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**NEW! PERPETUEM SOLIDS
NEW! ENDUROLITES FIZZ**

**Spotlight on
REM Caps**

ENDURANCE

NOVEMBER/
DECEMBER
2010
#72

**HEED
#1 AGAIN!**

Come train in Tucson
January Hammer Camp

The informed athlete's advantage since 1992

IN THIS ISSUE

#72



Paige Youngman hammers the Tahoe Sierra 100 finishing seventh in the men's 50-59 division. Photo : Jason Keister

Contents



Letters	3	Hammer Nutrition fuels - diabetic friendly	44
Welcome	4	A balanced athlete is a better athlete	46
From the saddle of Steve Born	6	Oh, the places you will go	48
Eating healthy with potassium-rich foods	8	Friends of FCA	49
Product spotlight on REM Caps	10	Ultra training 101	50
NEW PRODUCT : Perpetuem Solids	14	Suffer like the dog : It's cross season	54
From Laura's kitchen	16	An epic journey	56
Carl Grove : Off his duff!	17	Tieni Duro : Adventure, teamwork, competition	58
Ask Dr. Bill	18	Breck Epic	60
Road trip summer - In search of perfection	20	Paddle power	61
Nate's corner	21	Spinning his wheels	62
E-stim : Tap your strength	22	25th annual Turkey Ride	63
La Jolla Rough Water	24	A philosophy of 5 parts	64
Does your diet provide adequate nutrition	26	Rowing for the record books	67
NEW PRODUCT : Endurolytes Fizz	28	The Lost Boys	68
Hill Training - Make the hills your friend	30	January Hammer Camp	69
Off season is no time to be on autopilot	32	Bacal beats them all	70
Should I stay or should I go?	34	HAMMER-ing across the U.S.A.	72
Krill oil vs. fish oil	36	Hammerbuck\$	74
Still swimming	37	Event calendar	78
Proud Mary	38	From our athletes	80
Olympic dreams	38		
Through the valley	40		
Reflections on #100	42		

ON THE COVER

Phil Grove gets down and dirty at the Rad Racing Gran Prix in Seattle. Photo : Mike Hone

ENDURANCE NEWS

The informed athlete's advantage since 1992

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Our Mission

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

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

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

Back issues available at www.hammernutrition.com

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LETTERS

THANK YOU

Thank you very much for publishing Dr. Misner's recent articles concerning plant-based nutrition. I liked the WADA article, which I thought was a funny way to present his ideas. Too bad others couldn't appreciate the humor. He is referencing exactly the same sources that I used in making the switch myself to plant-based nutrition three years ago. I have never felt or performed better. I'm especially impressed with how Dr. Misner takes the conclusions researchers used in chronic disease reversal, and applied them to athletic performance, which is an area that is sorely lacking. It validates my own experience, reassures me, and inspires me to continue. Once again, keep up the good work. You guys are head and shoulders above those other companies.

Thanks, Lance

BOOSTING KNOWLEDGE

I just want to say how much I appreciate your Endurance News. I always learn something new (and have just ordered some "Race Day Boost" to test).

Regards, Chris Bennett

FROM THE EAST

You asked for letters. I just finished competing in the United States Canoe Association National Champions in Peshtigo, WI. I used your product for the 1st time, and it really gave me the boost and the stamina that I needed. I used the Sustained Energy immediately prior to the event (I know that is not recommended but it worked for me) and the regular HEED sports drink for the race. I had plenty of energy for the whole race, 2 hours and 18 minutes.

How about some exposure for us marathon canoers? We use a lot of Hammer products, and almost all of our races are east of the Mississippi. The United States Canoe Association puts on hundreds of races all over the Midwest, but very few in the far west. Our biggest races are The General Clinton 70 Miler in New York on Memorial

Day, The AuSable River Marathon in Michigan on the second weekend in July, the USCA National Marathon Championships usually the second weekend in August (a different venue every year), and the 90-miler in the Adirondacks in New York on Labor Day Weekend.

Thanks, Terry Pontius

HAMMERING ON

I've been doing triathlons for two years now with a century bike ride between races. I've been using your products for the past year but wanted to wait to write in after I determined the effects on my training and races . . . BAAM! Hammer came through for me on my last triathlon. I had a case of the stomach flu two days prior to my race. I couldn't "stomach" food. I was drinking HEED and taking Endurolytes to help with my fluid loss (talking to Ralph on the big white telephone!). At midnight before the race, I started drinking Perpetuem (the only thing that settled my stomach). I almost "bagged out" on the race but decided to "Hammer on!" I finished only three minutes slower than last year's triathlon with only one "pit" stop. Thanks Hammer for the great products, excellent service, and pulling me through my race! Hooah!

Thanks, Dale Moyer

MARKETING HYPE

Greetings—I'll start by saying I discovered Hammer products two years ago and have become totally committed to their use in training and racing. I'm faster and feeling better than ever.

I also enjoy reading Endurance News. However, even though I believe in and use the products, I read the publication with a skeptic's eye as it is a sophisticated advertisement. A case in point is the recent article, "The Best Drinks for Endurance? What?!" On the one hand, I completely agree with the findings of the referenced papers—that HFCS may well be to blame for many health

- keep reading on page 5

www.hammernutrition.com 3



*Brian enjoys a ride outside of West Glacier, MT.
Photo : Kelly Pris*

Welcome to the 72nd issue of Endurance News.

This is our last issue of 2010, and our largest to date, with 92 pages packed full of interesting articles from our staff and contributors, as well as loads of race reports and updates from you, our clients. I don't know about you, but I really liked the last issue of this publication. In fact, I think it was our best ever, but I've said that about almost every issue, so maybe I'm not the most objective. Or maybe it is true because we refine and improve each

issue so much that it outshines the previous. I was reviewing issue #71 a couple of weeks ago when my wife pulled out issue #65 from September of 2009. Wow, was I surprised at the difference. Issue #65 was 64 pages long and now looks like a dated newsletter. For 2011, we have further refinements planned for Endurance News and a new distribution schedule. So, the first issue of 2011 will be on your doorstep in the beginning of February, instead of January as we've done in the past. Following a February, April, June, August, October, and December schedule will allow us to send out two summer issues, capturing a lot more racing action from late summer/early

fall, as well as our first-ever holiday issue!

I'm already looking forward to next year- with all of the new products and new flavors of existing popular products, it's going to be exciting to hear your feedback and all of the creative and inspirational things you'll do while enjoying them. In the meantime, we'll be working on lots more, like our 2011 catalog and the 9th edition of the GUIDE To SUCCESS. The latter of which has been out of print almost the entire year. Steve and I have gone through it from front to back (mostly him) and updated, enhanced, and refined the message so that it's easier to understand and provides quick reference charts and summaries of each article. The page count has swelled to upwards of 150 with these enhancements and the addition of some photos to break up the text. It is now a real book and one that every endurance athlete should have on their desk or bookshelf.

Tucson Training Camps

Well, the February and March editions of our camps sold out in what seemed like no time. In fact, the February camp is almost all multi-year veterans and the March camp is mostly 2010 alumni. The return rate alone should be enough to convince even the most skeptical that it's a worthwhile experience. However, the January camp still has six openings left to fill. Besides all of the usual fueling, coaching, and EMS'ing that goes on, we've added chiropractic—to this camp only—with my cousin, Stephen Legate, and his portable adjustment table. He'll provide structural evaluations and spinal/cervical adjustment/alignment to all camp participants, free of charge. Free chiropractic care for a week is nearly worth the price of admission in my book, and it's just the bonus on top of all of the usual goodness. I know it may seem a bit early, or mid-winterish, but late January is actually prime time for beaucoup base miles, fun in the sun, and everything that Tucson, The Cycling House, and the Hammer Camps have to offer. Take a look at the article on page 69, check the website for even more details and testimonials from past attendees, then book one of the remaining spots. You won't regret it.

New Products and New Flavors are in Stock Now!

Unlike our transition from plastic jugs

- continued on page 5

"Thanks, as always, for your great support and products." - Glen G.

to plastic bags, which has been mired in manufacturing challenges and the ever-changing labeling requirements from the FDA, the development and release of Endurolytes FIZZ, Perpetuem Solids, Strawberry-Vanilla Perpetuem in powder and solids, and the new vanilla flavor of our Hammer Soy protein has proceeded smoothly and on schedule. This is mostly due to the efforts of our most important "behind the scenes" staff member, Bob Weaver. Officially he is our Operations Manager, all-around-fixer, and software guru. However, he also has a passion for product development and worked countless overtime hours to keep these products on schedule. Bob also deserves most of the credit for the Montana Huckleberry Hammer Gel flavor that everyone, including me, can't get enough of. Sure it was my idea, but I had discounted it as too expensive and problematic to acquire berries due to the wild harvest and supposedly limited amount available. On the other hand, it was Bob who did the leg work and discovered that we could procure enough hucks on the open market for our needs at a price that would allow us to add it to our line up. I'll thank Bob now for all of you who are enjoying that flavor more than you thought a person could enjoy a flavor of gel. Yes, it's that good, if you haven't already tried it. Anyway, as you read this, all four of these new products/flavors are in stock and ready to go out the door. Order some up and do let us know your opinion as we value it greatly.

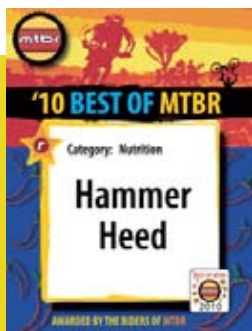
In the meantime, enjoy the fall colors, Thanksgiving, Christmas, New Year's, or any other holidays that you celebrate. We'll see you in February with another great issue of Endurance News.

Enjoy the read,

Brian Frank

Brian Frank
Proprietor

Thank you for all of the votes to make HEED the best in it's class once again!



LETTERS continued

conditions (notably diabetes and obesity). However, that isn't what the article was really about. It is interesting that caffeinated drinks that are high in HFCS improve performance in endurance events. To properly convince one not to go that route, though, evidence should be drawn from studies of endurance athletes whose use of the products may be very different than those in the general public. Endurance athletes may have far fewer of these drinks and may well metabolize the HFCS differently under the physical stress of training or competing.

My point, in short, is that the author of this article used a strategy common in the advertisement

industry (that of citing scientific papers out of context). I love your products and don't believe it is necessary for you to go this route in their promotion. Let them stand proudly on their own merits.

Sincerely, Jeff Owen

Do you have something that you'd like to say? Send your thoughts to letters@hammernutrition.com

The great debate Helmets: to wear or not to wear?

In EN #70 we published a photo of a contributing author not wearing his helmet. The feedback has been intense on both sides. As a way to "wrap up" this issue, we've selected two letters with opposing views as well as written our final response.

There is no logical reason why a cyclist should not wear a helmet; it should be mandatory as it is for motorcycles in many states. Yes, there are circumstances where a bicycle helmet would not prevent death or injury, just as there are auto accidents where a seat belt and air bags won't work either. But in the significant majority of cases when such technology is available, lives are saved and injuries lessened. Please, do not run any pictures of current generation cyclists without helmets. This presents a poor example for up-and-coming cyclists and I will seriously consider not using your products and encourage my athlete friends to not use your products either should you continue to run such rubbish.

Sincerely,
Bryon

I just read Issue 71, and the Letters section caught my attention – Helmet Safety, to wear or not. I like the response from Chris Kostman. I ride mainly on the road with some off road downhill thrown in. I choose not to wear a helmet. It's my choice, and I like the freedom of riding without a helmet on. Chris points out that bicycle helmets don't offer the protection of a motorcycle helmet, and I agree. When and if I crash, I am more worried about the rest of my body. Yes, I have crashed, and I have not had any head injuries. Remember back in the day when you were actually taught how to crash?

Cheers,
Jason

Our final response:

We have received numerous letters regarding both the photo (which appeared in EN #70) and Mr. Kostman's response (in EN #71) regarding the use or non-use of helmets and, surprisingly, they are evenly split. We see no middle ground between the opposing sides.

For the record, everyone at Hammer wears helmets when riding bikes and we believe it is a good practice and recommend it. You've never seen a photo of Hammer staff or sponsored athletes without helmets in these pages because it has not happened in 71 issues. We also respect the opinions and actions of those who feel differently.

However, I take specific issue with the threats made by some letter writers of discontinuing the use of Hammer products because we ran a photo of a cyclist without a helmet on these pages. Those threats and the suggestion that a single photo, by a contributing author, constitutes promotion of unsafe behavior is what is rubbish. We will not be intimidated by economic blackmail into censoring our articles or photos because someone may disagree or be offended.

Feel free to write in, but no further comments on this subject will be printed in this publication.

Brian Frank
Proprietor





Photo : Madeline Frank

FROM THE SADDLE OF STEVE BORN

BY STEVE BORN

Welcome to the 72nd edition of Endurance News, our final issue for 2010! If your season has come to a close, I hope that it was a successful one. If you're still actively competing, I want to wish you the very best of success in your training and racing.

Remember, we're here to help you get the very most out of all of the time and energy you put into your workouts and races. So if you have questions about any of the Hammer Nutrition® supplements and fuels, or if you need to go over your current supplement/fueling program, please don't hesitate to contact us!

In this issue's column, I've discussed our involvement in late fall/winter sports such as cyclocross, snowshoeing, and Nordic skiing. For those whose seasons have ended, I want to let you know where to find one of my favorite columns from past issues of EN, "Off-Season Supplement Suggestions." Though not part of my official "column," I wanted to share some information about potassium that I think you will find both interesting and useful. You'll find that on page 8.

Hammer Nutrition®- sponsored winter sports

I realize that it will probably still be autumn when you receive this edition of Endurance News, but for those of us who live where "winter" means "snow," it's not too early to talk about winter sports. For nearly a decade we've been sponsoring Nordic (a.k.a. "cross country") skiing races; our support for the sport has grown annually, and we look forward to a great 2011 season. We sponsor a number of events of all distances throughout the country, including the majority of the races in the American Ski Marathon Series (ASM). In addition to that, I'm also excited to announce that again in 2011 HEED is the official drink mix of the American Birkebeiner, the largest (over 7,000 participants!), most prestigious cross country ski marathon in North America.

If you're lucky enough to live where winter means snow and you are a Nordic skier, chances are you'll see a Hammer Nutrition® presence at one of the major races near you! Here is the list of the ASM races that we plan on sponsoring in 2011; be sure to check the Hammer website for additional Nordic races that we may be supporting.

- 1/22 – Pepsi Challenge XC Ski Race
- 1/29 – Craftsbury Ski Marathon
- 1/29 – Noquemanon Ski Marathon
- 2/5 – Boulder Mountain Tour
- 2/5-6 – City of Lakes Loppet
- 2/12-13 – North American Vasa
- 2/22 – Minnesota Finlandia
- 2/26 – American Birkebeiner
- 3/27 – California Gold Rush

I'm also pleased to announce that we're once again partnering with the United States Snowshoe Association as the Official Energy Product of the USSSA. We'll be providing product support for the races that make up the 2011 Dion Showshoes U.S. National Snowshoe Championship events, as well as the 11th Annual United States National Snowshoe Championships. As we go to press with this issue of Endurance News, the 2011 schedule is still being finalized, so keep checking the Hammer Nutrition® event sponsorship calendar (www.hammernutrition.com/calendar/events/) and the USSSA website (www.snowshoeracing.com) for updates on the race schedule. **HN**

- continued on page 7

Off-season supplement suggestions

This is an article I wrote many years ago, first appearing in *Endurance News* #29 in 2000. Updated versions have appeared in EN #48 (2005), EN #52 (2006), EN #56 (2007), and EN #60 (2008). In EN#66 (2009) I updated the article once again. After reviewing this most current version of the article, I realized that all of the information and recommendations are still pertinent and didn't require any further editing or updating. That's also why, for the first time in many years, the full-length article isn't being reprinted in this issue.

Still, it's one that I highly recommend that you read and seriously consider implementing the supplements that I've suggested, if you're not already doing so. You can find the article in the "Advanced Knowledge" section from the KNOWLEDGE link, under the headline entitled "Off-Season Supplement Suggestions." **HN**

Hammer Nutrition® supports cyclocross

In our event sponsorship article in this issue, you'll notice that we're taking on more and more "cross" races annually (additional ones were mentioned in the previous issue of *Endurance News*). This is obviously a sport that is growing by leaps and bounds, and we at Hammer Nutrition® are excited to be involved with so many great cyclocross series this year. For 2011 we're looking to expand our involvement in the sport, so if you know of a series or any individual races that we're not yet sponsoring but should, please email me directly at sborn@hammernutrition.com. **HN**

It's been a fairly hectic season of travel for me again this year, though I've enjoyed pretty much every minute of it. In the last issue of EN, you read about Team Hammer Nutrition's domination at the 24 Hours of Adrenaline race, held over the weekend of July 24-25 in Canmore, AB, Canada. I was the team's crew chief and it was an absolute blast helping them achieve their well-earned victory. Next up was the Run for a Reason expo in Sacramento, California, put together by the Be Change charitable organization. Here I had the opportunity to do a fueling seminar for a large gathering of athletes training for the California International Marathon. In addition, I also got to hang out with all of the great Be Change people, including some pretty amazing ultra runners—Jimmy Dean Freeman, Jason Harper, and Ray Sanchez (see photo: I'm the non-ultrarunning-looking guy on the right!). A mere week and a half later, I headed up to Penticton, BC, Canada with coworkers Brad Lamson and Phil Grove for Ironman Canada. With the Hammer Big Rig taking up the entire parking lot in front of Impact Multisport (operated by my friend Kevin Cutjar who recently won Ultraman Canada and broke the course record to boot), we certainly drew an awful lot of people to our venue over the four days we were there. It was really great to meet new friends and to catch up with longtime friends, such as Fred Goss, who stopped to discuss last minute fueling plans and take a photo with me.

By the time you read this, most of the remaining travel I have planned for 2010 will have been completed, with the first one sure to be a most memorable trip to France, courtesy of my friend and employer, Brian Frank. This is a trip we've dreamed about doing for a long time, and with only a couple days before it's happening (as I write this), I can hardly believe it . . . I can't wait! After that sure-to-be-unforgettable trip, it'll be back to business with the annual Interbike Trade Show in Las Vegas, Nevada on September 22 - 24. I'll have a short respite after that to gear up for crewing for our team (Matt Butterfield, Phil Grove, Jason Keister, and Dustin Phillips) at the 24 Hours of Moab on October 9-10. The team has already flexed its muscle quite mightily at both

the 24 Hours Round the Clock (Spokane) and the 24 Hours of Adrenaline (Canmore), and I'm hoping to report the same kind of results from Moab in the next issue of EN.

A couple of days after Moab, I'll be hopping on "the big silver bird" (as my wife refers to planes) to meet up with my Aussie-born wife who has spent a few months there to visit family. It's been awhile since we've been together, so that's a trip I've been looking forward to for a long while . . . getting to spend my anniversary with my wife in her homeland will be nothing short of fantastic. A couple weeks after returning back to the States, however, one last work-related trip for the year (I believe it's the last!) awaits me—the Silverman Triathlon in Henderson, Nevada, on November 8 (expo runs from the 5th - 8th). I've attended this event every year since its inception, and it's simply one of the best half and full iron distance races one could ever do. It's an extremely difficult race, of that there's no doubt, but the meticulous details that the Silverman staff put in the race, headed up by race director Frank Lowery, is pretty amazing . . . they do a spectacular job.

Not sure where I'll be after that, but I think a little breather may be in order! **HN**



Fred Goss and I at Ironman Canada.



Jimmy Dean Freeman, Jason Harper, Ray Sanchez, and myself.



Eating Healthy

With potassium-rich foods

BY STEVE BORN

Without question, potassium is an important mineral, playing a major role in several important functions in the body. Potassium is essential for the normal functioning of the muscles, heart, and nerves; it helps the body regulate activity of muscle, including the involuntary muscles (such as the muscles found in the digestive tract), skeletal muscle, and the heart muscle. It is also important for maintaining normal heart electrical rhythm and for normal electrical signals in the nervous system. Potassium is also involved in protein synthesis from amino acids and in carbohydrate metabolism.

Focusing solely on the cardiovascular system, the conclusions of ten studies were presented by the American Heart Association earlier this year, confirming that eating foods rich in potassium may help reduce the risk of coronary artery disease and stroke. These multiple studies involved over 250,000 people over a more than 40-year period and showed that those with a higher potassium intake had an 8% lower risk of coronary heart disease and a 19% lower risk of stroke.

In 2004, the Food and Nutrition Board of the Institute of Medicine established the following standards for adequate daily intake (ADI) of potassium for both males

and females:

- 4-8 years old – 3,800 mg
- 9-13 years old – 4,500 mg
- 14 years and older – 4,700 mg

Unfortunately, the typical Western diet is too high in sodium and too low in potassium. We consume about twice as much sodium as potassium, which is opposite of what is optimal for reducing the risks of a number of negative health consequences, such as hypertension and cardiovascular disease. The average American consumes about 12 to 15 grams of salt daily, equaling 4,800 to 6,000 mg of elemental sodium, more than double the FDA-recommended daily limit of 2,300 mg. (Note that the American Heart Association now recommends a daily limit of 1,500 mg.) Potassium intake, however, doesn't reach the earlier-listed ADI standards, with most people only consuming roughly half of the recommended amounts.

It should be the goal of everyone to lower their daily sodium intake while increasing their intake of potassium, which is found in abundant amounts in a number of foods, some of which are listed to the right.

Potassium Safety

Potassium supplements and potassium-containing supplements are safe when taken at appropriate dosages. If you

take a bit too much, the excess is simply excreted in the urine. Potassium overdose is rare. Called "Hyperkalemia," it is associated with tachycardia (heart rhythm irregularities), which typically require an intake of more than 15,000 mg per day.

However, people who have kidney dysfunctions that impair their ability to excrete potassium, or who are on medications such as ACE inhibitors and potassium-sparing diuretics, should have their potassium intake—both from supplements and foods—monitored under the supervision of a physician.

Summary

We are all consuming too much sodium and not enough potassium, and for optimal health we must make some changes in our diet. Based on the conclusions of the earlier-mentioned, eye-opening studies, it seems abundantly clear that lowering one's daily salt/sodium intake, while making sure the diet contains sufficient amounts of potassium, is vitally important for optimal health and for lowering your risk of a number of negative health consequences. With so many potassium-rich foods to choose from—including many more than I've listed—it's super easy to reach your daily potassium requirements. **HN**

Include these potassium-rich foods in your diet!

Lima beans (1 cup)	955 mg
Winter squash (1 cup)	896 mg
Pinto beans (1 cup)	800 mg
Artichoke (cooked – 1 cup)	595 mg
Sweet potato, with skin (1)	508 mg
Cantaloupe (1 cup)	427 mg
Banana (1)	422 mg
Cucumber (1 cup)	420 mg
Spinach (steamed – 1/2 cup)	415 mg
Almonds (2 ounces)	412 mg
Papaya (1)	360 mg
Nectarine (1)	288 mg
Strawberries (1 cup)	254 mg
Orange (1)	237 mg
Pear (1 medium)	200 mg
Carrots (1/2 cup)	177 mg
Cauliflower (1/2 cup)	151 mg
Cabbage (1/2 cup)	147 mg
Broccoli (1/2 cup)	143 mg
Avocado, raw (1)	180 mg

Stay at the top of your game!



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RR/1	\$2.80
RR/6	\$15.70
RR/32	\$49.95

/ = flavor; Chocolate (C), Citrus, Strawberry (S)

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



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PRODUCT SPOTLIGHT

REM Caps

BY STEVE BORN

While lack of sleep can have dire consequences, adequate sleep provides only positive, healthful benefits. In a typical day, a person's waking hours are consumed trying to meet the many mental and physical demands encountered at every turn, as well as replenishing vital nutrients as they are being used up during these daily activities. In the hours remaining—during sleep—the body takes a time-out to rebuild and recharge, preparing for the day ahead.

chance you have as well—that falling asleep quickly and staying asleep can be a real challenge, especially after a tough training day and/or in the days leading up to a race. These specific times, when your body really needs to get a full amount of sleep, may be when it gets the least . . . definitely not a good scenario. If you're suffering from part-time or chronic insomnia, there is a good chance that you will have increased levels of stress hormones in the blood, which may compromise your immune system, potentially increasing your risk for getting sick. In addition, the precious time spent sleeping is the time that your body needs to rebuild muscle tissue. Less sleep equals less time for complete and thorough recovery, which in turn equals declining performance over time.

Needless to say, the important connection that health and athletic performance have with adequate amounts of high quality sleep is hard to overstate. If you ever hope to make gains in your training, without your immune system taking a beating, and if you want to ensure that you're well rested in the days leading up to a race, you need to make sure you're getting adequate sleep. That's where REM Caps comes in. Its unique formula—a proprietary blend of specific nutrients in therapeutic doses, all working synergistically—is ready to help you derive the full benefits from a complete and thorough sleep. REM Caps is the safe and effective way to help you fall asleep faster and stay asleep longer.

REM Caps FAQs

Q: Is it OK to take REM Caps—specifically melatonin—regularly?

A: While there is one school of thought that suggests that one could develop a tolerance to melatonin (one of the primary ingredients in REM Caps), many believe that melatonin has such potent antioxidant/anti-aging

"Sleep deprivation can put you in one of the worst holes you'll ever experience. It goes hand in hand with overtraining, erratic training, and poor performances." Those are words from highly respected coach Nate Llerandi, who labeled the lack of quality sleep "the ultimate performance killer."

Dr. Bill Misner elaborates:

You and your training partner carefully measure the optimal protein intake for the "max" in-muscle growth response. You both take the exact same state-of-the-art supplements and follow the same "perfect" workout dictated by your aggressive, but prominent, personal trainer. Your partner's gains are what you'd hoped for . . . what went wrong? Deep sleep patterns may mean the difference between big anabolic gains and none at all! Both bodily repair and anabolic growth occur only during quality rest and when deep sleep patterns become routine.

It's pretty obvious: if you're not obtaining the right amount of high-quality sleep each and every night, not only is your athletic performance being sabotaged, so too is your overall health!

Common Problem with Disastrous Results

Obtaining enough quality sleep is a problem that affects many people, athletes and non-athletes alike. A 2005 survey indicated that more than 27% of adults suffer from insomnia on a regular basis. I'd suggest that in just five year's time, it's quite possible that percentage has increased, if only due to the seemingly ever-increasing amount of stress from a variety of sources that we face daily. A study done in 1995 found that nearly 50% of all people were dissatisfied with their sleep five nights monthly, sometimes even more. I'm betting that number has increased as well, for the same reasons just mentioned.

I have often found—and there's a good

- continued on page 13

The solution for "the ultimate performance killer"

The REM Caps Formula

Valerian Root Extract –

Valerian is perhaps the most widely used herb for the treatment of nervousness, stress, anxiety, and insomnia. Valerian is also beneficial for improving circulation, treating high blood pressure, reducing mucus accumulation during colds, relieving muscle cramps, and helping to relieve the symptoms of irritable bowel syndrome.

Melatonin –

Melatonin is a hormone that is naturally produced and secreted by the pineal gland, a tiny organ in the brain. Melatonin is responsible for regulating the biological rhythms in humans and is an effective aid for alleviating insomnia. Additionally, melatonin is also a very powerful antioxidant. One well-known nutritionist has stated that melatonin is "one of the most powerful antioxidants ever discovered with a greater range of effectiveness than vitamin C, vitamin E, or beta-carotene..." Another highly respected nutritionist writes, "Melatonin neutralizes one of the most damaging free radicals, and does so five times more effectively than the antioxidant enzyme glutathione..." Due to its antioxidant benefits, melatonin has been shown to be a powerful immune system stimulator and a substance that is garnering substantial attention as having genuine anti-aging properties.

5-HTP (5-Hydroxytryptophan) –

5-HTP is isolated from the seed of the Griffonia simplicifolia plant and is a natural precursor of the

hormone serotonin that, along with melatonin and valerian, helps to prevent insomnia. Along with melatonin, 5-HTP also enhances the release of growth hormone during sleep. In addition, several other low-serotonin-level conditions are aided by the use of 5-HTP:

- Depression
- Carbohydrate craving
- Tension and migraine headaches
- Premenstrual syndrome
- Fibromyalgia

Magnesium

(as Amino Acid Chelate) –

Of the dozens and dozens of roles magnesium plays in the body, one of the primary benefits for aiding sleep is that it helps the muscles to relax. Along with the valerian component in REM Caps, magnesium can provide real benefits for anyone suffering from night cramping.

Enzyme Enhancement System™ (proprietary blend of protease, amylase, cellulase, lipase, phytase) –

The aging process can deplete/diminish the amounts of digestive enzymes the body produces. Adding enzymes to products works with the body, replenishing what it no longer can provide and helping a person to absorb and assimilate the maximum amount possible.

What athletes are saying about REM Caps

"REM Caps is a great product. In addition to helping me fall asleep, the sleep I get is more restful. I am remembering dreams more, which has always correlated to feeling better rested. Even on nights when I get to bed late, I awake feeling good. Thanks!"

- Scott Eppleman

"REM Caps helps a lot!"

- Laura Bergmann

"My son is autistic, and my wife and I have recently discovered that REM Caps enable him to sleep all night long, achieving deeper sleep and thereby not suffering from seizures at night. He was on several "harsh" medications, but we are much more comfortable giving him a "natural," less harmful way to achieve REM. Thanks Hammer Nutrition!"

- Wade Ward

"I've found that the combination of the Tissue

Rejuvenator and REM Caps has helped me not only recover from injury, but recover 100% from the training the day before and leaves me ready to hammer my workouts to the fullest the next day. I've never felt that way until now. I'll continue using the Hammer Nutrition products because of their continued success!

- Ricky Welborn



Take 1-3 capsules one hour before bedtime.

Tips for ensuring a healthful night's sleep

1. Plan on a daily transition from stimulating activities to less active, relaxing pursuits up to three hours prior to sleep. Some possibilities include reading, listening to music, and taking a warm shower or soaking in a warm bath.

2. Avoid consumption of caffeine and alcohol, and limit-to-avoid consumption of foods rich in tyrosine or tyramine, three or more hours before going to bed. Foods containing tyrosine include almonds, avocados, bananas, dairy products, pumpkin seeds, and sesame seeds. Tyramine-rich foods consist of aged cheeses, aged or cured meats, and soybean products such as tofu, miso soup, and soy sauce.

3. If possible, avoid stimulating and stressful situations before bedtime. This

includes vigorous exercise, "serious" discussions or arguments, watching TV, or being online. Turning off all electronics an hour or more before bed is recommended.

