '80s. Those nutrients became Race Caps, our first product — it is meant to neutralize the massive production of free radicals in our bodies that result from high volume and intensity training. Free radical activity and the role of antioxidants were not common knowledge back then, but every athlete who tried Race Caps knew the product worked.

Recently, we've had the big stores come to us, asking to carry our products — Wal-Mart, Target, Whole Foods, and online portals such as Amazon. In the end, that isn't us. We run a small family business. Are we foregoing sales because of it? Yes. However, I'm not going to go against my principles to make an extra buck. Our priorities are supporting our customers by sponsoring the events they participate in at the grassroots level — and supporting the

brick and mortar stores they rely on, such as the local bike shops, running shops, triathlon, and outdoor retail stores.

? Hammer is known for its dedication to natural ingredients, which has earned the company many loyal customers. With some other nutrition companies not having such standards and using sugar and artificial sweeteners to create chews and gummies, how do you stay on top and compete?

We can't stay on top of them and we don't really consider them competition. We offer a much different product — we don't offer candy products, which is what pretty much every other product on the market actually is. We can do this because we don't have investors demanding growth and more profits; it's just me.

Everything has to run by me before we can even think about researching it. I'm not going to sacrifice what I believe is the right thing to do just because someone else comes out with a "new" product. We make health food for athletes. If someone wants candy/sugar-based products, we're just not a good fit.

However, if customers are looking for a solid food base, such as those chews, we have the Perpetuem Solids. These are the same minimal food concept without all of the sugar and additives — just the same ingredients found in our Perpetuem powder in solid form. We strive for what is great for the body while making it taste the best it can.

? In your experience, what is the most common mistake athletes make when it comes to nutrition?

The biggest mistake I see people make is that they try to do too much. So many athletes take in too much nutrition and they end up having these terrible races. For decades, I've seen athletes fail by attempting to consume 300-400 calories an hour, or more.

A lot of athletes will also eat an hour before a large workout or race. Starting a workout or race while in the process of digesting food is not ideal. This causes you to burn your glycogen stores prematurely, and at the same time prevent efficient fat metabolism. You need to set up your metabolism system so you are burning fat as your primary energy source from the beginning and sparing your glycogen. In order to do that, you must finish eating 3 hours before your workout/race, so that you have all of your food digested.

We have a customer who just finished and won Badwater 135. His biggest change this year was his caloric intake. He went from 300 calories an hour and throwing up to just shy of 200 calories per hour. The result was a 7-hour improvement in his time compared to last year. That's more than 20%.

? It seems that Hammer has made a conscious effort to sponsor more amateur athletes rather than heavily in the pro ranks. Is this true, and if so, why?

Hammer has always been a big supporter of the grassroots athlete. We first started with the big pro triathletes to get our name out there in the 1980s, because all you had to do was call them up and send them some product. However, there isn't a star worship mentality when it comes to triathlon and endurance sports. Sure we have very impressive professional athletes out there, but I don't think they are viewed the way football, baseball, or basketball fans look at their pro athletes. Our clients want to know what the person who is beating them is doing — someone else who is a Mom or Dad who works full-time and still manages to excel.

We also don't go after the big races such as Ironman. We are focused on supporting the B and C events and their local communities — the local A races. We aren't in Wal-Mart, Target, or any other big chain stores except REI. We are in the local bike shops, running shops, and other local sports stores because that is our philosophy. We want to grow bigger with purpose, while keeping our products' integrity intact. Last year alone we sponsored over 2,500 events — 60% of them being triathlons.

? The endurance sports world is growing and participants are always looking for the next great thing, whether gear, training, or fueling. How does Hammer plan to continue to grow and what can we expect to see from Hammer in the next few years?

There will not be any drastic changes to our nutritional products. You may see some new flavors come out, possibly new supplements, or drink variations. We will follow the same motto of "no compromise products."

We are researching roughly two or three new products at any given time, but we won't ever rush to market with a new

product to "keep up with the Joneses." I would rather make the product right and not just include a bunch of useless additives. We may be leaving a lot of money on the table but I am not going to sacrifice principles for profits.

We don't worry about keeping up with other companies. Most athletes who try our products love them and get the desired benefits. But triathletes are programmed to want the "new" thing in case it's better. We may temporarily lose customers, but they always come back because they realize our product is superior, even if it's not the newest thing.

? We notice that you offer free consultations for customers — how often do your customers use that, and what is it all about?

Yes, and that is something we will continue to do because you can have the best products in the world but get bad results if they are not used properly. Since most athletes have it all wrong when it comes to calorie, fluid, and electrolytes intake, they need a lot of help. We also have a lot of products and people need help understanding which to use and when to use them to achieve their goals. We want people to call in and take advantage of this. They'll speak with someone who knows our products and their benefits for each type of event and understands how to fuel properly for success. Many people will order online without truly knowing if it is the right product for them. Call us. You will end up changing your entire nutritional plan for the better! [HN]



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Hydration? Recovery
The Pre-Race Meal
Protein? Proper Fueling
Simple Sugars
Electrolytes? More Many Calories?

"Great products, amazing service, and as always, Hammer Nutrition's fueling advice was 'spot on.'"
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The Wright Stuff

Karting, kayaking, skiing, CrossFit ... Brand Ambassador John Wright and his family share Hammer wherever their sports take them

BY JOHN WRIGHT

Back in May 2010 a good friend introduced me to go-karts: a simple rental go-kart that reached a maximum speed of 35 mph. After a couple of sessions I determined that I could be competitive racing shifter karts. The following year I purchased a race-ready shifter kart: 115 mph, 125cc Honda engine, 38 horsepower, 6-speed gear box, 0-60 mph in 4 seconds, 3-4 lateral Gs in turns, and 4-5 Gs under braking. These karts are not play toys. They are real racing machines with punishing effects on the body, high G loads, and a violent, brutal environment in the seat while racing.

