

STOP THE PAIN

The two newest additions to the E-CAPS product line will be of significant interest to anyone who deals with aches and pains. In other words, just about everyone. These products, Shark Cartilage and Athlete's Cream, provide a safe natural way to reduce or eliminate pain. Most importantly, they act on the source of the pain instead of just masking it. See page two and three for more on these products.

Today, millions of Americans suffer from sore, aching joints. These symptoms as well as more chronic conditions like Arthritis, Rheumatism and Bursitis, as well as almost all back pain are degenerative conditions. As much as we would like to think that our athletic endeavors improve our general health and well being, the truth is that heavy training is a big stress on our bodies and causes quite a bit of tissue damage (degeneration). The post workout recovery process is so critical because this is when your body repairs or regenerates the damaged tissue. This is where the characteristics of a degenerative disease and the results of heavy training converge. As with most degenerative diseases, this unavoidable aspect of serious exercise often leads to chronic pain, especially in masters age athletes.

NSAIDs

To control the resulting pain, many athletes, along with tens of millions average Americans rely

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HOW TO STAY IN THE SPORT FOR YEARS TO COME

by Jeff Cuddeback

Today's age group triathletes are more competitive than ever. Race results between the top age group competition and full time pros often is measured in several seconds or a few scant minutes. Indeed, at recent Hawaiian Ironmans several of the age groupers beat many of the pros.

What separates the top age groupers from the rest of the amateur field? Well, simply put,

the most resourceful age groupers incorporate many of the same training strategies as the pros. But that doesn't mean doing a million miles every week. Most of us

don't have the time or inclination to train like a pro, but you don't have to quit your job to be competitive either. Having been a competitive triathlete for 13 seasons, with experience at both the professional and elite age group levels, I've seen my share of the multitude of training philosophies. What I've learned is that there's no one secret to being a successful age grouper. But there are several things you can do to improve your chances.

One thing the pros do is train

consistently 6-7 days per week. Yeah sure, that's easy to do if you don't have to work, you might be thinking. But you don't necessarily need to train that much. Consistency in training is a relative thing. You just need to figure out what works for you. I find that doing more short workouts works better than trying to do fewer long ones.

Finding the time (and

"Burnout is all too likely when training becomes the most important priority in your life. If you want to stay hungry and psyched, less training is better than more."

sometimes the desire) to train consistently is one of the most challenging aspects of my training program. During the early pre-competitive season my training is anything but consistent. My training often fluctuates from a high of 4 to 5 times per week to a low of once or twice per week. The reason for this inconsistency in training has much more to do with my motivation level, rather than other obligations. The obligations are always there.

As the season opener

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SHARK CARTILAGE

Over the past several years, shark cartilage has been touted as a breakthrough in prevention and treatment of cancer. In fact, several books, including *Sharks Don't Get Cancer* by Dr. I. William Lane and Linda Comac and *Third Opinion* by John M. Fink, provide in depth information regarding the ongoing research and findings linking shark cartilage to the prevention and treatment of all degenerative diseases, including cancer. However, the reason for adding shark cartilage to the E-CAPS product line is because it also holds great promise for endurance athletes who experience pain, joint inflammation and swelling as a result of physical activity.

Strenuous athletic activity causes tissue (muscle, joint, connective) throughout the body to break down. Since this is the defining characteristic of degenerative diseases, we find athletes using the same anti inflammatory pain medications as cancer and arthritis patients. Although we are very interested in any natural cure for diseases such as cancer, the focus of Hansen & Frank, Inc. and the E-CAPS products we make has always been to find ways to naturally improve the performance of athletes. Because of the importance of recovery in the training process, nutrients with regenerative properties are common in many E-CAPS formulas. In several instances, Coenzyme Q10 and BORON for example, the same nutrients being used for treatment of diseases, also have beneficial

applications for athletes. If these supplements happen to cure or prevent serious diseases, that is a bonus. Shark cartilage is another example of a supplement that is being used primarily for its therapeutic benefits, but which can also provide important benefits to athletes.

