

ENDURANCE

NEWS

BY HAMMER NUTRITION

#139 Sep / Oct / Nov / Dec 2024

\$4.99 US / \$5.99 CAN



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Sinister Sugar

Glycation is AGE-ing you

Clear Day

Every Day

PLUS 2024

WINNERS !

Our Annual Victory Roundup

BEING FRANK

A WORD FROM BRIAN FRANK

“We at *Endurance News* believe that there are no shortcuts and success can only come from hard work.”



Welcome to the 139th issue of *Endurance News*, the fall issue—marking the sunsetting of my 37th year in business and eagerly anticipating 38! I have not forgotten that it was you and your support that got me here, and I am forever grateful. I'm also reassured knowing that you will continue to support my mission to make great products that help as many people as possible live a healthy life and perform at their best in their chosen sport! Thank you!

Like the previous 138 issues of *Endurance News*, this one is full of great information you won't likely read elsewhere and awesome athlete/client/

ambassador contributions. We rely on you, our contributors, to supply the photos, stories, and amazing accomplishments you see in every issue! Even the content articles we present are based on your feedback on the topics of interest that generates. We have no plans to change any of this in 2025!

Like Larry and the Robidoux's features in our “letters column” and everyone else who contributed to this issue, I really appreciate each one of you who takes time to show us how you Hammer and share your brand experiences with us and the rest of the world. For me, this is where the rubber meets the road and epitomizes the authenticity and transparency that I crave (and I think you do, too!) and have strived to maintain since day one.

Keep the stories, photos, and good times coming! We're listening and are eager to engage with you as much or as little as you want.

In addition to the awesome From Our Athletes, we've got informative articles, yummy recipes, and other news to help you make the most of our favorite time of year! Whether it's Dr. French's and Steve's articles on AGEs or my article on off-season supplements, there's an article with your name on it.

Before I sign off for the year, I'd like to remind you of a couple of things:

1. **Our #1 way of generating new clients is back!**

Our Win/Win/Win

Referral program gives you a 25% store credit and a 15% discount to the person you refer, and we get another satisfied client! If you have not yet received your referral link, contact us today to get yours so you can start referring friends!

2. **Subscribe and Save** is rolling!

You can automatically receive any fuel or supplement at 30, 60, or 90-day intervals. You have total control at your fingertips to manage your subscriptions, so you can easily add items, advance, delay, skip shipments, and so much more.

3. Lastly, **Dealers Wanted!**, but only the right kind, and you can help us find them. If you know of a retailer whose business philosophy is similar to Hammer's – Customer First, always!, please refer them to us so we can connect.

Enjoy your fall, reading this issue and life in general, and pass it on!

Brian Frank
Owner and Founder of
Hammer Nutrition

BRIAN FRANK

NATC MOTO TRIALS SERIES

Arizona, Tennessee, California,
Montana, Idaho, Washington
April - August 2024

2024 NATC Western Series

Round 1, Kingman, AZ - 4th Place SR-50
Round 2, Kingman, AZ - 4th Place SR-50
Round 5, Donner, CA - 5th Place SR-50
Round 6, Donner, CA - 3rd Place SR-50
OA Standings: 3rd Place / SR-50

WINNING RECIPE

Hammer Gel, Endurolytes, Fully
Charged, Anti-Fatigue Caps,
Perpetuum Solids, and Race Caps
Supreme



CONQUER THE WEST MOTO TRIAL SERIES

Round 1 COTA Columbia Cup Trial

June 1-2

2nd Place Saturday

3rd Place Sunday | Advanced

Round 2 Martin Ranch Trial

June 29-30

1st Place both days

Expert Sportsman

Round 4 Treasure Valley Shank Trial

Aug 3-4

1st Place both days

Advanced



Brian will look to continue his winning streak at Round 6 of CTW Trials series and finish his NATC season on a high note at the end of October in Center Hill, FL, for round 7 and 8 of the Eastern Series!

UPCOMING EVENTS

Mosteller Cup, WY

Ron Saum Trial, AZ

Round 7 and 8 NATC Trials, FL

Aug. 31st - Sep. 1st

Oct. 12th-13th

Oct. 26th-27th

Endurance News depends on authentic photos from our readers and your photo submissions are always welcome! To be featured in the next issue of Endurance News, email your hi-res photos to photos@hammernutrition.com.



A solo leader brings it home at the Hammer sponsored Boulder Mountain Tour annual race in Ketchum, ID. The 2025 gathering boasts 1,000+ competitors from around the globe.

ENDURANCE NEWS

The informed athlete's advantage since 1993
AN EXCLUSIVE PUBLICATION OF:



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MISSION

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

OUR GUIDING PRINCIPLES

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

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

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

OUR CORE VALUES

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

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

Read our complete mission statement online at hammernutrition.com/company/mission-statement



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ON THE COVER: Will Turner trains in Glacier National Park for his 914-mile ultra-triathlon. Stay tuned for the release of his documentary "65," reliving this monumental feat!
Photo: Chris DeStefano

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HAMMER CHAMPIONS



JANE McKEE

**2024 MOLOKAI to OAHU
SOLO WORLD
CHAMPIONSHIP**

Molokai, HI

5/4/24

Total Distance: 33.71 miles

Total Time: 4:37:16

AG Finish: 1st Place

OA Finish: 11th Place female

FUELING FAVES Perpetuem,
HEED, Hammer Gels, Anti-Fatigue Caps



PAT SMAGE

**NATC MOTO TRIALS SERIES
2024 FIM NORTH AMERICAN
CHAMPION**

Round 1

Kingman, AZ - 2nd Place Pro

Round 2

Kingman, AZ - 2nd Place Pro

Round 3

Sequatchie, TN - 1st Place Pro

Round 4

Sequatchie, TN - 2nd Place Pro

Round 5

Donner, CA - 1st Place Pro

Round 6

Donner, CA - 2nd Place Pro

FUELING FAVES
Tissue Rejuvenator, Hammer
Gel, HEED, Endurolytes,
Recoverite

Photo: Brian Frank



DANIEL HARE

**NATC MOTO TRIALS WESTERN
SERIES**

2024 NATC Western Series
Champion | Sportsman

Round 1

Kingman, AZ - 1st Place Sportsman

Round 2

Kingman, AZ - 1st Place Sportsman

Round 5

Donner, CA - 2nd Place Sportsman

Round 6

Donner, CA - 2nd Place Sportsman



HAMMER CHAMPIONS



Photos: Mike Vizer

MIKE BROWN

2024 LORETTA LYNN'S AMATEUR NATIONAL CHAMPIONSHIP

Hurricane Mills, TN
7/29 - 8/3 2024

Master 50+ Champion

Moto Finishes
1st, 1st, 1st - 1st Overall

Masters 40+

Moto Finishes
2nd, 1st, 2nd, - 2nd Overall

FUELING FAVES HEED,
Race Caps Supreme, Hammer Gel,
Endurolytes, Recoverite, Liquid
Endurance