Out of the kart, the racing environment provided camaraderie, the chance to meet new people, and good times. These elements and kart performance drew me even deeper into the sport.

In 2011, I joined the Hammer/Northwest Race Kart team led by Brian Frank /Steve Perdue respectively, and I began to experience the benefits of using Hammer products. In 2014 I was awarded Regional Champion, Road Race Sprint Class for the Gold Cup Series of Road Racing.



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

BRAND AMBASSADOR

John Wright
Kart Racer
Hammering since 2010

As a sponsor of the Gold Cup Series of sprint races, Hammer is the main supporter of the sport in the Seattle area. Brian, who is also a racer, continues to influence the team by promoting good health, physical performance, and endurance through the use of Hammer products.

Are you a Hammer Brand Ambassador?

If you're a Hammer fan who loves to help other athletes learn to fuel properly with Hammer Nutrition products and methods, we want to hear from you. Email us at ambassador@hammernutrition.com. We will set you up with a personal business card, extra samples and literature, and access to our exclusive online community. **-Brian Frank**

“We find that most people don’t understand what simple sugars and sugary drinks do to their bodies; most need a little education. That’s where a Hammer Brand Ambassador comes in, education — educating people to help them understand better nutrition and fueling methods.”

Planting the seeds of better health

Kart racing is not my only sport. I have a fantastic supportive family that is active, athletic, and competitive in cycling, CrossFit, kayaking, snowboarding, snow skiing, wakeboarding, water skiing, hiking, and running. We all use Hammer products in our sports. Seeing other athletes using different products opens the door for us to promote Hammer. There is a better way to fuel: The answer is Hammer. Brian has established a product line that helps athletes feel great, perform better, and endure longer.

We find that most people don’t understand what simple sugars and sugary drinks do to their bodies; most

need a little education. That’s where a Hammer Brand Ambassador comes in, education — educating people to help them understand better nutrition and fueling methods.

When we snow ski we typically cover about 45,000 vertical feet a day. Cruising up chair lifts or gondolas, we have a captive audience. It’s a chance to educate others and plant a seed about better health and fueling, as we snack on Hammer Bars, or use Fizz, HEED, Perpetuem Solids, or Hammer Gel. Through opportunities like this I’ve been able to help many people learn to fuel better with Hammer, and I plan to continue helping others like this for many years to come. *[HN]*



This page: Clockwise from top: John Wright during a leisurely free ski at Washington State’s Park Lake in 2013. Kirstin Wright fuels with Hammer during a recent half-marathon in Oregon. Wright and his daughter, Tia, who competes in CrossFit, at the 2012 NW Regional CrossFit Games.

Opposite page: Wright, Hammer Race Team, en route to a 1st Place in Class finish at PGP Raceway in 2011.
Photos: B. Wright



**Hammer Nutrition
Race Rescue Stories**

Hammer athletes lend a helping hand to athletes who haven’t learned the secrets of proper fueling ...

“Recently I had the opportunity to help a friend with her marathon running. In the past she had trouble with fainting, nausea, and dehydration at the finish. I gave her samples of Endurolytes, HEED, Hammer Gel, and Recoverite to introduce her to Hammer. When she finished her last marathon, she felt great. Now she’s a Hammer fan, too.”

– John Wright

“At a recent trail half marathon a young gal was ready to give up. This was her first half. We chatted before the event and I learned her training was not the best and she had no plans to consume anything during the race. I told her about my plan and let her know I had an extra Hammer Gel. Around mile 10 she was done. I encouraged her to keep going, stayed with her, and got her to take a Gel. She quickly came back and wanted to finish. She couldn’t stop thanking me. I love introducing others to the power of Hammer.”

– Mary Johnson Siegel

What’s your race rescue story? Email us at

ambassador@hammernutrition.com

PIT ROW

For many endurance athletes, racing cars, karts, or motorcycles might seem like a fun weekend diversion. Yet as any driver or rider will testify, motosports requires the same dedicated training, sharp focus, and smart fueling as other endurance sports. In every Fall issue of *Endurance News*, we feature season-end reports from a few of our Hammer sponsored motosport athletes and enthusiast Brian Frank.



Bryan Roper hammers through muddy conditions at USA Nationals in Ohio.
Photo: Sally Putt

BRYAN ROPER

American Motorcyclist Association
USA team

After four months of traveling the world, MotoTrials season has finally come to a close. Andrew Putt, a fellow Hammer rider, and I began our season with six straight weeks of competitions. All rounds went very well and we placed higher than we had the previous year, confirming our hard preparation for the season.

We posted our best results of the season at our home Grand Prix in Rhode Island, where Andrew and I swapped 7th and 8th position and we achieved our goal of a top 10 finish. Next up was the Wyoming National, where Andrew achieved his first Pro win in his rookie season.

The final two world rounds were held in Portugal and Spain, following the annual Trial des Nations event in Spain. I would have matched my best placing on the first day of Portugal with another 7th, but ended up 9th for the day. Team USA finished 5th for the Trial des Nations and was only a couple points off from a podium position. Just a couple of silly mistakes kept us away, but we will be back next year to fight hard and achieve that number one position for the USA.