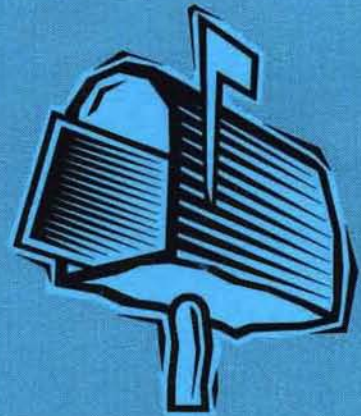
Although clinical research to further verify the therapeutic benefits of shark cartilage is going on world wide at a rapid rate, none of the existing research that we are aware of has dealt with non diseased athletes. Nevertheless, the similarity in the symptoms of many degenerative diseases and those that can result from physical stress and the anecdotal feedback from athletes using shark cartilage suggests that it offers long term pain relief for athletes as well as those suffering from degenerative diseases. The statement by Dick Martin which accompanies this article is a classic example of the results athletes report from using shark cartilage supplements. In addition, athletes who supplement with shark cartilage may also be less likely to suffer from joint and connective tissue deterioration. These potential preventative benefits also make it appealing to athletes who are relatively healthy and pain free.

ANGIOGENESIS

Much of the benefits associated with shark cartilage relate to angiogenesis, which is the development of new blood vessels. Embryonic development and

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FROM THE MAILBOX



Dear Endurance News,

My workouts for the past ten years have consisted of two hours with moderate to heavy weights in the gym four days a week, followed by two hours of rowing in the river six days a week.

I row a 350 pound surf boat, not a scull. There is usually a 45 minute sprint workout in the boat in the afternoon or evening three days a week.

I'm sixty years old now and the pain that is daily is excruciating - my hair even hurts on some days. Therefore, I used to use Advil regularly until I discovered shark cartilage. I take two in the morning and I am relatively pain free. Whatever is in shark cartilage is definitely an effective pain reliever.

Dick Martin
Oceanport, NJ

ATHLETE'S CREAM

The newest addition to the E-CAPS product line, Athlete's Cream is an analgesic pain relief cream like no other. The active ingredient in Athlete's Cream is trans-8-methyl-N-vanillyl-6-nonemamide, better known as capsaicin (pronounced kap-sa-i-sin). In case capsaicin does not ring a bell for you, it is the same substance used in the Mace-like self defense pepper sprays that have become popular of late. The capsaicin used in these sprays and Athlete's Cream is derived from certain types of cayenne chili peppers. Although capsaicin has gained popularity in recent years, the chili pepper's use as a medicinal and therapeutic agent can be traced back 500 years.

Almost all of the popular pain creams on the market today can be classified as counterirritants. They work by producing an irritation, which causes a burning or cooling sensation in the skin. This superficial pain confuses nerve cells, which interrupts the transmission of deeper pain signals from joints and other inflamed tissue. This simplistic approach to pain relief is analogous to a game played by siblings and grade school kids. One kid hurts his ankle, so the other kid punches him in the arm and says "There, doesn't your ankle feel better now?" The punch in the arm does not do anything but override the pain in the ankle with a more acute pain in the arm.

Unfortunately, the same principle applies to the counterirritant variety of pain cream.

Athlete's Cream is unique because instead of simply irritating the skin, it penetrates deep into the tissue to stop pain at the source.

Research suggests that capsaicin works by depleting the body's stockpile of a substance involved at the start of inflammation, which is the process that causes pain and tissue damage in arthritis and other inflammation disorders by depleting the body's stockpiles of peptide, a protein like compound called Substance P. Peptide, or Substance P, is thought to be the main neurotransmitter for relaying pain signals to the brain. Neurotransmitters carry nerve signals across the gap, or synapse, separating one nerve cell from another. Applying capsaicin repeatedly to the skin disrupts this process. It causes sensory nerve fibers to use up their stocks of Substance P and seems to prevent them from replenishing the depleted neurotransmitter.

The exciting part about this capsaicin based cream is that research has indicated that Substance P levels are connected not only to pain signal transmission but to the inflammation itself. Since the inflammation damages tissues in arthritis and other degenerative conditions, it appears that by inhibiting Substance P, capsaicin can be used to alleviate the cause of pain and not just temporarily mask it.