4. Make the primary purpose of the bedroom the place to sleep. Don't work, watch TV, or use a computer in the bed or the bedroom. When you go to the bedroom with the goal of it being solely your "sleep zone," this signals the brain and body that it's time to relax, close your eyes, and drift off to sleep when you get in bed.

5. See if you can synchronize your sleep pattern with available sunlight by developing the habit of going to bed when the sun sets and waking near the time when it rises. While this is not always possible, you can try to reinforce your basic sleep cycles

(circadian rhythms) by providing a dark, quiet environment for sleep.

6. If you nap between two-a-day workouts, attempt to sleep for at least 90 minutes to complete a deep-sleep cycle for optimal recuperation and muscle mass growth during sleep.

7. Sleep in a well-ventilated room. Fresh air and comfortable room temperatures allow for the best sleeping conditions. If the temperature inside the bedroom is too warm, discomfort, tossing and turning, and poor sleep is the usual outcome. If the weather coming in from the outside is cold, simply do your temperature adjustment via the addition of more blankets.

G1V3 UP TH3 COUNT. G3T SOM3 SL33P!

In today's stressful world, it's oftentimes difficult to obtain adequate sleep. Athletes engaged in hard training especially need the benefits of sound sleep to allow their bodies to recover. Don't let an insufficient amount of quality sleep compromise your health and sabotage everything you've worked so hard to achieve in your training. The nutrient combination in REM Caps allows you to reap the health and performance benefits of a more sound, restful, and productive sleep.

- Improve quality and length of sleep
- Enhance growth hormone release during sleep
- Help relieve tension and anxiety

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- continued from page 10

benefits that it may be prudent to take it regularly. In particular, melatonin detoxifies the highly toxic hydroxyl radical as well as the peroxy radical, peroxy nitrite anion, nitric oxide, and singlet oxygen, all of which can damage macromolecules in brain cells. Additionally, melatonin stimulates a variety of antioxidative enzymes including superoxide dismutase, glutathione peroxidase, and glutathione reductase. One additional advantage melatonin has in reducing oxidative damage in the central nervous system is the ease with which it crosses the blood-brain barrier.

More recent studies involving both men and women show that melatonin may help reduce blood pressure, therefore reducing elevated blood pressure, one of the leading risk factors for stroke. In one study, while daytime blood pressure readings remained unchanged compared to placebo, melatonin supplementation significantly decreased nighttime blood pressure, but without modifying heart rate.

Perhaps melatonin's most impressive benefits come via its ability to help fight a number of cancers, including breast cancer, liver cancer, non-small-cell lung cancer, and prostate cancer. Additionally, at least one study suggests that melatonin may also help counteract the undesirable side effects of chemotherapy treatment. After one year of melatonin supplementation, patients demonstrated a higher rate of survival and were significantly protected against many of the side effects associated with chemotherapy.

Lastly, a 2004 study suggests that migraine sufferers may be able to reduce the frequency and severity of their headaches by using melatonin. In this study, a 3mg dose of melatonin (the same amount in one REM Caps) was given 30 minutes prior to bedtime for three months. Of the patients who completed the entire three-month study, over two thirds experienced at least a 50% reduction in number of headaches per month, with the added bonus of the intensity and duration of their headaches decreasing. Researchers attribute this to melatonin's anti-inflammatory and free-radical-scavenging capabilities.

It's clear that melatonin supplies a plethora of benefits, beyond being an effective sleep aid, which suggests the daily use of REM Caps worthy of consideration.

Q: What is that "distinctive" odor that emanates from my bottle of REM Caps?

A: That strong smell is the naturally occurring scent of the valerian root component of REM Caps.

Q: I noticed that REM Caps contains 5-HTP, which I heard is somewhat similar to the amino acid tryptophan. What's different about 5-HTP?

A: 5-HTP (5-Hydroxytryptophan) is an extract from a natural legume, Griffonia simplicifolia, not from the fermented form of the isolated amino acid tryptophan. 5-HTP is actually a metabolite of the amino acid tryptophan, a direct precursor of the neurotransmitter serotonin. (Tryptophan is a precursor for serotonin but is two metabolic steps away from serotonin). 5-HTP differs from tryptophan in that it slightly increases the activity of an energizing neurotransmitter, norepinephrine, as well as the calming one, serotonin. Serotonin has been reported to play a role in the onset of sleep as well as having an effect on the amount of deep sleep, which may positively influence the quality and quantity of nighttime growth hormone release. By improving deep sleep or stage 4 sleep quality, your body responds with an increase in growth hormone production.

Summary

Coach Llerandi states, "If you've got your training program dialed in but aren't performing up to expectations, increasing your sleep could

be the missing piece of the puzzle." Unfortunately, in today's stressful world, it's oftentimes difficult to obtain adequate sleep. However, you don't have to allow an insufficient amount of quality sleep to compromise your health and sabotage everything you've worked so hard to achieve in your training.

REM Caps is the solution and it's ready to go to work for you. Its nutrient combination allows you to reap the health and performance benefits of a more sound, restful, and productive sleep. In addition, many general health benefits may be derived from the regular use of REM Caps, which suggests that daily use of REM Caps is worthy of consideration, whether you have sleeping issues or not.

We suggest taking one to three capsules 60 minutes prior to sleep. Start with the lowest dose, as that will provide 3 mg of melatonin, which works for most people.

HN



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- Suppress appetite without stimulants
- Help increase fat metabolism
- Reduce potential for carbohydrate to fat conversion

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NEW PRODUCT!

PERPETUEM SOLIDS

Long-lasting, chewable energy source

BY STEVE BORN

The issue has been resolved! With Perpetuem Solids you can now enjoy a high-quality, solid-food fuel, one that:

- Stays fresh no matter how long or hot your workout or race is.
- Doesn't contain refined sugars or artificial sweeteners to flavor it.
- Doesn't require preservatives to maintain the integrity of the ingredients.

Ever since the gelatinous energy cubes, blocks, and similar products have been on the market, we've worked nonstop in the hopes of making one that was Hammer Nutrition®-worthy. Unfortunately, after countless attempts, we found that it simply couldn't be done without the inclusion of copious amounts of simple sugars in the formula. The same is true with a gel or ready-to-drink "carbohydrate + protein" product—refined sugar and/or preservatives are required in order to keep the protein component from degrading.

As you know, we are very much anti-simple sugar; we believe these sugars (the ones that end in "ose") are inappropriate carbohydrate sources for both athletic performance and overall health. As a result, neither a chewable, gelatinous version of Hammer Gel nor

a "Perpetuem Gel" product was possible for us to produce, at least not without compromising our standards, which we certainly were not going to do.

Still, we were not deterred from achieving our goal of making a high-quality, chewable energy fuel, and with Perpetuem Solids we've nailed it. These easy-to-chew tablets contain the same effective and time-proven ingredients as Perpetuem in the powdered form. Of course, as is the case with all of the Hammer Nutrition® fuels, there are no refined sugars and no artificial colors or sweeteners in Perpetuem Solids. They are super convenient as well and, perhaps best of all, they don't have a time limit on palatability or stability as is the case with premixed bottles of Perpetuem in the powdered form.

Oh yes . . . did we mention Perpetuem Solids taste great as well? They really do—we know because we've thoroughly taste-tested several prototypes before agreeing upon the final version. Available in three flavors—Caffé Latte, Orange-Vanilla, and Strawberry-Vanilla, all of which are very tasty—we know that there's at least one flavor, quite possibly all three, that you'll love.

Perpetuem Solids can be used for workouts and races of any duration, but

they're primarily designed to augment the use of other Hammer Nutrition fuels during those lasting more than two hours. Perpetuem Solids are especially beneficial for longer-duration workouts and races, when high-quality, solid food is desired and when carrying premixed bottles of powdered Perpetuem may not be practical. A couple of examples: Perpetuem Solids are absolutely perfect for use during the run portion of a half or full iron distance triathlon, or at any time during an ultra running race.

Every three tablets of Perpetuem Solids contain 100 calories, they're super easy to chew and consume, they won't "go bad" no matter what the weather, and they're a complete and satisfying solid-food fuel source. You can use Perpetuem Solids with other Hammer Nutrition® fuel sources or, if desired, as a sole source of calories.

There are two caveats that need to be mentioned:

1. Perpetuem Solids are not meant to be dissolved in water. Just chew, swallow, and wash them down with water or any liquid Hammer Nutrition® fuel.
2. Although the tablets break apart very easily in the mouth, people with dentures or delicate teeth should use caution when using Perpetuem Solids.

The search for a convenient, yet high-quality, solid fuel source is over. With Perpetuem Solids you have the same exact Perpetuem formula—time-proven effective and free of refined sugars and artificial ingredients—in easily chewable, easily consumable tablets. And they're affordable too—each reusable 6-tablet tube of Perpetuem Solids costs \$3.95 and each 90-tablet "bulk supply" container retails for \$36.95.

As is the case with Endurolytes Fizz, we are extremely excited that Perpetuem Solids is finally available to you. Many of us here at Hammer Nutrition® have used the product during its lengthy testing period, and we are nothing less than stoked! Needless to say, we really believe that you're going to feel exactly the same way. Perpetuem Solids are in stock and ready to go to work for you, so give us a call or go online to order your supply today! **HN**

Learn even more about this product at www.hammernutrition.com

Exercise your body. Exercise your jaw.



The chewable fuel for extreme endurance!

- Same effective, time-proven Perpetuem® formula
- No refined sugar, artificial colors or sweeteners
- Easy-to-chew tablets
- Complete and satisfying fuel source for use anytime
- Three delicious flavors – Caffé Latte, Orange-Vanilla, Strawberry-Vanilla
- Economical – 90 Perpetuem Solids per container



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P/S6 \$3.95

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f = flavor; Caffé Latte (C), Orange-Vanilla (O), Strawberry-Vanilla (S)

From Laura's Kitchen

BY LAURA LABELLE



Date Smoothie for Two

INGREDIENTS

- 1 ½ cups low fat milk (or soy, almond, rice)
- 1 cup ice
- 4 scoops Hammer Whey (I prefer vanilla)
- 2 ripe bananas
- ½ cup date pieces

DIRECTIONS

Blend well and enjoy!

White Quinoa with Mango and Avocado Salad

INGREDIENTS

- 2 cups white quinoa
- 2 cups water
- a pinch Celtic sea salt
- 2 large ripe mangoes (not overly ripe)
- 2 firm avocados (ripe but holds shape)
- ½ cup chopped green onions
- ¼ cup chopped basil
- ½ cup olive oil
- fresh ground pepper and salt to taste

DIRECTIONS

Bring water and salt to a boil. Add quinoa and stir, reduce heat to a simmer, and cook approximately 15 minutes on low until all water is absorbed. Remove from heat and chill.

Remove meat from mangoes and avocados, and chop into ¼-inch cubes. Mix all together with chilled quinoa and enjoy!

Spaghetti Squash Bolognese

One large spaghetti squash, cut in half lengthwise, seeds removed

Bake facedown in a large (13"x9") Pyrex with an inch of water at 375°F, until it is easy to scoop flesh out of the shell. (Another option is to puncture squash and bake whole in the oven)

INGREDIENTS

- 1 pound ground organic chicken (dark meat is best for flavor)
- 1 tbsp olive oil (pure, not virgin)
- 2 tsp dry oregano
- 1 tsp fennel seeds
- 1 tbsp tomato paste
- 6 ripe Roma tomatoes, quartered
- 4 cloves peeled garlic
- ½ cup water
- salt to taste

DIRECTIONS

Blend quartered tomatoes, water, and garlic in a blender, and set aside. In a cast iron skillet, sauté oil, ground chicken, oregano, fennel, and tomato paste. When meat is mostly cooked, add blender contents to meat. Simmer on low for 20 minutes.

Put meat from squash on a platter and pour sauce over the top. Garnish with extra virgin olive oil and Parmesan cheese.





Carl (in green on the left) during the Fall Power Camp.
Photo : courtesy of Peaks Coaching Group



Carl works on his sprints
Photo : courtesy of
Peaks Coaching Group

Off His Duff! INTRO BY VANESSA GAILEY

At 82 years young, Carl Grove entered the USA Cycling Masters Road Nationals for the first time ever in August—and won both of his individual races by wide margins. Carl then went on to compete in the World Masters Cycling Championships in Austria just two weeks later and finished 4th, racing against younger athletes.

While Carl had raced seriously for a few years in his 40s, he was "riding for fun" until about four years ago, when he attended an elite cycling camp in Pennsylvania with nationally recognized coaches. Carl continued to work with personal coaches who saw his natural abilities: the capability to add muscle mass at an older age and an unusually high VO2 max. On a coach's recommendation, Carl set his sights on Nationals.

To achieve his cycling goals, for about nine months he logged 100–150 miles per week. We caught up with Carl (no easy feat!) after the World Masters . . .

"If you get a chance to look at the results of the USA Cycling Masters Road Nationals in Louisville, you will find my name and times listed for the 20K time trial, 30K tandem, and the road race. I am 82 years old and raced in the 80–85 category for the first time. My times were much faster than any others, even in lower age categories. Consequently, it was pointed out that I have probably set a new standard for 80 and above men.

Later that month, I went to the World's Masters races in Austria and placed 4th in the 75–80 group (since there was no 80–85 listing this year). First, second, and third time trial results were made by athletes four to seven years younger than me. In the road race I placed 18th in the overall 70–80 group. So considering the age differences, I feel pretty good about my performance.

I was trained by Tim Cusick of Peaks Coaching group and was introduced to Hammer products at one of their training camps in the Pennsylvania mountains. I currently receive your Endurance News and always look forward to reading it cover to cover. I use two of your products in my training and racing, Endurolytes and HEED. After reading Endurance News, I will be trying some different products that you offer as well.

I just want to create enthusiasm for what older people can do if they'll just get off their duff. I like when what I do encourages somebody else. My tip for healthful living and longevity: Eat well and exercise. It doesn't matter what you do—run, bike, swim—but do something.

To my friends at Hammer, keep up the good work."
Sincerely, Carl Grove, Bristol, Indiana

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From the archives of
Bill Misner, Ph.D.

ASK DR. BILL

Q: Is fructose a factor in heart disease? Does it inhibit endurance performance?

Whole fruit fructose, including fruit's health-enhancing fiber and vitamin donors, merits an enthusiastic "THUMBS UP" as evidenced by the peer-reviewed nutrition research. Small amounts of fructose (notably from whole fruit) are health-enhancing, but too much processed fructose is just the opposite. Nutritionists argue that the general population fails miserably to get their "five-a-day" minimum servings of fruits and vegetables. Eating whole fruit is reported to produce no negative consequences nor does it generate excess fructose. It is possible, though highly unlikely, that one could eat too much dried fruit or drink too much fruit juice, making their intake high enough to compromise health. Unhealthy disorders occur from either a deficiency, when whole fruit intake is low, or an excess, from consuming too much sweetener additives found in processed foods and drinks.

Deficiency: Low intake of Whole Fruit

People with low consumption of fruit and vegetables present reduced plasma concentrations of alpha-carotene, beta-carotene, and vitamin C, warranting increased consumption of fruit and vegetables substantially. On the basis of comparison with epidemiological data, the concentrations of plasma antioxidants achieved might be expected to reduce the risk of cancer.

Increasing the intake of natural fruits is a healthy intervention resulting in:

- | | | |
|--|--|--|
| 1. Raised plasma concentrations of vitamin C, alpha-carotene, and beta-carotene. | 2. These changes in plasma concentrations of antioxidants are probably associated with a reduced risk of cancer. | 3. A simple recommendation to increase fruit and vegetable intake has little effect on plasma concentrations of lipids and lipoproteins. |
|--|--|--|

Elliott et al., reported, "Concerns raised about the addition of fructose to the diet as sucrose or HFCS should not be extended to naturally occurring fructose from fruit and vegetables." The small amount of fructose from whole fruit is probably benign and may present favorable metabolic effects. There are no issues with whole fruit based on their content of the fructose.

Excessive: Whole Fruit Processing Elevates Fructose

There are a number of products on the market that claim to be "better for you" because they're sweetened with concentrated fruit juice or fructose. Fruit juice contains all the sugar of the original pieces of fruit and some vitamins, but none of the fiber. How many apples worth of juice is in one cup of apple juice? Now, imagine a single cup of juice concentrated down, with most of the water, vitamins, and all of the fiber removed (but none of the sugar) so that it takes up less space. A processed concentrate from fruit fructose is what's used when something is fruit-juice sweetened; it is essentially simple sugar.

A Little is Good, More is not Good

Once fructose is processed from fruit, the nutrient-rich fiber and vitamin content is removed. Once fructose intake exceeds 50 grams/day, excess triglycerides (fats) begin to be produced by the liver. Since the average piece of whole fruit contains only 6-8 grams of fructose (not including other sugars), it would require a considerable volume of whole fruit to generate 50 grams of fructose. Eating a few pieces of whole fruit daily supplies the nutrient-rich fiber and vitamins and controls fructose overdose.

Different types of fruits and vegetables have differing nutritional attributes. This is best achieved by emphasizing variety: Try to eat five

- continued on page 19

different fruits and vegetables each day.

Health implications Based on Whole Fruit Per Serving

Fruit juice can provide most of the vitamins and minerals of fresh fruit, but the structure of the food is disrupted and most of the fiber is lost. Most of the intrinsic fruit sugars in the fruit will have become extrinsic (not essential) during extraction and more carcinogenic. Most fruit drinks, squashes, and cordials do not contain sufficient fruit juice. Though dried fruit is a source of dietary fiber and various vitamins and minerals, the drying process converts much of the intrinsic sugar to extrinsic and destroys most vitamins such as vitamin C. In addition, the dried fruit is highly energy dense. Some processed foods—for example, fruit jam and fruit drinks—retain relatively little of the nutritional quality of the ingredients.

Frozen fruits and vegetables have similar, and sometimes better, nutritional profiles than fresh fruits and vegetables. Consumers should choose produce tinned without sugar or salt. The fruit in a fruit pie or the vegetables in a ready meal can contribute toward the "at least five" advice irrespective of the fat or sugar content of the other ingredients. To count as a portion, the fruit or vegetable needs to be present in sufficient quantity. For example, if the amount of apple in a serving of apple pie is equivalent to a whole apple, it counts as a portion.

WARNING: Processed sweeteners generate high fructose levels, resulting in the following:

1. Increased lactate
2. Insulin resistance
3. Impaired glucose tolerance
4. Hyperinsulinemia
5. Hypertriglycerolemia (*Excess levels of triglycerides*)
6. Hypertension

How Processing Fruit Sugar Creates the Aforementioned Disorders

Fructose is laevulose, or fruit sugar, a monosaccharide that occurs with glucose in sweet fruits and fruit juices. It is formed along with glucose in the splitting of sucrose and is produced in the hydrolysis of various carbohydrates, prepared by treating inulin with dilute acid. Fructose is crystallized with difficulty; the crystals melt in the range from 102°

to 104° C (216° to 219° F). Fructose is fermented by yeast to yield ethyl alcohol and carbon dioxide. Sucrose is a disaccharide because it links two monomer units (sugars), fructose + glucose. Sucrose occurs naturally in many sources, but is usually obtained from sugar beets or sugar cane. Commercially processed high fructose corn syrup (HFCS) generates 42-55% fructose added to sweeten foods or soft drinks. Table sugar and HFCS are about 50% fructose and 50% dextrose. An analysis of annual HFCS 55% and 42% products would reveal an average content of 49% fructose, nearly identical to the fructose content of sucrose.

Fructose is generally refined from cornstarch. It is claimed to be 15% to 80% sweeter than sucrose, and tastes particularly sweet when cold or in solution. It is absorbed into the gastro-intestinal tract more slowly than glucose, and does not require insulin for entry into the liver. Fructose intolerance occurs because it is poorly absorbed into the body; in fact, 80-90% is absorbed intact without breaking down. Nearly 33% of the population is unable to completely absorb the fructose they consume. While such features are appealing to sugar-intolerant diabetics, the advantages are desperately reduced by fructose's tendency to be converted to fat instead of glycogen, resulting in elevated circulating triglycerides.

Processed fructose sweeteners made from sucrose and HFCS are the primary sources which elevate fructose to unhealthy levels. On the basis of the available data regarding the endocrine and metabolic harmful effects from consuming large quantities of fructose and the potential to exacerbate components of the

insulin resistance syndrome, consuming whole food carbohydrates is preferred over all processed sugars. This may be particularly important to people with existing hyperlipidemia or insulin resistance who could be more susceptible to the adverse metabolic effects from dietary elevated fructose.

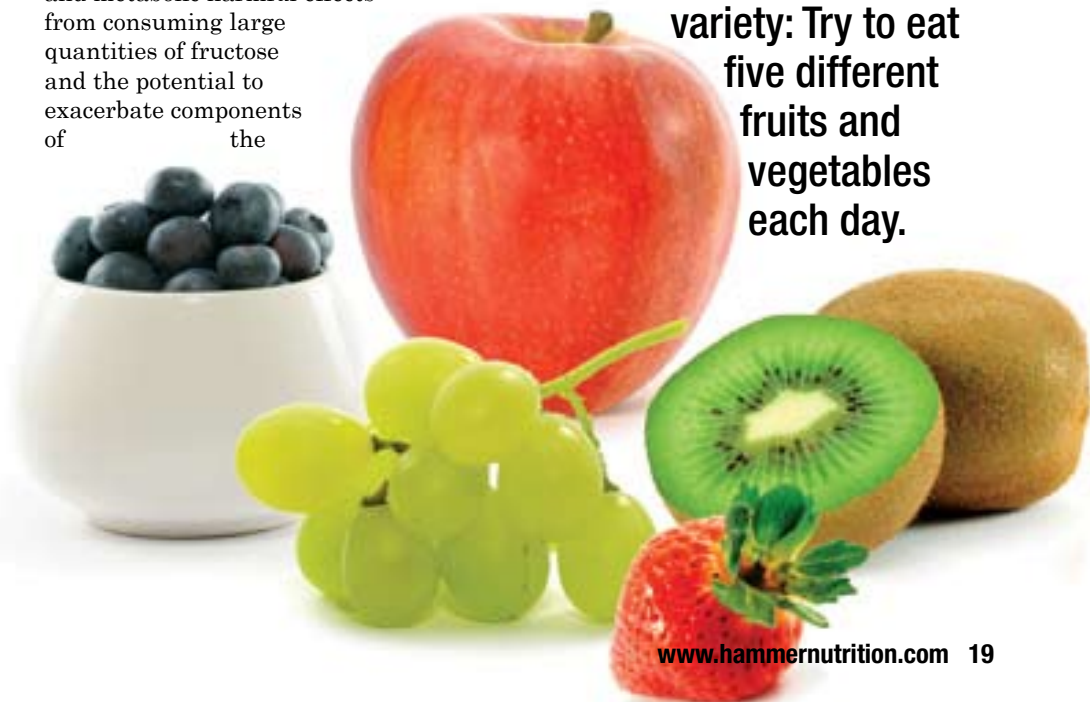
Conclusion

Whole fruit contains healthy fiber, several vitamins, and antioxidants known and shown to enhance human health. Rarely do people eat enough whole fruit to exceed 50 grams of fructose, which, when accompanied by fiber and vitamins, is healthy, not harmful. Diet patterns characterized by fruit/vegetable/whole grain/fish consumption are emphatically reported to generate a micronutrient profile associated with a reduced risk of disease. This inverse association of healthful dietary patterns with all-cause mortality and cardiovascular disease risk is supported by reliable sources from research.

Once intake of fructose exceeds 50 grams per day, elevated triglycerides and fat storage increase proportionate to intake volume. As processed fructose intake increases, compromise to health progresses. **HN**

References available upon request

Different types of fruits and vegetables have differing nutritional attributes. This is best achieved by emphasizing variety: Try to eat five different fruits and vegetables each day.





Phil stays focused while backing up the Big Rig. Photo : Brad Lamson

Road Trip Summer

In search of the perfect ride

BY PHIL GROVE



The Big Rig (and Bigfoot) makes an appearance at the Gran Fondo in Hood River. Photo : Matt Butterfield

As our rides become shorter and colder with autumn's fading sunlight, I can't help but look back on all the great people, places, and events that the road crew from Hammer has experienced this summer. We've traveled to Colorado, British Columbia, Alberta, the Southwest, the West Coast, the Tetons, and more, searching for great events and putting faces to the loyal fans of Hammer Nutrition.

A few highlights of the summer include our first 24 Hour victory in Spokane and the amazing performances by all at Ironman Coeur d'Alene. The Firecracker 50, with its "epically" tough field of riders, was eye-opening for us, and we were flattered by the great turnout at our own 9th Annual Highline Hammer. The working men were stronger than ever at the 24 Hours of Adrenalin in Canmore, Alberta, winning by 50 minutes under a full moon. Steve, Brad, and I made the long haul up to sun-drenched Penticton for Ironman Canada. The hair-raising descent in the Big Rig into Penticton was well worth it, as we helped fuel the thousands of dedicated athletes for their epic day. I think I'll stick with mountain biking and cross, but I have a lot of respect for the Ironmen and women and really enjoy hitting as many of these races as possible. Not to be left out, Hammer staffer Dustin Phillips surprised all with a 3rd place finish at the Tahoe-Sierra 100—pretty good for a working dad!

After a brief recharge here in the Flathead Valley, I refused to give up on the dwindling summer. In one week's time, I took the Big Rig to Seattle to race and expo at Starcrossed and Rad GP, hopped over to Las Vegas for Cross Vegas and Interbike, and then rallied on to Seattle and down to Hood River, Oregon for a Gran Fondo with our awesome Northwest rep, Keith Seed. This was our first appearance at such an event, and we look forward to more of these. By the time this magazine hits your coffee table, we will have also made the pilgrimage down to Moab for our shot at the 24 Hour National Championships. As long as the road miles may be, coming home for just a few amazing autumn rides is enough to hit the road for another couple weeks. Some people think we're nuts for driving all day, but wherever we go, people are stoked to see Hammer and especially the Big Rig. So in response to all the Facebook requests: Yes, we're hitting even more events next year. We love our home, but we can't get enough of the events. All of the positive feedback is very reassuring; we feel a duty to service as many events as we can all year long. Look for us at both the Wildflower Triathlon and the Sea Otter Classic next year as we spread our wings even further. As always, we invite you to join in the fun of our Facebook page as we continue on our quest to 10,000 fans! **HN**

NATE'S CORNER

BY NATE LLERANDI

Raising your weights while lifting

This is the time of year when you should be spending a little more time in the weight room, trying to eliminate muscular weaknesses in order to hit next season better than ever. Some of us strictly use machines, some use a combo of machines and free weights, and others use strictly free weights. There is no right or wrong; you simply need to take advantage of the resources available to you.

Along with using proper technique, the goal of your lifting routine should be to make steady, sustainable progress until it is time to focus on maintaining your gains rather than building upon them further. Believe it or not, there is a right way (and a wrong way) to increase the weight you attempt to lift.

Let's say you want to lift a weight for 12 reps and, after hitting 12+ reps, it's time to raise your weight. How do you choose how much to increase the weight? If you're bench pressing 200 lb and you hit 12 reps, then maybe you raise your weight to 210 lb. On the bicep curl you're lifting 50 lb for 12 reps, so you raise your weight to 55 lb. Both examples seem reasonable, but one is actually too aggressive a jump. Can you guess which one?

The bicep curl. "What?" you might ask. "A 5 lb increase is too much?" With increasing the weight you lift, it's a game of percentages. The rule of thumb is that you should increase your weight between 3-5% when it's time to increase. In the bench press example, the increase was 5%. But, for the bicep curl example, the increase was 10%. In this example, when moving up from 50 lb, the maximum increase should be 2.5 lb.

Sometimes it's easy and straightforward to increase your weight by 3-5%, especially when

you get to lifting heavier and heavier weights. But, what if the plates on the machine only go up by 10 lb increments and you're lifting 30 lb? Find or buy a 1.25 lb plate and stick the weight pin through it. Then, you are lifting 31.25 lb rather than trying to jump up to 40 lb – a 4% increase rather than a 33% increase. Then, once it is time to move up from 31.25 lb, you can find a 2.5-lb plate and stick the weight pin through it. Then a 5-lb plate, then a 5-lb and a 2.5-lb plate to bring you up to 37.5lb. Then you're ready to attempt 40 lb.

If you try to increase weights more than that 3-5%, you'll eventually find that you're unable to lift the weight even though your muscles still feel strong. In this instance, your body is not ready to lift the proposed weight to maximum effort; the weight prematurely overcomes your body's ability to cope with it. Maybe at 30 lb you can lift 12+ reps, so it's time to increase. You simply put the pin in the next plate down and attempt 40 lb. You want to lift at least 8 reps, but can only get 5-6 reps up before your technique stinks, yet your arms don't even feel taxed. So, maybe next time you'll get 7-8 reps up, right? Not likely. Without proper stimulation, the muscles are not going to get stronger. So, weeks later, you may still be stuck at 5-6 reps at 40 lb. And, if you move back down to 30 lb, you may find it difficult to hit 12 reps again. In some cases, you could end up a little weaker.

It's very rewarding to watch our weights increase. It helps us feel good about what we're doing and justifies the exertion we put out. If you can remember these three words "slow and steady" when charting your progress, you'll minimize the number of plateaus you hit and, in the long run, you'll make greater overall gains. **HN**

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A Hammer Camp participant applies pads for a Globus session.
Photo : Vince Arnone

Tap Your Strength, Power Your Performance

EMS - Electrical Muscle Stimulation

BY JIM BRUSKEWITZ

Many wonder what to do with all of the strength training programs available on the Globus E-stim units. The programs are like the notes on a musical scale. They can be sequentially organized in a variety of ways to produce very different results. Let's explore just a couple examples.

Week 1 Strength Building Training Days

Tues/Thurs/Sat OR Mon/Wed/Fri

mA (intensity) and Program

20 mA

maximum strength 1 Globus program

Muscle group

Globus-quads and calves

E-stim recovery

Active recovery program

Globus active recovery programs daily after traditional training: running, cycling, paddling, swimming, climbing

20 mA to 40mA (max) for active recovery

Week 2 Strength Building

Make one change: add 10% to the mA, now 22mA in this scenario.

Keep a few things in mind as you proceed with your E-stim strength building.

- There is a good deal of variability in the starting mA settings for different individuals. Don't be too aggressive the first few times you strength train so you avoid unnecessary soreness.

- Note that you need recovery of 48 hours between strength training sessions. Active recovery daily is recommended to speed your recovery from strength training and the traditional training that you do.

- E-stim strength train after you have completed your traditional training for the day.

- Strength train on those days that you have your biggest traditional training loads rather than on your lighter traditional training days. This becomes less critical the further you proceed with your E-stim strength training. You will accommodate to the load quite easily.