We stayed strong and steady throughout our journey, fueled by many containers of Perpetuem, HEED, and Recoverite, as well as Hammer Bars and Hammer Gel. Thanks to Brian Frank and sponsorship coordinator Brittani Marquand for their generous support this season!

EDDIE KRAFT

Witchkraft Racing

Without proper fueling, things get bad and blurry in a hurry at 100+ mph. In a race you're rarely actually sitting on the bike. You're constantly moving around, standing on the pegs, holding yourself up with your core, and shifting your body weight to make the bike do what you want it to.

Several days before a big race weekend I prepare by using Race Day Boost. During an event I take Race Caps Supreme and Anti-Fatigue Caps, and I hydrate on schedule with Endurolytes Fizz. I mix that in with Hammer Gel for energy between races, and finish the day with Recoverite — which really helps me stay fresh the following day. I follow a similar program when riding a mountain bike between race weekends. It makes the transition to the big bike a bit easier.



Photo: tanktankbloom.com

LLOYD READ

I had been racing cars professionally for 2 years when I met Brian Frank at Sonoma Raceway about a year ago. Brian introduced me to Hammer products and how they could help my training. A few months later I signed up for my first Ironman 70.3 in Oceanside, California. Training for endurance racing is very much like training for the Ironman. An endurance race driver is inside the car for up to 2 hours in temperatures that can reach 120 degrees+ F, not to mention wearing three layers of fire-retardant Nomex fabric.

Staying focused and maintaining a low heart rate had always been a challenge for me — I'd get dehydrated and feel fatigued close to the 1-hour mark. Following Brian's advice, I now always carry a 16-oz. bottle of HEED, fed through a tube in my helmet, that I sip on throughout my race. A few Endurolytes Extreme and an Orange Hammer Gel just before the start keep me feeling as alert and in control as I did at the start. My heart rate used to run 170 bpm+; now I'm averaging sub 150s over the course of 2 hours. Awesome product with proven results!



Lloyd Read puts a Porsche 911 Cup Car through its paces on a test day.

Photo: Lloyd Read / GoPro

MASON OTTERSBERG

Inyan Karo National Enduro
3rd in class

I decided to give the National Enduro a try to see what I could do with the East Coast guys! I did a little bike tuning the day before the race and everything seemed solid. That night the sky decided to let go, and it was a huge mud fest on race day. I had a blast and rode well overall. Fueling with HEED and Hammer Bars gave me tons of energy, with little to no fade throughout the day.



Above: Mason at the starting line. **Left:** Ottersberg gets muddy in Upton, Wyoming, for the National Enduro Series. **Photos:** Connie Ottersberg

JORDAN REDLIN

At the gold cup at SIMA in March, while I was standing on the podium, Brian Frank very generously handed me a sample bag of products as a prize for winning in the senior pro class. Included in that sample pack was a copy of the *5 Secrets of Success for Endurance Fueling* booklet. That booklet has helped me emerge victorious in a few arguments with my mother over hydration!

I've read all of your literature, including the knowledge articles on the Hammer website and *The Little Red Book* product usage manual, which is a fabulous resource! As I am still educating myself on all of the products, I will re-read all of the literature again until I know each and every one of the products inside and out.

Brian Frank (1st), Jordan Redlin (2nd), and Hammer Athlete Steve Purdue (3rd) at the Gold Cup race in Portland, Ore.

Photo: Courtesy Brian Frank



BRIAN FRANK

Shifter Karts and Formula Cars

In 2015 I kept busy racing shifter karts in the Pacific Northwest with the Hammer Nutrition/NWRK race team and racing Formula 3 cars in California. Here is my season recap:

Shifter Karts - I book-ended karting season, doing rounds 1 and 2 of the IKF Gold Cup (region 6) and the first PSGKA club race in March/April. I took a long break from the shifters and finished up the season doing the last two rounds of the Gold Cup in McMinneville, Oregon, in August, winning the final round. I was on the podium just about every race, so was plenty happy with my karting season. For more, visit <http://www.psgka.com/> and <http://www.nwgoldcup.com/>

Formula 3 - The nice people at Simraceway (<http://simracewaydrivingschool.com/>) put together a six-race 2014-2015 Winter Series that spanned three weekends, one each in December, January, and February. The first two were on the "home" track at Sonoma raceway; the last four at the famous Laguna Seca track in Monterey. They say that consistency wins championships and I proved that during the Winter Series, never winning a single race, but managing to win the overall series championship thanks to consistently finishing in the top 4 — and point leader Chase Murray skipping race 6 (thanks Chase!).

The 2015 Summer Series features 14 rounds of racing on seven weekends, mostly at Sonoma but rounds 3/4 were run at Laguna Seca. I've completed eight rounds so far, skipped two, and have four remaining. I won one round, finished 2nd in five races, and am 2nd in the points standing for the season. Unless perennial race winner Peter Ludwig misses a couple of races, it looks like consistency will not get me the championship this time.

MY FUELING FORMULA FOR DRIVING

10 minutes before start: 2 Endurolytes and a serving of Hammer Gel with a couple of sips of water. This ensures that my blood sugar/energy/glycogen levels are at their peak the entire time I'm behind the wheel.

Between driving sessions: Sip water/HEED

Immediately after the day's last session: Recoverite

From top: Brian on track at Sonoma Raceway; leading through the famous "corkscrew" at Laguna Seca; Brian finishes as the 2014-2015 Winter Series Champion.