Photo: Tanner Smith

CADON DUDLEY

2024 LORETTA LYNN'S AMATEUR NATIONAL CHAMPIONSHIP

Hurricane Mills, TN
7/29 - 8/3 2024

250 B Champion

Moto Finishes
3rd, 1st, 1st - 1st Overall

School Boy (12-17) B/C

Moto Finishes
1st, 1st, 1st, - 1st Overall
2024 AMA Rider of the Year
Oakley Fast Lap Award



CHRISTINE HAUGER ROBINSON

2024 USA TRIATHLON MULTI- SPORT CHAMPIONSHIPS; DRAFT LEGAL SPRINT DUATHLON

Omaha, NE 6/8/24
Total Distance: 5K Run, 20K Bike,
2.5K Run
Total Time: Run 20:48/ Bike 38:29/
Run 11.13
AG Finish: 1st Place
OA Finish: 6th Place female



HAMMER CHAMPIONS



Photos: Manny Olivo & AdventureCORPS

JASON WHEAT

BADWATER SALTON SEA

Team event (2x men) running in tandem

Total Distance: 81 miles

Total Time: 15:36

AG Finish: tied 2x Men's 40+ course record

OA Finish: 1st Place



KORYNNE COLLINS

COLORADO ST. MTB CHAMPIONSHIPS

Copper Mountain, CO 6/9/24

Total Distance: 11.2 miles

2,100' climbing

Total Time: 1:20:28

AG Finish: 1st Place CAT2 15-18



JEN RESCHKE

NEW YORK STATE GRAVEL CHAMPIONSHIP

Rodman, NY 7/13/24

Total Distance: 61 miles

Total Time: 3:32

AG Finish: 1st Place CAT 1/2/3

OA Finish: 1st Place female

BADWATER 135

Death Valley, CA - Lone Pine, CA

Total Distance: 135 miles

Total Time: 38:51

OA Finish: 40th / 400

KORYNNE IS 16 YEARS OLD!

FUELING FAVES Hammer Gel, Fully Charged, Anti-Fatigue Caps

FUELING FAVES Hammer Gel, Endurolytes Extreme, Recoverite,



HAMMER CHAMPIONS



Photos: Helene Bainer

WENDY SKEAN

COLORADO ST. MTB XC CHAMPIONSHIPS

Copper Mountain, CO
7/7/24

Total Time: 1:16:27
AG Finish: 1st Place 80+

Wendy is looking forward to the Broadmore Challenge up Pikes Peak in August!

FUELING FAVES Hammer Gel, HEED and Recoverite



LISA WAWRZYNOWSKI

MONTANA SPARTAN ULTRA

Bozeman, MT 6/1/24

Total Distance: 26.5 miles

Total Time: 7:35:25

AG Finish: 1st Place

Women 30-40

OA Finish: 6th Place female

FUELING FAVES Hammer Gel, HEED, Perpetuem, Endurolytes Extreme, Anti-Fatigue Caps, Hammer Bars



Photo: Drew Silvers

REED SANDSTROM

LAST BEST RIDE

Whitefish, MT 7/29/24

Total Distance: 48.3 miles

4,100' vertical

Total Time: 2:59:38

DIV Finish: 1st Place Local

OA Finish: 9th Place

FUELING FAVES HEED, Endurolytes Extreme, Hammer Gel, Recoverite, Whey Protein, Tissue Rejuvenator



53X11 MASTERS CYCLING TEAM : A Legacy of Excellence



For over 15 years, Hammer Nutrition has been a cornerstone sponsor for the Hammer 53x11 Masters Cycling Team, providing unwavering support, top-tier cycling gear, and exceptional products. This long-term partnership has not only fueled the team's success but has also set a benchmark for sports sponsorships in masters cycling.

Achievements and Championships

Over the years, the Hammer Masters Cycling Team has won hundreds of races, including multiple US and Canadian championships. Their most notable accomplishment is securing a world title, a testament to their hard work, strategic preparation, and the top-notch nutrition and gear provided by Hammer Nutrition.

The team's consistent success and numerous accolades highlight the effectiveness of Hammer Nutrition's holistic approach to athlete support. This partnership has not only elevated the team's performance but also reinforced Hammer Nutrition's reputation as a leader in sports nutrition and athlete support. ~Hunter Ziesing / Team Captain

MEET THE TEAM



Hunter Ziesing



Bruce Bird



Greg Boileau



Cale Reeder



Matt Tretheric



Ron Amos

MIKE FREEMAN HAMMER SUPERMASTERS



Dur Higgins
USA CYCLING NATIONALS
Ft. Eisenhower, Augusta, GA 7/26/24
AG Finishes: 80+
1st Place | Gold in Criterium
1st Place | Gold in Time Trial
2nd Place | Silver in Road Race

2024 MASTERS PAN AM GAMES
Cleveland, OH AG Finishes: 80+
1st Place | Gold in Criterium
1st Place | Gold in Time Trial
1st Place | Gold in Road Race



Mike Freeman



John Petrakis
CALIFORNIA SENIOR GAMES
PASADENA SENIOR GAMES
Eldorado Park, Long Beach, CA
6/18-19/24
AG Finishes: 75-59
5k TT-Gold; 40k RR-Gold,
10k TT-Silver, and 20k RR-Bronze

Hammer Nutrition has been a long time partner of Super Masters for over twenty years. The Team was a collaboration between Brian Frank and Mike Freeman. Hammer Nutrition has been the sole sponsor of this Team and was given the name by Brian Frank. We have been very successful in road and track competition and currently have Local District, World and National Champions on the Team. Hammer Nutrition's continued and generous support has made this Team the power house that it is today. ~Mike Freeman / Team Captain



I have raced bicycles at continental professional level for almost 20 years, over which time I have relied heavily on Hammer Nutrition for

my fueling and overall health. At 34 yrs. old I was diagnosed with Type1 Diabetes - a significant challenge, especially on long rides. I have since found a good balance to stay competitive and back to the top of the podium. Hammer

Nutrition provides quick energy and stabilizes my blood sugar without any abdominal distress. Thanks to Hammer I have continued winning despite my chronic energy challenges. Try some for yourself, and I'll see you in the winner's circle! ~Ryan Dewald / Team Captain