Week 1 Strength Building - Training a Different Set of Muscles Training Days

Tues/Thurs/Sat OR Mon/Wed/Fri

mA (intensity) and Program

20 mA

maximum strength 1 Globus program

Muscle group

Globus-Gluteals and Hamstrings, Lats and Traps, etc.

E-stim recovery

Active recovery program

The difference between this strength training scenario and the previous one is the muscle groups trained. Other muscle groups could be substituted depending upon your sport's needs. Paddlers would want to concentrate on their upper body. Latissimus dorsi and trapezius muscles could be substituted for the gluteals and hamstrings or quadriceps and calves.

Split Routine Strength Training

Each muscle group needs 48 hours to recover from an E-stim strength building session. One muscle group can recover on a day that a different muscle group is being trained. One could train

- continued on page 25

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PRICE
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Real Athletes, Real Results! "I just received my E-Stim and it is the best purchase of equipment to date! I had sore legs for four days; after one recovery cycle, the soreness was gone. Yesterday I did a hill climb on my tri-bike and ran a recovery on my quads. Normally I'd be sore today. Thanks to my E-Stim, I'm not at all!" Thank you, Connie Price



La Jolla Rough Water

BY LAURA LABELLE

More than 1,500 swimmers from around the country braved the cold Pacific waters at the 80th Annual La Jolla Rough Water Swim on September 12th. Competitions included one- and three-mile races as well as shorter events for junior athletes. While the water was calmer than it was for last year's event (swimmers faced record surf conditions in 2009), it was unseasonably cold—hovering around 63 degrees, not the usual 69 degrees. As always, the La Jolla Cove was beautifully clear and filled with sea life—garibaldi, seals, and dolphins—making the races among the most enjoyable in Southern California.

Hammer athlete Amy Dantzer, 46, of West Hollywood Aquatics started the day off right under cloudy skies. For the seventh year in a row, she placed 1st in her age group in the women's masters one-mile. Out of a field of 311 women, Amy was 2nd overall to youngster Corrie Falcon, 31.

Two hours later, as skies were clearing and it was turning into a wonderful day at the beach, racers hit the water for the premier event of the day, the three-mile "Gatorman" race. Typically there are about 500 men and women who compete in the Gatorman, but this year the cold water seemed to keep the numbers down and there were only 225 finishers. As a non-wetsuit race, there were quite a few competitors who failed to complete the course due to hypothermia.

Hammer athlete Alex Kostich, 40, put on an impressive showing in the Gatorman, as usual. Just off the plane from competing in the extremely competitive Waikiki Rough

Water Swim a week earlier, where he was 8th overall against an elite field, Alex finished 2nd behind national team member Chip Peterson, 22. Alex raced into the Cove through a pod of dolphins almost a full seven minutes ahead of the 3rd place finisher, Ben Weston, 29.

Amy Dantzer was one of only 25 to swim both races. She finished strong and won the "Daily Double" — taking 1st in her age group in the Gatorman after her win in the women's masters one-mile. Amy was the fastest woman to compete in both races, finishing as the fourth woman overall in the Gatorman behind winner Jackie Corcoran, 28, and two teenage athletes (16 and 17, respectively). At the end of an incredible day of racing, Amy captured 17th place overall.

Other Hammer athletes included Bryan Libit, who won his age group (30-34) and was 5th overall in the Gatorman, and Gregg Ogorzelle, who placed 6th in his age group (40-44) and 27th overall in the Gatorman. **HN**



Reader Recipes

Mix two scoops of Vanilla Whey with two ounces of Huckleberry Hammer Gel and some water. It tastes just like a Huckleberry milkshake!



To extend the life of his multi-hour bottles of Perpetuem for unsupported runs of 5+/- hours in hot weather, Rick Harmer mixes up half a bottle the night before and freezes it, then adds the other half freshly mixed the next morning.



- continued from page 22

their quadriceps and calves on Monday, Wednesday, and Friday and a different set of muscle group(s) on Tuesday, Thursday, and Saturday. Keep in mind that it could take a couple of weeks to become adapted enough to E-stim strength training daily so as to not feel the effects while training traditionally. It can certainly be done, however. This time of year, when most are not in the competitive phase of their season, is ideal for gaining the adaptations needed to fit both strength training and traditional training in during the competitive phase of your season.

A Powerful Strength Building Progression

Since there is little potential for improvement once the rate of adaptive gains gets low (a plateau in your training progress), one should move through a variety of strength training programs to regularly introduce change that promotes adaptive gains. Two to three weeks at each level of Maximum Strength E-stim programs regularly introduces change and is not a period long enough to result in a training plateau. Six to eight weeks is enough of one kind of strength training though, even when progressing through the three levels of increasing training load. An abrupt transition to Resistive Strength E-stim programs, or a more gradual blending of Maximum Strength and Resistive Strength over a period of a week or two will work well at this time of year. The adaptations gained from the Maximum Strength and the Resistive Strength programs are similar enough that a good part of the fitness gained from Maximum Strength training will spill over to the gains anticipated from Resistive Strength training. The schedule for these two scenarios may look something like this.

Abrupt Transition to Resistive Strength Training Days

Monday/Tuesday

mA (intensity) and Program

32 mA Resist. Strength 1

Muscle group

Mon-Globus-gluteals and hamstrings
Tues-Globus-quads and calves

E-stim recovery

Active recovery

Transition to Resistive Strength Using a Blend of Strength Building Programs

Week 1 - Training Days

Monday/Wednesday/Friday

mA (intensity) and Program

Mon-32 mA Max Strength3

Wed-32 mA Resist. Strength 1

Fri-32mA Max Strength 3

Week 2 - Training Days

Monday/Wednesday/Friday

mA (intensity) and Program

Mon-35 mA Resistive Strength 1

Wed-35 mA Max Strength 3

Fri-35mA Max Strength 3

Week 3 - Training Days

Monday/Wednesday/Friday

mA (intensity) and Program

Mon-37 mA Resistive Strength 1

Wed-37 mA Resist. Strength 1

Fri-37 mA Resist. Strength 1

There is obviously a good deal of variation that can be introduced. All of the variety allows you to be creative and continue E-stim strength building season after a season, without exactly repeating what you do from season to season. It can be like any other kind of training that you do season after season; address weaknesses based on your past season's results. Just keep a few things in mind as you hatch out your next planned block of training.

- Make smooth transitions from one phase to the next by looking for adaptations that aren't too dissimilar from the adaptations just gained. Moving from Max Strength to Resistive Strength is a smooth transition. Moving from Maximum Strength to Ultra Endurance would not be.

- Find a schedule that you can consistently adhere to over weeks and months. Consistency is the cornerstone of every successful training plan and your schedule should support consistent training.

- Focusing on one kind of strength building program will focus your adaptive gains in a very specific area. These gains are potentially sizeable. Blending programs will deliver broader adaptations that are not as profound.

Neither approach is right or wrong, rather it is a choice you make. You'll like what building strength with E-stim will do for your performance. Power up. **HN**



Using e-stim as a secret weapon

Just back from the ITU Triathlon World championships held in Budapest, Hungary, where I finished 10th in my age group 65-69 (a field of 47 athletes).

I took along my new secret weapon, my EMS. I was in Budapest for seven days before the race, but I never rode my bike once during that time because we were in the city proper . . . too much traffic. The first time I rode was in the race. I did all my bike and most of my run workouts using the EMS machine, using mostly the Endurance 2, Resistance Strength, and Active Recovery programs to simulate the bike and Endurance 1 plus Active Recovery for the run.

My bike split was the second fastest by only four seconds; only the age group winner was faster, and my run split was also faster than my usual 10K time. I AM HOOKED ON THE EMS MACHINE.

Of course, all the other great Hammer products helped as well.

The person in the picture with me is Karen McKeachie from Ann Arbor, Michigan (3rd place 55-59).

Jim Donaldson

Does the Average American Diet Provide Adequate Nutrition?

Reprinted with permission from the Life Extension Foundation

http://www.lef.org/newsletter/2010/0820_Does-the-average-American-diet-provide-adequate-nutrition.htm

"Nearly the entire U.S. population consumes a diet that is not on par with recommendations," is the conclusion of a report published online on August 11, 2010 in the *Journal of Nutrition*.

Susan M. Krebs Smith and her colleagues at the National Cancer Institute evaluated data from 16,338 individuals aged 2 and older who participated in the 2001-2004 National Health and Nutrition Examination Survey (NHANES). Quantities of foods reported in 24 hour dietary recall interviews were categorized into groups included in the USDA's food pyramid, which diagrams the recommended dietary intake of total fruits, whole fruits, total vegetables, dark green vegetables, orange vegetables, legumes, starchy vegetables, other vegetables, milk, total grains, whole grains, meat and beans, and oils.

With the exception of total grains, and meat and beans, the majority of the sample surveyed failed to consume the minimum recommendations for each food group. Of 14 groups analyzed according to age and gender, two to three year olds had the least inadequate intake of total fruit, whole fruit, orange vegetables, legumes and milk. Almost all participants failed to consume enough dark green vegetables, orange vegetables, legumes and whole grains. Total vegetable and milk recommendations were unmet by most

people in over half of the groups. Empty calories, including solid fats, added sugars and alcoholic beverages were overconsumed by more than 90 percent of those aged 70 and younger. Even though the recommended limit for alcoholic beverages for men is twice that of women, more men than women exceeded their limit, particularly those aged 31 to 50. Women aged 19 to 30 consumed less than the recommended intake in 8 of the 14 groups.

"This analysis indicates that nearly the entire U.S. population consumes a diet with fewer vegetables and whole grains than recommended and that a large majority underconsume fruits, milk, and oils relative to recommendations," the authors write.

"The stark contrasts observed between the diets of Americans as well as the U.S. food supply and current dietary guidance underscore the need for individual- and environmental-level interventions to facilitate healthier dietary intake patterns. Without such interventions, the diets of most U.S. adults and children will continue to be markedly divergent from recommendations, a worrisome state in the context of the obesity epidemic and alarming rates of other diet-related chronic diseases."

COMMENT: This is yet another eye-opening study that not only shows how poor the average American diet really is, it also takes a major step forward in dispelling the myths that "you can get all the nutrients from your diet" and "supplementation is a waste of time."

Dr. Bill Misner's published research, "Food May Not Provide Sufficient Micronutrients to Avoid Deficiency" (www.hamnernutrition.com/downloads/diet_deficiencies.pdf) and a published abstract (www.ncbi.nlm.nih.gov/pubmed/17101959?dopt=AbstractPlus) by highly-regarded nutritional scientist Bruce Ames are two other resources that provide compelling evidence that:

- We all must do a much better job when making food choices.
- Supplementing with a multivitamin/mineral supplement, as well as additional antioxidants, is more of a necessity than merely a "good idea."

Regarding the latter, we are not suggesting that supplementation should ever replace the pursuit and consumption of the best diet possible. You can't neglect your diet, take a handful or two of pills, and have all of your nutrient needs covered—that's a no-brainer. Supplementation means just what the word implies: supplementary. Your primary nutritional goal is to consistently consume a healthy diet—one that goes beyond what most people consider "a healthy diet"—augmenting that with a solid, well-thought-out supplement program. **HN**



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NEW PRODUCT!

ENDUROLYTES FIZZ

The refreshing way to replenish electrolytes

BY STEVE BORN

Of all of the products that we've introduced in the past few years, I don't think any have gotten us as excited as Endurolytes Fizz and Perpetuem Solids. We discuss the latter in another article in this issue of Endurance News; in this one we talk about Endurolytes Fizz, our effervescent electrolyte replenishment product. We know, without a doubt, that you will absolutely love Endurolytes Fizz for a number of reasons, including that:

- It works as you'd expect a product called Endurolytes Fizz should.
- Each flavor (with more on the way) tastes absolutely delicious.
- It contains no added simple sugars or artificial sweeteners.
- It costs you less to use than other similar products.

For every Hammer Nutrition® product, going from "concept" to "finished product" was a long, arduous, and painstaking process. Endurolytes Fizz was no exception; in fact, this product may have taken the longest of them all. The reason is because this isn't a "knock-off" product, not by a long shot. Yes, we looked at the other effervescent electrolyte products on the market, no question about that. However, we knew we could "build a better mousetrap" and provide you with a product that is of superior quality, effectiveness, and

affordability. Accomplishing that takes time, a lot of time, but the end result—as it is with all Hammer Nutrition® products—makes every minute spent worth it.

A couple of the primary hurdles that we had to overcome was to make a product that was stable (i.e., maintaining the quality of the mineral content as well as the tablet itself) and had quick-dissolving capabilities, but without having to resort to the use of manufacturing lubricants such as polyethylene glycol and sodium benzoate. We did just that, and trust me, dozens upon dozens of prototypes were tested before we ended up with product that satisfied our stringent requirements for both stability and quick and complete dissolution of the tablets.

Another challenge to conquer was taste. As is the case with every Hammer Nutrition® fuel, we wanted Endurolytes Fizz to taste good . . . not just "OK, this will probably be acceptable for a little while," but rather, "Hey, this tastes really good; I can use this all day long and not get tired of it." That was not an easy task with Endurolytes Fizz (ditto for HEED when we first introduced it), simply because we were dealing with some minerals that naturally have a not-so-pleasant taste. Other companies? They rely on simple sugars and/or

artificial sweeteners to get past the taste of the minerals. We, on the other hand, use natural flavors and the healthy sweetener, stevia, to make Endurolytes Fizz taste so refreshing and delicious. And each of the flavors really do taste good. We know because we tried dozens upon dozens of prototypes!

Currently available in three subtle and palate-pleasing flavors—Lemon-Lime, Grapefruit, and Mango—an Endurolytes Fizz tablet is equivalent to approximately two Endurolytes capsules, with each tablet scribed across the middle. This allows you to easily break the capsule in half in the event that you want a half-tablet dose, which would be equal to approximately one Endurolytes capsule. For example, if you want the equivalent of approximately three Endurolytes capsules, simply add 1.5 rapidly dissolving Endurolytes Fizz tablets into your water or fuel bottle(s).

Endurolytes Fizz is economical as well, with 13 effervescent tablets in each tube—not 10 to 12, like some of the others—at a cost of \$6.50 per tube, or 50 cents per tablet. One of the reasons why Endurolytes Fizz costs less is that, unlike other effervescent electrolyte products, it doesn't contain inconsequential amounts of vitamins or other nutrients, which only serve to increase the price. Instead, you get the full-spectrum electrolytic mineral support that you need, along with adequate amounts of auxiliary nutrients, just like you do with Endurolytes capsules or powder, but without the hefty price tag. Compare Endurolytes Fizz to the competition and you'll see that you're saving a lot of money!

Superior full-spectrum electrolyte support, no inadequate amounts of insignificant nutrients, great taste, no refined sugars or artificial flavors, and the convenience of rapidly dissolving effervescent tablets, all at a price that NOBODY can match! That's what you get with Endurolytes Fizz. All of us here at Hammer Nutrition® have used the product thoroughly prior to its introduction, and to say we are psyched about it is a huge understatement. This is simply an awesome product that we are sure you're going to love—we guarantee it, in fact—so give us a call or go online to order your supply of Endurolytes Fizz today! **HN**

Learn even more about this product at www.hammernutrition.com

Economical!
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per tube

Three
delicious flavors!
Lemon-Lime
Grapefruit
Mango

Convenient,
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/ = flavor; Grapefruit (G), Lemon-Lime (L), Mango (M)

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Endurolytes Fizz is a convenient, refreshing, and delicious way to satisfy the body's electrolyte requirements prior to, during, and after workouts. Add one or more Endurolytes Fizz tablets to water, allow tablets to dissolve completely, and consume as needed to maintain proper hydration and electrolyte levels. Each rapidly dissolving effervescent tablet contains the equivalent dosage of approximately two Endurolytes capsules.



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Hill Training

Make the hills your friend, not your foe!

BY COACH AL LYMAN, CSCS, EMS

Hills, hills, hills. If you are a downhill skier, you love em. If you're a runner however, you very likely dread them in your races and on your local training routes. The truth is, hills can be our friend, especially when we use them to our advantage to help us become stronger and faster runners.

What are the Benefits to Specific Hill Training?

Beyond the obvious potential benefits to your race day performance and daily hill anxiety, what are the benefits to incorporating more "focused" hill training or surging in your routine? The answer comes from this not-so-well known but important fact regarding regular running: when it comes to your muscles, running is NOT, by nature, a strengthening activity! Yes, your bones will become stronger from running due to its weight-bearing nature, but the same isn't necessarily true for your muscles. Running, especially on flat roads, tends to break your body down and weaken you, not make you stronger.

Four Keys to Incorporating Hill Workouts Into Your Plan

There are FOUR keys to making hills your friend and not your foe when you run. First, learn how you should optimally incorporate specific

hill "workouts" into your running plan, safely and progressively. This article will help with that. Second, be careful to warm up very well prior to getting into your hill "reps," and don't overdo it, trying to do too many, too soon. Third, work on developing a good base of overall or "general" strength, first. "Pre-hill" strengthening will help protect your hamstrings, Achilles, and quads from being overstressed during hill workouts. And fourth, try not to take the hill training too seriously; keep them and all of your run training fun! Ok, let's get started by reviewing, in detail, each of these four keys.

1. How Long and How Steep: Mix it up!

Once you have made the decision to integrate specific hill training as part of your running plan, you might be asking, "How long and steep should the hill be?" The answer is, all of the above. In other words, mix it up! Short and slightly steeper hills teach our body to produce more force with each stride, which will lead to naturally longer strides as our body adapts and gets stronger. However, if the hill we choose is too steep, our stride rate or speed may drop too low, which negatively affects how our nervous system adapts

- continued on page 31

to the training. On the other hand, more moderate hills allow us to keep our stride rate and intensity up (which our nervous systems like!), but don't coerce our body into generating as much force. The answer: Mix it up by using one type of hill for one session and a different type for the next. On a steeper hill, you won't be able to maintain intensity for as long, so don't try; keep the duration around 20 to 30 seconds, or about 20 to 50 meters, max. On longer, less steep hills, aim for one to three minutes in duration, or about 400 meters, max.

2. How Many and How Often?: Heed the 5% Rule!

When it comes to the number of "reps" and how often, I have to admit I like to be conservative. After all, nothing is worse than suffering an injury because you were too overzealous in your first few attempts. This is one reason I like the "5% rule." Here's how this rule works: Let's say you run about 20 miles per week. Your initial maximum amount of hill climbing per workout (using the 5% rule) is $(.05 \times 20) = 1$ mile. On a 400-meter hill that might take you two to three minutes to climb, this would amount to four 400-meter climbs. That might sound too conservative, but trust me, it is better to err on the side of caution, especially since you will be running downhill also. As long as things progress well with each session, you can progress the workload for the next session, perhaps moving to five or six reps on the next session.

3. How Fast or Hard Should You Run Them?: Vary Your Speeds!

I like to use two different intensity markers for hill sessions. The first might be your anticipated race speed for the next upcoming race on your calendar. For example, if you are preparing for a hilly 5 or 10k coming up in the next few weeks or months, you could boost your confidence and preparation for that event by doing your hill reps at the speed which you wish to maintain for that race. The other approach is the "max" effort approach, which works especially well for shorter hills. Be careful to "build into" maximum intensity efforts, as the risk of injury is greater. Mix and match intensity from one session to the next, which provides nice variety and helps the workouts become more manageable mentally too.

4. What is the Ideal Hill Running Form?: Perfect your posture!

The ideal hill running form starts with having great posture: Stand tall, pushing FORWARD from your hips, as you focus on keeping your head right on top of a long spine. Look down slightly at the ground in front of you, and relax your shoulders down and back. Use your arms to drive your ELBOWS BACK with each stride, to help drive your legs up the hill! Relax and allow your body to lean forward slightly from the ankles (not the waist), as you push up and forward from your toes.

Here are some final tips to make your hill training more productive:

- **Hill training doesn't mean you HAVE to do "hill repeats" :**

A great hill session may mean simply incorporating a few more challenging hills on your daily runs.

- **Progress conservatively :** Be sure you don't do more than you can handle the first time out. Start small and build from

there. Remember, you can't improve if you're injured and can't run. If in doubt, do less!

- **Keep good form when recovering down the hill :** For recovery after each hill repeat, just turn at the top of the hill and run easily down before repeating again. However, it is important to keep good downhill form when you are recovering; don't lean back and brake hard with each stride, landing hard on your heels and thus increasing joint stress. Relax forward and lean into the hill, letting your body bounce down the road more naturally. Try to land lightly, attempting to keep your body perpendicular to the ground as your foot comes down under your hips. One smart approach is to practice this downhill "falling" on more moderate hills first, before attempting it on a steeper hill. Visualize yourself as a light ball bouncing down, landing from one mid-foot to the other, lightly and naturally.

Hills can be our friend, and hill training can make us stronger, more powerful runners, as long as we approach them in a smart way, progressing conservatively and ensuring we keep our training fun and enjoyable! Build confidence and strength for your next race, and invite hills to be your friend, not your foe! Best of luck! **HN**

Coach Al is the co-director of the Pursuit Athletic Performance Gait Analysis Lab, and he also coaches endurance athletes of all ability levels. More info on the "Lab" can be found at www.pursuit-athletic-performance.com. For information on his coaching services, go to: www.coach-al.com.

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Off Season Is No Time to Be on Autopilot

BY TONY SCHILLER

Your season is over. Now what? The two things common for most of us about off-season training are, one, there's more varied approaches to off season training than at any other time, and two, it's the season we give the least thought of all to how we train. That's what makes the off season special—it's the one time of year it seems safe to be unencumbered by the daily grind of goals and an organized training schedule. It feels great to just slip into autopilot for awhile.

But I'll argue that this is the most important season of all in determining what kind of year you'll have in 2011. Simply put, great seasons are set up by what you do during the off season. No, I'm not saying you should already be fast into training for next year. The opposite might be better. It all depends on how your last campaign went and what you have planned for next year.

A good way to think of the off season is like halftime of the Super Bowl. What's the purpose of halftime? More than just taking a blow, it's the time to evaluate how the 1st half went and to make adjustments for the 2nd half. Most Super Bowls are won at halftime by the

coach who makes the best adjustments. Sometimes it's throwing away the game plan and starting all over. Sometimes it's tweaking the game plan and focusing on better execution. Sometimes it's sticking to the plan but lighting a fire in a team that's asleep at the wheel. And sometimes the best adjustment is making no adjustment at all. Great coaches are masters of using halftime to outmaneuver the other coach.

The same can be said for racing. The best seasons are achieved by the athletes who've made the best adjustments after last season. Besides recovering, this time of year is all about adjustments from last season so you can begin training accordingly now. That might mean cranking it up, or it might mean taking a break. That's what makes this time of year so tricky.

The first rule of evaluating last year is that sometimes the obvious isn't so obvious. Don't be too quick to credit or blame your season outcome on in-season training. Look further back at the past off season and what role it played in setting you up for success or failure. The

- continued on page 33

best predictor of the future is the past. If you're having trouble making it through an entire season without burning out, it will probably keep happening unless you take a different break at season's end and/or cut back on intensity during your off season. If your season finished with a flurry, it can likely be duplicated next year IF you don't ratchet up too much from what worked so well last off season.

It seems easy, but it's not. Especially if you're one who likes routine and never changes your approach much from year-to-year. Two such athletes with very different off-season approaches come to mind. After sticking with their programs forever, both are finding that a little change can be a good thing.

Dave is like a bear. Each spring he crawls out of the cave looking sleepy and soft and starts all over again. Sure enough though, by cranking hard he's typically back in great form by mid-summer, although he's prone to peaking early and running out of steam. Always at season's end, he's quickly disappeared back to his six-month hibernation. On the other extreme is my friend Jan. Thanks to an amazing work ethic, she's

won numerous races every month of the calendar year in all the silent sports (running, cycling, triathlon, paddling, and cross country skiing). For more than a decade it seemed she was racing—and winning—every weekend of the year.

Two Different Approaches to Life Balance

Hot and Cold: As a business owner and father of two, Dave made the conscious decision that balance was best achieved by running hot and cold at different times of the year. For half the year, his focus and training intensity is red hot and he races hard about eight times over four months. He's sustained his intensity by going cold and shutting it down after the last big race and being more involved in family life.

Warm: As a business owner and mother of two, Jan made the conscious decision that balance is best achieved by running mostly warm throughout the year. She races well all year long with a focus on a steady diet of moderate intensity and few breaks in the action. She's sustained her consistency by always being really fit so she can have the energy for a more involved family life.

The Fifty Factor – Adjustments that Worked

Dave found that, with each passing year, it was more difficult to start over. His solution has been to add some warm (easy training) to his off-season and more cold (easy training) to his in season. By adding low-level off season fitness, he felt less urgency to push so hard to regain fitness early in the season. The result: Now age 50, he just enjoyed his best racing in almost a decade and peaked perfectly at nationals.

Jan found that, with each passing year, it was more difficult to sustain it. Her solution has been to add more hot and cold (variety) to her year-round steady approach. By mixing it up, she's feeling higher energy and less pressure to always be on top of her game. The result: At 50 last year, she enjoyed some of her best racing in years and peaked perfectly with a 10:26 at Ironman Wisconsin.

So now in the intermission between 2010 and 2011 seasons, turn off the autopilot and make some adjustments to your off-season approach. Come next summer, you'll be glad you did. **HN**

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HAMMER NUTRITION



Should I Stay or Should I Go?

Stress - Recovery - Adaptation

BY SHANE EVERSFIELD

Shane Eversfield is a Master Coach for Total Immersion Swim, author of "Zendurance," and enjoys a mindful multisport lifestyle. He has just released his first DVD, "Tai Chi for Athletes," available through www.totalimmersion.net. Contact him at: ironzen@hotmail.com.

Effective training is a lot like juggling three balls. Our three balls are stress, recovery, and adaptation. Like juggling, this is a perceptive art to this. Even with the best training program in the world, you must accurately perceive and evaluate your current state of readiness—your response to the daily stresses you experience—to know what will constitute the most effective workouts for today. How do you evaluate your current state of readiness each morning, to make brilliant and appropriate workout choices?

We tend to identify athletic training exclusively as the workouts we perform: the long bike ride, the running intervals, the 100-yard swimming repeats. However, the workouts provide only the stress component. Without a balance of recovery and adaptation, we end up excavating a trench of overtraining, injury, illness, and burnout. When the trench gets really deep, it can be difficult to climb back out.

I know the trenches very well! I've experienced chronic adrenal fatigue syndrome (CAFS) more than once. Never again! I'm a great juggler now! I keep those three elements in balanced circulation and enjoy my multisport lifestyle without interruption. I've also learned a tremendous amount about nutrition and supplementation from my Hammer "O'hana" (that's Hawaiian for "family") since those days of CAFS. Hammer goes a long way in supporting me to enjoy a sustainable multisport lifestyle, but each of us needs an honest and accurate protocol for evaluating our readiness state each day.

Resting Pulse Rate

You can begin your daily readiness evaluation by measuring your resting pulse rate when you wake up. There is no one perfect protocol for doing this; just make sure you are consistent in the way you measure it each day. You can simply find your pulse on your wrist and count for 30 seconds. Double that for "beats per minute" (BPM) figure. Within a week or two, if you are training sensibly, you will determine a baseline figure. Given adequate recovery, this is going to be a consistent value that is your lowest heart rate. The morning after a hard day, if you are not fully recovered, you may find this value is five or more beats higher than your baseline. That's a clear

- continued on page 35

indication that your most effective training for that day will focus on active recovery.

Sleep Quality

Quality and quantity of sleep can also be indicators of your stress-recovery-adaptation balance. I may fall into bed exhausted after a stressful day (either from hard training or from other challenges in life), sleep for one to two hours, then wake up restless and sleep poorly for the rest of the night. This is a clear indication that my cortisol levels are high and that I am struggling to recover and adapt.

Zenman's Morning Ritual

For me, every day begins with the same ritual: I grate fresh ginger, add it to the pot on the stove, and bring it to a boil. I let it simmer as I begin to awaken my body with a few minutes of T'ai Chi Hip Warm-ups. This easy exercise increases blood flow, stimulates synovial fluid in all my joints, and effectively trains relaxed mobility. The capacity to maintain mobility in a joint while it is weighted is a tremendous asset to every endurance athlete. Yup! Hip Warm-ups every day—for over 30 years!

Next, I do a 20-minute T'ai Chi form, usually with my eyes closed. "Blind T'ai Chi" piques my proprioceptive awareness, first thing every morning. Proprioception is the most essential element in my craft as an endurance athlete. Usually, after just 2-3 minutes, I feel a distinct gentle buzz throughout my neural system (a deep internal massage) that I know as the flow of chi energy. If I am mentally distracted (agitated) or physically scattered (fatigued), the quality of my energy is diminished. T'ai Chi provides an accurate evaluation of my state of readiness. This daily 20-minute practice is the most valuable investment I have made in my life.

When I finish T'ai Chi, I turn off the stove and pour a large cup of ginger tea. While it is cooling, I do one more Taoist exercise called Compression Breathing. This practice is not well-known in the world. It is a potent way of detoxing the body. One should gain experience with T'ai Chi or Qi Gong first. (For more on Compression Breathing and advanced Taoist practices, refer to books written by Mantak Chia.) I've evolved my own system of compression breathing, focusing on nine distinct energy centers in my body. I experience burning, physical discomfort every time I do this practice; after all, this is a detox! This 15-20 minute anabolic practice provides me with even greater evaluation of my state of readiness. When I am finished, my body is very warm and my bowels are ready for a quick trip to the bathroom. (Not once have I waited in the porta-potty line at a race.)

I sit quietly for a few minutes, drink the ginger tea, and listen to my body. With this guidance and discernment, I make intelligent decisions in my workout choices.

Conclusion

I don't claim that my morning ritual is superior. It's a consistent, patient process that enables me to simultaneously evaluate my readiness and warm-up. It keeps me injury-free and healthy. If you are consistent and patient, and invest just 20 minutes each morning to listen to your body and avoid being headstrong about what you "should" do, you probably enjoy the art of juggling your training as much as I do! **HN**

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Krill Oil vs. Fish Oil

BY STEVE BORN

Krill oil supplements, derived from shrimp-like crustaceans, are becoming quite popular these days, with some nutritionists suggesting they may, in fact, be superior to fish oils. This article examines the validity of that stance.

Here are some facts:

- Both fish oil and krill oil contain the essential fatty acids Docosahexaenoic Acid (DHA) and Eicosapentaenoic Acid (EPA).

- Unlike fish oil, krill oil contains astaxanthin, an important antioxidant, plus vitamins A and D.