Photo: Courtesy Brian Frank



TEAMS: 2015 WRAP-UP



TEAM RWANDA CYCLING TOUR DO RIO STAGE RACE / BRAZIL

Sterling Magnell, coach

This five-day UCI stage in Brazil is fast becoming a classic stop in the America's tour. With an international field made up of 15 teams from seven countries, Team Rwanda was the only team from Africa and would be punching above its weight. Stages 1 and 2 started fast, but the length (162K and 175K) was our undoing, as race distances are rarely more than 100K in Rwanda.

We held our own in stage 3; when many other teams had already lost multiple riders, we were still intact and placed in the top 20. In stages 4 and 5 we threw caution to the wind. As we approached the finish of stage 5, two team members positioned themselves in the top 5, but it was not to be, as a crash involving the race leaders brought them to a stop.

HEED sports drink provided immediate energy without the body having to dilute it first with additional water, as many of the overly rich sport drinks on the market do. Hammer products are not too sweet; when you're pinned to the max, you don't want to be trying to assimilate a mouthful of syrup. It's not natural.

Overall, I am immensely proud of our team's tenacity and grit. They adapted well to a sharp learning curve. I have no doubt that we will become real contenders.

Top: Team Rwanda members fuel right with Hammer favorites. **Bottom:** Team Rwanda ready for their closeup at the Tour do Rio stage race in Brazil. **Photos:** Sterling Magnell



HAMMER NUTRITION / 53x11 MASTERS

Ron Amos / Canadian National Champ (Road, Crit, Time Trial); 3rd TT World Championships

“Despite some injuries on the men’s Hammer Nutrition / 53x11 Masters team (now an international cycling team), we put out some notable wins, especially those of our Canadian rider, Ron Amos. Ron is the 2015 Canadian National Champ in road, crit, and time trial (TT) this year. He also won the District Championships in road and TT, and took 3rd in the TT at Worlds in Denmark. Ronnie is a huge Hammer advocate and regularly publishes articles on his success, due in part to fueling with Hammer.”
 – Hunter Ziesing, team captain

Ron Amos sprints to the finish of the Grey County Road Race time trial.
 Photo: Peter Kraiker

HAMMER NUTRITION SUPER MASTERS NORCAL / NEVADA STATE CRITERIUM CHAMPIONSHIPS

Mike Freeman / 1st Age Group

Hammer Super Masters had a good day at the State Criterium Championships in Pleasanton, California. The course isn’t highly technical but it’s fast and ultra-safe, probably one of the safest criterium courses that I have raced on (and there have been plenty). The field of about 35 was a combined 60-64, 65-69, 70-74 and 75+. The head official split the start allowing the 60-64 field to start ahead by 40 seconds. That wasn’t enough time, however, as our combined field made short work of that gap by catching the 60-64 field in less than a lap.

We were not supposed to work together but that was soon a moot point as fields merged and we became one race. Richard Shields and I stayed up front as much as possible to avoid problems and have a good launch on the final lap for 3rd and 1st places (70-74), respectively. It was a good, safe, and fun race.

MASTERS TRACK NATIONALS

Larry Wolff / Gold Team Pursuit, New National Record (65-69)

The highlight of the Masters Track Nationals, held at the Giordana Velodrome in Rock Hill, S.C., for both Jack Kelso and me was the team pursuit on Sunday. Although we rode on two different composite teams, we both reached the podium for the 65-69 age group. My team rode to a new 65-69 National record of 3:52:45, beating the old record by 2 seconds for the gold medal. Jack’s team rode to the silver medal, 5 seconds behind us.



Our finishes by event:

Larry Wolff

- 2 KM Individual Pursuit: 3rd Bronze
- 500 M TT: 5th Bronze
- 5 KM Scratch Race: Silver
- 10 KM Points Race: 3rd Bronze
- 3 KM Team Pursuit: Gold (New national record of 3:52.45)
- Teammates: David Mulica, Barry Messmer, and Paul Mack

Jack Kelso

- 2KM Individual Pursuit: 4th Bronze
- 3 KM Team Pursuit: Silver
- Teammates: Steve Lehman, Steve Troseth, and Malcolm Johnson

Left: Larry Wolff warms up for the 2KM pursuit at Nationals. Photo: Courtesy Larry Wolff. Above right: Mike Freeman tops the podium at the State Crit Championships in CA; Richard Shields 3rd. Photo: Chuck Baumann. Right: Jack Kelso leads in team pursuit. Photo: Rebecca Jones-Pelegrin





VUMEDI CYCLING
CASCADE CYCLING CLASSIC

Jason Gandzjuk / 5th Criterium, 3rd Circuit

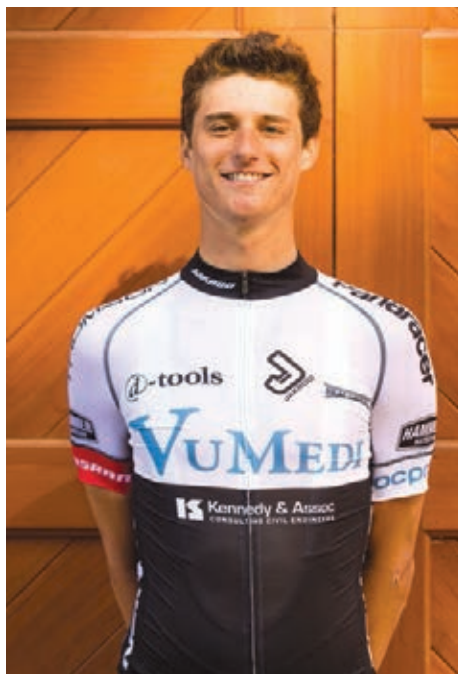
Coming into the race I felt confident in my training and form; I knew I could pull off a great result. The race started with a time trial — an individual race against the clock. I didn't receive the result I wanted, but felt like I rode well. The second stage, the Cascade Lakes road race, began mid-afternoon and temperatures warmed quickly. I was lucky to have Hammer's Endurolytes Fizz to keep me fully hydrated and functioning smoothly. The race finished with a 10-mile climb through blistering headwind to the summit of Mt. Bachelor. I finished in a time that left me hungry for a big stage result. In the meantime I quenched my hunger with Recoverite to ensure I was ready for the next day's stage.