CS VELO RACING



Josh Lebo



Owen Wright



Allan Schroeder

Thank you, Hammer Nutrition, for your support of CS Velo Racing in 2024. We've had General Classification success with victories at Valley of the Sun, Killington stage races, and 2nd place GC at Redlands Bicycle Classic. The squad has placed well in Team Competition at

all of the high-profile national events; 2nd at Redlands Bicycle Classic, 3rd at Tour of the Gila, and 3rd again at Tour de Beauce in Quebec, Canada. Hammer Nutrition has been vital to our success! Using Hammer long-lasting fuels, our racers can bring hard pressure to a race at the

end of 4-5 hour days, and preps our lads to be good for races lasting up to 5 days in length. Thanks again for your support! We certainly could not make these opportunities into results without your tremendous help. ~ Tad Hamilton, Sport Director, CS Velo Racing



In 2024 Hammer Nutrition has been a game-changer for the Davis Phinney Foundation Masters Cycling team, as it has been throughout all the years of our long-standing partnership! Hammer products have helped the team power

through long training rides, intense races, Gran Fondos and charity rides around the country, enabling us to stay hydrated, recover faster, and, ensuring we are always ready to hit the road again. We ride knowing we have reliable, safe,



and science-backed nutrition helping us every step of the way. ~ Scott Dworkin / Team Captain



THIRSTY BEAR



Thirsty Bear Cycling has 34 wins this season so far over road and gravel, in California and across the United States. Hammer Nutrition has been essential, helping with warm-weather training and race preparation, during what has

been record-breaking high temperatures in California. In addition to **Heed**, the team relies on **Endurolytes** and **Liquid Endurance** to help prevent cramping and dehydration. This preparation paid off during the recent USA Cycling Road Masters

National Championships in Augusta Georgia, where the high temperature and high humidity conditions affected many riders. Thirsty Bear got a 2nd in the Criterium and 6th in the road race. Hammer products helped the entire team perform at their best. ~Jason Grefrath / Team Captain



Hammer is proud to partner with Red Peloton for all of their team fueling needs. We're looking forward to working closely with the crew on their way to a winning year ahead!



VITAMIN D

Dynamic defender of your immune system by STEVE BORN

Space limits listing all the roles that vitamin D plays in the body, but it's fair to say that since nearly every bodily cell and tissue has vitamin D receptors, they all require vitamin D to function properly. Regarding the immune system—a primary focus for all of us these days—vitamin D is very much a “front line defense” nutrient.

which vitamin D metabolites can dramatically influence the immune system.”

Lastly, highly regarded vitamin D expert, Dr. Richard F Holick, states that vitamin D “is capable of regulating a wide variety of genes that have important functions in regulating cell growth, modulating immune function and cardiovascular health.

Each softgel capsule of Hammer EnDuro D supplies 2000 IU of vitamin D3

(cholecalciferol), generally considered more effective due to its superior absorption and close resemblance to the form produced naturally by our bodies. EnDuro D also supplies an efficacious dose of vitamin K2.

A portion of the conclusion from one piece of vitamin D/immune system research states: “Vitamin D has important functions beyond those of calcium and bone homeostasis which include modulation of the innate and adaptive immune responses. Vitamin D deficiency is prevalent in autoimmune disease. Cells of the immune system are capable of synthesizing and responding to vitamin D.”

Commenting on other vitamin D/immune system research, Dr. Richard Mellanby writes: “Low vitamin D status has long been implicated as a significant risk factor for the development of several autoimmune diseases. Our study reveals one way in

Epidemiologic evidence and prospective studies have linked vitamin D deficiency with increased risk of many chronic diseases including autoimmune diseases, cardiovascular disease, deadly cancers, type II diabetes and infectious diseases.”

By now, it should be clear that vitamin D is essential for basically all aspects of health, including proper immune system function. There is a wide range of how much vitamin D one needs to take on a daily basis to maintain optimal levels—a vitamin D, 25-Hydroxy blood test is the only way to know for sure—but the general consensus is 2000 IU - 4000 IU daily.

Each capsule of **Premium Insurance Caps** contains approximately 71.5 IU of vitamin D3, so a typical four-to-six capsule daily dose will supply you with just about 285 – 429 IU of vitamin D.

Between EnDuro D and Premium Insurance Caps, much, if not all, of your vitamin D needs will be met. If additional amounts of vitamin D are deemed necessary via a blood test, stand-alone vitamin D3 supplements are readily available in a variety of potencies.



NOTE

Supplements that currently use the “IU” (International Unit) measurement will be switching over to “mcg” (microgram). Each IU of vitamin D is equal to 0.025 mcg, so 25 mcg of vitamin D is the same amount as 1,000 IU.

Don't forget the magnesium!

In order to get the full value of the plentiful benefits from vitamin D, you need sufficient amounts of magnesium. This is because magnesium activates the enzymes involved in vitamin D metabolism. In one study, researchers stated that it is “essential to ensure that the recommended amount of magnesium is consumed to obtain the optimal benefits of vitamin D.”

Another study indicates that magnesium also optimizes vitamin D “status” in the body—increasing it in people with deficient levels and lowering it in people with too-high levels. This, researchers believe, is vitally important because people synthesize vitamin D differently; in some individuals, vitamin D levels were found to not rise even after being given high doses of the vitamin. Using magnesium in vitamin D studies, and via magnesium’s “raising/lowering vitamin D levels as needed” properties, more-reliable conclusions can be achieved in research regarding conditions related to vitamin D levels. Additionally, thanks to magnesium’s ability to balance and optimize vitamin D levels, more people will be able to enjoy the plethora of benefits that come from optimal—not too low, not too high—blood levels of this all-important vitamin.

With each capsule containing 100 mg of magnesium from five highly bioavailable forms, **Essential Mg** is the easy way to provide your body with this “necessary for vitamin D” mineral. EN

References available upon request.



Sunny skies ahead!



Manuel Guijarro takes a break on a sunny snowy trail run.
Photo courtesy of Manuel Guijarro.

- Superior structural health combo
- Powerful defense system support
- Improves carbohydrate utilization



“I have been using **Enduro D** for years now and they are phenomenal. From an overall health/wellness, performance, and recovery standpoint, Hammer is the best supplement company.” -Brett F.



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100MG FREE CBD with any
purchase. Offer expires 12.31.24

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Letters from Hammer Clients



LARRY MILLS

DEAR HAMMER

Wow, where do I start! Over 20 years ago I was running with a few ultra runners and one of them used Hammer products. At the time I was struggling to find a fuel for my long distance weekend runs (18-20 miles) that would keep me from falling apart past mile 16. In the races, my stomach couldn't handle anything but water.

He told me about Hammer—specifically **HEED**, **Hammer Gel**, **Endurolytes**, and **Anti-Fatigue Caps**. I began to use them as directed and wow what a difference! It wasn't more than a year or two later I qualified for Boston and ran it in 2010.