- Unlike fish oil, krill oil contains healthy phospholipids, primarily phosphatidylserine and phosphatidylcholine

So is krill oil really better?

I've looked at the DHA/EPA content of a number of krill oil supplements, and none of them contain nearly the same amount per 1,000 mg (125 DHA, 180 EPA) as do most-to-all fish oil supplements, including the Carlson Norwegian Salmon Oil product that Hammer Nutrition® sells. The majority of the ones I reviewed contained only 45 mg of DHA and 75 mg of EPA, or less. DHA and EPA are undoubtedly the most

important components of either krill oil or fish oil supplements, and fish oil supplements are without question the superior source of these two essential fatty acids.

The vitamin A and D content in krill oil is fairly miniscule (roughly 100 IU of vitamin A and 10 IU of vitamin D per 1,000 mg). You're probably already getting those amounts, if not more, from your diet, plus you receive substantially greater supplemental amounts in our multivitamin/mineral supplement, Premium Insurance Caps, which contains 500 IU of vitamin D and 25,000 IU of beta-carotene per 7-capsule dose. It's

important to note that beta-carotene is the precursor to vitamin A, and it is generally considered a safer way of obtaining vitamin A. If the body requires vitamin A, it will absorb and metabolize what it needs from beta-carotene. Unlike vitamin A, any excess beta-carotene will be harmlessly discarded.

In addition, Premium Insurance Caps also contains adequate amounts of two important phospholipids—phosphatidylserine and phosphatidylcholine.

As far as astaxanthin is concerned, I'm a huge fan of this nutrient, which is why it's one of the components in the AO Booster product. In general, most krill oil supplements contain anywhere from .75 mg to 1.5 mg of astaxanthin per 1,000 mg. Each capsule of AO Booster contains 2.5 mg of astaxanthin, plus 150 mg of all four tocopherols, 50 mg of all four tocotrienols, and 10 mg of lutein. This is an amazing fat-soluble antioxidant product that has multiple benefits attached to it; in fact, I think it's one of the most important products we've ever produced. More details about the AO Booster formula, and all the benefits it provides, can be found online in *Endurance News* #61.

One of the bad raps that fish oil is given is that it can become rancid unless

fortified with an antioxidant. While krill oil does contain the antioxidant vitamin A, a high-quality fish oil supplement—including the Carlson Norwegian Salmon Oil product—will contain vitamin E, an arguably better antioxidant/anti-rancidity agent as compared to vitamin A. Keep your fish oil supplements away from direct sunlight and high temperatures (ideally, put them in the refrigerator or freezer) and, with the aid of the vitamin E in the product, you won't have to worry about them going bad. And as far as the potency and shelf life are concerned, our current stock of Carlson Norwegian Salmon Oil lists an expiration date of March 2014 . . . that's a long time from now!

Lastly, most krill oil supplements can be quite expensive, with a one-month supply having a MSRP price of \$35.00 or more. Compare that with the \$17.95 price tag for a 180-count bottle of Carlson Norwegian Salmon Oil (a 1.5 to 3-month supply), the plethora of benefits provided by Premium Insurance Caps (a one-or-more month supply costs \$31.95) and AO Booster (one- to two-month supply costing \$29.95), and the choice should be simple. Krill oil supplements are beneficial but unnecessary, in my opinion. **HN**

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He Just Keeps Swimming!

Dear Hammer,

You will probably remember me as the oldest person to swim the English Channel at age 70 on August 28-29, 2004. On my 76th birthday I swam New Hampshire's largest lake, Lake Winnepesaukee, the oldest person to do so by some 27 years. Both swims were for charity. I am only the second person to swim the 22-mile length of the lake by "Channel rules" (without a wetsuit providing thermal protection and floatation assistance). I was fueled by HEED every 30 minutes in a plastic squeeze bottle thrown to me at the end of a rope. This was a faith journey, and I thank God for giving me the strength to finish. I thought that since almost all of your feedback is from bikers and

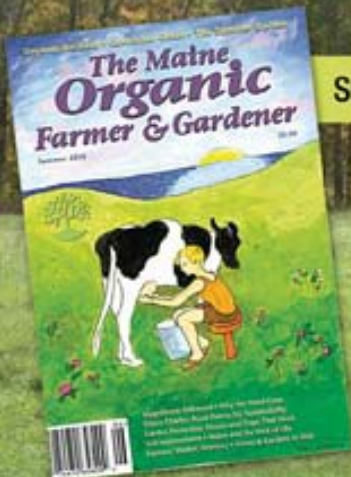
runners, you would appreciate some significant news from a pure endurance swimmer. I think your triathletes will appreciate a swim of this length in cold water, unassisted by a wetsuit. Keep up the great work you have been doing and continue to do for so many dedicated athletes.

God bless,
George Brunstad



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Proud Mary

For her 85th birthday, my mom, Mary Cooper, took a tandem road ride. Not too bad, considering that she had been in a nursing home in Indiana just a few years ago, ready to die. She had lived there for more than two years when I picked her up and brought her to California. Our intention was that she would spend "just a few months" with my husband and me over the winter. She needed help getting dressed, to get in or out of bed, and to go to the bathroom—several times a night, all on my "watch." I was exhausted but figured I could do it for awhile and survive. After all, this is my mother!

When in California, you do as the Californians do. She ate what we ate, vitamins and all, as well as "exercising" by receiving CVAC sessions where I work. (During a CVAC session, you sit in a chair for about 20 minutes while your body is massaged with rhythmic changes in pressure, temperature, and air.) After being here for six weeks, she also worked with a physical therapist to get up off the couch by herself. As she progressed to being able to go to the bathroom by herself, I was able to sleep. She, as you can imagine, ended up staying with us here in California.

In January 2009, she weighed about 180 lbs. Nine months later, she vacationed in New Zealand with us and weighed 120 lbs. We went there and to Australia for the World Master's Games. On

her birthday ride this September, she weighed 110!

She takes Premium Insurance Caps, Mito Caps, Race Caps Supreme, and Salmon Oil every day. After her "long days," whether on the trainer or on the tandem with my husband, she uses Super Antioxidant and AO Booster.

Hammer Nutrition® has been a wonderful part of bringing her back to life and has done so much for our nutrition and for our overall health and education. Thanks for everything!

Susan Cooper,
Escondido,
California



Olympic Dreams

BY VANESSA GAILEY



Currently ranked 22nd in the United States in his age group among javelin throwers, Joseph "Hambone" Ruggiers demonstrates a level of determination

and dedication not common among his peers. At 15, Joseph thinks a lot about the future—a future that for him may very well include record breaking, national rankings, and Olympic qualifiers. 2010 was his first year to compete at the intermediate level (heavier javelin and discus), and he advanced through the state and regional qualifiers to compete in the USATF Junior Olympic Track & Field Championships in Virginia. At the regional qualifier, he placed second in discus and third in javelin.

Joseph set the middle school state record with a 145-foot javelin throw and then continued to break his own record several times, including the current state record of 161 feet. "I asked my dad, Frank Ruggiers, what he would like for his birthday and he said, 'Can you throw the discus 160 feet?' I told him I don't know as my best had only been 145 feet and 4 inches. I threw the discus 161 feet and ran to my dad and said 'Happy Birthday.' I will never forget the smile on his face." In addition, Joseph maintains a 3.5 GPA and participates in wrestling, football and track. To sustain this, he adheres to a strict training and fueling strategy.

"I am looking forward to the next four years of high school; the competitions will be harder as the athletes will be better, but I will continue to train in the off season with weightlifting, drills, and

- continued on page 39

Hammer products. I use Hammer Gel, HEED, and Hammer Bars as my main source for fueling when preparing for any meet. I follow Hammer Nutrition's recommendations for proper fueling and recovering and get at least eight hours of sleep a night. I am continuing with weightlifting and protein shakes and protein bars. I don't need to lose any weight, so the Whey protein, Recoverite, and Hammer Bars really help after a hard workout. My uncle, Jim Stradley, told me about them. He uses them for long distance bike racing and said they would work for me. My cousin also uses the products. I tell anyone who asks about your product and give them sample packs to try.

If someone wants to compete in any sport or event, then they should try it. My mom, Suzanne Ruggiers, always says that in everything I do, there will be a lesson and a blessing, and sometimes both. I work hard and remember that competing at any level requires good nutrition, core strength, and technique. I am looking forward to expanding my discus and javelin marks in high school and college, and I hope one day to make it to the Olympics. It's a big goal to have, but it would be great to make it."



Photo : Suzanne Ruggiers

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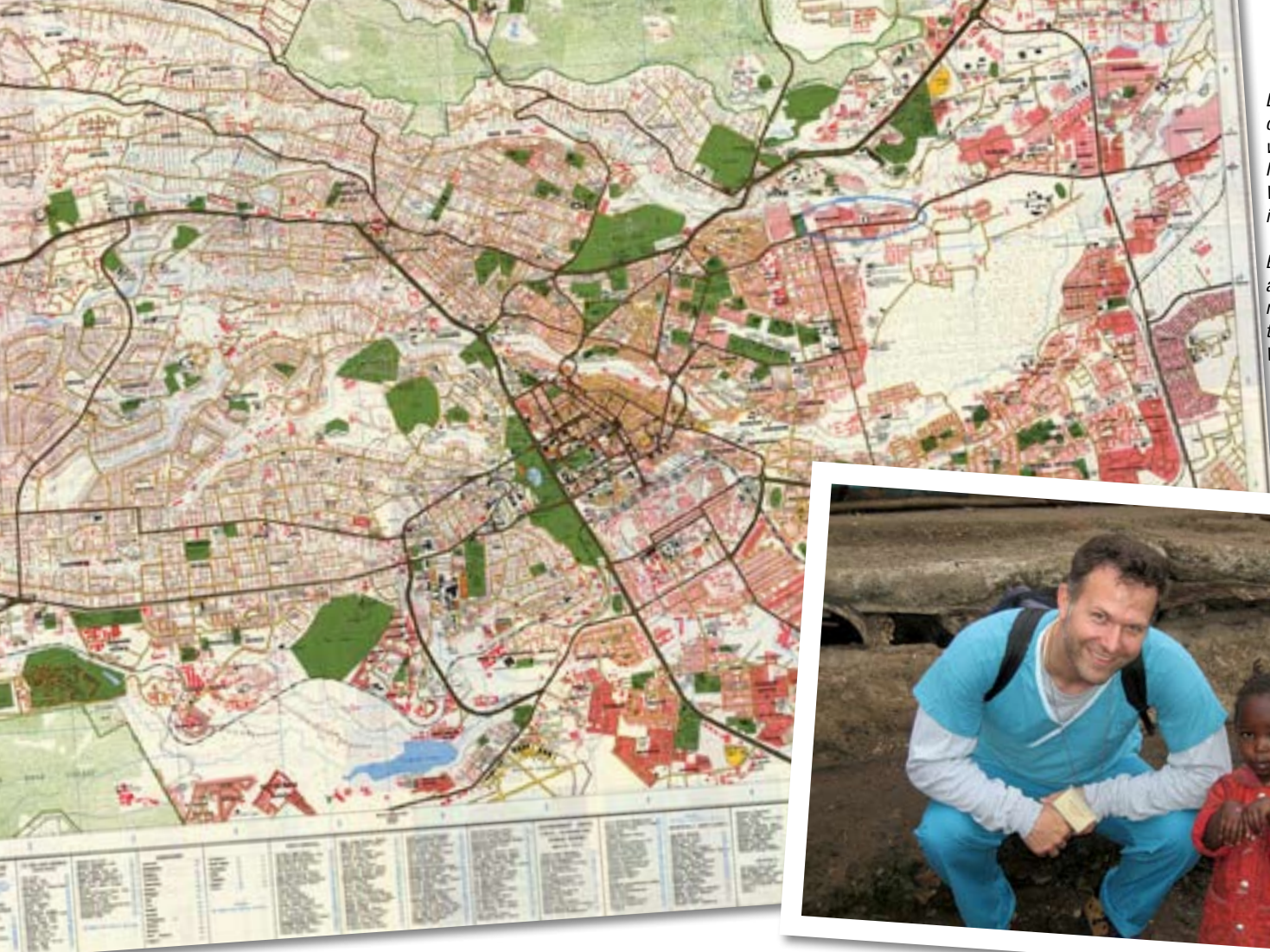
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Left : A map of Nairobi with the Mathare Valley circled in blue.

Below : Greg and a young resident of the Mathare Valley.



Through the Valley

BY GREG KRASA

Thank you so much Hammer Nutrition® for not only helping me train and race better, but for supporting me on a life-changing journey I took earlier this year!

For years now I have raced and enjoyed good health, and this year I had the opportunity to pay it forward. I had some extra vacation time, so I decided to go on my first-ever mission trip to Nairobi, Kenya. We had several people working on medical, construction, vacation bible school, and sports teams, all aimed at reaching the people of the Mathare Valley slums. I personally worked on the medical team as a pharmacist. To put Mathare Valley into perspective you have to be able to imagine 800,000 to 1,000,000 people living in a ½ mile by 3 mile area with no running water, no electricity, and no sewage! Their houses were literally no more than 10 ft x 10 ft shanties, home to an average of six to ten people per shanty. We visited this one

lady in her house who had five children and actually had a blanket hanging down from the middle of the house, dividing it in half because she rented out the other side! Yes, they actually have to pay to live there. Anyhow, I contacted Hammer prior to my trip, asking if they could help our sports team out with some nutritional supplements to take to Africa for the soccer clinics they would be having. By the way, our soccer team consisted of 25 people (mostly teenagers and young adults) who held soccer clinics from about 5:30 a.m. until 9:30 p.m. most days, coaching more than 400 kids per day. I never really thought of soccer as an endurance sport, but you have to admit that's approaching an Ironman cut-off. Hammer Nutrition® really stepped up by providing both Hammer water bottles and HEED which was greatly appreciated by the sports team and kids of Mathare Valley. I am telling this story not to derail my fellow

endurance athletes but to take a moment to recognize how special Hammer Nutrition® really is. I researched a lot of different companies and tried a lot of different products prior to finding Hammer, and hands down, they rock! I have been an Autoship member four years now and even had the opportunity to meet Steve Born at an ICTN camp years ago. Steve is a legit dude and that's not because he's an animal on the bike.

There are always times in your life that are truly memorable, often shaping who we are. For me, satisfying a lifelong dream of completing Ironman, to traveling halfway around the world to help people less fortunate, to seeing that there are still a few good companies out there willing to step up and make a difference during such tough economic times for all of us is truly memorable. Thanks again Hammer! **HN**

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Reflections on #100

BY JACK FINUCAN

On July 20, 2010, I completed my 100th triathlon. I stumbled upon this upcoming event several years ago when I totaled all the race numbers I had saved over the years (with the race data inscribed on them). At that time it was a very surprising 72, which in turn provided me with a goal of 100 in the not-too-distant future.

Looking back at the 100 triathlons I've done, you can view the statistics:

1 Mini-Sprint Tri (my first triathlon)
1 team event: 1993 Chicago Sun Times Triathlon; Team Ameritech, 2nd place (I did the 25-mile bike leg in a thunderstorm on Lake Shore Drive).
22 Olympic Distance Tris (St. Anthony's Triathlon ten times)
76 Sprint Triathlons (plus one fun triathlon, the 2001 New Year's Day Hair of the Dog Triathlon put on by the St. Pete Maddogs. My wife, Sandy, and I did it together on our tandem bike).

Or you can view my medal count:

12 Firsts
8 Seconds
10 Thirds
No penalties ever / No DNFs / two flat tires (same race!)

But I think the greatest part of competing in this sport is all the great people I have met. My wife Sandy has been extremely supportive—emotionally with encouragement, physically by

- continued on page 43

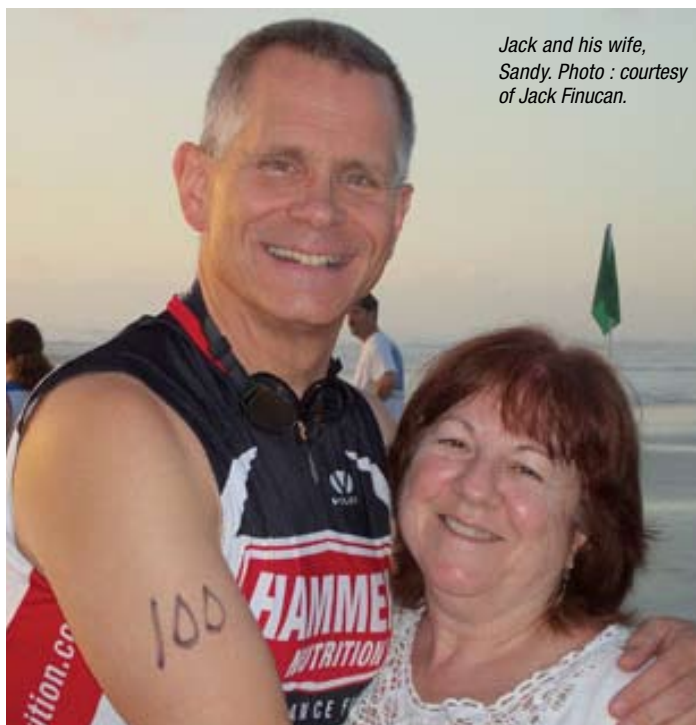


Others have helped but I have to give the biggest thank you to the fine people at Hammer Nutrition® for the wonderful products that I used for many years. Their free guidebook is a great resource for endurance athletes.

I began using Hammer products in 1995 when I helped Jeff Cuddeback run several triathlon training camps in Clermont, Florida. Starting with Hammer Gel, I expanded my energy food horizon by leaving other products behind and using Hammer products exclusively for the past ten years. I use Sustained Energy and Perpetuem (Caffé Latte!) as my primary fuels with Hammer Gel as a quick energy shot on runs. Last year, I began having a hamstring cramping problem on runs following flat bike rides. Endurolytes taken before the race and at the run start took care of that problem. During recent long distance training, I began using Anti-Fatigue Caps with great success. Also, I've never gotten any stomach upset using any Hammer products, even in Florida's summer heat and humidity. I've also discovered that Recoverite makes post-workout and post-race nutrition quick and easy.

Looking ahead, I've just signed up for the Atlantic Coast Half-Iron Triathlon on October 17th at Amelia Island, Florida (just north of Jacksonville). This will be my first half-iron distance race (1.2 mile swim, 56 mile bike, 13.1 mile run).

People ask me why I did 100 triathlons. It's not like I planned on doing one or two and then moving on. I look upon triathlon as a fountain of youth, something that will keep me fit and moving for the rest of my life. But endless training with no goal is to me without purpose. Triathlons, whatever distance, give you a point and a goal to achieve, if just to have a good time. After all 17 years and 100 triathlons, I still get excited on race mornings. I also still say to myself during the swim, bike, and run, "Boy, is this great!" That's why I keep going. **HN**



Jack and his wife, Sandy. Photo : courtesy of Jack Finucan.

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"I have been fighting with "supplementation issues" for the last year and have not noticed an improvement. I just called and explained my "issues" to Mr. Mark Decker and he made several recommendations to me. I felt like these recommendations were tailored to me as a runner. I finally feel like I have found a sports nutrition company that understands the meaning of true customer service."

- Keith Bradley



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Hammer Nutrition® Fuels - Diabetic Friendly

BY STEVE BORN

We routinely receive testimonials such as these:

"There couldn't be better products on the market for diabetics. Thanks for making it possible for me to achieve goals I wouldn't have thought possible without the lows and highs of other products!"
— Jimmy D.



Jimmy D.

so much is your dedication to being superior products for diabetics. I have two children who have Type 1 Diabetes. This is a constant and daily battle for our family. But I know that when my 12 year old swims or hikes, he can have a Hammer Gel or some HEED and it will keep his sugars stable and not spike, causing a potentially dangerous situation." — Ken W.

In addition, we have an entire "case study"/testimonial provided by Dr. Marty Reynolds, "Is Hammer Gel a safe carbohydrate for diabetic endurance athletes?" (www.hammernutrition.com/hnt/1566), which details the positive results his wife, a Type 1 diabetic, had using Hammer Gel. In the article, Dr. Reynolds writes, "We tested ALL gel products, and found Hammer Gel to be the most reliable and consistent in providing carbohydrate to keep her blood glucose level normal during a run."

So what is it that makes Hammer Nutrition® fuels so much more diabetic friendly than others? We believe that it is the carbohydrate source we use, maltodextrin. One of the benefits of maltodextrin is that it has the same

Glycemic Index (GI) rating as pure glucose (100), which means it elevates blood sugar levels as rapidly as glucose. However, unlike glucose (a simple sugar), maltodextrin provides a more consistent and longer lasting energy. The declination in blood sugar levels with glucose is dramatic and typically ends below fasting levels, meaning you're worse off than when you started . . . it's the "flash and crash" type of energy that all athletes—diabetic and non-diabetic—want to avoid. The declination in energy/ blood sugar levels with maltodextrin, however, is much more gradual and does not drop below fasting levels.

The other key as to why Hammer Nutrition® fuels are so attractive for diabetic athletes is the small amounts of two healthy sweeteners—xylitol and stevia—we use in some of them (HEED is the first to come to mind). Xylitol has a GI rating of seven, which means that it is more slowly metabolized (independently of insulin) and thus doesn't cause the rapid elevation of glucose blood levels. Additionally, xylitol also contains 40% less calories compared

Hammer Nutrition® fuels, with their maltodextrin, xylitol, and stevia components, are the best choice for diabetic athletes!

to sugar. This may not seem like a major difference; however, replacing sugar with xylitol on a regular basis may have a significant effect in the reduction of obesity, the number one risk factor for diabetes and many other diseases.

Stevia is another all-natural sweetener. It is several times sweeter than sugar and other sweeteners, which is why it can be used sparingly. Stevia contains no calories and has a GI rating of zero. As such, it is an ideal choice for diabetics. In addition, ongoing studies show that stevia can help to reduce blood pressure without affecting those whose blood pressure is within normal range. **HN**

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2010 GORE-TEX® TRANSROCKIES RUN



Andy and I had a successful week at the 2010 Transrockies Run. We put a gap on 2nd place of seven minutes on day one, and gained a few more minutes each day, so we had a comfortable lead by day three. Both of us felt great each day and stayed strong throughout the week. We swept each stage and made it a boring race. We won the overall open men category in 15:45:37.

Thanks to Hammer Nutrition® for all of the products.

*Max King & Andy Martin
Team Monttrail/Hammer Nutrition*

Congratulations to Hammer Nutrition®-sponsored athlete Jason Wolfe who finished second overall in the men's open category with his partner, Eric Bohn.



A Balanced Athlete is a Better Athlete

BY ROBB BEAMS

When it comes to creating a more complete athlete, the foundation needs to stem from balance. The concept of core body strength and functional integration is recently discussed in every form of media and across all spectrums of athletics. However, what is not addressed in these discussions is how an athlete's lack of symmetry in all three planes—Frontal (front to back), Sagittal (left and right) and Transverse (top and bottom)—is actually an inefficient and injury prone athlete.

How Muscular Imbalances Occur and the Problems it Creates

As an athlete, sport-specific training requires certain ranges of motion

(involving more than one muscle group and associated joint) that are completed to improve the skills necessary for optimum performance. By recognizing that each movement within the muscles involves a concentric action (the muscle shortens and acceleration of the body part) and an eccentric action (the muscle lengthens to decelerate the body part), and that movement requires traveling through more than one plane (mentioned above), you immediately see how important it is to focus on true functional integration.

To perform actions specific to sport, the primary moving muscles tend to become over developed at the expense of the antagonist muscles limiting the range of motion that can be performed by the necessary muscle groups. Muscular imbalances can create the following symptoms:

- **Decreased power output:** the primary mover does not allow the antagonist muscle to complement the range of motion. If the quads are overly tight, the hamstrings will not become fully engaged which limits the total power output of the upper leg.
- **Decreased endurance:** if the primary mover is overly tight, the antagonist muscle can not bring the muscle back to its proper position which increases resistance and ultimately creates fatigue within the muscle.
- **Decreased economy:** if there is limited range of motion within a muscle, the body will compensate to perform the movement in a non-biomechanically efficient manner
- **Increased risk of injury:** a tight muscle is similar to a rubber band that has been pulled tightly, the tension in the middle becomes high and is susceptible to tearing if asked to extend beyond it's capable range of motion (verses it's optimum range of motion).

Proprioceptive Balance - The Foundation to Muscular Integration

As athletes, we understand that the core is the foundation for all of our movements – nearly every movement originates (directly or indirectly) from your core. As you move specific to your

- continued on page 47

sport, your core strives to maintain balance and provides a foundation for the other muscles to interact with for correct biomechanics and ultimately optimum strength and endurance. To ensure that you are forcing your sport-specific muscle groups to engage in a more functional way (i.e. through all three planes), you have to incorporate a Proprioceptive Strength Program into your cross training exercise program.

Let's illustrate what Proprioceptive Balance actually "feels" like. Simply stand on one leg and close your eyes with your head facing forward. As your core strives to maintain balance (i.e. not fall over), you will feel the functional integration of the muscles starting at the foot and coming all the way up into your gluts, core, and lower back. This is Proprioceptive Balance in a nutshell. Your body makes these subtle adjustments every time you cross train or participate in your sport. However, you are moving so fast, you don't "feel" the balance taking place. (Side note: Now try the exercise again, but this time tighten up your abdominal muscles so that you feel like you are piercing your spine with your belly button and notice how much more stability you have!)

Tools to Create Proprioceptive Balance and True Muscle Integration

There are a few productive tools that we use with all of our athletes:

- Indo-Board™ with free weights
- Bosu Ball™ with free weights
- Folded towel with free weights
- Single leg with free weights

Workouts to Teach Proprioceptive Balance and True Muscle Integration

To help force the body to work in all three planes, enhance the athlete's proprioceptive balance, and integrate more muscles, we have our athletes complete all strength exercises on the Indo-Board™ without letting either side of the board touch the ground. Let's look at the shoulder press on the Indo-Board™ with a squat. By having the athlete complete a traditional shoulder press while on the board forces the core to create balance in two planes: front/back as well as left/right. The gluts (back of body) are engaged with quads (front of the body) to avoid falling forwards or backwards. The shoulders, particularly the middle deltoids, are working to

lift the weight, while the anterior and posterior deltoids (the front and back of the shoulder joint) are working to keep the weight from falling forwards or backwards. After you complete the shoulder press, you then perform a squat while standing on the Indo-Board™ and you force your quads (front) and your hamstring (back) to integrate together to avoid falling off of the board (in all directions). By involving so many muscles to complete a shoulder press and squat you will develop true Muscular Integration.

Push-Pull-Sprint Interval Set

We also have our athletes incorporate a workout we call Push-Pull-Sprint Intervals. For this workout, you will need access to a Concept 2 Rower™ (most gyms now have one or two units available to their members).

- The athlete begins the workout by completing as many push ups on the Indo-Board™ as possible in 30 seconds (with the goal being not to let either side touch the ground)

- Immediately move to pull ups and complete as many repetitions possible in 30 seconds

- Immediately move to the Concept 2 Rower™ and complete a 500 meter sprint (capture your elapsed time)
Rest 5 Minutes
Repeat 5 Times

Goal: to have the smallest deviation in your numbers from Set #1 – Set #5

If you would like a sport specific proprioceptive training plan and instructional video series, please email me directly at robb3@earthlink.net. We have programs for speed, endurance & agility. **HN**

Robb Beams is the founder of the Complete Training Solutions Program™. Visit Coachrobb.com for various sport-specific training programs and resources such as the two MotoE Performance Training Facilities in Florida, eBooks on various human performance elements, and online instructional video series for various sports. To discuss your current program or have a new one developed for you, feel free to contact Robb Beams at Coachrobb.com.

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Oh, the Places You'll Go!

Recounting the Tahoe Sierra 100

BY DUSTIN PHILLIPS



Dustin smiles
from the podium.
Photo : Jason
Keister

For anyone who has children or remembers being read the Dr. Seuss book *Oh, the Places You'll Go*, I have to candidly share our most recent road trip with you. I hope you have enjoyed recaps about our racing experiences over the last six months, but I have to be honest—often that is only half the story!

On this trip, for whatever reason, I had a chance to reflect on the travels that my team (friends) and I have gone through together. I was moved to write about this trip, though it only stands out in that it is the most recent. Based on the feedback that is received from this article (and yes, we listen), I will gladly follow up with more. Call it inspired by Dr. Seuss himself, but we have gone some places, and they are places I would like to share.

Our latest adventure was the Tahoe Sierra 100. This was on the calendar as a tune-up for my final push, 24 Hours of Moab. For anyone who hasn't been to Whitefish, Monana, it really isn't close to anything, which is a mixed blessing! Anyway, our 16-hour road adventure started on a Wednesday afternoon, and with multiple routes to choose from, the debate begins. We lock down Hwy 95. (Look it up. It is beautiful!).

The first night was filled with the usual wildlife that, for most of my life, I have taken for granted. As we ran the gauntlet of deer and their fawn, we also woke multiple raccoons from their slumber in the middle of a warm road. Plus, some unidentified vermin passed through our headlights like a "Bigfoot" sighting, with a conversation ensuing something like this:

"Did you see that?"

"Yeah. What was it?"

"I have no idea. Good thing we didn't hit it."

Then, there it is, the late night debate on where to stay. Road weary and short on patience often ends in sketchy sleepovers at best. This time it was in Reno, even when better judgment is calling out just short of a scream. No matter, we have survived yet another night on the road! Though I must say Reno, beyond the "Reno 911" stereotype, was quite pleasant. We had some great chats with Chuck at Eclipse Running, along with Velo Reno and Sierra Cycle Smith—all great shops doing their best in keeping the local community active. But my highlight was

foooooood. The Stone House gets my breakfast recommendation! The place was comfortable and classy, but better yet served food to meet the environment of the setting. Best breakfast all year!

Then the trails we get to ride along the way . . . granted I am primarily a "west of the Mississippi" guy (so convince me IF you can), but I feel have ridden in all the hot spots west of there. On this trip we were introduced to some Nevada secrets by an Elko client, in the location of Winnamucka, Nevada. After getting

- continued on page 49

our bearings in the sagebrush, we were in desert single track bliss. From Winnamucka to Runamucka, Jason and I were riding with Wild West-like carbon fiber cowboys. Jason's opinions slightly changed about Nevada, and I was ready to call off TS 100 and ride all the rogue trails of the West, but duty calls and onward west to Donner Pass.