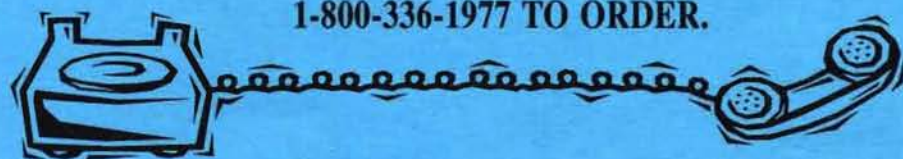
In theory, capsaicin sounds almost too good to be true. But what about the real world? Well, for the last several months I have

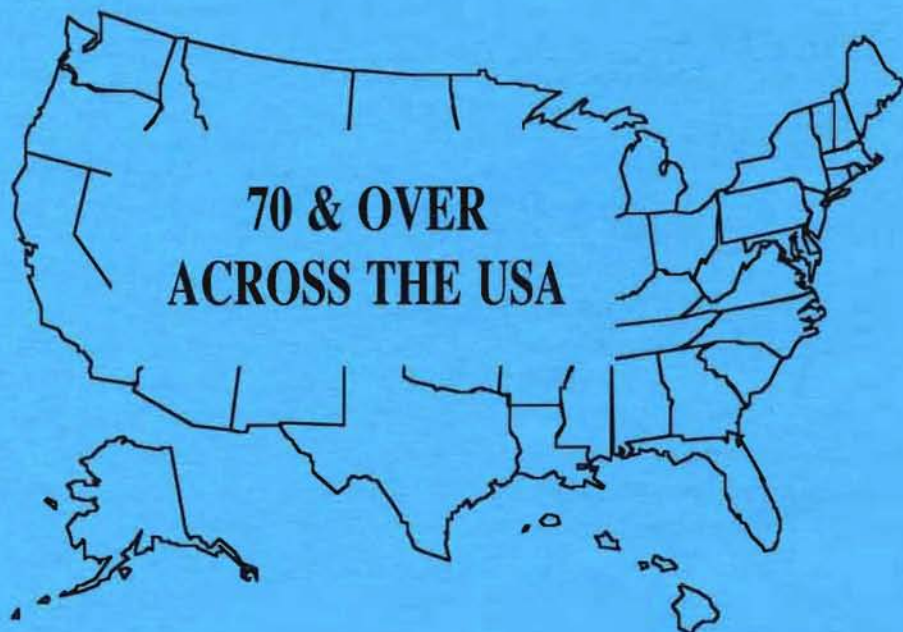
been giving samples to athletes and individuals with chronic back pain, arthritis and repetitive strain injuries such as Carpal Tunnel Syndrome. Honestly, I have been more than a little surprised by the unanimously positive feedback from everyone who has tried it. From sore muscles to excruciating joint pain, everyone has reported complete or significant reduction in pain levels.

Athlete's Cream will feel different to every athlete that tries it, but most report feeling a hot sensation in the area where it is applied. Studies have shown that the release of Substance P from the nerve endings is the cause of the heat. This heat is proof that the product is working by depleting Substance P from the nerve endings. At first the heat may be a little uncomfortable, but after several applications, the heat will subside as Substance P levels continue to decline.

Whether you have occasional sore muscles, back aches, minor pains or a more serious inflammatory condition, we guarantee that Athlete's Cream will work better than any other topical analgesic cream that you have ever tried. Athlete's Cream is packaged in 3 oz. jars and costs \$14.95 plus \$3.00 for shipping. Even using it on a couple of local areas two or three times a day, each jar should last for several weeks. ■

CALL E-CAPS AT
1-800-336-1977 TO ORDER.





On May 12, 1995 four "Iron Gents" will do a bicycle relay from palm Desert California to Jacksonville, Florida, attempting to better their record of 9 days and 17 hours which they set in 1987. This would be a significant accomplishment for four athletes of any age, but the fact that these men are all over 70 makes it extra special.

The "Iron Gents" is a non profit corporation which was formed in 1985 by seven men, all over the age of 60 who had successfully completed the Ironman Triathlon in Kailua-Kona. They established Iron Gents to generate a positive public awareness of athletics and aging and to raise money for charitable organizations.

In 1987 four of the original Iron Gents, Bill Bell, Norton Davey, Keith Albright and Bob Mason successfully completed the first bicycle relay across the United States by men over 60. Now, eight years later, these same four Iron Gents will attempt to eclipse that record as 70+ year olds.