Not long after that I began using **Recoverite**. Once again, I was impressed with how well it helped my recovery. I then tried your **Whey Protein**, and still use it today. Next I started using your **Daily Essentials Kit**. I really think your products enabled me to continue running as I do.

All this has been my practice and routine for a long time. I've tried a few of your other products, but these are the ones that dial it in for me. I've even purchased several items from your clothing line and my kids get me gift certificates for birthday and Christmas. I could go on and on about your product line!

As for running races, I've always been a "middle of the pack" marathoner. I've run 20 of them. Now that I'm 71 years old, I find myself in the top 3 in my age division in most races.

My most recent race was the Lucky Charm 4 Miler this past weekend in Harrisburg. I ran with my daughter, her husband and two of my grandchildren. It was great! I hung back to run along with my grandkids.

I have dozens of memorable races where your products were a great asset. Now that I'm older and retired I run mostly trails, travel in our 5th wheel and with your products stay healthy.

THANK YOU HAMMER! ~ Larry

Hammer Legends

BEVERLY ENSLOW

STEAMBOAT CLASSIC 4Mi

Peoria, IL

6/15/24

Total Distance : 4 miles

"Didn't 'race' this year, but walked with my family (hubby and sister) and BFFs to complete my 50th Steamboat Classic. The only person to complete every year the race has been held. (and former 6x winner)."

Photo: Rich Sajdak



COMPLETED 50 YEARS OF STEAMBOAT



1ST PLACE AND A "V" FOR VICTORY!

Beverly is at home on the top tier

BEVERLY HAMMERING HER WAY THROUGH 2024





RICK & JEAN ROBIDOUX

DEAR HAMMER

Jean and I typically order in bulk so that we will have our necessary Hammer products readily available without any “gaps” in coverage. We use your **Hammer Gel**, **Endurolytes**, **HEED**, **Recoverite** and **Vegan/Whey Protein** several times per week and on weekends when we host U.S. and foreign Army Officers on bike rides, mountain hikes and rock climbing. Thanks to your generosity in sending samples for these soldiers along with your **SOS** booklet. We are now 73 and 75 years old, so hikes and bike rides are shorter, carrying less weight, and limiting climbs to 5.7 to 5.9 degree of difficulty. When we add to those issues, the fact that we live in southern Arizona where summer temps can exceed 100°F, means fewer of these activities require us to “Hammer Up”.

We continue to be thrilled by your support, have visited HQ twice, wear our Hammer Tee shirts until they fall off, and read *Endurance News* cover to cover. We may be “getting old”, but will continue using time-tested Hammer products until the kids put us in nursing homes!

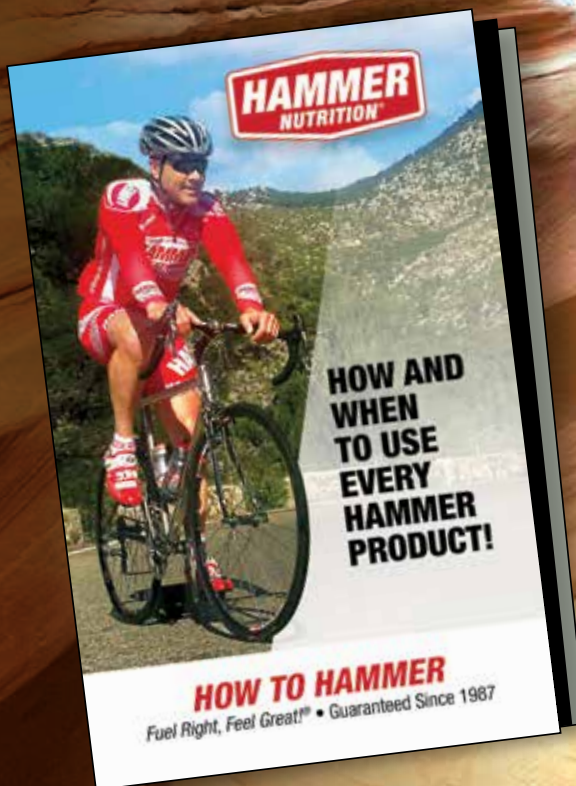
~ Rick

SEND US YOUR LETTERS!

Drop us a line, share a tip, or tell us about your latest adventure.
support@hammernutrition.com

HOW TO HAMMER

Comprehensive Product Usage Manual



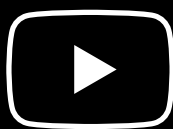
Hammer athlete, Mark Aldridge navigates the narrow canyons of southern Utah.



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How To Hammer provides all the vital information you need to Hammer to the next level. The final word on usage, with advanced details and specific applications.



HOW WE SOCIAL

SOCIAL MEDIA the HAMMER WAY

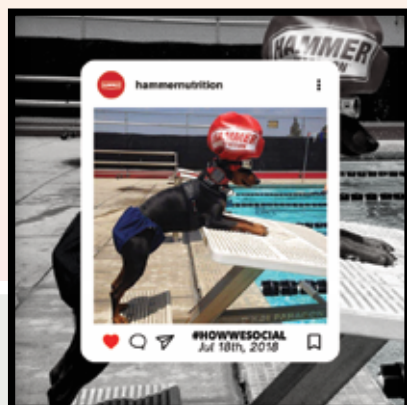
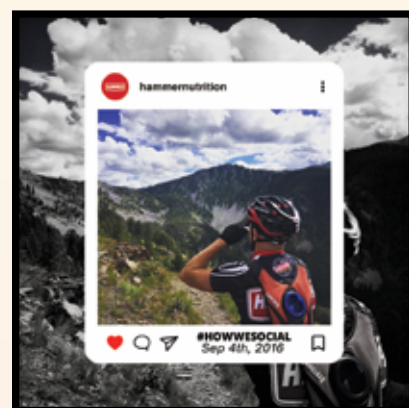
by BRIAN FRANK

Sixteen years ago, in July of 2008, when the Hammer Nutrition Facebook account was created, it was a new-fangled thing for businesses that was more of a novelty than a necessity. Before the pay wall went up, our clients and staff were having a great time interacting together in an organic community. Fast forward to today, and you'd be hard pressed to find a company with no social media presence, and most are throwing

increasing amounts of their marketing budget at it, trying to maximize ROI. Not Hammer! We devote a lot of human resources to SM, but that's it.

Like event sponsorship, customer service and every other aspect of the business, at Hammer we do it differently. We are a 37 year old, innovation-driven, customer-facing, service-oriented brand. We view social media as another way for clients to

reach us and vice versa. Social Media is a big part of Hammer, but we have zero ad spend/budget, don't care about ROI and aren't interested in trying to get everyone to like us, or buy something – unless you want to! This is the crux of our philosophy – We still view social media like we did in 2008, as a way to connect with our clients and offer a platform on which to share their stories of success, redemption, injury, recovery and so much more!