I was really overwhelmed by the number of ski areas and the amount of backcountry access. I was like a little kid at a candy store. Our tour guide, Mike Freeman, who was skiing the area when lift tickets cost less than a movie gave us the history on the place. I now have the "goods" for a nice spring ski safari for the family. On to our lodging for the night, a sweet spot right along the river dating back to 1867—whoa! It had a Swiss chalet feel to it . . . so fitting to the bike race tradition that I so enjoy!

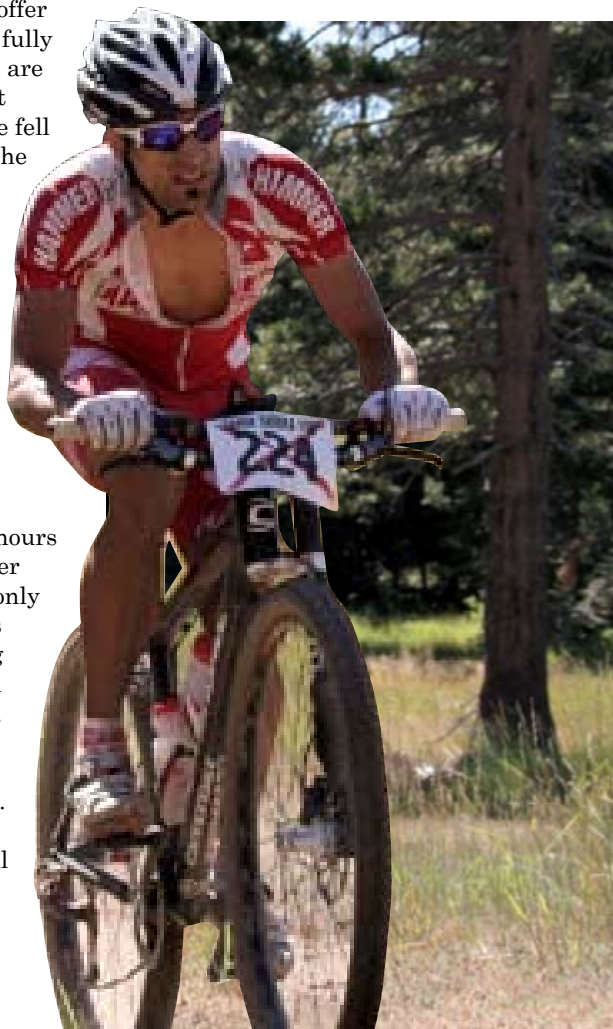
Another well-before-dawn wake up call surprisingly finds me in the company of so many more like me, those who sign up to punish, to seek the limits of our body, and ultimately to find that personal challenge. We are in good company, as you can't forget the supporting family members and friends who are there to help at ungodly hours and to offer their best, even if they do not fully understand the "war" that we are about to wage. Jason was that person on this day, because he fell sick on the trip down. I know he was well under the weather, but he was there to offer support, as was Mike and his wife, Nellie, all having been there before. It just makes you feel that much better. I also had support coming from home, as my family had multiple texts in my inbox, all in the form of encouragement.

One hundred miles and nine hours later, I chalked it up to another great experience. Fueling on only Hammer Nutrition® products (even when they were cooking bacon on course . . . it smelled so good), I had not one cramp, no stomach issues; just a sore back and tired legs, all for a hard-earned 3rd place overall. I have so much respect for all the finishers of a 100-mile trail race, because there is no such thing as an easy one.

As races go, this one came and went. Global Biorythm Events is well versed in putting on races and putting them on well. Jim was both timely and professional, and I am happy to support his series with our product.

After my 100-mile effort, I was wasted tired and it was time to return home. Kudos to Jason as he did a lion's share of the driving. It's hard to say what would have happened if he had been feeling well and had raced too. I guess like all other race road trips, we would have worked it out. What stood out the most on our drive home occurred in this little town called Riggs. A local resident called out to us from across the street, asking if we had samples. Riggs has a population of 900 . . . no lie. I handed off some Perpetuem and Hammer Gel, and he wished me well. Onward we went, only to see Idaho's version of Alp D'Heuz. It may not have had 21 switchbacks, but it had enough to know you were climbing—and the setting was amazing. Who knows . . . maybe a spring training camp location? I will keep you posted!

I hope you enjoyed the journey . . . if so, let us know and we will have more windshield time coming your way! **HN**



Harry Johnson rides hard at the Red River XTERRA in Oklahoma. Photo : Diane Johnson

Friends of FCA

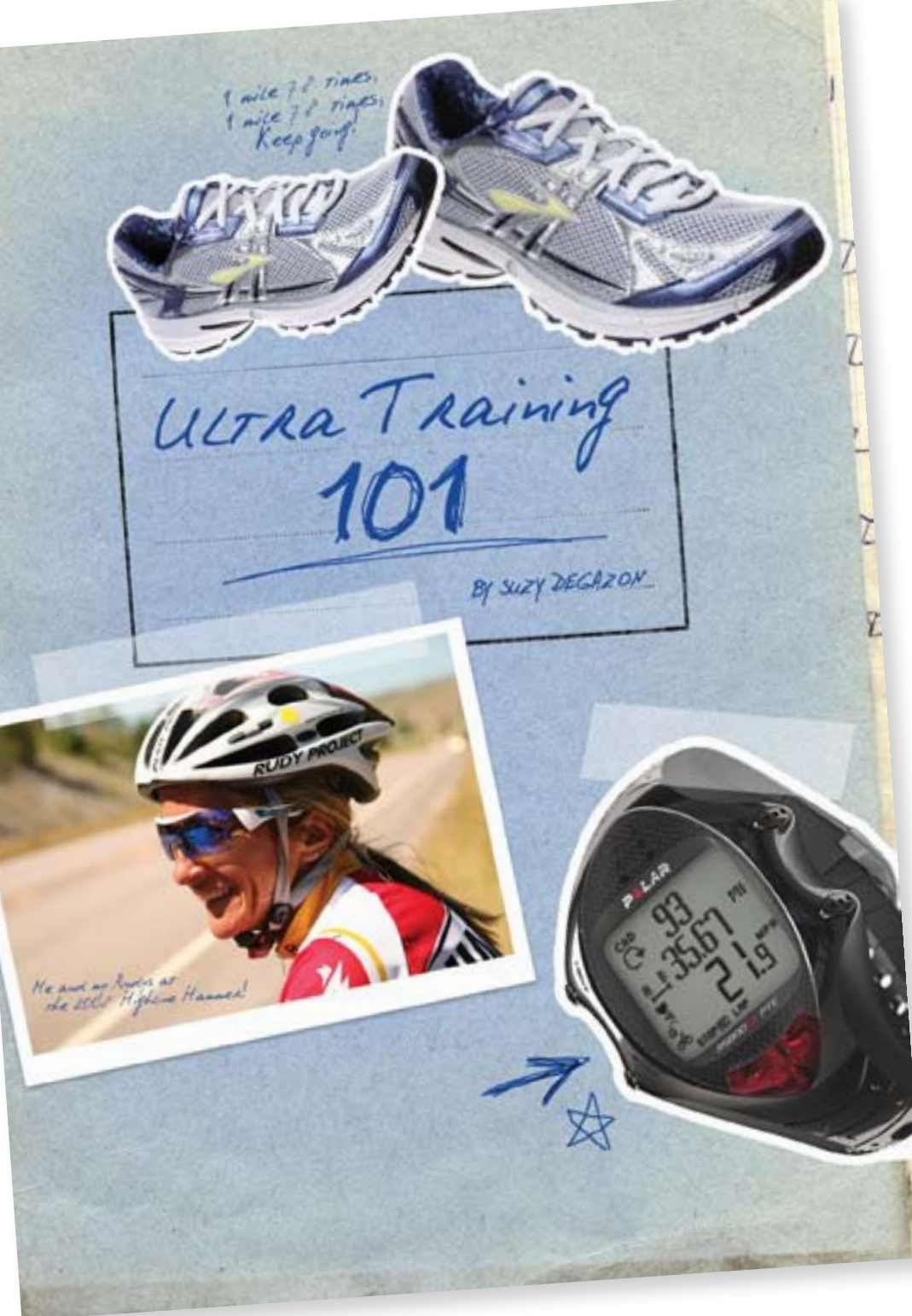
"I want to thank Hammer Nutrition® for supporting the Fellowship of Christian Athletes and for your great products. After 25 years of Ironman and other road racing, I switched to XTERRA off road triathlons a couple of years ago. I have won the season point series in my age group twice (2008 and 2010) and was 5th at the World Championships in Maui last season. I use Hammer Gel, Hammer Bars, HEED, Hammer Whey, Tissue Rejuvenator, and Premium Insurance Caps—and love them all!"

Harry Johnson, 55, Bozeman, Montana

"I raced with Jonathan Holiday (FCA Endurance & Hammer Nutrition® athlete) last weekend and we talked quite a bit about Hammer Nutrition® and racing in general, but what impressed me most was when he told me that Hammer Nutrition® was a supporter of FCA. Please tell all involved thanks so much for the FCA support! I had the great opportunity to serve as the chair of the regional board of directors for FCA in Kentucky and I am always grateful when someone helps with their cause . . . thank you!"

Thanks,
Ricky Farmer DMD, PSC

To learn more about the ministry of FCA, visit their website www.fcaendurance.com.



Learn the lingo . . .

Double Iron Distance

This is a 4.8-mile swim, 224-mile bike, and 52.4-mile run. The clock never stops and it is a sure thing you will be riding in the nighttime. The cutoff for a double is 32 hours, although some have extended that time to 36 hours.

Triple Iron Distance

Be prepared to swim 7.2 miles, cycle 336 miles, and run 78 miles. Like double iron distance tris, the clock never stops. In the past the cutoff time was 52 hours; however, it is now 60 hours.

Ultraman Hawaii

3 days of racing circumnavigating the "Big Island" of Hawaii to complete 320 miles. Each day has a 12-hour cutoff.

Day 1 : 6.2-mile swim & 90-mile bike

Day 2 : 171.4-mile bike

Day 3 : 52.4-mile run.

By the time you read this, the Virginia Double will have celebrated its 25th anniversary of double iron racing. Last fall the Ultraman Hawaii, 320 miles of racing around the "Big Island" of Hawaii, also celebrated its 25th Anniversary.

Ultra triathlons are out there, and every year more and more triathletes are discovering the unique challenges that face the competitor in these events. I did my first triathlon in Puerto Rico in 1993. I became hooked and did an IM in 2004/5 and then went straight into the fire and did a Triple Iron distance race in France. I didn't have a clue what I was getting myself into! My mental strength would have to guide me as there was nothing much in the way of training for that distance in those days. That first ultra turned out to be quite an adventure. I ended up with cracked ribs after my bike skidded on ice in the middle of the 336-mile ride, but not before discovering that my crew had left my helmet some 20 miles from the swim finish! I ended up cycling through Grenoble in a French Telecom hard hat on French TV to get to the cycling circuit where my helmet was.

In 1997 I went back to France to finish what I started with a plan . . . I swam 222 laps in the outdoor pool, stopping every 20 laps to hydrate and take in a few calories. Soon the 7.2 miles were over and, just when you think you cannot swim another stroke, it is time for 336 miles of the bike. This portion was split up into 11-mile loops of open-to-traffic road. I remember a slight uphill, which seemed like a bump at first, that turned into a mountain peak after 300+ miles!

When I finished that ride, I was in the hurt box. I could not bend my knees and I was just tired. Other athletes were already running but I took a much-needed hour sleep and then went on to do four half marathons in a mile-loop format. At mile 60 I questioned my sanity. I had never run that far in my life! The last half marathon was a "suffer fest" as I had hurt my right foot two weeks prior in the NICE Worlds Long Distance Tri. I now thought it would not be possible to finish the last five miles! The doctor on course said maybe one

- continued on page 51

more mile, but five miles later I became the 28th, and last, athlete to finish the triple iron race out of 48 starters. I was also the 3rd female and the 9th woman ever in 10 years of the race to finish the Defi De Mondial. My finishing time was 51 hours and 41 minutes, and though I was not the strongest woman or the best athlete, I had my mental state on my side . . . it was one mile 78 times, I tried to split up the distances into conceivable miles.

It is now 2010 and I have 12 Ultraman Hawaii competitions, 2 triple iron races, and over 12 doubles to my resume. Each has its unique challenges and all must be respected.

All ultras require the athlete to have a crew which is VERY important and can consist of one person or several people who can aid with nutrition, positive reinforcement, and camaraderie. It is not easy for the crew as they watch their athlete go through a range of emotions; they have to remember not to take it personally as their athlete becomes tired and grouchy! In a Double and Triple Iron format the racer actually passes the finish line multiple times as they run and bike in loops and swim in laps. There is usually a little village of tents housing all of the crews. Everyone is friendly and helpful, and the athletes see each other many times. The crews cannot follow the athlete with a vehicle on the course, but may run with the athlete during the run.

In Ultraman Hawaii the crew bunny hops in a vehicle to support the athlete. You may not see the faster athletes until the end of each day! The main job is to keep the athlete moving forward with no excuses to stop.

Double and Triple Racing

Swim : This is usually in a 25-meter or a 50 meter pool, which can make for some serious lap swimming! Every athlete has an appointed lap counter. In Ecuador the swim was in a cold lake at altitude, and the athlete would swim in circles around a 50-meter buoy line. I remember asking my crew for hot water to pour down my wetsuit because I was so cold! That was an awful swim, with a green muddy, slimy bottom. Yuck! In Quebec the swim was a pleasant trip down the St. Lawrence River with the Chateau Frontenac in the distance. Typically each athlete has their own kayaker, and the swim is usually started when the

current is in the swimmer's favor, so the organizers add an extra half mile or so to compensate.

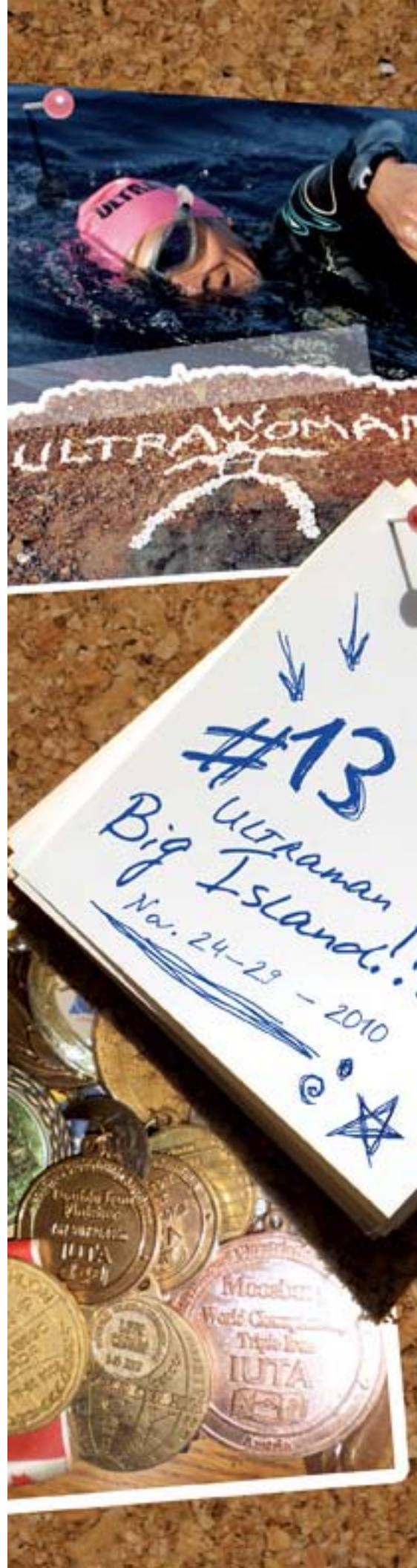
The swim for Ultraman Hawaii is a 6.2-mile ocean swim. Each athlete has an appointed kayaker with the big difference here being OPEN WATER! I wear my Aquaman wetsuit with full sleeves to protect me from jellyfish, although I do feel like a seal waiting for a shark to toss me. However, in the 12 swims that I have done in Hawaii, every one has been different . . . visibility, tidal movement, high/low tides, etc. I have never seen a shark but have had dolphins jump next to me, watched whales and manta rays, and swam the final mile with colorful reef fish. I always ask my kayaker to stop me every 30 minutes so that I can refuel with HEED and Electrolytes.

Once out of the water the athlete makes their way to the transition area. On the way to the bike I try to eat and get calories into my system, and it is also very important to keep well hydrated. It is a long day and you cannot afford not to fuel adequately!

Bike : Mental games can greatly aid the bike ride; for double/triple distances, expect to do anywhere from 100 to 200 loops on the bike. Make sure you have good lights as I guarantee you will be using them. Cycling 224 or 366 miles will be a life-altering experience! I have done these rides with little training and truly suffered and then been smart and did double century challenges in So Cal to prepare for the suffering. At night some of these races are held in secluded areas, and wildlife will occasionally stumble out onto the bike course . . . deer in Virginia and owls in Ecuador!

In Ultraman the bike is around the island, and several climate changes can take place on any given section. Expect rainy and wet in Hilo, windy in the Kohalas, hot and challenging climbs towards the black sand beaches, and cold towards the volcano. You learn to expect the unexpected. This is a tough ride and all road rules must be observed. The good thing is that, after 90 miles on the bike, you can rest at the volcano and resume the 171.4-mile bike on Day 2. This is a great opportunity to do the important things like get a massage, eat good food, and hydrate!

- continued on page 53





Team Hammer completed the Dances with Dirt 100k trail relay through Hell, Michigan. 362 teams took to the trails, swamps, streams, rivers, and even through a small lake and Team Hammer finished in the top third.

Thanks again for your support!
Linda Minick, Elaine Hodder, Chris Benedict,
Todd Biggs, and John Kahler

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- continued from page 51

Run : Okay, this is the big one! Unless you are an Olympic cyclist or did the bike course in record time, if you cannot run you will have a hard time processing 78 miles. No matter how you work out the format—so many laps or one mile 78 times—it is still three marathons back-to-back. I learned the hard way not to go out fast in the first marathon. You must keep good nutrition, and having a crew member run alongside really helps. The real race in long distance running usually begins between miles 40 and 60. This is where either your legs give in or your mental edge cracks. It is just one foot in front of the other at this point, and I make an effort to stretch every few miles. In France, when I placed on the podium, the two females who DNF'd did so 10 miles from the finish during the run!

Nutrition

Thankfully I discovered Hammer Nutrition®! For the Ultraman Hawaii I will have several bottles of Perpetuem made up, and because I have a crew that sees me often, I have the luxury of fresh cold bottles every hour. I am religious with Race Caps Supreme, Endurolytes, and Anti-Fatigue Caps. I also like to eat Hammer Bars. It is VERY important to fuel wisely and not to think "if a little is good, then more must be better."

Since Ultraman Hawaii is more akin to a 3-day stage race, I am able to get solid food into my system each evening. I try to plan what I know works best for my system, pasta and cheese—the plainer the better. I learned the hard way that eating spicy foods, or too much food, will not make for a pleasant day on Day 3 of the run!

During the doubles and triples, life becomes a little more complicated as you are on the move for the entire time. If it is hot, I keep to a liquid diet; in the evening and during the night, I eat mashed potatoes, cheese sandwiches, and bananas. I have been known to make crepes out of protein powder and fill with Hammer Gel and consume every hour!

The most important thing to remember is calorie intake. As an endurance athlete you will always be in deficit. For my weight I keep to 250 calories an hour. I also do not sacrifice sleep. I would never dream of waking up three hours prior to an ultra event to have a good breakfast. Instead I rely on a good

meal the evening before, and then the morning of the race I take a Hammer Gel 5-10 minutes before the start of the swim. This is enough to kick off the liver glycogen and get you moving in the water for the first 30 minutes or so.

Training

To me it is really important to have a BIG base on which to build on, so you have less chance of being injured. Then, once you decide which race you are going to do you can mentally prepare and peak for the event.

No . . . I do not swim six miles in training! Neither do I cycle 300 or 200 miles a few times a week. I firmly believe that good base training and consistency is the key to ultra training. I target 50-mile runs and sign up for 200-mile bike events when I need mileage. I love running marathons for training and just joined a Masters Swim group in Covina as I realize how important it is to be as efficient as possible in the water. Some athletes need to have guidance and some sort of structured coaching. For others, such as myself, I read a lot, ask many questions, and know what I have to do to get the job done. I was rarely injured during the years I raced doubles and triples and accredit this to the huge base on which I could build. I also found really good information in two of my favorite books: *Lore of Running* by Noakes and *Long Distance Cycling* by Burke and Pavelka. After teaming up with Hammer Nutrition® I found a wealth of knowledge from Steve Born also.

Recovery

After hours of training you have to remember to look after your body, remember when it is tired, and not to push through fatigue but to rest and build up. Recovery drinks are very important! Hammer Nutrition®'s Recoverite is probably one of the best on the market. I am a HUGE fan of my Polar Heart Rate RS800CX as I can target hard efforts and, by monitoring my heart rate, can tell if I am heading toward over training. Earlier this year I had a heart scare and the main reason was not enough quality sleep. I saw the

pattern develop and caught it before I put myself into the dark zone due to my Polar monitor training. Good sun care

is also important as getting sunburned during a long ultra run is no fun. I use Ocean Potion Dab On Stick for nose, ears, etc., combined with a good white hat and sunglasses. I prefer Rudy Project. There is so much involved in training and racing ultras that I could write a book!

It is very important to remember that no matter how prepared and well trained we are, things may always go wrong on race day or leading up to the race.

Some of my biggest moments included having a kidney stone in Hawaii during the run in 1999. Despite severe pain I managed to finish the run and ended up passing the stone in a hospital later that night. The night before the swim at the Quebec Double I had an abscessed tooth. In Canada, getting anything stronger than ibuprofen is tough. I ended up taking a lot of ibuprofen to get me through that event—ended up getting Gold! As if those weren't bad enough, I've fallen asleep on my bike at mile 200 and broken my collar bone, suffered altitude sickness after a 4.8-mile swim, and more! You have to be able to deal with racing in the hurt box and take comfort from the fact that everyone else is racing in the hurt box too.

Ultra triathlons are here to stay. As a veteran of many, I will tell you that you have to learn to be able to keep going through uncomfortable moments. I will not tell you that they are fun or that you will be laughing and high-fiving all around the course, as a double and triple can be incredibly mentally tough. My most joyous moments are finishing the swim and bike cutoffs, and the biggest moment is crossing the finish line. Everyone is a winner who just signs up and attempts to challenge themselves!

If you have any questions about ultra triathlons and wish to contact me, you may do so at sdegazon@hammernutrition.com or via my website www.suzydegazon.com. **HN**



Suffer Like the Dog: It's Cross Season!

BY PHIL GROVE

The sport of cyclocross is not pretty, not easy, and rarely glamorous. It is one of the few sports for which event organizers actually seek out bad weather, mud, and basically anything that would make a person not want to ride their bike. To excel in the sport, handling skills and raw power are a given; what sets riders apart is their tolerance for suffering. The key is ignoring the ever-present signals to quit and reminding yourself that it's only an hour in the pain cave.

For me, the nice thing about cyclocross is that after a long summer of mountain biking, at least I can just jump into the mud pit without really needing any

Big Rig out to the Northwest to expo and race at these two awesome events.

Starcrossed is a race all to its own. It is the original twilight cross race, drawing 5,000 screaming, beer drinking fans under the lights at the Marymoor Park Velodrome. The energy felt as the fans scream for you to ride faster and faster feels like 88 mph with your tires about to catch fire, and that's only how I felt near the back of the pack!

Being a working guy, I have no UCI points and usually have to start near the back of the Elite races. There were about 80 Elite riders on the start line

specific training . . . or so I thought. Cross is more popular than ever, especially in the Northwest. In the Seattle and Portland areas, you can expect over 2,000 racers on any given weekend. The west coast opener to the American Cross calendar is the Starcrossed and Rad Racing Gran Prix weekend, which took place on September 18th and 19th. Hammer staffer Matt Butterfield and I took the

at this year's event, and the race goes ballistic right from the gun. By the time the Elite Men went off, about 600 riders had turned the course into a mud pit, and the rain was pouring on us; perfect conditions for any good cross race. The transitions from asphalt sections to muddy corners were the most difficult; Canadian National Champion Geoff Kabush went careening through the field in the first corner, surprisingly taking no one out on his impromptu "slip 'n slide." I was feeling surprisingly untouchable and moved through about 20 riders before I encountered a similar fate. When I went to hop back on my bike, my handlebars were at a 45-degree angle in relation to my front wheel—rats! Covered in the greasy mud, I attempted to straighten the bars and get on my way. I knew I should just keep riding hard, as the same thing was probably happening to most of the field. For my first cross race of the year, I was content with 34th but wishing I had kept it upright on the first lap.

On Sunday I was given another chance at the Rad Racing Gran Prix. This was Hammer's first year as presenting sponsor for this event and as sponsor for the Rad Racing Junior Team out of Seattle. Miles Frank was also on hand to take part in his first bike race, placing 3rd in the Junior 13-14 category with the Rad Racing team. These guys have an awesome development program; several of their grads have reached the pro ranks in both road and cross. Sunday's course was very fun to ride, but it was also another test of skills in the mud. This course also tested us through some

- continued on page 55



Phil races through the sand during the Rad Racing Gran Prix. Photo : Matt Butterfield

STAYING FUELED SOUTH OF THE EQUATOR

I just got back from seven days in Chile, at a ski resort about nine hours south of Santiago. The trip was an Oakley Prototype Apparel Field Testing trip where I was testing some beta sample goggles, snow packs, and technical outerwear. There was a lot of snow but no new; therefore we had to hike and ski tour long distances to find good snow. **My team and I were fueled by Hammer Nutrition® for some 4- and 5-hour adventures in Chile with 2,000 to 3,000 feet of vertical hiking.** Every morning started with a bowl of granola with some Hammer Whey mixed in. Water bottles filled with HEED for the climbing and for quick energy, gels and more gels. Back at the lodge we drank hot chocolate infused with Chocolate Recoverite. Thanks Hammer Nutrition® for the great products!

- Dave Steiner, Park City, Utah

WHOA!

rooty, technical sections and a 100m run on the beach at Lake Sammamish State Park. While most of the same faces were on the start line from the night before, I still felt like I had a better shot with one race in my legs. I was moving steadily through the pack until late in the race, when I noticed I had about eight pounds of mud on my bike, and the competition was swapping out for a clean bike each lap. Nonetheless I had a good day—I wound up 25th, finished on the lead lap, and was rewarded a crisp twenty spot for my efforts.

After a great weekend of racing, we were off to Las Vegas for the Interbike Show and Cross Vegas, the largest cross race on the continent. I knew that expo-ing like crazy all day at Interbike was not ideal leading up to a race, but I enjoyed being one of the few bike industry workers in the main event. On the start line of this year's Cross Vegas were eight current national champions and three of the current top ten riders in the world. I had the honor of a 106th start position. This course was a complete 180 from my previous weekend of racing in the Northwest, from which my legs had yet to recover. The all-grass course with

Velcro corners meant I was pedaling about 98% of each lap. The pace was almost more than I could stomach, but seeing my office buddies Jason, Bradley, Dustin, and Matt, as well as Hammer-sponsored mountain biker, Andy Schultz, forced me to continue on. They were among thousands of screaming fans lining the entire course, demanding that we all ride above our limits. Cross is definitely not about listening to your body; you can't give in to your senses. My crazy schedule caught up with me a little bit during this race, and I didn't have the same explosiveness as I did the previous weekend. Fresh legs or not, I was excited just to take part in such a world-class event.

At the finish, French Champion Francis Mourey caught Jaimey Driscoll with less than half a lap remaining, giving him a perfect early season in the US. Though he certainly put on a good show of how to ride a cross bike, the week's photos confirm that it is no less muddy or difficult at the front of the race. If anything, he just knows how to hurt more than the next guy, which pretty much sums up the sport of cyclocross. **HN**



Hammer Nutrition® is still a small company and we often liken our coworkers to family. Some people, like Bob and Tyler Weaver, actually are family. Bob is our Operations Manager and Tyler spent the summer working in our shipping department. This fall though, Tyler set off on an adventure to Alaska. With his trusty pickup readied for the drive, and a 'topper' made out of Hammer Nutrition® banners, he waved goodbye and headed north. Good luck in Alyeska, Tyler! From your Hammer Nutrition® family.

An Epic Journey

The first foreign finisher recounts his 308K Trans Korea journey

BY MARK JOLIN, U.S. Army, Korea



On September 11th, I was fortunate enough to become the first foreigner to ever complete the 308K Trans-Korea. Your products were a huge reason behind my success. I was having a great race and alternating between HEED, Sustained Energy, Perpetuem, and all kinds of Hammer Gel. I really trained hard for this event and, as a result, was having a great race. For the entire race, I was alternating between 4th and 8th place with a field of 119 runners.

My experience prior to the Trans-Korea had been really positive with the Korean Ultra Marathon Federation (KUMF). My girlfriend and I joined their organization in December 2009. Many of the members are great people and very nice. Korea has an incredible running scene with so many talented distance runners. This was my sixth Ultra in Korea this year. I also ran the Jeju 148K Trail with my friend from Alaska—we ran up the highest peak in South Korea three times (elevation gain 18,000 feet). The next race was KUMF 67K Five Mountain Ultra just north of Seoul. The course was incredible—lots of scrambling and parts so steep that you had to grab giant ropes and pull yourself up. I loved this course so much that I signed up for the exact same course in reverse the next month with the 5 Ten racing group. Next was the KUMF Track 24 Hour Championship in Seoul. I used it as a mental trainer for the upcoming Trans-Korea. My real love is running on trails and up in the mountains, so after so many laps on a track, I had to get back on the trails. I signed up for an 85K where we hit more than 13 mountains just south of Seoul. Then, it was time to completely focus on my biggest race to date, the 308K Trans-Korea.

The Trans-Korea started in Kangwha on the west coast (approximately 70K west of Seoul) and ended on Gangneung's Kyungpo Beach on the east coast. The course followed roads where we ran on a small shoulder, and we were fortunate to be able to run 50K on a river bike path through the heart of Seoul. Prior to the race, the temperatures were in the 80s and 90s, so I thought I would be fine with just a small rain jacket. During the race, however, the temperature dropped by 10 to 20 degrees, and we received the largest 3-day rainfall in Korea's history. This worked to my favor though, because it wasn't the typical hot humid weather that I had been training in; anytime I got cold, it forced me to "rev up" the internal engine and push harder. In what was the craziest part of the course, we got caught in a lightning storm in the middle of the countryside and passed through six highway tunnels. There are no sidewalks in the tunnels; instead, there were uneven one foot by one foot concrete

- continued on page 57

blocks. The blocks would teeter totter as you ran across them, and I had a couple of stumbles. Luckily, both times I fell forward and not off to the side. (It would have been "game over" with all the buses and trucks whizzing by.) The course was relatively flat until we hit 100K; from there, we had five great climbs up the mountain range on the east coast. The entire gain was a little over 11,000 feet.