We applaud their efforts and wish them the best reaching their goal. Look for an update on their efforts in the next issue of Endurance News. ■



(STOP THE PAIN cont'd from page 1)

on Nonsteroidal Anti-Inflammatory Drugs, NSAIDs, for temporary pain relief. Unfortunately, aspirin and other common non aspirin NSAIDs, such as Ibuprofen (Advil), Motrin, etc., can cause negative side effects such as ulceration, bleeding or perforation of gastrointestinal tissue resulting in death in some instances. In fact, thousands of Americans die each year of NSAID related hemorrhages.

If Nonsteroidal Anti-Inflammatory Drugs are so potentially dangerous, why isn't the FDA doing anything to inform consumers or curtail the use of these drugs? First of all, they are aware of the risks of NSAIDs because their own Arthritis Advisory Committee has, since 1988, been calling for new labeling for these drugs. The proposed labeling guidelines would caution users of the risks of ulceration, bleeding, and perforation. So far, the FDA has not taken any action on their committees recommendations. This has led critics of the FDA to point out that NSAIDs represent a \$2 billion plus market for the drug companies and that doctors write more than 70 million prescriptions year. These critics contend that the FDA is less concerned with the well being of Americans than protecting its special interest groups.

I personally became aware of the dangers of NSAIDs last year when a close friend of my mother died of internal bleeding after using an over the counter NSAID for only three weeks. She suffered chronic back pain from an auto accident and was trying to get off of the prescribed pain medication she had been taking because it was

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HEALTHY RECIPES

By popular request, these recipes are reprinted from previous issues.

GLAZED CURRY CHICKEN

INGREDIENTS:

- 2 skinless chicken breasts (Free range or organic if possible)
- 1/4 teaspoon poultry seasoning
- 1/4 teaspoon curry powder
- 1/3 cup water
- 2 tablespoons apricot jam or any chutney

PREPARATION:

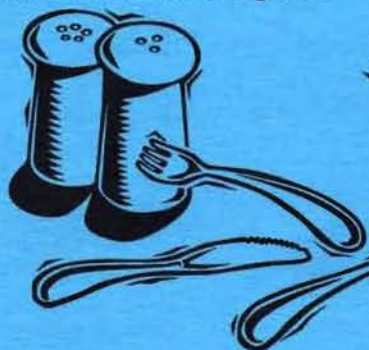
Preheat oven to 375 degrees. Wash chicken and place in baking dish. Sprinkle poultry seasoning & curry powder on chicken breasts. Add water to dish to keep chicken moist. Bake for 40 minutes. Remove baking dish from oven and glaze breasts with jam or chutney. Return to oven for 10-15 minutes.

Serve with salad, steamed vegetables, baked potato or brown rice.

Serves 2, or 1 really hungry athlete.

Nutritional Information Per Serving:

Calories	188
Protein	33 grams
Carbohydrates	4.5 grams
Fat	3.5 grams



SIMPLE BROWN RICE

Though there are many ways to make brown rice, this simple version is quick and easy to prepare. Hearty and versatile, short grain (preferably organic) brown rice is a great source of fiber and carbohydrates, as well as a healthy alternative to wheat pasta. Eat it plain along with steamed veggies, or add to a variety of dishes.

INGREDIENTS:

- 2 cups plus 1 tablespoon water
- 1 cup brown rice (we prefer short grain)
- 1/2 teaspoon salt or bouillon

PREPARATION:

Bring water to boil, add rice and salt, and stir once. With lid off, wait for water to boil again. When it boils, put lid on and simmer for 45 min. or until water is gone. Set aside and let cool.

Nutritional Information Per Serving:

Calories	216
Protein	5 grams
Carbohydrates	44.8 gram
Fat	1.8 grams



THE 40-30-30 BAR

If the size and frequency of advertisements is any indicator, there are a lot of athletes buying these 40% carbohydrate, 30% protein, 30% fat energy bars. If you are one of the athletes who subscribes to this relatively new diet theory and buys these energy bars, then you will be interested to know that E-CAPS now carries them. They come in three flavors: Honey Peanut (the most popular by far), Toasted Crunch, and Chocolate. A box of 14 bars sells for \$24.95 plus shipping. Bulk orders of 4 or more boxes will receive a price break.