The early days

When Vince Arnone, our then 18 year old junior web/IT expert, created the Hammer Facebook page, there was no monetization and no algorithms to put walls up between clients and businesses. In fact, the original corporate pages were more like electronic bulletin boards and anyone could put up a post. The most amazing thing was happening, totally organically – this new community was completely unmoderated, and perpetuated exclusively by clients. Long-time clients were answering questions for new and prospective clients, talking about usage experience and practices, sharing race stories and more! Within a few months, we reached 10K likes, which was some kind of huge milestone back then and everyone was having fun.

Then, as they always do, things started to change and it became about money, a lot of money. First it was the “get rich with social media” craze, with the attendant ebooks, seminars and home study courses. All promising to show you the key to easy money. After that short lived phase, the social media companies decided to “monetize” their products and created algorithms to put a wall between companies and their clients, unless you paid them a fee. • • •

Read this article in its entirety
and more on
Endurance News Weekly.
hammernutrition.com



Less Pain, More Gain.



Mackenzie Grover sharing the happiness that comes from fewer aches and better mobility after tough workouts.

- Targets soreness and irritation
- Optimizes mobility and flexibility
- Maximizes recovery



“I started using **Tissue Rejuvenator** about 15 years ago. I’m 70 years old now and still road and mountain bike, 3-4 times a week, with No Knee pain. Thank you Hammer!” -David L.



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purchase. Offer expires 12.31.24

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SOS 5 ► RECOVERY DONE RIGHT

For a better performance tomorrow, recover right today!

While there are several aspects involved in improving athletic performance and overall health, we are 100% convinced that proper recovery is at the top of the list. As athletes, we sometimes focus so intently on our training and equipment that we forget about recovering properly, and that's a big mistake.

If we neglect to take the proper steps for recovery, we will never get the full value out of the time and energy we spend in training. Remember, the gains we make in our training occur during recovery, but only in the presence of adequate rest and optimal nutritional support. If we don't attend to that, we not only miss out on the benefits of our workouts, we can also create more problems for ourselves such as getting sick or injured.

Recovery after exercise is always important. Always! Adopt and follow these **FOUR R'S consistently, and your body will reward you handsomely.**

1) REPLENISH

As soon as possible after your workouts—ideally within the first 30 minutes—replenish your body with complex carbohydrates and protein (whey protein isolate, if possible). Give your body this kind of support when it's most receptive to replenishment, and here is what it will do for you:

- Store more minutes of the premium, ready-to-use fuel known as muscle glycogen
- Strengthen your immune system
- “Kickstart” the rebuilding of muscle tissue
- Diminish soreness

Recoverite® provides your body with the perfect ratio of carbohydrates to protein, along with: generous amounts of multi-beneficial L-glutamine (a whopping 3 grams per serving!); the potent antioxidant L-carnosine; the “key to insulin utilization” nutrient, chromium; and a full-spectrum electrolyte profile. The result is rapid and enhanced recovery that allows you to obtain the maximum value from workouts and preps your body for your next workout or event.

2) REHYDRATE

Although water has no real nutrient value, it's essential for performance, recovery, and health. Nearly two-thirds of our body is comprised of water, so we must drink enough of it, not just during workouts, but throughout the day. In addition to what you consume during exercise, aim for ½ fluid ounce of liquid per pound of body weight per day, mainly from clean, pure water. After a hard training session, you could be a bit dehydrated, so use non-training time to get your hydration back on track. Keep in mind that the water you use to prepare your Recoverite counts toward your daily hydration goal, so if you choose to mix it with only a small amount of

water (say 4–8 ounces), be sure to follow up with additional water.

3) RESUPPLY

After a tough workout or event, your body is begging for vitamins, minerals, and antioxidants. **Premium Insurance Caps** will resupply the vitamins and minerals (some antioxidants, too), and Hammer Nutrition's arsenal of potent antioxidant supplements—including **Mito Caps**, **Super Antioxidant**, and **AO Booster**—will supply wide-ranging protection against the damaging effects of free radicals.

4) REPAIR

When you regularly push your body hard in your workouts, it can take a toll on your muscles and joints. Without adequate rest and nutritional support, you may find yourself in that inhospitable place known as “over-training syndrome,” coupled with an increased potential for getting injured.

The protein in Recoverite will help with muscle tissue repair. To further reduce aches and soreness—as well as provide your body with many more benefits—we recommend the unparalleled combination of **Hammer CBD**, **Tissue Rejuvenator**, and **EndurOmega**.

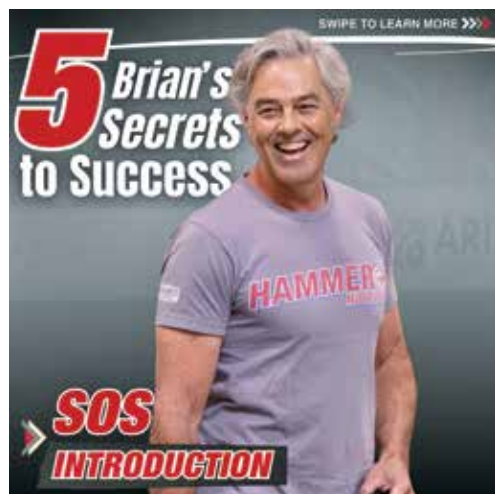
Remember, how well you recover today will greatly determine your performance tomorrow. **Know, adopt, and consistently apply The 4 Rs.**

It's the right way to reap all the rewards of proper recovery. EN

SOS WATCH NOW FOR
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Video Series



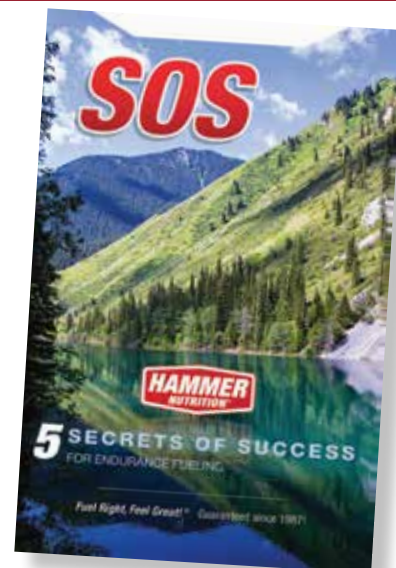
For over 37 years, we have been THE fueling experts! Our “Less is Best” fueling protocols have helped countless athletes successfully fuel for every endurance endeavor imaginable - without cramps or GI distress! You name it, we’ve done it, or helped other athletes do it. By following the fueling practices revealed in this book, you’ll be able to **Fuel Right and Feel Great** for anything you do.