The race was going well until 252K. I reached this checkpoint around midnight and told race officials that I was out of water and needed it badly to mix up some Perpetuem, HEED and to get some Gel down. (I had brought along a hydration pack with a

3-liter bladder; in addition, we had two drop bag locations, one at 100K and one at 200K, so I always had plenty of Hammer products.) They told me there was no water there and that I would need to go two kilometers further for water. I got five kilometers down the road...and nothing. At this point I was running really low on energy and had to walk for awhile. After being denied water, it also became evident that they did not want me to perform well and finish their race. I explained my situation at the next checkpoint by showing them that, according to my map and directions, the checkpoint location was wrong. I downed a liter and a half of water and left the checkpoint.

Just a short while later, I was feeling really good and ran to the top of the final climb and all the way down the backside of the mountain. I was beginning to celebrate in my head and felt great—I

knew that I was going to break the 50-hour mark. With approximately 15K to go, we left the main highway and entered a small road with no shoulder. The officials in race vehicles who typically rolled their windows down, gave me encouragement, and asked me if I needed anything never acknowledged me. At this point, the lack of sleep for two nights was beginning to affect me, and I pulled off the course and sat in a park, thinking that, "If they don't want me in this race, is it really worth it?" After sitting there

They told me there was no water there and that I would need to go two kilometers further for water. I got five kilometers down the road . . . and nothing.

for awhile, my girlfriend showed up and talked some sane sense into me. We couldn't let all the negativity stop me from finishing. From three days of record rainfall, my constantly soaked feet were aching, and I had a sore groin chafed from wet clothing, so I had to hobble along after stopping for so long in the park.

This experience has taught me to never ever take for granted all of the volunteers, pacers, and fellow ultra runners that show so much support and will do anything for you during a race, without even

thinking about it. I am completely sold on Hammer products; thanks for being there with me when it seemed no one else was. **HN**



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Tieni Duro Junior Cycling Development Adventure, Teamwork, Competition

BY LANCE LARSEN

Tieni Duro Mentor and Junior Cyclist father
with introduction by Dustin Phillips



The Tieni Duro Junior Team stops for a group photo during their Spring Training Camp. Photo : Jason Kent

Hammer Nutrition® has continuously gotten positive feedback on our efforts in Grassroots support. We've donated thousands of dollars in product each year to get healthy clean fuel in the hands of our athletes at your favorite events. What is often overlooked is Hammer's effort in supporting grassroots efforts with development teams over the years. Last year I introduced you to CMG, our Elite development team in the NW. Now I would like to introduce you to our California junior development team.

Tieni Duro is a junior squad that Hammer Nutrition® is very proud to be supporting, both for the results that they have earned over the years and for the structure they have in place. Tieni Duro has established themselves in the California racing scene as a mainstay, and has entrenched the program in a European

tradition of graduated riders coming back to serve as mentors to the new riders.

The program does not stop there. Because it is open to all riders, the program really reaches beyond the cogs of cycling. The program establishes responsibility, commitment, and discipline at an age where it will be applied for the rest of the rider's life. It is this mantra that Hammer Nutrition® is proud to develop and support; we hope it is reflected in our education series and Endurance News. You don't have to be the best endurance athlete out there for our endorsement—just committed to a healthy and happy lifestyle.

Here is Part One of a series of articles that will highlight Tieni Duro Cycling. ENJOY!

Tieni Duro is a Northern California-based Junior Cycling Development Team founded in 2002 with the goal of getting as many kids on bikes as possible and teaching them how to become competitive athletes and high-performing young men and women. The team has grown organically through the commitment of its founders, coaches, and supporters to produce state and U.S. national champions.

Alumni from the team have gone on to become collegiate national time trial (TT) champions, U-23 Road Race and TT Champions, professional coaches, and professional racers. Better than 95% go on to attend colleges and universities, and more than one-half continue racing beyond their junior years. Regardless of their "cycling lives" after junior racing, the kids all leave the team as transformed, remarkable athletes and great young people who are dedicated to the heritage of competitive cycling, honoring the values of Tieni Duro, giving back to the club and cycling community, and supporting the team's coaches and its sponsors.

Literally from "Day 1," Tieni Duro engaged with Brian Frank, founder of Hammer Nutrition®, to develop a nutritional program suitable for growing young bodies put under the intense demands of competitive cycling and nearly year-long training. Over the years, Brian has met with the team on many occasions to discuss and explore daily nutrition requirements and to develop regimes for pre-race, race day, and recovery fueling and hydration protocols.

The Hammer Team has provided Tieni Duro's athletes, coaching, and management staff with the resources it takes to create champions and to inspire passion across the broader cycling community. That commitment has paid off many times over, with various championships and an ever-growing interest in junior (and Elite) cycling in America.

It Starts Early... Building a Passion

Tieni Duro is open to kids of all abilities; riders are invited onto the team after they have come out and ridden safely on a few training rides, listen and follow instructions, and show a commitment to training. Doing things together on and off the bike are hallmarks of the Tieni Duro program. The team rides together twice a week, and by the time they are 15 or 16 years old, most of the kids ride about 5-6 days per week during the season, often with another teammate or coach. A patron

- continued on page 59

of the team donated an extremely ugly but very utilitarian minivan, which allows the team to travel together to races all over the Western U.S. "It doesn't exactly drive like a BMW," chimes in Directeur Sportif Jason Kent, "but then again, I don't mind much when the Perpetuum gets spilled in the back either."

Coaches and mentors also hold several skills clinics each year. In January, the coaching staff selects eight of the older, experienced kids to attend a week-long "leadership" training camp in Death Valley, Calif. The entire team attends a three-day camp in Carmel Valley each spring. In addition, there are frequent team BBQs, trips to the local swimming hole, "adventure rides" on remote roads, fly fishing and camping trips, post-ride burrito chomp-fests, and movie nights out. It's a full calendar.

Team bonding and morale are important ingredients to success on race day, which is why the program puts an emphasis on fun and leadership. But these elements are also powerful tools in making sure the kids stay on the right track off the bike. Staying on a structured program for 9-10 months of the year combined with the team's social aspects is a strong countermeasure to the temptations that befall many teenagers.

"Cycling is a bit of a paradox for youngsters," offers Coach Shawn Rosenthal, former successful Tieni Duro Junior racer. "On the one hand, nearly every kid has a bike to ride around the neighborhood and maybe even to school. On the other hand, very few of these kids ride their bikes very hard or very far, and even fewer race. Some say that the greatest future cyclist in the U.S. is probably not even riding a bike today, but is rather playing soccer or lacrosse or, worse, sitting behind a video game console. We aim to change that by having a team available to all. And with the ongoing help from sponsors and patrons, we believe we are succeeding." Hammer Nutrition® provides products each year in

support of the team's annual California State Junior Championship Criterium as well as for our clinics and camps. We simply could not hold the Championship race without the contributions from Hammer. Other sponsors like CycleSport in Oakland offer deep discounts on bikes for kids just getting into the sport. Without these sponsors and patrons, the cost of riding and racing at a competitive level are very high, and the adoption of new kids to the sport would suffer.

A Proven Three-Year Program

Anyone reading this article knows that becoming a strong endurance athlete does not happen overnight. Kids are no exception. Many kids show up on the first training ride on ill-fitting hand-me-down bikes, dressed in baggy and often inappropriate clothing, and maybe even carrying a few extra pounds. But within a few short months on the team, they learn basic technique and how to eat and hydrate properly before, during and after riding; they receive a formal fitting from the coaching staff and the team's shop sponsor, CycleSports. Directeur Sportif Jason Kent sums it up best, "In year one, we only expect kids to keep coming out, learning how to train and ride in a pack safely, attending our clinics and perhaps racing a few races if they are comfortable. By year two, they are racing more, building their training knowledge and race tactics, and by year three they are winning. It really is a 3-year program we have built. We work a lot on overall nutrition immediately. Once they have the basics of proper daily eating, hydration, and sleeping habits, then we move on to pre-race prep, race fueling, and post-race recovery. The kids get it . . . garbage in, garbage out."

In 2010, Tieni Duro hired Coach Shawn Rosenthal to develop the periodized training plans for each of the team's

athletes. Shawn explains, "My job is to work with each of them on a daily basis to review power data, heart rate data, and make adjustments in order to meet their season's goals, all within balance of the other aspects of their lives like school, work, and family." As a former two-time California State U-23 and two-time collegiate National Team Time Trial (TTT) Champion riding for U.C. Davis, he knows a thing or two about training and winning. Shawn is young enough to really relate to the teenagers and the pressures put upon them. Shawn has been a remarkable influence on this year's team and deserves a lot of credit for transforming several of the kids into formidable racers.

An Inclusive Grassroots Vision

Because the team serves "newbies" right alongside seasoned Cat 2 and Cat 3 racers on the team, it faces challenges that "pure Elite teams" never see. This, ironically, is the beauty of the Tieni Duro development program. Each generation of juniors is responsible for the next, to pass on training and fueling knowledge, to teach tactics and strategies, and to work together to get a teammate on the podium. "Coaches are there too, but kids really learn best from the older kids on the team", offers lifelong cyclist and Team President Andy Gee. "Besides, we need more kids riding and racing to really grow competitive cycling in America. That is why we take all kids... you never know where the next Lance, Levi, or Dave Z. may be lurking."

Since 2002, training rides have grown to 25+ riders, and the alumni number in the 100s, truly a successful program. The wins and championships are simply icing on the Recoverite.

HN



The senior members of Tieni Duro enjoy a closed road on day 3 of the Death Valley Winter Racing/Leadership Camp. Photo : Jason Kent

BRECK EPIC

BEN PARSONS & CLINT MUHLFIELD
Team Hammer Nutrition®/Sportsman Ski Haus

Without a doubt, the highlight for our competitive cycling calendar this year was the aptly named Breck Epic, taking place from August 22-27 in Breckenridge, Colorado. We embarked on a journey with many highs and one big low, but we came out stronger, better friends, and with one of the greatest race experiences a competitive cyclist could ask for.

The Breck Epic consists of 251 miles and 42,000' of climbing over six days, and the majority of it is trail-trail that often made you howl with joy and sometimes left you feeling like a bag of bones hurled off the face of the Eiger. Adding to the challenge, Breckenridge sits at 9500', so we routinely raced between 10,000' and 12,000'; oxygen was an asset as rare and valuable as beer in the desert. As a last minute decision, we decided to race the Open Men's Duo instead of solo, hearing there was a super stacked field and wanting to take a shot at a podium. We were also intrigued at the challenge of completing over twenty hours of racing with a teammate.

We went into the race with a coffin full of products and supplements to aid us in every way possible in dealing with the altitude, recovery, and fatigue. Steve Born had given us a detailed schedule of supplements and fueling for each

meal of the day and each hour of the race. Thanks Steve, you are obviously well versed in squeezing the maximum amount of performance out of the body (legally, of course). We also wanted to err toward going out slow and building each day instead of blowing up like a firecracker, similar to our teammates' experience at the Marathon Nationals this year (see previous Endurance News). This proved to be an excellent plan, as each day we were able to saddle up and go out with legs that felt relatively fresh and ready for the day's work. In fact, we were consistently battling out for the overall top ten by the end of the week (though we were racing the Duo Men's Open category).

Our days went by in groundhoggish style as every morning we would wake early, eat some oatmeal and an egg, choke down a fistful of supplements (see list below), shower, stretch, kit up, and apply LIBERAL amounts of Seat Saver. Each day we were able to drop feed bags which usually consisted of extra bottles of HEED and Perpetuem, spare tires, tubes, pedals, and backups of whatever else could go wrong. Our fueling on the bike was simple: a flask of espresso Hammer Gel (gotta have the caffeine to keep sharp for four hours straight) and a pill container full of Endurolytes, along

- continued on page 61

SUPPLEMENTS USED:

Endurolytes, PIC's, Mito Caps, Super AO, Xobaline, Anti-Fatigue Caps, Endurance Amino, Race Caps Supreme, and Race Day Boost

Ben hikes up a tough section of the course.
Photo : Matt Butterfield

with separate coin purses of Anti-Fatigue Caps and Endurance Amino. Post race we would sip Recoverite while soaking the legs in an icy creek, then head back to the condo while Chad from Shimano would buff our bikes out so they were ready to rip the next day. (Thanks Chad!) Back at the man shack we would eat a huge meal, post a race update, stretch, and kick the legs up. Following awards and race descriptions for the following day, we would again retreat to the man cave, cook an even bigger dinner, and do one more ice bath before a 9 o'clock bedtime. Sounds like a mundane existence, but for six days, it was "The Life."

There's something that can't be simulated when training for endurance events and pushing the body at maximal output. Each day we had four hours to concentrate on aspects of racing such as start positioning, conserving energy, cadence, perceived effort, technical prowess, fueling, and listening to the body and observing the changes it goes through during each stage. We both truly experienced the advantage of keeping the body fueled well with high-quality calories and supplements. We both felt as we had an advantage over the field, and it showed as each day we got stronger compared to the pack, and each day we awoke with surprisingly fresh legs.

Racing the Breck Epic was like a summer fun camp for big kids. Every day we were greeted with great weather, an amazing route, flowy singletrack, spectacular views, and great people. All the organizers, volunteers, and Mike McCormack made the event feel like something they've been putting on for years. Racing day in and day out, we got to meet some really cool people and actually get to know them. Sadly, our race ended one day early as Clint took a digger in the last few moments of Stage 5. He had to be bussed to Denver for reconstructive surgery while Ben was left to race the last stage in dedication to his teammate.

Needless to say, we will be back next year with the graces of Hammer and Mike of the Breck Epic. And if I were you, I might sign up sooner than later because this truly is an experience that cannot be duplicated nor one to soon forget . . . word gets out and registration will be sold out quicker than a Beatles reunion concert. **HN**



Paddle Power

BY JOANNA BILANCIERI

I won the Hawaii state champs overall in the small board division! I am stoked for the 2011 Paddleboard season already. The 2010 season started off with glitches in race starts and finishes, but all in all I knew I was faster this year than last and put a win under my belt. I was fortunate enough to attain sponsorship by Hammer Nutrition®, keeping me fueled on the journey, and Mr. Joe Bark himself made me two boards—I am forever grateful.

I took second place at worlds, but was not happy with my time . . . next year will be different! The Hawaii State Championship race was a 10 miler, downwind, but in very light winds and against a current. All in all, though, it was a beautiful day on the water...and a win in the stock division (small board) made the day that much sweeter. Great way to end the season!

For paddleboarders, 20-foot open ocean swells and the mere act of ingesting anything is an arduous task. Before discovering Hammer Gels, keeping up with proper nutrition while on the water was a chore. Now that I have

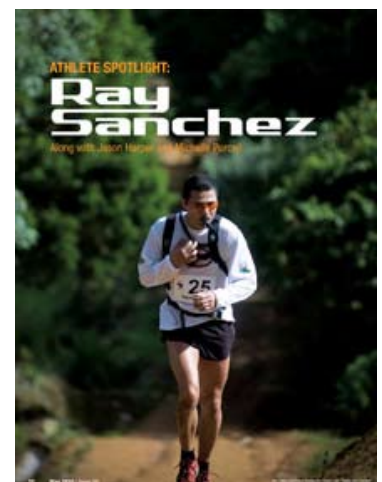
easily digestible Gel in flasks attached to my board with velcro, staying fueled for up to seven hours on the water is no longer a problem! I also noticed that after 3- and 4-hour paddleboard training sessions, my mental state would be out of sorts. With the Endurolytes, however, my mental stamina survives—rather important when training in Hawaii's waters. The flip cap bottles are amazingly waterproof and hold enough tablets to last from Molokai to Oahu. Mental and physical stamina and adequate hydration are achieved thanks to Endurolytes, HEED, and Gels.

I had also been researching B vitamins, particularly B12. As a female endurance athlete, those stores vanish in an instant. I am impressed with the Xobaline being a sublingual tablet, as most B vitamins are not absorbed as conventionally swallowed pills. I started taking the Premium Insurance Caps and Xobaline and noticed a large difference in my ability to push my limits physically at max heart rate.

I just wish I had gotten on board 10 years ago! Off to paddle . . .

Ray Sanchez was our "spotlight" athlete in the May edition of Endurance News. We recently received an update from Ashley Loucks, one of his crew members. She wrote the following about Ray's experience at the Europe 135:

Ray Sanchez won the first ever Europe 135 with a finishing time of 29 hrs. & 55 mins. (winning by over seven hours). The course is flat with a 7,362' climb the last four miles. It just so happened that this area received more rain/snow this month than it has in the past 110 years, so that section happened to be covered in snow, which added to the adventure. During the night it was cold and the fog was so thick that you could hardly see ten feet ahead of you. We missed a turn and ended up doing two unnecessary climbs. So we had a couple of minor setbacks along the way . . . but we worked through them and Ray still accomplished his goal of sub 30! He's the man and an amazing athlete. His nutrition was the best it's ever been!



Spinning His Wheels

INTRODUCTION BY VANESSA GAILY

Adventure cyclist and RAAM participant Ryan Correy recently challenged himself to a 24-hour spin (in the Hammer Nutrition® tent) at Shake the Lake in August—he pedaled 870 km (540.6 miles!) in 24 hours. His next challenge? An attempt to break the world spinning record of 192 hours (8 days) for “longest time to continuously cycle on a spinning machine.” He'll be fueling with Hammer Nutrition® products throughout his attempt which begins October 4th at Best Body Fitness in Sylvan Lake, Alberta (Canada).

"From my experience at Shake the Lake and the Race Across America, I don't expect my speed to be an issue until the last couple of days. Fighting fatigue, sores, and maintaining the will to stay on the bike will be the biggest struggles.

Hammer has been involved with my training/racing since the Race Across America in 2008. That year I became the youngest Canadian to ever finish the race. Right now I use the products during mountain bike and road racing season. I race elite (Pro

in U.S.) in both disciplines.

Hammer Bars are the best out of any that I have ever tested. The Hammer Gel/flask combo works great for quick refueling while riding (no pesky wrappers), and the HEED and Endurolytes have greatly reduced cramping issues . . . and I'm liking the Melon flavor!"

You can monitor Ryan's progress via his live feed at <http://www.ustream.tv/channel/ryan-correy-record-attempt-spin>. Also, look for a follow-up in the February issue of *Endurance News!* **HN**

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25th Annual Turkey Ride

BY MIKE FREEMAN



Participants in the 25th annual Turkey Ride. Photo : courtesy of Mike Freeman

This year was the 25th annual ride to raise money for Thanksgiving and Christmas food baskets for underprivileged families in the city. Money is raised through rider sponsors who pledge money either per mile or in lump sum donations.

I have ridden this event for about 20 years with a lot of great people and this year was no exception. All riders are either retired or current BPD/UCPD (City of Berkeley Police Department/ University of California Police Department) officers, family, and friends. Eighteen riders and five sag vehicles left Berkeley at 7am on Sept.15th for the start of this 3-day journey.

Day 1 took us 70+ miles through the beautiful Napa Valley to the quaint old town of Calistoga. It turned out to be a very warm and sunny day, little traffic and a nice tail wind. Of course my buddy Jerry Logan and I made a short detour up Howe Mt. to add a couple extra miles and a little elevation challenge. Very nice climb and fast, smooth descent.

Day 2 Calistoga to Sebastopol. A shorter day through the Alexander Valley

wine country with weather and scenery as beautiful as the previous day. Again a detour along the Russian River for Jerry and I to Guerneville, Monte Rio, and then the climb to Occidental. This is a beautiful climb in the shade of giant redwoods.

Day 3 Sebastopol to San Francisco via Hwy 1 Shoreline Hwy and the Golden Gate Bridge. By far the longest and toughest day. 75+ miles and plenty of climbing. Jerry and I saw no need to add anything to this day. Weather was foggy, wet and cold. Some new black top made it more enjoyable. A fantastic barbeque ended the 3-day journey. It was a great trip for a good cause. Maybe next year we will be back to our traditional route of Berkeley to Lake Tahoe in two and a half days.

We would like to thank Hammer Nutrition® for their continued sponsorship of this event. Many of the riders are Hammer clients. A ride like this requires the finest fuels and supplements. HEED, Perpetuem, Hammer Gel, Hammer Bars, Endurolytes, and Recoverite were used by all! **HN**

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A Philosophy of 5 Parts

BY BEN CHADDOCK

Member of the Hammer Nutrition®-sponsored Team Rubicon-ORBEA



These challenges were instrumental to my development as a cyclist over the past four years, despite sharing my time with academic requirements in the winter and 50-hour construction jobs in the summers. For that reason, my fellow team leaders and I at the Whitman Cycling Team worked hard to convey the importance of self-assessment to the new riders at Whitman every year. Understanding one's own reasons and goals in any pursuit, regardless of athletic orientation, is imperative to success. And so I share with you just a few things that I've been fortunate to pick up over the past few years. Enjoy the ride.

Challenge

1 EVERY time you get on your bike, ask yourself if you truly want to go for a bicycle ride. STOP. I want you to really ask yourself OUT LOUD! Yes, I am serious, OUT LOUD. Listening to yourself is the first lesson. Answer the question out loud too. If you are riding your bike for yourself (and you should be, not for someone else!), then you should never feel bad about turning around after the first 30 seconds, the first five minutes or the first hour of a ride if you are not "feeling it," or maybe you don't even kit up. If you are worried about the rest of the team or the group (if on a group ride), then you are not riding for yourself. One holds a box of matches for each day that, when used correctly, can lead to a fitness improving ride or race victory, but one also holds a box of matches for the entire season. How best are you going to use your matches?

Challenge

2 EVERY time you get on your bike, ask yourself if your body is ready to ride. Has everything been done to fully prepare for the bicycle ride that is in your plans? If not, take a nap. The body produces the highest amount of human growth hormone while sleeping. You don't get faster when you ride, you get

Left : Ben Chaddock.
Photo : Greg Descantes

Right : Team Rubicon-ORBEA took the top four spots at the Portland Twilight Criterium.
Photo : Pat Malach, www.oregon.cyclingaction.com

faster when you are not riding!

Challenge

3 Have a drink the night before = no training the next day. You can go for a ride, but you cannot train. The difference will be discussed below. If you break this rule, I absolutely guarantee that sickness will follow.

Challenge

4 If you are going to spend money on bike racing:

1. Buy good food.

2. Eat good food while you ride. I recommend Hammer Nutrition®'s Hammer Bars and HEED, and Perpetuem for long rides.

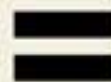
3. Use vitamins. Boost your recovery with vitamin B, omega 3, and Premium Insurance Caps.

4. Buy proper cycling clothing (all the leg/arm warmers, booties, hats, gloves, rain jacket).

Notice there is nothing on this list that makes your bike lighter. Power is more important than weight. And happiness is more important than weight. If I am not tired, not hungry, not thirsty, not wet, and not cold, I can ride all day. That's trademarked by the way, so don't get any ideas!

Challenge

5 Cycling is a combination of physiological talent (ability to utilize oxygen and go uphill) and skill (ability to manoeuvre one's bike across the course and through the pack). One cannot improve one's talent; one can only develop their physiological and psychological potential. However, one can improve one's skill set; therefore it becomes a rider's obligation to become as skilled on their bicycle as possible prior to racing season. **HN**



SKU	MSRP
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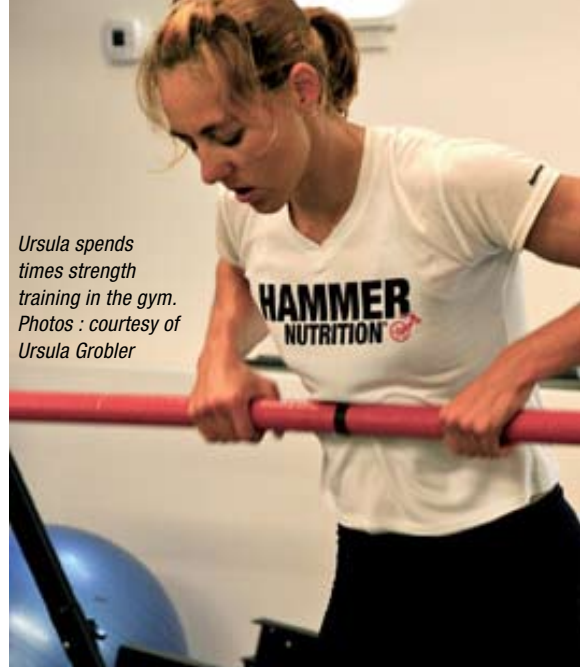
XTERRAFASTIN BRAZIL

2010 has been a fast and fabulous year for Hammer Nutrition® international athletes, representing our fuels and supplements worldwide. Having a phenomenal race season this year, Hammer-sponsored Luzia Bello is the top-ranked Brazilian in the triathlon offroad XTERRA world stage and the top elite female XTERRA triathlete in Brazil. She has been competing strong this year in the offroad XTERRA Brazil series and currently has 427 points in the series, a whopping 176 points ahead of the second-ranked female. Luzia placed 2nd in her most recent XTERRA Brazil challenge (Ihabela) on September 19th. She'll be one to watch for in coming competitions and in next year's world stage. - Vanessa Gailey



Hammer's "Mountain Goat"

Swiss Hammer Nutrition® athlete Werner Schweizer has been a client since 1992 and in that time has earned a lot of nicknames around Hammer headquarters, including "The Ageless Wonder" and "Mountain Goat" for his incredible feats in ultra trail running competitions. Now 71 years old, Werner hasn't stopped, even after a battle with a very rare form of cancer, liposarcoma, in 2007. This summer he completed the Trail Verbier St-Bernard (110 km with 7,000+ meters of cumulative ascent and descent, with runners required to carry backpacks with water and emergency supplies). His fans at Hammer received a "thank you for the good service" and some great photos from Werner after the race, which he "finished in rather good condition at 2 a.m. after 22 hours of trail running." Congratulations, Werner, on another tremendous and inspiring accomplishment! - Vanessa Gailey



Ursula spends times strength training in the gym. Photos : courtesy of Ursula Grobler

Rowing for the Record Books

BY URSULA GROBLER with introduction by VANESSA GAILEY

Hammer Nutrition® is proud to sponsor world-class rower Ursula Grobler who holds a world record and has an excellent opportunity to win an Olympic gold medal in 2012. We caught up with Ursula recently, just one month of training away from competing in the Senior World Championship Trials, as she pursues a dream that reaches all the way to Olympic Gold.

As a member of a lightweight doubles team with partner Abby Broughton, I am going to the Senior World Championship Trials in New Jersey at the end of September. Then we prepare for the World Championships in New Zealand. The plan is for me to race the single, double and quad, which my coach has dubbed the “3 medal challenge.”

To recap the highlights of this race season, in April Abby and I raced in Trials and qualified for the first World Cup in Bled, Slovenia. We took gold in Slovenia in May. Then Abby and I took two weeks off, because the world championship is a month later than normal, making the 2010 season longer. In July we moved to the Bellingham location to train on Lake Samish at a new, spectacular training facility. The house has a LEED certification, passing all “green” environmentally conscience building regulations. Its super energy-efficient design makes us feel super fast

and efficient too when we train! Two other female rowers, Kristin Hedtrom, and Victoria Burke, joined us in August to train for the lightweight women's quad.

We need to sustain our training, which is anything from four to six hours a day, so we use Hammer Whey powder a lot! We include it in our smoothies and our mixture of applesauce breakfast in the morning. Abby and I are extremely conscience of our diet and are both strong believers in the paleo diet and eat accordingly. I have a blog post on what the paleo diet means to me, at <http://ursulagrobler.blogspot.com/>. As a note though to the paleo diet, which excludes all dairy, Hammer Whey is a whey protein isolate and works well for us.

Hammer Nutrition® is a part of our diet, because the products are very clean. You read about companies that have hidden metals in their protein powder, and it makes you quiver! We prefer Hammer Gels, as other gels have higher

calories and high fructose corn syrup. For lightweight female athletes, every calorie counts. We are in a weight-class sport, and if we don't make the 125 lb average limit, we don't get to race. Gel is good for after weigh-in to regain our strength quickly before we race, with a two-hour gap from weigh-in to race time. Abby also likes to add HEED to her fueling mix.

After training, we use Recoverite in a shake. We really enjoy Hammer Bars as a meal before or after racing and especially when traveling—those are great to have in countries where the food quality is unknown. I also use Hammer supplements—Premium Insurance Caps, Mito Caps, and Race Caps Supreme. Endurance Amino, Salmon Oil, and REM Caps have helped as well.

We're now a month away from Trials, and then if we win Trials, onward to New Zealand! My ultimate goal is the Olympics. I always keep that in mind and that keeps me motivated. **HN**

2010 Highlights:

Gold - Rowing World Cup 1 –Bled, LW2x
Gold - National Selection Regatta #2, LW2x
Gold - National Selection Regatta #1, LW1x
World Record on the Concept 2 Erg

(Record was held for a decade. Ursula broke it by two seconds!)



The Lost Boys

BY STEVIE CULLINAN

Member of the Hammer Nutrition®-sponsored Team Waste Management
with introduction by Dustin Phillips

I have had a unique opportunity to meet the lost boys and live to tell about it. As Waste Management Cycling is in a state of rebuilding, it has created racers a lot like the rebellion forces against the federation in Star Wars. Only these two talented riders, who I have been thoroughly entertained by throughout the year, have named themselves the "Lost Boys." The Lost Boys may not so much be rebelling against anything, but instead riding for what we all ride for, the fun of it. It has been refreshing to read, hear, and chat with these guys about their progress throughout the year, as they have "ripped the legs" off the elite road and mountain bike racers throughout the U.S.

My first impression of Stevie Cullinan and Ben Bradshaw was at Old Pueblo 24. This was the same weekend as Valley of the Sun and these guys were road racers, or so I thought. This was the first wrong assumption I made about these riders, as they and two others won the 4-man division, with Stevie clocking the fastest lap time. Then there was Bisbee, where, during the prologue, WM had these 2 riders riding well against an elite field. These guys could do it all!

I then got an update from Nevada City Classic. These two are putting the screws to the elite road racers in the country; granted they didn't win, but it really only built momentum to their "Lost Boy" cause. Firecracker 50 was my first opportunity to meet these guys face-to-face and what a pair. After finishing the race, it was clear that beer was the subject matter, but 50 miles and a national championship later, I would say they deserved it.