With the flood of ads and recent advertorial in Inside Triathlon, it seems redundant to go into the theory and claims of these energy bars. As far as I am concerned these are like any other product. You try them for a reasonable period of time and if they work for you, then stick with it.

However, some may not be so familiar with the common origin of these products. About 4 or 5 years ago, Dr. Barry Sears introduced his diet theory and Bio/Syn energy bars to support it. Then the Bio/Syn bar disappeared and three new energy bars with the same composition and flavors were introduced.

As far as I know, all three brands are still made in the same factory in Canada. The only difference is the packaging and price. One brand costs \$35.00 for 14 bars, another brand costs \$35.00 for 16 bars and the third brand is \$24.95 for 14 bars. ■



approaches, however my competitive nature begins to assert itself. Somehow I begin to find the time to train, and as I get more fit, my motivation goes up. I believe everyone has a finite number of weeks in which they can stay highly motivated and train consistently. For me, all I'm good for is about 6 weeks of 5-6 training days per week. After that I need a mental and physical break. This is where short term goals really come in handy.

The pros also set specific short term and long term goals for the current season and for their careers. I find it essential to set challenging but achievable goals during the pre season to help maintain my motivation. Then I determine a training schedule (with the guidance and blessing of my wife Kim) that affords me the opportunity to achieve my goals. The goal must conform to my other time commitments otherwise I will be in constant conflict and get too stressed out.

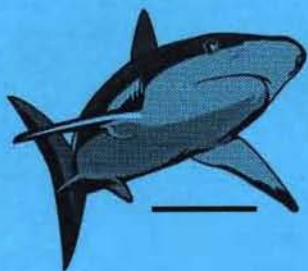
A triathlete (especially an age grouper) has to maintain a good balance between his/her athletic goals and life's other commitments. I have seen so many very, very talented age groupers and pros have one or two outstanding seasons and then disappear from the racing scene. Burnout is all too likely when training becomes the most important priority in your life. If you want to stay hungry and psyched, less training is better than more. Err on the side of conservation. Don't over do it. Determine a comfortable training schedule and then stick to it. You don't have to go mega miles to be competitive.

We've all seen the guys that have had a killer training week and then the next week hardly do a thing, either due to injury or motivation. They may bike 300 miles one week or run every workout at anaerobic threshold, but come race day, chances are they'll be sub par or "have a flat." Some may even have good success for a season or two, but they won't be around in the years to come. For those of us that want to maximize our training effectiveness for the current season and also want to be in the sport 10 years from now, see my list of some common sense suggestions.

About the Author: Jeff Cuddeback, 1993 Triple Crown Winner, 1992 age group Athlete of the Year, 1992 Overall National Champion, 1994 National Champion 35-39. He received his Master of Science in Industrial/Organizational Psychology and a MS in Exercise Physiology from the University of Central Florida. Jeff is married and has two children. He is available for one on one coaching and developing realistic training programs. He can be reached at (407) 774-3311. ■

JEFF'S TOP 15 LIST OF THINGS TO DO TO AVOID TRIATHLON BURNOUT:

1. Consistency in training (i.e. whatever is consistent for you).
2. Less training is better than more, your training level must be sustainable.
3. Frequency of training is better than duration (e.g. 5 days of 2,000 yards is better than 2 days of 5,000 yards).
4. Motor skills improve with practice (similar to #3 above).
5. Easy days are just as important as hard days.
6. Rest at least one complete day per week.
7. Stretch after every workout for at least 5 to 10 minutes.
8. Get more sleep than you think you need.
9. Drink at least enough water to equal, in ounces, about 1/2 your body weight each day (150 pounds = 75 ounces of water daily).
10. When you eat a treat don't feel guilty, you're going to burn it off anyway.
11. Listen to what your body is telling you, it is the most accurate indicator.
12. Don't become a slave to your training log.
13. Use a heart rate monitor in training.
14. Stick to your plan (only weenies succumb to peer pressure).
15. Take your wife/husband, special person out regularly and thank them for their patience and support.