Informed by rigorous science

and proven in use, our methods and products are the surest path to optimal performance and health.

If you have fueling questions feel free to call to speak with one of our friendly, knowledgeable client advisors.

We’re here to help!



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NOW** →





FUELING WITH DIABETES

QUESTION

Can you offer any advice on fueling for a Type 1 Diabetic? I just turned 46, ride 50 miles every Saturday and manage my diabetes with an OmniPod and Dexcom Continuous Glucose Monitor (CGM). I do my best to maintain tight blood sugar control on (and off the bike), however, I am struggling to choose the best fuels to sustain my caloric needs while preventing cramps and lactic acid build-up for rides longer than 50 miles.

ANSWER

A lot of diabetics--both Type 1 and Type 2--have successfully used Hammer Nutrition products to fuel their workouts and races. In fact, a few years ago, Team Type 1--an 8-person team comprised of all Type 1 diabetics--competed in the Race Across America

(RAAM) in the 8-person division; They used nothing but Hammer Nutrition fuels the entire time and set a new course record that year. They did the exact same thing the next year, breaking the 8-person team record even more.

Use **Perpetuem**, **HEED**, and **Hammer Gel** as your caloric fuels, one of the **Endurolytes** products to cover your electrolytic mineral needs (to help prevent cramping), and water to take care of hydration requirements. Consume **Recoverite** ASAP after you're done to kick-start the all-important recovery process.

Two other products that would be beneficial are **Anti Fatigue Caps** to stave off excess ammonia - a primary culprit of premature fatigue, and **Fully Charged** for a natural energy boost that won't blow your sugar levels. EN

High Calorie vs. Low Calorie Fueling

Know your **MCPH**

by BRIAN FRANK

For 37 years, I've been pondering the question of how many calories per hour one should consume when exercising, whether for an hour, 3 hours, 6 hours, or 12 hours during multi-day events.

Less is Best!

This question vexes many athletes, and unfortunately, there is so much myth and misinformation surrounding it. When I first started (in the 1980s), the experts of the day, or the "high-calorie" crowd, were saying 400 calories per hour, even 600! Silliness!

Maybe that's what you're burning. It doesn't matter. You can't consume anywhere near that much for very long without negative consequences.

You are a road racer, triathlete, ultra cyclist/runner, or any other sport. As a result, **I've developed the concept of minimum calories per hour—MCPH.**

This is the number you want to know. You want to determine your minimum calories per hour that allow you to exercise at the limits of your ability and fitness, not slow down, not suffer GI distress or any other cramping or problems like that, and burn a maximum of fat at all times. **It comes down to about one calorie per pound of body weight for most athletes.**

That usually ends up being the sweet spot, plus or minus a few. If you don't already know your personal MCPH, work on determining it now. You'll be happier, your stomach will be happier.

~ Brian Frank



Watch Brian's full video
here to learn more!

Keep going Strong, all season long!



Nicole Lemanski stays powered up with Gel singles to go!
Photo courtesy of Nicole Lemanski.

- Rock-solid energy
- No sugar crash
- No GI stress

***FREE FLASK** with
26-Serving Jugs

12 Amazing Flavors!
Nocciola, Peanut Butter and
Peanut Butter-Chocolate are Back!



"AS ADVERTISED! Using Hammer Gel from the flask is so efficient. I notice consistent energy throughout my rides with a big sip every 45 minutes to an hour." - John W.

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KEEP HAMMERING !

Supplement Your Off-Season

by BRIAN FRANK



As the racing season winds down, many of you are probably a little burned out and ready for some downtime. The big question that always comes up is: “Should I keep using my Hammer during the off-season?” I realize that it would be in the best interest of Hammer to have every customer using the products year-round. But after 37 years of serving endurance athletes, we are well prepared for the seasonality of some of our clients’ purchasing habits. So I will answer the question based on what’s best for you the athlete, not what’s best for Hammer Nutrition.

It is a common assumption among athletes that there is no point in using their Hammer products once they finish their competitive season. This misconception is most likely our own doing since Hammer’s literature emphasizes achieving peak performance, setting PRs, and other benefits associated with the competitive season. Hammer now offers a wealth of unique products that offer significant benefits even during the off-season. A growing number of our customers are not even competitive athletes; they take Hammer products purely for health and therapeutic reasons.

While it is theoretically possible to go from maximum stress between April

and September to zero pressure from October to March, usually, the off-season means just a little less stress or simply different types of stress. Whether it is fall road racing, strength training, cross country or alpine skiing, most of you remain very active over the winter months. On top of that, there are the holidays, cold and flu season, and so many other time demands.

According to your feedback, the benefits you enjoy the most from our products are more energy, less fatigue, and a general sense of well-being.

These benefits translate into improved quality and consistency in your day-to-day training and recovery when it comes to racing. But these same benefits are equally important to all of the other stresses your body endures. And several Hammer products have robust health and therapeutic applications of their own.

Whether or not you actually “need” to continue your Hammer regimen is an individual assessment. Many athletes continue using products like **Race Caps Supreme**, **Mito Caps**, and **Xobaline**.

They simply take less of them, maybe half dosages three or four days a week and full dosages on exercise or busy days. Others will switch to different products altogether. EN



RACE CAPS SUPREME

Revitalize and rejuvenate every cell in your body with the "miracle" nutrient Coenzyme Q10, and others. This product offers too many health benefits to list.



PREMIUM INSURANCE CAPS

The most economical high potency vitamin-mineral supplement. Also the freshest formula you will find, never more than six weeks out of production.



CHROMEMATE

Improve insulin function, metabolism of fats, carbohydrates, and protein. Increase lean muscle mass and strength.



BORON

Naturally increases hormone production, and calcium absorption. Banish brittle bones and get stronger too.



XOBALINE

(Methylcobalamin/5-MTHF)

The combination of the most bioavailable forms of vitamin B12 and folate provides numerous benefits for hair, skin, vision, and oral health, as well as being crucial for red blood cell production, better utilization of carbohydrates, protein (and protein synthesis), and fats, and much more.

Daily Essential Kit



Mason Klein knows the importance of his daily Get Up and GO!
Photo courtesy of Mason Klein.

- Supports overall health
- Encourages efficient energy production
- Supports mitochondrial health



"This combination of products truly changed my training and racing experience. Using these products helped me get past a training slump. I have more energy and feel great!" - Mary S.



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Advanced Glycation Endproducts

Yet Another Black Eye for Sugar

by Dr. Bayne French, MD DC



Dr. French: Not your average white coat physician, at home in the Montana wilderness.

Let us define metabolism. Why? Because an unfavorable metabolism leads to the majority of diseases we will die from. So, if you want to avoid dis-ease, and stack the deck very significantly in favor of a longer (lifespan) and functional (health span) life, then come to understand what metabolism is and how to optimize it.