I was lucky enough to pin these guys down in their mission to ride and conquer, for just long enough to get a brief account on how their summer went. I hope you like it. Remember why we all started competing . . . because it is fun and in the spirit of adventure!

We met up in Flagstaff, Arizona on the first of June—two self-proclaimed Lost Boys ready to leave a semester of school behind for adventures of the two-wheel kind. First on the docket: get fast. My grandma's cabin right on the Flagstaff trails, at 7,000', was a perfect place to start. Now, it's very important, when coming from sea level to altitude, to ease into exertion, so the first day we did five hours followed by a swim across Lost Boy Lake, thus setting the tone for the rest of our trip. Luckily though, it is also very important to fuel properly throughout the days and the rides, and we had all the Hammer Nutrition® we could enjoy.

The first race we were to hit was Tour de Nez in Lake Tahoe, followed the next day by the best one-day race around in a very cool, somewhat hidden spot in California, the Nevada City Classic. The hardest part of doing these races is making the horribly uneventful drive across Nevada, for which I had to pound pre-race and HEED to stay in the zone. Staying at the Nugget Casino in Reno was just as much a challenge as the drive, and Ben and I struggled to keep our sanity, having become accustomed to the wide spaces and freedom of the woods. At last we made it to Lake Tahoe for the last day of Nez, and Ben, unable to contain his pent-up fury, unleashed it, and rode most of the pack off his wheel, leaving Swindelhurst. Unfortunately, though, Ben's derailleur broke mid-race and he was forced to pull out, while Swindelhurst won. Coincidentally enough too, my chain

- continued on page 71

Winter Training at its Best!

January Hammer Camp

Only six slots left! Chiropractic treatment added!

BY BRIAN FRANK

Time is running out for you to take advantage of a fantastic cycling experience—the “Season Head Start” Hammer Camp in Tucson, Arizona, taking place from January 24th – January 30th. This camp is an absolutely superb way for you to kick off your season heading in the right direction, with greater confidence in your training, fueling, and supplementation plan. Our February and March camps are already sold out with waiting lists, so the January camp is your last chance for a spring 2011 camp. In addition to on-site massage and unlimited access to e-stim units for recovery, we have enhanced the January camp with on-site chiropractic, thanks

to my cousin Dr. Stephen Legate. He will participate in the camp and provide evaluations and adjustments in the afternoons and evenings.

Led by Brian Frank, Steve Born, and Jim Bruskewitz, this camp's focus is on one-on-one coaching, nutrition/fueling/supplementation guidance, goal refinement, and objective evaluations.

As is the case with all of the road cycling Hammer Camps, the “Season Head Start” camp is held in the spacious, comfortable, and relaxing atmosphere of The Cycling House facility and includes Hammer Nutrition®'s 5-star service.

Hammer Camps have been an off-the-charts hit with all those who've previously attended, so many veterans are expected back again this year and slots are filling fast. Time is running out and you definitely don't want to miss the ultimate winter training getaway—great riding, expert guidance and advice, relaxed atmosphere, delicious meals, and more . . . don't wait any longer! More information about this and all Hammer Camps can be found in the EVENTS link on the Hammer Nutrition website. Check it out and go for it. You'll have an absolutely great time and most definitely won't be disappointed! **HN**

Just some of the perks you'll enjoy at camp

Challenging, yet enjoyable scenic daily riding routes

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Ample supplies of Hammer Nutrition® fuels & supplements, plus one-on-one and group consultations on how to use them correctly

Delicious and ultra-healthy meals

Plenty of tasty 53x11 Coffee

* This camp only: Free chiropractic evaluations and adjustments

A group of riders heads back into town.
Photo : Vince Arnone

Jim Bruskewitz leads riders up Mt. Lemmon.
Photo : Vince Arnone

Owen Gue, owner of The Cycling House.
Photo : Vince Arnone

Campers mingle in the spacious-kitchen at The Cycling House.
Photo : Vince Arnone

Sign up today! www.hammernutrition.com/events/camps/



Photo : Art Eugenio

Bacal Beats Them All

Victory at Primm 300 clinches title in first full year of competition

BY BACAL RACING
with introduction by Dustin Phillips

We have highlighted Joe Bacal in the past, but even so, every time I hear from him I am so impressed with his story! Joe is a cancer survivor, and his ambition to take on the challenges of racing a Baja vehicle as a means of getting his message out has been inspiring.

He contacted me the first time after happening upon our product, in part due to the high-quality ingredients that we use in each product as well as his consideration for the state of his body after chemo and being aware of future health issues. Ever since, I think that we both continue to be mutually pleased with the results of our partnership. He keeps setting a high standard of racing while fueling only with Hammer products. I continually feel moved to acknowledge his story of recovery and racing.

Here is an account of the recent Primm 300 with only one hurdle left in the season, the Baja 1000 starting on November 17th.

Good luck Joe and Bacal racing!

PRIMM, Nevada, September 13, 2010 – Just 15 months ago, Joe Bacal and Lexus surprised the off-road racing establishment with a trouble-free run to victory in the team's very first race at the 2009 Baja 500. Since that first success, the Cancer Treatment Centers of America-sponsored team has enjoyed an unbroken streak of wins and podium finishes that on Saturday culminated in their first off-road championship with a dominant Stock Full-class win at the SCORE Terrible's Las Vegas Primm 300.

"We came into this racing series as off-road racing rookies, but we also came prepared," said Bacal. "We did our homework and were confident the Lexus would be fast and reliable. Of course it helps to have a great team and sponsors behind you, too. Things have worked out pretty well."

Well enough, in fact, that Bacal's JTGrey Racing team is now a Lexus factory-supported effort. Until recently, the luxury automaker provided help on a limited basis; Lexus is now fully behind the team leading into the upcoming Baja 1000 and is committed for the 2011 season as well. "Having Lexus' full support behind our racing program is huge," said Bacal.

It has also helped to have a driver with the grit and determination that Bacal—a Hodgkin's Lymphoma survivor—has brought to the racing program. Thus far,

he has driven every mile of every race, including the 2009 Baja 1000. Then just days ago, Bacal was preparing for the Primm 300 when he took a wrong step off his trailer and cut his knee almost to the bone, requiring 25 stitches to repair. But the idea of not racing never occurred to Bacal.

"The timing of my knee injury was pretty bad; I could only do a really quick shakedown of some changes we made to the LX the day before the race," Bacal lamented. "We weren't sure how the new BF Goodrich Baja TA KR Project race tires would feel at speed, but they made a major difference—our average speed for the race was really good."

With one race left on the SCORE 2010 calendar, Bacal has managed to secure 249 points in the Stock Full class with three wins and one 2nd place finish. His nearest challenger has 85 points but cannot score enough to surpass Bacal this year, giving Bacal enough of an edge to claim the class championship.

"It's been an amazing year for us, but the mother of all off-road races is coming around again and we'd really like to win it, as well as the Toyota Milestone Award," noted Bacal. "THAT would be huge!"

Follow Joe on Facebook!
www.facebook.com/controlamidchaos

- continued from page 68

fell off from the pack, ending my race.

Nevada City Classic was the next day. It is put on by Waste Management and is by far the most exciting race I have ever done... granted the first time I rode it in 2009, Lance Armstrong and his boys showed up. This small town comes to life for this race, with people flood-lining the streets and balconies, going nuts! It is an inspiring atmosphere for sure, and Ben and I were thoroughly inspired. From Lap 1 we hit the front together and went balls-to-the-wall, setting the hardest tempo we could and a precedent we as Lost Boys feel is too often lacking—just ride, pansy! My exuberance eventually got the best of me, however, and after many failed attempts, the break finally managed to establish and included Swindelhurst, Floyd Landis, and the Bissel guys. I finished 10th, in no-man's-land, exhausted and without regret. The next day we traded in the road bikes for our mountain bikes, which had been shipped to us. The guys at Nevada City Bike Shop, owned by race promoter Steve Strauser, were awesome. They had our bike built up and waiting for us. We gave them our road bikes to ship off, and were on our way.

Now we were scheduled to meet Ben's mom and her friends in Salt Lake City for a Max International conference and launch of their refined and advanced Glutathione accelerating and cellular defense systems. We had planned on camping in Lake Tahoe, but decided the trails were still a bit too muddy (still in the roadie mentality, mind you). Hmmm, what to do? So at about 3 p.m. we headed toward Park City. We pulled in around 11pm, found a 7-Eleven bathroom to brush our teeth, and headed up the mountain, seeking a nice spot to sleep. After vaguely spotting a piece of flat dirt somewhere above the town, we threw down some bags and slept, thus setting the tone for the rugged side of the Lost Boy mentality, essential for wandering mountain bikers. The next morning we woke to an amazing view overlooking Park City and headed down in search of a coffee shop so Ben could get his fix: five hours of calculus before the ride. Finally we hit the trails for what was supposed to be an awesome, epic ride. Unfortunately though, the ride ended abruptly about a mile in when I flew face-first into a ditch and woke up to a mangled wheel with Ben snapping in my

bloody face. It was clearly time to move on.

Finally we made it to the holy grail of trails—Crested Butte! It's good to have friends too, because waiting for us was a key to an amazing house with an enchanting view and a trailhead from the front door; suddenly my concussion felt much better. We spent a week in Crested Butte before we met my family in Keystone and wind down for Firecracker 50, which we had been waiting for all year.

We loaded up . . . Perpetum and HEED combos, Race Caps Supreme, Endurolytes, Hammer Gel . . . any Hammer Nutrition® we could get our hands on. We were stoked! And talk about another awesome racing atmosphere. The race starts in downtown Breckenridge, commencing the huge annual Independence Day parade. Our group started with about 80 guys, and in his usual form, Ben hit the front immediately to set the pace; by the time we reached the top of the first climb, there were only four of us left. When we hit the trails Ben was gone, and proceeded to catch almost all of the pros who had started five minutes before. He was on fire! I was riding 2nd for a majority of the race, thinking how crazy Ben is and how cool it's going to be to have us represent Waste Management/Autocar and Hammer Nutrition® 1st and 2nd on the podium, but it was not meant to be. With about five miles left in the race I passed Ben walking his bike down the trail; a rock destroyed the sidewall of his front tire, ending his day. I realized that it was now up to me to win and I better not screw it up. So I pounded some more Endurolytes and HEED, put my head down, and rode as hard as I could to the finish. In the end I was ambivalent, wishing that my friend hadn't had his bad luck, but convinced all the Hammer Nutrition® was what got me through the day and into the stars and stripes jersey as Marathon National Champion.

We finally made it back to Fort Collins for some R&R, entailing frequent trips to the breweries and baking cookies, and for Ben, eight-hour-long calculus sessions. We also decided that we should work on our pump-track prowess, which was probably true, except Ben broke his ankle (apparently attempting a front flip), which ended his adventure. He caught a flight

home the next day; I could only imagine him hopping through the airport and onto the plane on one leg.

I finally made it to Nationals in Sol Vista, Colorado. The cross country course started straight up a hard, steep climb that shattered the group. By about mid-way through the first of two laps, the race was between Lucas Perez and myself. I felt strong on the climbs and would ride back up to him, but then he would again ride the technical descent too quick for me to keep up. The last stretch was all down hill, and Lucas ended up winning. The short track race, my first one ever, was the next day. Short track is simply a very intense time-trial-style effort, but on dirt, so you cannot find a rhythm; you just have to go hard. Jafer Beizer won, and I was happy to finish third. After the podium I spent the rest of the day drinking Sunshine and cheering on the pros. I was happy to be done and content to walk away from my first MTB season with a Gold, Silver, and a Bronze medal in each XC National Championship event.

I am so grateful for the support that Ben and I have received throughout this season. Waste Management/AutoCar has been the lifeline of the team for the past five years, and we owe them all the loyalty they have shown us; thank you. Thank you also to Hammer Nutrition®, for all the great product that has gotten me through so many races that I may have otherwise crawled off the side of the road (or trail) and quit. **HN**



HAMMER-ing across the U.S.A.

Dear Steve,

I have just completed the Pac Tour 2010 Northern Transcontinental ride across America with the aid of Hammer Nutrition® products. You might remember me when I tell you about the crash I had over the railroad tracks in Anaconda, MT on the Pac Tour Ridge of the Rockies Tour in 2008 when you were riding with us for a few days. Broke my handlebars going over railroad tracks too fast and at a bad angle, down to the pavement, but a few stitches and Lon repairing my bike I was back on my bike the next morning.

I have been a Hammer Nutrition® product user for four years and on this year's tour they were a key part of my having a very successful and fun ride. HEED on ice was my daily drink of choice when riding, Recoverite at the end of each day mixed with the Blender Bottle, Endurolytes to help manage the level of electrolyte replenishment, Anti-Fatigue Caps for energy level management, Hammer Gel for energy too, and some Hammer Balm for rubbing down my legs after riding. These products helped make this a very successful and fun trip.

A Pac Tour ride across the country

is a long distance ride of 3,400 miles in 30 days of riding with no "off" days and over 130,000 of climbing. So using Hammer Nutrition® products was a big part of my success on this ride and in my training. I also mention fun as when you can be in a space where a challenging endurance event is fun my performance also goes up. When you rode with us in 2008 you shared some firsthand thoughts on what combination of Hammer products would work well together. I listened, and have followed your advice since then.

I've enclosed a picture of me and my bike in the Atlantic Ocean on August 9, 2010, ride completed, body healthy, and ready for another ride with the help of Hammer Nutrition®.

Thank you,
Jerry Sorensen



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- 1 - A personal advisor assigned to your account and special access to our experts.
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WHAT ATHLETES ARE SAYING ABOUT THE AUTOSHIP PROGRAM

"I am an autoship member of your great organization. I have been receiving supplements from you for quite some time. I sure wish all of the businesses in the U.S. had the great customer service that you exhibit. Your associates project a family-like atmosphere; they are always kind, willing to answer questions, help me with explanations, and are just downright friendly." - Walt W.

"Thanks for being so easy to work with and producing such great products. I fly the "Hammer" flag at all of my races!" - Brent G.

"I want to tell you how ecstatic I am with Hammer Nutrition®. Your products are superior to anything I have ever used. My first IM

training is going extremely well; I always feel very recovered and strong and I can only attribute that to your products because I use them exclusively. I would also like to comment on your customer service as well. I spoke with Max yesterday and he was excellent to deal with and I must say that this is par for the course at your company with everyone I have dealt with. Not only was the service excellent, but your prices and quality can't be beat (even on your clothing). I ordered a few softgoods on Monday morning and received them Tuesday (with my one-free-shipment option because of the autoship program, not express!) and I live on the East Coast! Excellent stuff! Thank you all so much." - Angela C.

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* If you cancel the autoship program before taking delivery of four consecutive shipments, we will bill your credit card for the cost of the clothing. If you discontinue the program and rejoin within one year, you are not eligible for more free clothing until your 4th consecutive shipment after resuming. Aside from this stipulation, you are free to cancel your participation in this program at any time. Quarterly shipments must total \$150 each.

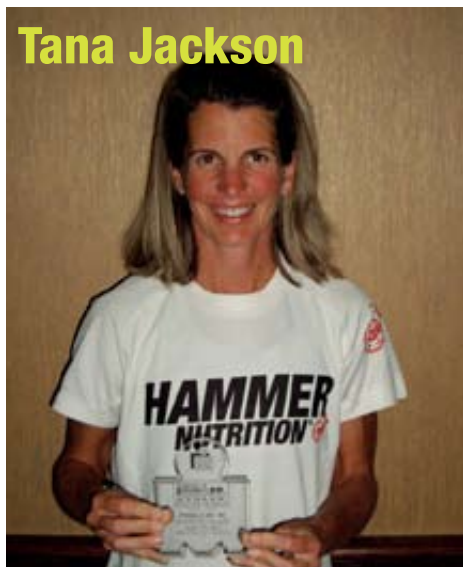
HAMMERBUCK\$

Lindsay Zemba



I raced the Syracuse Ironman 70.3 on Sunday Sept. 19th and placed 5th in the 30-34 age group.

Tana Jackson



Congratulations to Tana on her 4th place, W40-44 finish at Ironman Canada.



Joe Klinedinst

Joe Klinedinst
Ironman 70.3 Rhode Island
July 11th, 2010
5th 30-34 Age Group



Brian Stern

Brian Stern placed 2nd
in his age group 40-44 at
the Steelhead 70.3 July
31st.

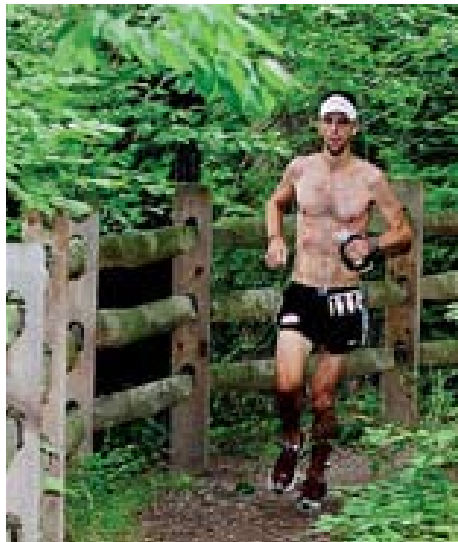


Paul Danhaus

I recently completed the 2010 Race Across Oregon. Thanks to Hammer products I won my age group (bettering by five hours the previous fastest time in the division) and was third place in the overall solo division. Photos taken by my crew member Kurt Lach of Kurt Lach Photography.

Suzanne Endsley

Coeur d'Alene Triathlon
Overall Female finisher . . . not too shabby for a 44 year old! 42nd finisher out of a total of 531 participants.
Keep Hammerin' On!!



Jay Smithberger

Well Hammer, we did it again! I had another great ultra result (with your help) at the Burning River 100-Mile Endurance Run a couple of weeks ago. Fueled only on Perpetuem, Hammer Gel, and Endurolytes; I placed 4th overall and 1st in the master's division with a time of 16:43.

Marni Rakes



Ironman Wisconsin
Swim: 1:02.06 - 9th fastest AG
Bike: 5:53.26 - 7th fastest AG
Run: 3:51.23 - 3rd fastest AG
Total: 10:57:53
Place age group (25-29): 4th/106
Place overall female: 22nd
Place overall amateur female: 11th

Turn race day into pay day! www.hammernutrition.com/deals/hammer-bucks/

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Photo : Deb Bowling



Team Hammer Frogs

On August 28 and 29, 2010 the Hammer Frogs team raced Planet Ultra's Hoodoo 500 in Utah. We did a relay race format, riding 517 miles through and around three National Parks, three National Monuments, and several State Parks with 30,000 feet total elevation gain and climbing to an altitude of 10,000 feet. Our 4-woman team included Lori Cherry from Fresno, Isabelle Drake from Laguna Beach, Rebecca Rising from El Portal, and Jeanine Spence from Fresno. We are the first 4-woman team to race the Hoodoo 500 in the race's 4-year history. In winning the 4-woman race, we set a course record in the 40+ age category with a time of 31 hours and 26 minutes. The course was tough with lots of hills at altitude, and most of the last 80 miles we rode into strong headwinds. At the helm we had Crew Captain, Lee Mitchell. What an incredible experience!

All of us used Hammer Nutrition® products including: Sustained Energy, Perpetuem, Hammer Gel, and Endurolytes. Recoverite, Endurance Amino, and Anti-Fatigue Caps were a huge factor in our recovery on this race as we rode in a rotating one hour pull format which meant one hour of riding at our sustainable heart rate max followed by three hours of sitting in the chase vehicle; which we each rode eight times during the race. We attribute our minimal muscle soreness with no cramping or bonking the entire race to using these great Hammer products. What a surprise to go out on a spin ride today after the race and have nothing to "spin out"!

In the photo are (left to right): Lee Mitchell, Isabelle Drake, Rebecca Rising, Lori Cherry, and Jeanine Spence.

Next up, Team Hammer Frogs take on the Furnace Creek 508!



Leslie Masters

Congratulations to Leslie Masters on her 3rd place finish in the 24hr solo female division at 24 Hours of Leadville.



Donna Maday

She took 5th in 45-49 age group in the Whirlpool IM 70.3 held July 31, 2010.



Photo : Winnie Shanks

David Ellefson

Congratulations to David on his 1st place finish in the time trial and his 2nd place finish in the road race, both in the 75-79 age category, at this year's Masters National Championships in Louisville, Kentucky.



Photo : Bonnelle Murphy

Jeff Stevenson

This weekend I completed the Leadville Trail 100 footrace, winning 1st place in the 60-69 age group.

This was also the fifth event in the LT100 "Leadman" competition which requires finishing the Leadville Marathon, the Silver Rush 50 mile, the Leadville 100-Mile Mountain bike, the Leadville 10k and finally the Leadville 100-Mile footrace. I am pleased to say I received the "Leadman" award and also won my age group in the marathon and 50-mile. While I did not get a podium position in the 100-mile mountain bike race, I was the second oldest finisher in a field of about 1,400 riders, a third of whom did not finish.

I attribute much of this success to Hammer Nutrition®. Hammer Gel fueled me in every event, as I picked up a flask from a crew member or drop bag every few hours. I learned about Hammer products from Steve Born many years ago as he showed me how this easy to use, quick, and effective nutrition could become an essential part of my training and racing program. I've thanked Steve many times as he's supported me in other races and cycling record attempts, and I owe him one more for this season's success.

I'd never done ANY mountain bike races before, so making the feeding task easy with Hammer Gel in a flask was a huge help, and I was very happy just to finish this famous event.



Photo : Karen Potter

Amanda Riley

Hammer Headquarters got news from ultra endurance mountain bike racer Amanda Carey in September as she wrapped up her spectacular 2010 race season: she had just won her first NUE series title. We featured Amanda in our July 2010 "Athlete Spotlight" shortly after her first place finish at Dirt, Sweat, and Gears 12-Hour Race. At the time, this long-time Hammer Nutrition® client had competed in, and won, one of the Kenda National Ultra Endurance (NUE) Series point races, Cohutta 100. Of the eight NUE races this year, Amanda competed in only four—and she won all four, earning her the hard-fought title of NUE Series Champion.

"Great news! I won the Shenandoah Mountain 100 on Sunday and also won the National Ultra Endurance Series title for 2010! It was both the best and the hardest 100 I did all year, as I had Sue Haywood on my wheel until mile 75 and only beat her by 5 1/2 minutes, crossing the finish line with no front brake and a huge sigh of relief.

My race season also included the Leadville 100 (finished 2nd), which complicated my NUE schedule. I only decided to go for the NUE Series title after winning the Cohutta and Mohican titles, so in terms of scheduling my season, it was last minute. Leadville was my "A" priority of the year so it conflicted with my desire to do many of the other NUE races. I had to have four perfect races for it to all work out as I only did four of the NUE series. Anyone who races ultras knows that so much can go wrong during an 8-10 hour ride so I am

extremely fortunate to have pulled this off this year!

The Pisgah Mountain Bike Stage Race was the highlight of my season. The riding was the most challenging, the most fun, and offered the most technically challenging terrain I had seen all year, actually in my entire career. It was grueling—140 miles and 40,000 feet of climbing on endless, gnarly roots and rocks, and epic hike-a-bikes and downhills that made your hair stand on end. Racing at Pisgah really pushed me out of my comfort zone, and I came out of the week a much more confident, technical rider. Plus, the race organization was perfect and my fellow racers and just the Brevard community in general were so nice, so enjoyable to spend time with. I won five out of the five stages after battling with Sue Haywood every day. It was a phenomenal, low-pressure way to end a great season.

Next year? I fully intend on doing more of the NUE series races and defending my title. The 100-mile format is my favorite kind of racing. It's more exciting and motivating to me than xc racing, so with the support of my awesome sponsors, I am going to focus solely on ultras and stage racing next year.

Just wanted to thank Hammer again for all of the support. It was awesome to race and win a series in which Hammer was a title sponsor. The Hammer Gel buffet at the SM100 registration was simply amazing."

Miles Frank looks strong during the Rad Racing Gran Prix and afterwards on the podium in the 3rd place spot. Photo: Brian Frank

EVENT CALENDAR

The season may be winding down for most of you (if it hasn't already ended), but we're still cranking away with sponsored events. As I write this at the end of August, we currently have 2,535 events listed on our 2010 calendar, with more requests coming in on a regular basis; we're really closing in on our record of 2,611 sponsored events, which was set last year. More on that in the next issue of Endurance News. For now, here are some of the great events we're sponsoring in November and December.

MOUNTAIN BIKING

11/6 – Iceman Cometh Challenge

Michigan – www.iceman.com

11/7 – Swank 65

North Carolina – www.blueridgeadventures.net

11/7, 11/21, 11/28, 12/5, 12/12- Florida State Championship Series #5, #6, #7, #8, #9

Florida – www.goneriding.com

11/13 – 12 Hours of Temecula #2

California – www.socalendurance.com

11/20 – Briar Chapel Endurance Race

North Carolina – www.sorba.org

11/27 – 6 & 12 Hours of Bootleg Canyon

Nevada – www.sunsetracing.com

12/4 – Dawn to Dusk

Arizona – www.dcbadventures.com

TRIATHLON

11/6 – Santa Catalina Triathlon

California – www.pacificsportsllc.com

11/6 – Telos Turkey Tri

Utah – www.t3triathlon.com

11/7 – Iron Star Triathlon

Texas – www.out-loud.org

11/7 – Silverman Nevada Full & Half Distance Triathlon

Nevada – www.silvermannv.com

11/14 – Miami Man Half Iron & International Triathlon/Duathlon

Florida – www.multirace.com/triathlon

11/21 – The Natural Bridge Caverns Duathlon

Texas – www.redemptionrp.com/NBCDu2010

12/5 – Jingle Bell Triathlon

New Mexico – www.trisportcoaching.com

12/11 – Anthem Holiday Classic Triathlon

Arizona – www.4peaksracing.com

RUNNING/ULTRA RUNNING

11/6 – Ozark Trail 100-Mile Endurance Run

Missouri – www.ozarktrail100.com

11/6 – Rocky Raccoon 50K/25K/10K Trail Run

Texas – www.trail-race.com/stone

11/6 – Sedona 50K Endurance Run

Arizona – www.sedona50k.com

11/13 – Mother Road 100

Oklahoma – www.motherroad100.com

11/13 – Upchuck 50K

Tennessee – www.rockcreek.com/upchuck

11/14 – Rhode Island 6 Hour Ultramarathon & Relay

Rhode Island – www.ri6hour.com

11/21 – The Wild Hare 50M, 50K, 10K

Texas – www.tejatrails.com

11/21 – X-Country Marathon, 30K, Half-Marathon, 5K

Florida – www.tamparaces.com

12/5 – OTHC 50K Ultra and 30K

California – www.othtc.com

12/11 – The Nicholas Wilson Memorial Tashka Trail 50K & 25K

Alabama – www.tashka50k.com

12/17 – Tuscobia Ultramarathons

Wisconsin – www.tuscobiaultra.com

12/18 – Lookout Mountain 50 Mile & 10K Trail Race

Tennessee – www.rockcreek.com/lookout

CYCLING/ ULTRA CYCLING/CYCLOCROSS

11/6, 11/13, 11/21, 11/27 – Appalachian Cyclocross Series

West Virginia – www.abraracing.com

11/6 – Tri States Gran Fondo

Nevada – www.tristatesgranfondo.com

11/6, 11/13, 11/21 – Oregon Junior Cyclocross Series

Oregon – www.obra.org/junior_cyclocross_series

11/7, 11/14, 11/21 – Inland Northwest

Cyclocross Series

Washington – www.emdesports.com

11/13 – Solvang's Finest Century

California – www.planetultra.com

11/14, 11/28 – Kisscross Cyclocross Series #7, #8

Michigan – www.kisscross.com

11/21, 11/22 – HoCo2xCx Cyclocross Series #7, #8

Maryland – www.hoco2xcx.com

ADVENTURE RACING

11/13 – "Race for the Gnomes" Sprint Adventure Race

Indiana – www.planetadventurerace.com

11/13 – New Orleans Urban Adventure Race

Louisiana – www.gulfcoastadventure.net

11/14 – LEACH 6-8 Hour Adventure Race

Florida – www.clubscrub.org/leach.htm

12/4 – December Chill Sprint Adventure Race

Michigan – www.infiterrsports.com

12/11 – Dave Boyd Adventure Race

Texas – www.houstonadventureracing.com

12/11 – Planet Adventure Winter 12-Hour Rogaine

Indiana – www.planetadventurerace.com

"I'm really grateful that Hammer Nutrition® sponsors so many events and I love your products. I appreciate the grassroots focus and prefer your marketing to other companies who pay big money for expensive ads, but don't support the athletes that use them." - Philip H.

Thanks Philip, we enjoy supporting athletes!

IT KEEPS YOU GOING!

I wanted to let you know how well Tissue Rejuvenator is working for me.

A week ago, I found myself flat on my back with three miles done and 59 to go at the Mahlon Madness 100k Trail Run. I got to the ground because I tripped on a root, but I stayed on the ground because I had body parts that were really smarting. My left knee had landed directly on an embedded rock and was already throbbing, and my ribcage felt like it had taken the brunt of my fall—which it had, thanks to the fact that my hand had been pinned under it when I hit the ground.

After a few minutes of sorting things out and starting to walk (limp) it off, I began jogging; an hour or so later, now 15 minutes off the pace, I started to feel better and began running with purpose. Over the next eight hours, I crept up the standings, catching and then dropping the leader with eight miles to go, and eventually won by just over 12 minutes.

The happiness (and the adrenaline) must have worn off at about bedtime, because while I was a little stiff getting into bed, getting out was impossible. My ribs and knee hurt terribly. The doctor thinks that I may have run that post-crash 59 miles with two broken ribs.

While I don't expect to be able to compete in the 24-hour national championship race in four weeks, I have been encouraged by what I've been feeling from Tissue Rejuvenator. My ribs and knee still really hurt when getting into or out of bed, but I was able to ride my bike a little bit this weekend, seven and eight days post-crash. My daily movement has been much better as well. A big thanks to Tissue Rejuvenator.

- Byron Lane
2009 24-Hour National Champion



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- Increase joint integrity and mobility
- Stop NSAID use

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FROM OUR ATHLETES

Tim Nicholls

It's been a great season. I have won overall in nine out of the ten du's or tri's that I entered this year. I have wrapped up the overall championship in the Quad State Duathlon Series, along with the Trilogy Duathlon Series. This is the first time both series have been won by the same person, let alone a 51-year-old. **I am currently ranked in the top five in the nation in the 50-54 age group.** Thanks again for all of your support! Hammer on.