Stage 3 was a criterium held on a downtown course notorious for crashes. I made sure to stay in the front 10 throughout the race and followed any attacks that went up the road. I finished 5th. With stage 4 starting early the following morning, I drank more Hammer Recoverite and had a Hammer Bar to prepare.

The final stage was a four-lap circuit totaling 72 miles. The course suited me well, and I raced near the front, but not in the wind, using as little energy as possible. On the last lap, a two-man breakaway traveled up the road. I had to win the field sprint up the finish climb.

Coming into the finishing climb out of a tight left-hand corner, I went from 5th to 1st as if everyone was standing still. I never looked back and crossed the finish line with a solid time gap to take 3rd place on the stage!

I fueled throughout the race with Peanut Butter Hammer Gels and HEED. A 5th in the criterium and 3rd in the circuit race will be hard to beat next year. Lucky for me, Hammer will be fueling me every step of the way!



Alexander Gaidis

At the NRC level, getting into a breakaway is a coveted chance to get yourself and your sponsor noticed; and there is always that slim chance of victory. On the third stage of Cascade — a 177 KM stage that racked up over 2,100 meters of elevation gain — I made the daylong breakaway.

A small break had already formed when four of us decided to bridge the gap. While there were tactical and physical elements involved, proper fueling and recovery from the previous two stages allowed me to go toe-to-toe with the pros and successfully ride the breakaway all day.



Unless I am in a criterium I almost always stick to solid food. My go-to solids are Hammer Bars. Hammer has somehow come up with a magical formula of ingredients that are carbohydrate rich and not dry. Pro tip #1: Cut off the tops of your bar wrappers before starting a race so you aren't messing with wrappers in the zone. Pro tip #2: Don't cut off the tops of your gels.

With my nutrition plan nailed down, I was able to ride the daylong breakaway on stage 3, defend myself against attacks, and hold off a peloton that was charging up Mt. Bachelor too close for comfort behind me.

Clockwise from top: the VuMedi Cycling team, Alexander Gaidis, Jason Gandzjuk. Photos: Courtesy VuMedi Cycling Team



WE SUPPORT: YOUR SPORT

Late fall and winter brings a slow-down for some endurance sports. One sport that never seems to have an off-season, however, is ultra running. Here are just a few of the many great ultras happening in the coming months, all fueled by Hammer Nutrition:

PADDLE SPORTS

RUNNING

TRIATHLON

YOUR SPORT

CYCLING

SWIMMING

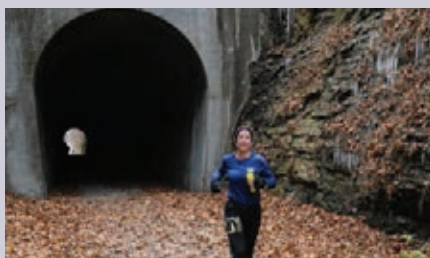
MOTOCROSS

TUNNEL HILL 100/50

VIENNA, ILLINOIS

Hammer Nutrition sponsored athlete Traci Falbo, set an American Record for a trail 100 (14:45:26) at last year's edition of this scenic — and fast! — ultra run. www.facebook.com/tunnelhill100

NOVEMBER 14



Above: Traci Falbo exits the tunnel and hammers toward the finish of the 2014 Tunnel Hill 100 in record time. Photo: Mike Howard

TRIPLE DOG DARE CHALLENGE

LAS VEGAS, NEVADA

If you love trails, but one trail just isn't enough, you can run three completely different and stunning canyon trails in just two days.

Entertainment between each run.

www.tripledarers.com

OCTOBER 23-24

ICEBOX 480

RIVER FALLS, WISCONSIN

A timed event of 480 minutes (8 hours) on some of the best single-track trail running Western Wisconsin has to offer. <http://icebox480.com/>

NOVEMBER 7

TORTOISE AND THE HARE 50K/30K

BLUE RIDGE, GEORGIA

One of the most beautiful trails in Georgia: Rolling hills with several

steep, intermediate inclines; 5,500+ feet of elevation gain. www.tortoiseandthehareracing.com/event/tortoise-and-the-hare-50k/

NOVEMBER 14

DÉJÀ VU MARATHON

LAS VEGAS, NEVADA

The 1.03-mile counter-clockwise lap course takes place on the History Walk paved trails, completely removed from vehicular traffic. The mostly flat path is perfect for the beginning runner. Enjoy views of the Las Vegas Strip, Frenchman's Mountain, landing aircraft, and bunnies! <http://calicoracing.com/events/deja-vu/>

NOVEMBER 28

BULOW WOODS TRAIL RACE & ULTRA MARATHON

ORMOND BEACH, FLORIDA

Run through old growth forests and along the salt marshes of the

Tomoka Basin State Park; experience "the Real Florida" as it looked when the Seminoles lived there.