SHARK CARTILAGE

(cont'd from page 2)

healing wounds are examples of angiogenesis. However, angiogenesis is not always a good thing. Cancer, diabetic retinopathy, neovascular glaucoma, osteo- and rheumatoid arthritis, psoriasis, and inflammation are all associated with angiogenesis. With these diseases, the angiogenesis system goes haywire and abnormal blood vessels, capillaries, are produced which accelerate the growth of tumors, deterioration of cartilage and the other various results of these diseases. Because of the link between the angiogenesis process and these degenerative diseases, researchers have, for decades, sought effective angiogenesis inhibitors. To date, shark cartilage may be the best angiogenesis inhibitor or antiangiogenic agent that researchers have found.

It is this antiangiogenic ability that makes shark cartilage so effective in treating these diseases. It is also what makes it so beneficial for athletes dealing with joint pain, inflammation and the pain associated with it. Shark cartilage is also credited with stimulating the immune system and is also a great source of collagen, the main supportive protein of bone, cartilage, and connective tissue.

DOSAGE

According to several researchers and the authors of *Sharks Don't Get Cancer*, the most effective results for chronic pain relief will be noticed if the

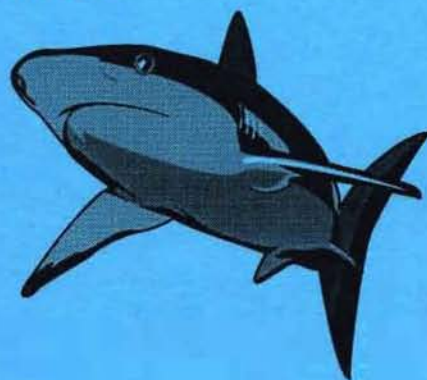
following dosages are consumed: 1 750 mg capsule per 11 pounds of body weight (12-15 capsules) for three weeks. This quantity should be divided into three equal dosages and taken about 15 minutes before each meal. After the initial three week period a maintenance dosage of 1 750 mg capsule per 30 pounds of body weight (4-6 capsules). This maintenance dose can be taken all at once or divided into two dosages and taken 15 minutes before meals. Athletes who only suffer occasional inflammation or pain can just take a maintenance dosage of 4-6 capsules daily.

AVAILABILITY

Today, standardized shark cartilage formulas are available from several different companies and are sold in health food stores and some vitamin catalogs. Although there are some sub standard or completely bogus shark cartilage products on the market, most reputable supplement companies offer certified purity and potency formulas. However, because of the hype surrounding shark cartilage and the therapeutic applications, many of these same well known supplement companies are charging astronomically high prices for this product. In other words, just because one shark cartilage formula is more expensive than another, don't assume that it is better. The shark cartilage offered by E-CAPS comes from a very well known (in the industry) source who provides a certificate

of purity and potency. E-CAPS' Shark Cartilage is formulated in 750 mg capsules. Each 100 capsule bottle sells for \$24.95. Although this price is much lower than any other shark cartilage products currently available, it allows a fair margin and just doesn't need to be any higher.

To order Shark Cartilage, contact E-CAPS at 1-800-336-1977. ■



*Remember
Special People!*

May 14th is
MOTHER'S
DAY



&

June 18th is
FATHER'S
DAY.



(STOP THE PAIN cont'd from page 4)

addicting. So she began taking a popular over the counter NSAID. Three weeks later, this young mother of three was hospitalized and died four days later. It was an unexpected shock to everyone who knew her. However, her doctor wasn't all that surprised, it seems this was not the first time he had seen fatal complications from over the counter NSAIDs.

The information discussed above regarding NSAIDs is only the tip of the iceberg. If you are one of the millions of Americans using NSAIDs under the impression that they are completely safe, you owe it to yourself to do some more research of your own on NSAIDs in your local library. ■

Endurance News Mission Statement

The objective of Endurance News is to provide you, the serious endurance athlete, with a valuable resource that you will find to be 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 to endurance athletes - Written by myself as well as professional and elite amateur athletes, and other experts in the area of nutrition and exercise. In addition, EN will include articles highlighting new and existing E-CAPS products and how to get the maximum benefits from them.

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, hard training that emphasizes quality over quantity, and prudent supplementation to improve health and performance. But above all, we at Endurance News believe there are no short cuts, and success can only come from hard work.

Brian Frank
Editor

Legal disclaimer: The contents of Endurance News are not intended to provide medical advice to individuals. For medical advice, please consult a licensed physician. ■

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