Metabolism is the vastly complicated and interwoven set of chemical processes that occur after digestion. So, you eat crap. That crap is acted on by chemicals and mechanical action in the intestine, making smaller bits of crap. These teensy bits of crap pass through the lining of the intestine and into the bloodstream. That's when metabolism begins. What isn't absorbed remains in the intestine, darkens from bile, and then you release a 5-pound Brown trout. Fire in the hole!

I do not have many idols. In fact, there are a few people that I actually like, myself included. Dr. Vanerkooi is an exception. I would have liked to meet her, and maybe tie one on. I enjoyed her book *Your Inner Engine* very much. She describes a simplistic view of metabolism as the conversion of food to energy. A slightly more extended definition would be the sum of total chemical reactions

that result in either energy storage or burning.

Metabolism is perturbed over the course of one's life. Maybe we should define perturb. It has a deeper meaning than just getting pissed off. I think that if I were musically inclined, I'd start a band. Headlining tonight, at Whitefish's iconic Great Northern Bar, the Perterbers of Metabolism! Wild man Bayne French on the guitar, drums, harmonica, lead vocals, and other stuff musical and whatnot! I'm not sure who would actually say that or write it, but don't be a dream snatcher.

Being able to bend over and pick up your grandchildren or drag a Whitetail deer out of the woods when you're older depends on your ability to minimize the perturbation. Are you getting perturbed? If you've read my other stuff, you should be well accustomed to it.

We're more metabolically efficient during childbearing and rearing years. After which point, things tend to go a bit south. We've already passed on our genetic code and, in the broad scheme of life, have fulfilled our usefulness. What befalls our health after blissful propagation and frustrating child-rearing depends on the genetic hand you've been dealt and how you play that hand. How do you

nurture genetic advantages? How do you minimize genetic propensities for disease? How would I know? I'm a student like you. But I am convinced it has so much to do with dietary habits, physical conditioning, stress management, sleep quality, and mood. Advanced Glycation Endproducts (AGEs) offer yet another target for us to minimize in the foods we choose and how it's been cooked.

AGEs formed in our BODIES:

I read a long article recently. Because I do stuff like that. Single-parenting is just so boring. Aragno et al. (Nutrients. 2017) put together a masterful tome on AGEs. It's a bit frightening. "An emerging topic in the pathogenesis of metabolic diseases related to modern nutrition is the role of Advanced Glycation End products (AGEs). AGE can be ingested with high temperature processed foods, but also endogenously formed as a consequence of a high dietary sugar intake". Interpretation... you can eat AGEs, and you can form AGEs. ● ● ●

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in its entirety
and more on
*Endurance
News Weekly.*
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FRUCTOSE The Worst of the Worst



by STEVE BORN

I'll preface this by saying that in nearly 40 years in the health food/sports supplement & fuel industry, including almost 25 years employed at Hammer Nutrition, I honestly don't think there's a sports nutrition company that spends anywhere near as much time and energy promoting overall health as they do their products (and the constant push to sell those products).

A longtime friend of Hammer Nutrition once wrote, "An endurance athlete is a healthy person first, an athlete second, and an endurance athlete third." I think that's spot-on regarding why we place so much emphasis on overall health. That's why you've seen more and more articles about healthy eating practices, what to avoid (e.g., artificial ingredients, excess

sodium, processed seed oils), and more. You must be healthy to accrue any benefits in your workouts and succeed in your competitions.

And, over the 37+ years of Hammer Nutrition's existence, we've talked LOTS about the harmful effects of sugar on your health and athletic performance. These days, however, as there seems to be a revival in the odd and almost universally failed practice of trying to consume as many carbohydrates as possible (using fructose as part of the formula), it's time for a discussion on what we feel is the worst thing you can put in your body in terms of health and athletic performance—fructose.

When one looks at even a fraction of the superabundant research on fructose and its adverse effects on human health, there should be no doubt that this is a substance you want to avoid at all costs. The beginning of just one research paper lays it out quite clearly, "The increased consumption of fructose in the average diet through sweeteners such as high-fructose corn syrup (HFCS) and sucrose has resulted in adverse outcomes in society, producing considerable

economic and medical burden on our healthcare system. Ingestion of fructose chronically has contributed to multiple health consequences, such as insulin resistance, obesity, liver disorders, and diabetes."

Another negative health issue associated with fructose intake is uric acid (UA) production, with elevated amounts leading to gout, which Dr. Bayne French appropriately states, "is a truly painful condition." However, elevated uric acid levels are not just associated with gout. In his article, Uric Acid and its Metabolic Effects, Dr. French writes that elevated UA "drives the formation of insulin resistance, elevated blood sugar, type 2 diabetes, heightened blood pressure, distorted cholesterol, systemic inflammation, and weight gain. It is directly implicated in a large percentage of all-cause mortality, especially from cardiovascular disease." • • •

Find this article in its entirety for more details, and a trove of further reading on Endurance News Weekly. hammernutrition.com



The Original Non-Acidic Sports Drink



2.0 Now in Strawberry and Melon!

Even in winter, especially when humidity plummets, stay hydrated all season long! Photo: Seth Anderson Photography

- Sustained energy with no crash
- Reduces muscle cramps
- Buffers lactic acid

■ Lemon Lime ■ Orange ■ Melon

■ Cherry Bomb* ■ Strawberry

*Contains Caffeine



"The Cherry Bomb flavor is outstanding! I have been a Hammer Nutrition user since the early 1990s, and have used every flavor of **HEED**. Great flavor and it holds up all day." - Chris H.

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@ron.vail.22



So we did a different kind of event today... Bikes & Beers -
Portsmouth. 15,30, or 45 miles. I completed the 45 miles, Naomi
and Ben completed 30. It was the longest distance for each of
us on this new bike journey. #howihammer



@edyta.lewandowska



"If you love butterflies, don't chase them. Create a garden and
they will fly to it themselves." Been trying to live differently for
a while now. I stopped chasing everything that is impossible to
catch. #howihamer



@triplethreatrhatt317



The face you make when you see @hammernutrition fully
stocked at @ridelincolntrail. I'm about to get Hammered and
you need to get Hammered too. #howihammer

Where “Social” is SOCIAL, NOT Sales!