www.facebook.com/BulowWoodsTrailRace

DECEMBER 12

FRANKLIN MOUNTAINS TRAIL RUN

EL PASO, TEXAS

A True Texas Mountain Race (50K) on the Franklin Mountains. Single loop course mostly at 5,200 feet and climbing to 7,700 feet; straight climbing and switchbacks. www.facebook.com/BulowWoodsTrailRace

www.facebook.com/BulowWoodsTrailRace

DECEMBER 14

RECOVER FROM THE HOLIDAYS

50K / HUNTSVILLE, ALABAMA

Old-fashioned, no-frills New Year's Eve 50K at the Huntsville Cross Country Running Park. With 3,500 feet of elevation change, this 3-mile loop course is no walk in the park. <https://ultrasignup.com/register.aspx?did=33919>

DECEMBER 31

PHUNT 50K TRAIL RACE

ELKTON, MARYLAND

If you truly enjoy a frigid foolish 31+ mile nature jaunt, come out for an unofficial, unsanctioned, unapproved trail run at the Fair Hill NRMA. No fee, no frills, no wimps, no whining! <http://traildawgs.blogspot.com/p/dawgie-news-page.html>

JANUARY 16



HAMMER CANADA ON TOUR!

BY RYAN CORREY

Nocciola a fueling favorite on the Great Divide

Our third annual Hammer-powered Great Divide Mountain Bike Tour is in the books! My crew and I had the great pleasure of supporting seven Canadian and American riders over the course of eight days, traversing the spine of the Rockies from Canmore, Alberta, to Whitefish, Montana.

This was our most cohesive year, despite some odd weather challenges — freezing rain, a snowy mountain pass leading into British Columbia, and forest fire reroutes all through Montana. “Patience” was our mantra.

The most popular Hammer product, hands down, was Nocciola Hammer Gel. It was not uncommon to see riders sucking them back on the bike and in their tents. We actually had to start rationing boxes to encourage their use of other fuels! See pictures and video from this year’s tour at www.greatdividetour.com



Life hacks on the Big Rig tour

Heading into the final weeks of our two-and-a-half month Hammer Big Rig tour, I thought I would share tips we learned for experiencing this vast country of ours on the cheap:

Free camping: Surprisingly, we paid for camping just once! We spent every other night in either a Walmart parking lot or truck stop — not the most glamorous place to spend the night but definitely cost effective. The website www.allstays.com is a great resource for camp and RV sites, hotel chains, truck stops, and much more.

Free Wi-Fi: Though we like our 53x11 Coffee, Starbucks is almost always the best place to do work. The seating is cozy and there are always AC outlets to plug into, and they often have their air conditioning cranked, too.

Free of junk calories: We often dip into our Hammer Bar reserves to help ward off snack cravings. The Chocolate Peanut Vegan Recovery Bar has been our go-to! Having Endurolytes Fizz in our water bottles has been a great way to avoid gas station coffee and sodas. And how about Hammer Gel as a healthy substitute for fake maple syrup on oatmeal in the morning? Yes please!

Ryan Correy is an accomplished adventure cyclist and the fueling guru for Hammer Nutrition Canada. Check out his new cycling autobiography, *A Purpose Ridden*, at www.ryancorrey.com. Or email him at ryan@hammernutrition.ca

Clockwise from top left: Overlooking the Bow Valley near Canmore, Alberta; Sarah greets sponsored Trek team rider Soren Meeuwisse; Ryan behind the wheel of the Big Rig in Quebec; the Big Rig welcomes the Wild Rock cycling group in Peterborough, Ontario; riding the Great Divide in August, surrounded by snow! **Photos:** Courtesy Ryan Correy



AUSTRALIA'S NIKKI WYND 1ST FEMALE AT BADWATER

Hammer Australia-sponsored Nikki Wynd set a new age group course record for women at Badwater 135, often billed as the world's toughest footrace. Her 1st female overall finish together with Hammer-sponsored Pete Kostelnick's overall win (see page 16) made it a double-headed Hammer victory.

The notoriously challenging 135-mile course features extreme heat, dryness, and elevation changes. Nikki's fueling formula

for the first half included Perpetuem and Endurolytes Fizz, alternated with sips of plain water. "The second half of the race I switched to Hammer Gel and iced water. I also ate small portions of Hammer Bars and fruit — watermelon, oranges, and strawberries.

"With the help of a dietician and Hammer products, my nutrition was spot on. I felt amazing the entire time, and experienced no cramping or digestive issues whatsoever."

Above left: Nikki repping Australia (and Hammer) after her big win. **Above right:** Nikki at the finish of the Badwater with her partner and Hammer Australia Athlete, David Eadie.
Photos: Courtesy Nikki Wynd

EUROPE CAPS AN EVENTFUL 2015



Hammer Europe, led by Buddy van Vugt of the Netherlands, is winding down a busy 2015 that included a long list of sponsored events in the Netherlands, Belgium, and Germany. Look for even more events sponsored by Hammer EU in 2016.

Right: Hammer keeps triathletes fueled for the course at a recent triathlon sponsored by Hammer Europe. **Far right:** Sponsored athlete Charlotte van der Veeken (center) celebrates her overall win at a mud run.
Photos: Buddy van Vugt



FROM **OUR ATHLETES**

Our athletes are the heart and soul of Hammer Nutrition. They include elite pros who have been competing for decades as well as amateurs training for their very first race. We love to celebrate your achievements, large and small, whatever your sport. The athletes we feature on these pages are just a small sample of the thousands of Hammer clients who are “fueling right, and feeling great.” Cheers to all!