Brian Emelson



This is from my recent win at the Cayuga Lake Triathlon on Sunday, August 1, 2010 in Ithaca, New York. 1st overall out of 342, plus 40 relay teams. This was the second time I won this race, but the first time as a Hammer athlete. I got the win using Hammer HEED, Race Caps Supreme, and Hammer Gel!

Kyle Larson

After participating in a discussion with Brian Frank in October 2009 as part of our 2010 Ironman training group at Endurance House in Middleton, Wisc., I decided to make a switch to Hammer Nutrition® products. The message made sense and I went "all in" and switched to HEED, Hammer Gel, Perpetuem, Sustained Energy, Hammer Bars, and Endurolytes.

I entered three triathlons in 2010 and had great success in each. The biggest success came during Ironman Wisconsin in September. I stuck to the plan that I developed in my training of using only Hammer products, with the exception of

bananas on the course. I mixed a multi-hour bottle of Perpetuem for the bike and consumed that throughout the ride, along with water. Every hour I had a Chocolate Chip Hammer Bar and/or Hammer Gels, and three to five Endurolytes. I increased the frequency of Endurolytes late in the bike leg as the day grew hotter and my legs began to feel fatigued. On the run I stuck with Hammer Gel, Endurolytes, and water.

Not only did I feel great finishing my first Ironman in 12:54, I didn't have cramps or the flash and crash feeling I've had during marathons or previous half iron distance events using other products!



Tom Nieman

I recently participated in the Colorado Rocky Mountain Bicycle Tour. This was six days of riding in Colorado, with 470 miles and 35,000 feet of climbing. We went to the top of Mt. Evans and over Trail Ridge Road, along with Tennessee, Fremont, Loveland, Gore, Golden Gate and some other great passes. I used Hammer products exclusively (mainly Perpetuem and Hammer Gel), as did most of the rest of our group of six. I didn't eat the food at the aid stations and relied solely on Hammer products. Three riders from our group had started using Hammer products within a week or two of the trip and had great success, stating that they've never felt better on the bike. As for myself, I was never passed by anyone and was the fastest rider up both Mt. Evans and Trail Ridge Road. Our last day consisted of 102 miles and about 6,000 feet of climbing. I felt strong to the last mile and I absolutely know that my Hammer Nutrition® regimen was the main reason.





George Conway photographed another satisfied, contented holstein producing Hammer Whey.

East Village Criterium

We had a brand new bottle of Hammer Gel as a race prize. The winner (shown here) was dared \$220 that he couldn't consume the entire contents in less than a minute. After he successfully completed the challenge, he was quoted as saying, "I'm pretty sure nothing good comes from consuming 26 servings of Hammer Gel in under a minute. I'm REALLY glad they didn't take me up on my double or nothing offer."



ATHLETES . . .

Send your latest news to athleteupdates@hammernutrition.com and we'll try to include it in the next issue.

Sarah Nichols

For my 50th birthday this year I decided to walk 50 miles. My husband was running the support wagon and plying me with HEED and then Perpetuem, along with Race Caps. (On a daily basis I use Race Caps, Mito Caps, and Premium Insurance Caps). I didn't really train very vigorously and yet at mile 25 I was running up the hills because I had so much energy. The whole way through I felt like I had the energy I needed to make the whole 50 miles. I can't believe it was just good genes . . .

So, thanks for creating a product that actually makes a difference in the way I feel! We always tell people we don't invest in any health insurance but we gladly invest in this type of health insurance.

Thank you,
Sarah Nichols - wife of Kevin Nichols,
one of your own Hammer-sponsored athletes :)



Sarah (L) and her sister, Beth Fertig.



Brendan Stallings

I have been using your products for a few years during runs, and my three-year-old son has just started bicycling. We have been doing long (hour long) casual rides, and I make up a batch of HEED, telling him it's "candy water."

Anthony Parsells

Last weekend I completed back to back double centuries with the help of Anti-Fatigue Caps. All I have to say is, WOW!! My legs never felt fatigued at all. **At the end of the day and the end of the ride, I still had plenty of miles left in my muscles.**

Thanks again for putting out such superior products and allowing me to push myself just that much harder!

FROM OUR ATHLETES



Osvaldo Marchena - Ironman Cozumel

Above: Osvaldo Marchena makes waves at Ironman Cozumel, finishing the day in 11:37:23.

Bob Gould - Kilimanjaro



Michael Von Holtz

Compliment to the Hammer Team: I am a weekend warrior, 3:40 marathoner and LOVE your products. Now my wife, a casual runner/ biker (and recently diagnosed with Lyme disease) has become a Hammer FAN because your products are all natural—and they work! **Keep up the great work.**



Andy Corra

Having recently completed a 24-hour distance paddling attempt, with an apparent world record awaiting confirmation (273 miles in 24 hours on moving water), I wanted to let you know how impressed I am with the Hammer products that fueled me through the event. I have been racing long boats for nearly 30 years, but most of my races are middle to marathon length (20 minutes - 2 hours). Attempting a 24-hour paddle was new territory and I knew that staying fueled would be a challenge. My adventure racing friend, Jeremy Rodgers, of Boulder, CO, introduced me to your products, which were key to maintaining my energy and pace for the record paddle. Perpetuem and Endurolytes kept me paddling strong for the duration. Thanks for your superior products!



Photo at left by Scott Higgins
Photo below by Theophil Karia



Travis Rassat - Kilimanjaro

The Kilimanjaro climb was a total success! I used Perpetuem and Recoverite every day on Kilimanjaro and had no problems at all making it to the top. Everybody in our group made it, but I felt like I was feeling a lot better at the summit than anybody else. One of our other group members is an Ironman, and he even reported not feeling very good on summit day—he said this was harder than his Ironman. Eight days of hiking in a row will do that, and I think that's where Recoverite is really effective. I felt fresh and strong every day. I had brought along some Hammer Gels with caffeine, just in case I felt the need for them on summit day, but never had to use them.

I think my triathlon and other hiking training all paid off very well, as I never felt like I was really working hard. The route we took (Lemosho) was a really good mix of varying hike lengths, along with good altitude gains and drops, sticking to the "hike high, sleep low" philosophy you hear often in the mountains. We had a couple of days that were only about three hours of hiking, while a few days were eight hours or more. Summit day was the longest—we started at midnight at just over 15,000 feet, reached the 19,341 foot summit at 7:15 a.m., returned down to our starting point about 10 a.m., took a nap and had lunch, and then continued on down the mountain to around 10,000 feet after another four hours of hiking. So, we had about 14 hours that day, never taking more than five-minute rests on the way up to the summit.

Anyway, thanks again for the fueling advice and great products! I really think these were key to my ability to feel great and truly enjoy every step of the way on the climb.

Beverly Enslow

Winning my age group (50-54) at the XTERRA National Championships by 17 minutes but also 5th Amateur Female overall! At the age of 53, only two in 25-29 and two in 30-34 beat me. It was a pinnacle race. I attribute this result to three things - 1. altitude training, 2. tapering well, and 3. Race Day Boost (I've anxiously waited all year for an A race to use this secret weapon!).



FROM OUR ATHLETES

Sally Stevens - South Africa



South African Hammer athlete Sally Stevens took part in the Victoria Falls Half Marathon in August on the Zimbabwe/Zambia border and was the seventh woman to cross the finish line. She shared her race day experience with us:

What greater adventure than to head up to Victoria Falls for a truly African half marathon? This was my 15th half marathon and my first one out of South Africa.

The morning was surprisingly cool compared to the few days before, and the start on the main road of Victoria Falls brought a fantastic camaraderie between runners of different ages, races, and nationalities. With the start of the gun we ran across the Zambezi River bridge to the Zambian border post; it was a truly sacred feeling running over the bridge that links

the two countries. What a feeling to be an African running, but in no man's land mid-bridge (the shifting Zambezi is affected by the mighty falls).

We headed off-road, passing the ever-ready reserve guards, there to protect us from elephant and buffalo. A very large baboon tried to cut in mid-run and was intrigued by the squelching of my water sachet in hand. Luckily I kept it though!

We passed the Mighty Zambezi river, went through much welcomed road showers put out for us, saw smiling faces at water stops, and a massive Baobab tree. A warthog on a mission narrowly escaped my running path. The terrain and altitude was pretty tough, with many an incline, so not for the faint hearted.

What was even greater was finishing 7th overall out of the women and getting a gold medal and prize money too. I got to meet the mayor of the Falls as well as Miss Victoria Falls and her entourage. A treat of a refreshing swim at our hotel and an ice cold Zambezi beer finished the morning off with a happy heart. Well done to all the Econet and Zambezi organization team for a fantastically successful race, as well as the appreciation all runners had for the much needed positive support by the Zimbabwean locals.

Carla Moreno - Brazil

Well prepared and focused on the world stage, Brazilian triathlete Carla Moreno continues to work toward the 2012 Olympic Games. This Hammer athlete won Bronze in the ITU World Triathlon World Cup in Hungary in August, and then two weeks later she took the women's lead early and maintained the difference to finish first in the Brazil Trophy Triathlon in Sao Paulo, Brazil. With these wins, Carla is now the top-ranked Brazilian triathlete in the ITU World Championship Ranking.

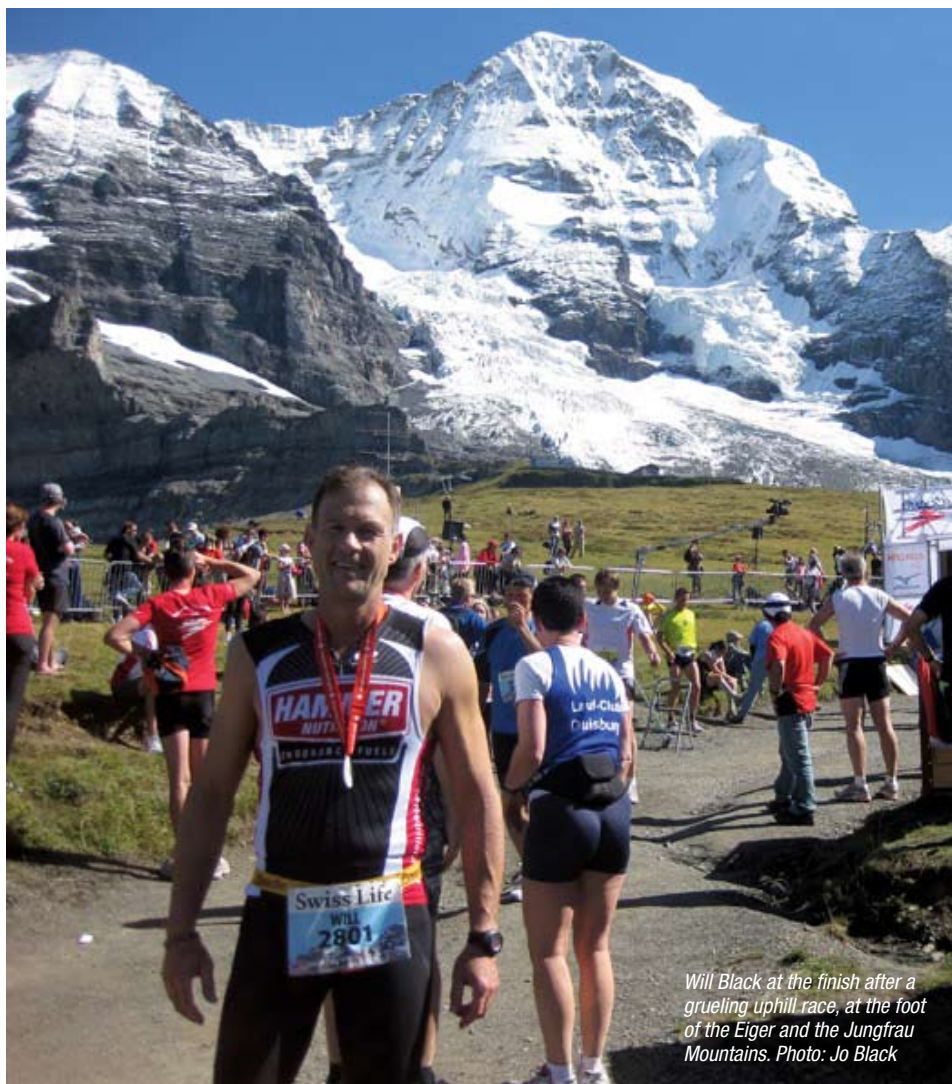


Will Murphy

Will Murphy (standing) steers his dragon boat crew during the MR340. Photo : Dave Marner

I recently traveled to Missouri for the MR340, a 340-mile nonstop paddling race. I was paddling and steering for Team Beauties and Barnacles in a dragon boat. We were raising funds for the Shriner's Hospital for Children. In the process of completing the race, we shattered the world record for longest trip by dragon boat (82 miles). Despite doubts about holding together a crew of 20 for such a long race, we started off ok and moved up the field, finishing in 3rd overall! I fueled with Perpetuem and a bit of HEED and Sustained Energy. Worked great for me!





Will Black at the finish after a grueling uphill race, at the foot of the Eiger and the Jungfrau Mountains. Photo: Jo Black

Will Black - Switzerland

I just ran the Jungfrau Marathon in Switzerland in September, with 5,300 feet of elevation gain. Three years ago I ran my first half marathon for cross training. Running got into my blood and I have since run the Jungfrau Marathon twice, plus other mountain half marathons in the Alps. Trail running has become a staple of my cross training program, complementing skiing and road biking. I have been a skier for more than 30 years, more recently getting into backcountry workouts both in the Tetons and the Alps. I road bike in the Black Forest and France, enjoying some of the same terrain as Le Tour de France.

Several times I have been on epic long rides or all-day climbs with friends who get a bit "spent." The offer of Hammer Gel or a couple of Endurolytes have always been welcomed along with a little "trail nutrition education" . . . they become believers immediately. The Hammer brand is spreading, and I am constantly amazed at the number of athletes that I see here in Europe wearing Hammer gear. It's a great discussion starter and interesting to hear about how they became aware of Hammer—usually word of mouth from other serious athletes.

Coral Springs Storm U18

Here's a picture of our team, the Coral Spring Storm. They recently placed second at the SCI Labor Day Soccer Showcase presented by Nike held in Sarasota, Florida.

Here is a photo of the team and Coach Brown with the trophy and our beloved Hammer Nutrition banner and products.

Thank you!
Mady Gomez



Having spent most of my working life in the nutrition business (soy protein, vitamins, and nutraceuticals), I appreciate the value of a dialed-in nutrition program in terms of improving performance across a number of sports. That said, I have been using Hammer products for almost ten years. Hammer products are an important part of my sports regimen. I know they are of the highest quality, and are formulated and produced by real athletes who use the products themselves. In addition to the products, the knowledge that the Hammer staff (e.g. Steve Born, Bill Misner) provide is based on science and fact, not opinion and anecdotes—the professionalism is much appreciated!

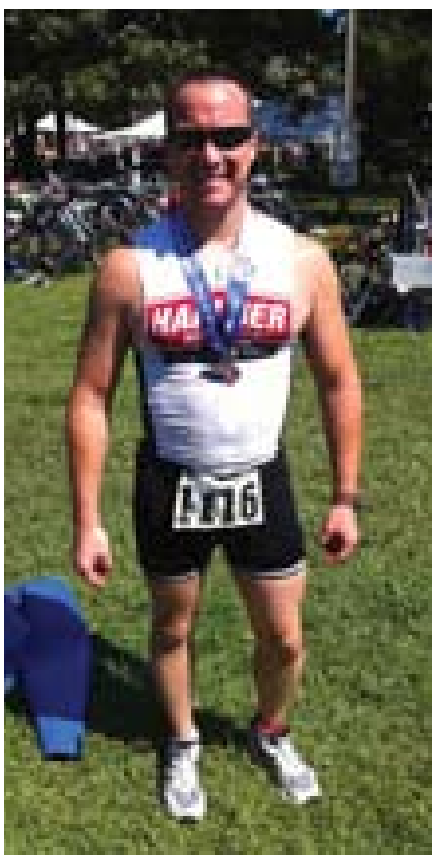
Even though I am a "veteran" of several years, Hammer products are helping me to improve times, recover quicker, and enjoy more of the activities that I enjoy for longer periods of time.

FROM OUR ATHLETES



Greg Conderacci

Last month I rode the 1001 Miglia Italia—1,001 grueling miles by bike around Italy with almost 60,000 feet of climbing in about 125 hours. The Miglia Italia is the longest randonnee in Europe. Just wanted you to know that I couldn't have made it without Hammer products. On the route, there were relatively few places to stop for food, and none in the middle of the night. So I relied on Hammer Gel and a mix of HEED and Perpetuem to get me through the miles between food stops. I also used Tissue Rejuvenator and Endurolytes, which kept my aging knees going and my old (I'm 61) muscles cramp-free. Thanks, folks!



Bryan Canterbury

Finished the Cranberry Triathlon in Lakeville, MA last month. Compared to my times for my last Olympic Distance tri in March, my swim was 25% faster, my bike was 15% faster, and my overall time improved. I have been using HEED, Hammer Gel, Perpetuem, and Recoverite this season with the VIP program, and it has made a huge difference. Thanks, Hammer!



Heather Ferguson

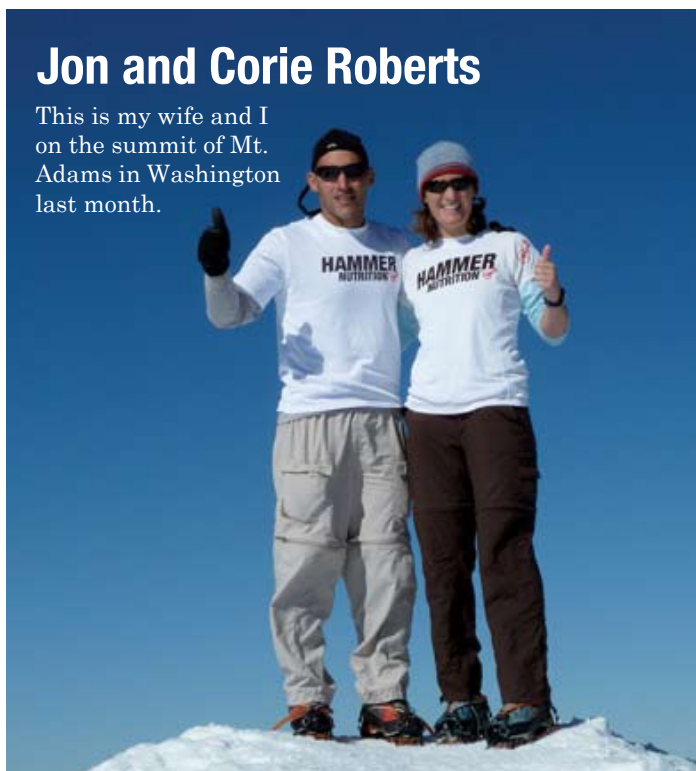
Maui Jim Eventing Derby

I am one of your sponsored athletes. I have ridden and competed horses long before I did triathlons or raced my bikes. I was in a competition this past week with one of my horses (her first time at a show). I wore my Hammer T-shirt in the practice jumping round on Friday and the professional photographer caught some great pictures of me. The horses' nutrition is usually well thought through for these events, but the riders are often neglected. I used Hammer HEED all weekend in the 90+ heat and humidity and it really saved me! I felt great and had good energy and electrolyte balance to help get through. Thanks for sponsoring me and thank you for the great products. I am sure there is a market for your products in many of the horse competition arenas.

We want to know what you're up to! Send your news to athleteupdates@hammernutrition.com and we'll try to include it in the next issue.

Jon and Corie Roberts

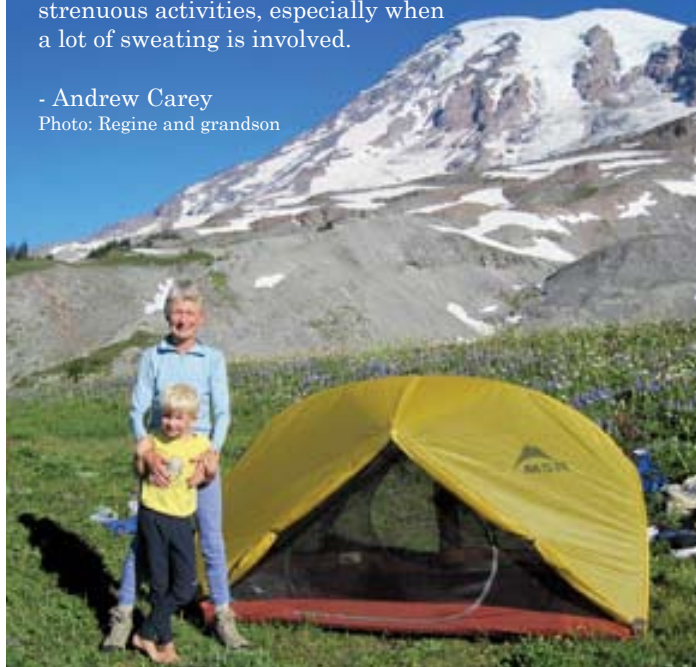
This is my wife and I on the summit of Mt. Adams in Washington last month.



Regine & Andrew Carey

Regine and I are very active hikers, cyclists, and skiers. Almost all of our outdoor activities are in the backcountry of the mountains of Washington, primarily around Mt. Rainier and above 5,000 feet elevation. Regine has climbed Rainier four times in the past along with running marathons and mountain-ocean relays. Our activities usually incorporate 1,500-3,000 foot elevation gains, and we do them 3-6 days per week. We're both in our 60s so we make good daily use of Tissue Rejuvenator, Mito Caps, and Carlson Salmon Oil. We use Endurolytes just prior to, during, and after strenuous activities, especially when a lot of sweating is involved.

- Andrew Carey
Photo: Regine and grandson



HAMMER RACEWEAR

We're not making any design changes for 2011, so make sure to get your Hammer garb and be ready to race in style for another year!



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Cycling Jersey	JSS-	\$35.95
Cycling Shorts	SC-	\$59.95
Tri Skinsuit	SST-	\$89.95
Running Shirt	CMWR-	\$32.50
Running Skirt	WRS-	\$44.95

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FROM OUR ATHLETES



The Summit Sisters

Our group (pictured above), known as The Summit Sisters, includes nine strong women from Whitefish, Montana, ranging in age from 53-64. We began our hike at 6 a.m. on Sept. 1 in 36-degree temperatures and hiked 6,000 feet down the North Rim (about 15 miles) to Phantom Ranch. We stayed for two nights, and temperatures reached 126 degrees. Our hike out to the south rim was about 5,000 feet in 12 miles. Much planning went into staying hydrated and keeping electrolytes balanced . . . hence the Hammer products. We all took Endurolytes about every two hours and relied on Hammer Gel and HEED during the hike. Recoverite was taken at the end of each hike. The fact that none of us had any cramping problems is attributed to our diligent intake of Hammer products. Quite a few hikers asked about Hammer when seeing my t-shirt. We used Endurolytes to help a hiker who was in some distress hiking out of the canyon (not one of our group).

- Marina Beirne

Sarah Morcott

My 12-year-old daughter, Sarah, won the 13 and younger girls division in her first half marathon, the 2nd Annual Modesto Midnight Half Marathon on August 28th in Modesto, California. She finished with a time of 2 hours, 32 minutes. The first thing she wanted when she finished was Recoverite! Hammer rocks!

- Ian Morcott,
proud dad



Austin Arguello



Overall winner at the Scroggins Valley Sprint Triathlon. Also the overall winner at the Aluminum Man Olympic Distance Tri.



Ed Telles

I would like to give you all congratulations on the products you make. My friends and I did the Seattle to Portland ride this July 2010 in one day of 204 miles. We did the ride in 12 1/2 hours. We used Hammer Gel, Perpetuem, and HEED. I was having problems cramping, but the Hammer Gel took care of the problem. Also, I am legally blind which was a big challenge for me. We also used your products for training for this ride for six months. We all wore Hammer gear and were called the "Hammer Guys." It was pretty exciting.



Adam Prendergast

The Syracuse Half Ironman was a brand new race this year and was my second Half Iron. I came in 197th out of 2,300 amateurs with a time of 5:04, fueled only by Hammer! Since taking supplements, dieting correctly, and following a workout plan, I cut an hour and 20 minutes off my half ironman time. I ended the race strong, cruising at a 6:20 mile pace through the finish! I am now training for the Ford Ironman Florida in November, which will be my first Ironman race. For training and racing, I use Hammer Gel, Daily Essentials, Tissue Rejuvenator, Anti-Fatigue Caps, Endurolytes, Perpetuem, HEED, and Race Day Boost. I'd recommend your products to any endurance athlete or sports junkie!



Paul and Miranda Gruber

Here is a photo of our boat during our last race. The race was in Towanda, Pennsylvania yesterday. Surprisingly it was sponsored by Hammer Nutrition® with your gel and HEED available to try before the event. Also, some of your products were given post-race as door prizes. Miranda and I got 1st place overall in the touring class, beating all canoes and kayaks in all divisions.

FROM OUR ATHLETES

Nolan Ming

I just completed the Superior Sawtooth 100-Mile Endurance Run over the weekend. Thanks to the Hammer Nutrition® products I used before and during, I had a great race. Despite severely spraining my ankle at mile six, I ended up finishing 4th overall and 3rd in the Men's Open Division. I used the Race Day Boost 4-day pre-race regimen, as-well-as Anti-Fatigue, Race Caps Supreme, Perpetuem, and Hammer Gel throughout the race. Hammer on!



Tom Brunholtz

Thanks, thanks, thanks! **Your supplements and advice about less being more really works.** Just returned from the Hotter than Hell 100 and I finished the race stronger than when I started. I never felt so good during and after a 100-miler. You guys are fantastic.

Jessica Koelsch

Hammer athlete Jessica Koelsch qualified for the Ironman World Championships in Hawaii on her first attempt at the full Ironman distance, Ironman Louisville on August 29, 2010. Jessica had a strong 3rd place finish in her age group, slowly moving through the field as the race progressed. She started with 37th place (age group) in the swim, 7th on the bike, and finished up 4th on the run with a total time of 11:26. With three world championship slots in her age group, Jessica was hoping that one of the women would pass—and one did! So the slot rolled down to Jessica!

Thanks for all of your support.
Kip W. Koelsch



Andy Wheeler

I rode my first LOTOJA this weekend. What an event! LOTOJA is 206 miles and nearly 10,000 feet of elevation gain. Yes, it was intense, but it turned out to be a fun day. I not only finished, but finished strong and feeling great. I know my many miles of training were a part of this personal victory, but I also know that Hammer was a major factor in my performance. I've ridden several centuries this season to get ready for LOTOJA, each one getting me dialed on my nutrition. I've got the one bottle per hour of Perpetuem working like clockwork, Hammer Gel for that extra boost, and Endurolytes to keep the cramps at bay. Add a bottle of HEED at each feedzone and I was in great shape to stay strong for the entire 206 miles. Thanks for great products!

Photo : Dana Bruschke

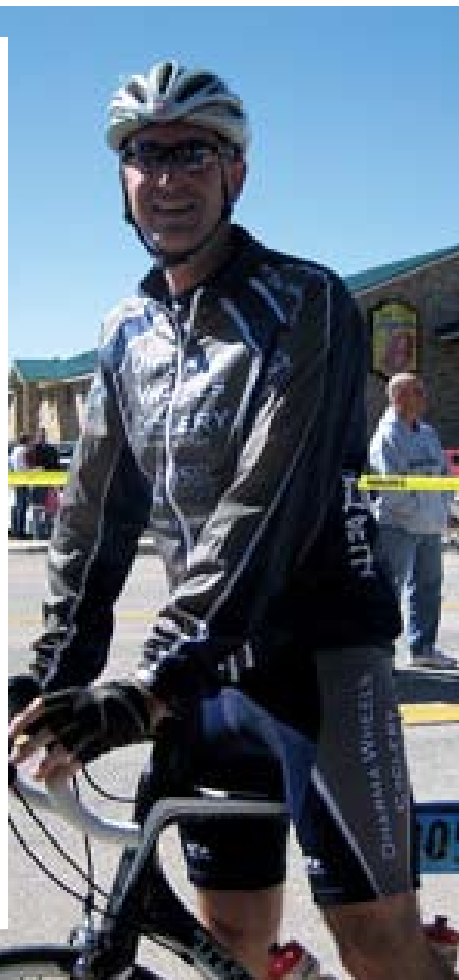




Photo : Dick Ross - www.seekcrun.com

Greg Vaughn

Every race I run that is marathon distance or longer, I run in honor of a fallen soldier, firefighter, police officer, or EMS worker who served as a result of the attacks of September 11, 2001. I carry a 3' x 5' American flag the entire distance, and this puts additional stress on my body from the drag. Failure to complete an honor run for a fallen hero is not an option, so I've relied on Hammer Nutrition® products to get me through each mile for the past three years.

On September 11th of this year, I ran in honor of fallen Shawnee, Kansas firefighter John Glaser who gave his life while searching for a victim trapped in a house fire. I began my run at John's fire station and ran 15 miles to the start of the annual Patriots' Run in Olathe, Kansas. After arriving at the race, which began at noon, I ran all nine hours and 11 minutes, covering a total of 45 miles. At the end of the race at 9:11 p.m., I presented the flag and race medal to John's parents in a very emotional ceremony.

I relied completely on HEED, Sustained Energy, Hammer Gel, and Recoverite to get me through the day. My thanks to Hammer Nutrition® for helping me honor a true patriot and hero, and for getting me through all of my honor runs to date.

Kenny O'Connell

I am really excited to start trying the Hammer Nutrition® line of products. I appreciate all of your advice to help me get started. **I am already hooked by the customer service and the great articles I have read so far.** I can tell your company is out to help the athlete, and not only to just make a buck.



Chuck and Di McHenry

We just finished our fifth Missouri 340 (a 340-mile race), won the mixed tandem division, and came in 7th overall out of a field of 200. We set a new Missouri 340 mixed tandem record of 41 hours, 21 minutes. Di is the 2010 Missouri Downriver State Champion and has been for the last four years. I have been the DR Champion for the last ten years until this year, when I did not race due to Lyme Disease. Di set a (unofficial) record of 204 miles in 24 hours this July. By the way, Di is 55 years young and I am a few months shy of 60!

How much credit do we give Hammer? Lots! Perpetuem is about the only thing we can ingest, especially towards the latter stages of an ultra. During the 340, I took Anti-Fatigue and ate a Hammer Gel every hour, and we had a phenomenally good race! Our list of Hammer products we use is long; through the years we have come to rely more and more on Hammer as our primary source of nutrients/fuel/supplements.

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Sarah Peterson, feeling great and nearing the finish line during the 2010 Whitefish Lake Triathlon. Photo: Angela Nock