1ST FEMALE



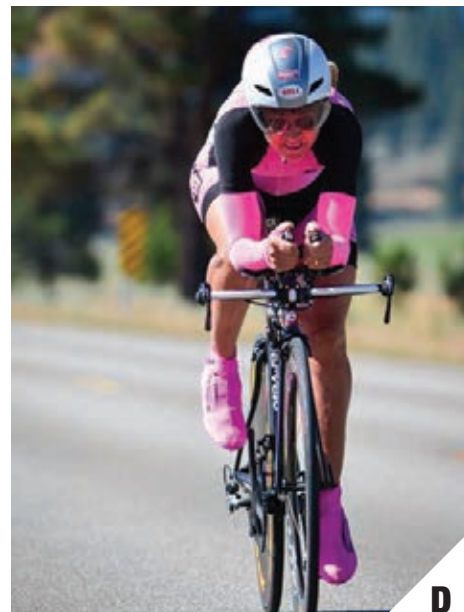
A



B



C



D



A Gia Madole

Bigfoot 200 / 1st Female, 5th OA

I used Tissue Rejuvenator and HEED throughout the race and Recoverite upon completion. Photo: Ross Comer

B Jason Beck

Ride Across Wisconsin

This excellent 175-mile ride across the beautiful state of Wisconsin took me a little over 10 hours to complete. Consuming a Hammer Gel every hour and an Anti-Fatigue Cap every 2 hours ensured success. I enjoyed a Recoverite shake immediately afterward. Photo: Juliet Ugarte Hopkins

C Kelly Karren

Utah Summer Games / Four Gold Medals

Throughout the Games, I relied on HEED to fuel all my events and on Recoverite to fully recover each day so that I could race the next morning. I won four gold medals! Photo: Courtesy Kelly Karren

D Dusty Dustyn

Northern CA / NV District Championships

What a beautiful day in Sattley! Started out COLD, 42 degrees. I wore everything I owned! I'd won this race several times in the 80s and 90s, so it was great to win it again and a nice way to celebrate my birthday! Photo: Courtesy Dusty Dustyn

E Alexandra Campbell-Forte

Hampton Roads Stage Race / 1st OA

It was an intense, hot race but a lot of fun! I broke away early with a couple other women and stayed with the men for the first half of the race. In the end I broke away to finish 1st! I used Endurolytes Fizz and Hammer Gel both before and during the race, followed by a Hammer Whey Recovery Bar at the end. Photo: Courtesy Alexandra Campbell-Forte

A Jennifer Reschke

Conesus Lake Triathlon / 1st Female

I had 2 Endurolytes and a Hammer Gel before my swim. Since it was a short tri, I used only Melon HEED and 1 Hammer Gel (Peanut Butter) in the middle of the bike leg. I took 2 more Endurolytes before the run, and was able to PR my 5K time, coming in 1st overall female.

Photo: Hank Kula / Kulaimagery.com



A

B Brian Zahm

Frost Yer Fanny Duathlon 2015

Hammer Gel fueled me before and during the race. Race Caps Supreme gave me the strength to push through the second run because my race stamina was not quite up to par status post injury. When all was said and done, I wasn't let down.

Photo: Angela Lewis



B

C Ethan Mutoli

NMA Off-Road Series / 2nd Overall Pro

I used HEED and Endurolytes Fizz in my hydration pack along with an Espresso Hammer Gel at my pit fuel stop to keep me going strong for almost 3 hours of racing!

Photo: Aelen Mabilie



C

D Tamera Clifton

Whine on the Vine 5-mile Adventure Race

I had a Hammer Gel at the start and added Endurolytes Fizz to my water on the way to the race. In the end, I was just the right combination of muddy, bloody, dusty, and ready for the complimentary finish-line mimosas.

Photo: Courtesy Tamera Clifton



D

Friends don't let friends fuel wrong



From left: Coach Jeff Cuddeback and his athletes, Charlie St Cyr –Paul, Justin Burrows, Paul Chard, and Brian Forgue, after an 82-mile ride fueled by Hammer Nutrition. Photo: Courtesy Jeff Cuddeback

"I have been a Hammer athlete since at least 1991. I joined the **Hammer Referral Program** as soon as it became available. As a full-time triathlon coach I receive a lot of nutrition questions. I always recommend Hammer Nutrition, because I believe so strongly in Hammer products. They work and perform as advertised!"

I would recommend Hammer to my athletes even without the referral program. However, it is especially easy to refer because the athlete receives 15% off their first order and I receive 25% of their order credited to my future Hammer purchases. Using the Hammer Referral program is a no brainer. Everybody wins!"

- Jeff Cuddeback, triathlon coach and three-time Ironman World Champion

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1ST AG



A



B



C

A Kristina Pattison

Rut 50K / 1st Age Group

I finished the Rut 50K as 4th Female, 1st in my age group, and 2nd American woman, which qualified me for the USATF Long Distance Mountain Running Team and the 2016 World Championships in Slovenia.

Photo: Bobby Jahrig

B Benjamin Lustgartner

Hiking in Ketchum, Idaho

Hammer HEED keeps me hydrated during all standard training workouts ranging from 1-3 hours of running, road biking, mountain biking, roller skiing, and hiking.

Photo: Courtesy Benjamin Lustgartner

C Howie Nordström

Ironman Boulder /New PR

My time of 10:27:49 put me 12th in M 45-49, the first Canadian to cross the finish line, giving me a new Ironman PR. And all this less than two years after ORIF surgery to my right ankle. My nutrition plan was spot-on. Thanks Hammer! Photo: Shera Warde

D Jeff Hager

Pacific Half Marathon / 1st Age Group

I ran 3 minutes faster than last year and felt less injured afterwards. I attribute it to my increased use of Tissue Rejuvenator. Photo: LA races.com

E Eric Carter

Whistler Valley 2 Peak and Grouse Grind Challenge / 2nd Overall

At Whistler, B.C., on a 20K course with 1,800 meters of elevation gain, I led the race for 2 hours but was out-kicked to the finish line and finished 2nd overall. I had continued success with Hammer Gel, HEED, and Endurolytes. Photo: Paul Greenwood



D

LOVE HAMMER?

Refer your friends!

See page 75 for more details.



E

GUS ELLISON'S SYRACUSE 70.3 RACE RECIPE

RACE RECIPE



DURING TRAINING: I use the same products that I do in racing. It allows my body to adapt over time to a specific calorie, fluid, and electrolyte intake. I also regularly use Hammer supplements throughout the year: Premium Insurance Caps, Race Caps Supreme, EndurOmega, Endurance Amino, Tissue Rejuvenator, and Digest Caps.

PRERACE: Breakfast is very simple — Hammer Bar, Hammer Gel, and coffee. I then sip on HEED until the race start.

RACING: HEED, Hammer Gel, Endurolytes, and water

POST-RACE: Hammer Whey plus Hammer Gel, or Recoverite

RESULTS 2nd Age Group

“Coming out of the water 2nd in my wave, I had a strong start to the day. I quickly worked my way through other previous waves on the bike and ended up riding alone for about 45 miles. I stayed hydrated and well fueled throughout and knocked out a solid run on a very hard course. I was thrilled with the outcome!” -Gus Ellison

A Raymond Fortner

Riding High at the Ranch MTB Race / 2nd Age Group

Hammer Gel and HEED were the cornerstones of my fueling strategy. The heat presented potential cramping, but, Endurolytes Extreme was the perfect solution!

Photo: Roy Johnson



A



B

B Olivia Mew

North American Championship / 3rd Female

I successfully managed to be top female Canadian and 3rd woman overall. The Hammer products I used during competition helped me immensely during my races. They allowed me to stay hydrated and fueled during this long endurance event.

Photo: Robert Mew



C

C Kevin Shinnic

Strait of Gibraltar 10-Mile Swim

I and two friends successfully swam the 10 miles across the Strait of Gibraltar this summer in 4 hours, 27 minutes. We fueled only with Hammer Perpetuem, HEED, and an assortment of Hammer Gels.

Photo: Courtesy Kevin Shinnic



D

D Tobi Tungl

Arcadian Grit and Gravel

This was my fourth year racing Arcadia (far left, light blue jersey). HEED, Sustained Energy, and Hammer Gel kept me going!

Photo: Rob Meedering Photography

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

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-Scott K.



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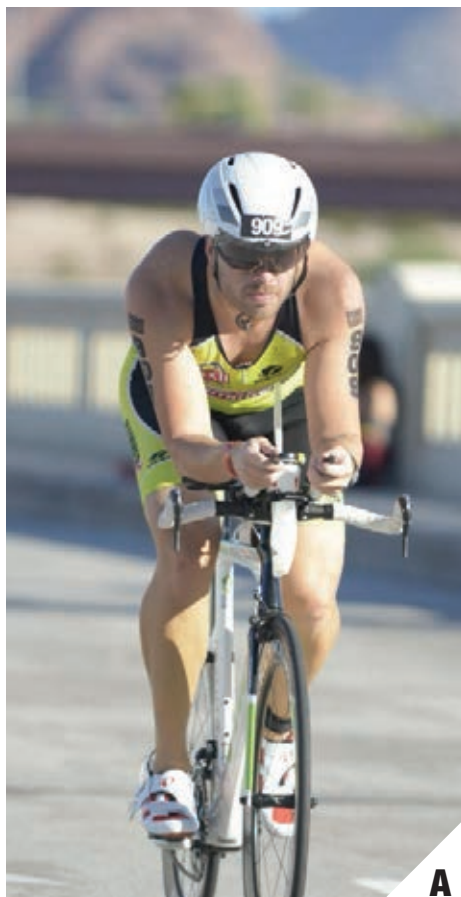


A **Graham Harsh**

Tempe Tri

I used a Hammer Gel and Endurolytes Extreme 10 minutes before my race start, then had HEED on the bike. Overall the performance of the products was outstanding!

Photo: Jamie Mellies



B **David Tatum**

Ironman Vineman
70.3 / New PR

In training I use Recoverite after every workout. During the race I used Perpetuem and Fizz on the bike, and Hammer Bars on the run. These products play a vital role in providing the nutrition I need to race hard. I finished with a PR by about 8 minutes. I am super happy with that.

Photo: Jennifer Tatum



C **Andrea Koenig**

Exploring the
Canadian Rockies

Here I am, with a Hammer Gel, on top of Snowpatch Spire in British Columbia, Canada.

Photo: Mike Stuart



D **Michael Gallops**

Freedom 5K /
4th Age Group

For breakfast I had a Hammer Bar. Then, 30 minutes prior to the race, I took Anti-Fatigue Caps and Endurance Amino, followed by a Hammer Gel shortly before the race was scheduled to start. I finished 4th AG and my daughter Chyanne placed 3rd in her age group!

Photo: Courtesy Michael Gallops



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Family portrait

The Drummond family (Drummond Family Racing) enjoys an early autumn training ride. Who said training can't be fun!?

PHOTO: NOVO STUDIO

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