@perezluhacoaching



Pictures from this past Sunday's 6th 2024 Florida Polytechnic Time Trial Series. Thanks max! We had a record number of juniors attending with 14 riders. #howihammer



@mountain_tactical



Training with the crew at @hammernutrition HQ. #howihammer



@sophi_skis



Earned the opportunity to train with the best and stay at the Olympic Training Center in Lake Placid, NY! Unfortunately I sprained my ankle, but the setbacks only make you a better athlete. #howihammer



@hammernutritionph



It started with a “what if” back in March 2024. At the elite and world stage, sports nutrition is at the forefront of maximizing performance... #howihammer

WATCH AND LEARN

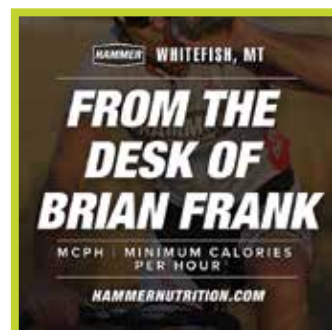
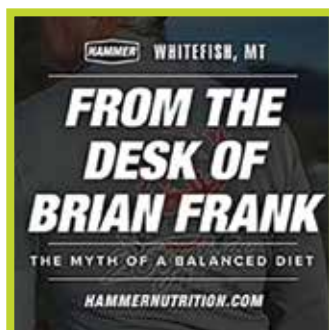
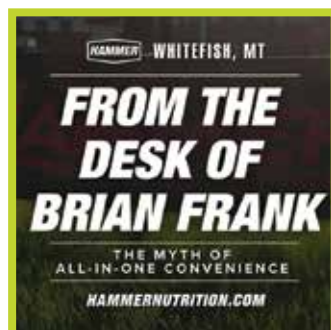


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Whitefish, MT, 59937



Deb Bliss stopped in for a visit with Brian Frank and a ride with Jodi Wharton.



Have questions? You're speaking our language!



English
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BEFORE YOU HEAD OUT

ENDURANCE NEWS

WEEKLY



Hosava Kretzman, out on a training run on the local trails.

Read more, Learn More, Anytime.

Since 1993, Endurance News has been a leading source of vital information for endurance athletes. Every issue is rich with insightful articles to help you be healthier, fitter, and faster. Between issues, we offer great new articles online every week to keep your knowledge growing!

Discover a wealth of free information and education, specially authored and curated with your peak endurance performance in mind.

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- Promotes superior bone health
- Extraordinary immune defense and support

Super Immunity Booster Kit

Basic Immunity Kit + Clear Day and AO Booster



"A great combination of ingredients. All I know is that I have hardly been sick since I have been taking them and that says a lot. Thanks Hammer!" - Merville H.

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HOUSEKEEPING

from HAMMER HQ

Important updates from
BRIAN FRANK

Since the last issue of *Endurance News* came out, there's been a lot going on behind the scenes at Hammer HQ. Here's a quick rundown of what's happening.

HAMMER GEL JUGS

Lower temperature, back to the old days. All users of the economical and super convenient jugs know they've been getting thick for about a decade now, and I was considering discontinuing them altogether. In what can only be described as a massive stroke of good luck, the FDA recently revised the process authority (basically cooking instructions) to

allow it to be produced and filled at a much lower temperature. This effectively resolves the "challenges" we've been having with jugs that thicken and turn solid 6-8 months after production - putting us back where we were before they arbitrarily turned up the heat over a decade ago. Beautiful, translucent jugs that will last years without turning solid are back!

SLIMLINE CONTAINERS

Our downsizing/optimizing of containers continues with **Recoverite 2.0**, **Perpetuem 2.0**, and **HEED 2.0**, now in a new space-efficient cylinder style. The smaller dimensions allow for more efficient inbound and outbound shipping, as well as a fuller container for you.



HAMMER BARS

It's been almost two years since we were in stock on all eight flavors of our **Raw Energy** and **Protein** bars, but it has actually happened.

My apologies to all of the bar buyers who have been frustrated during this time.



HEED & RECOVERITE CLASSIC

Despite the overwhelming superiority and popularity of the 2.0 formulae, I've decided to continue to offer the corn maltodextrin-based "classic" HEED and Recoverite in one flavor each. **Heed Classic** will be offered in Lemon-Lime flavor, and **Recoverite Classic** will be offered in Chocolate flavor. Both will only be offered in 32 serving sizes.



BODY CARE REVAMP

New **Pelle Eccellente**, **Hammer Lips**, and **Seat Saver**. As long-time users of our plant-based body care products know, they've undergone several incarnations since the original manufacturer went out of business a few years ago. I'm happy to report that with Maddy's help, we've reformulated these popular products:

Hammer Lips now comes in **Naturally Unflavored** and **Coconut Vanilla** – took out the essential oils that caused the prickly sensation and just left in the good stuff for effective lip protection. **Pelle Eccellente** heavy skin lotion and **Seat Saver** anti-chafing balm have been made significantly thicker with a milder scent. **Check 'em out!**



Lucia Coll for Hammer Venezuela. Photo: @alfredo_lasry



We love hearing from you and reading your praise, but more importantly we value learning how we can better serve you. You can leave us a review on the product detail page for every product on our website.

hammernutrition.com

"FANTASTIC effective products without excess sugar and salt. Love **Hammer Gels**, **HEED** and **Fizz** for all my outdoor activities." - Joseph F.

"Thank you Hammer for the top-notch advice. All my questions were answered quickly and efficiently." - Online Reviewer

"Hammer rocks! Thank you so much for supporting the military and veterans. It means so much." - Steven L.

"What separates Hammer Nutrition from other companies is their support for the clients. Their customer service is a rare find in today's automated world. Brian Frank has assembled a team that genuinely adheres to taking exceptional care of people. When you become a Hammer client, you join the Hammer family as well." - Mike B.

"I've used Hammer products since 1995. I've tried other brands and nothing else compares when it comes to fueling". - Philip D.

5

TIPS TO AVOID HOLIDAY WEIGHT GAIN

Trick or treating, holiday parties, sugar-sweetened cocktails...add reduced exercise and stress to the mix and you've got a recipe for weight gain. From Halloween through the early New Year, even the most disciplined athlete can struggle to hold the line against extra pounds. Use these tips to devise your defense.

Cheers to your health!

1. WATER WORKS

Proper hydration is always important, but during the holidays, it can be a valuable ally. Aim to drink two full glasses of water before you leave for that holiday gathering to help curb your appetite. It will also counteract the dehydrating effect of alcohol should you indulge. Throughout the day, every day, drink 0.5–0.6 ounces of pure clean water per pound of your body weight to avoid weight gain. A Hammer water bottle can help measure.

2. KEEP THINGS STABLE

The holidays, with all the various carbohydrate offerings—including lots of sugar-loaded sweets—is prime time for the body to lose control over insulin and blood sugar surges. Insulin resistance is when the cells' ability to absorb (“take up”) glucose diminishes, and that's something we want to avoid. Along with making wise lifestyle and diet choices, taking **Chromemate** and **Essential Mg** with your carbohydrate containing meals, will provide ideal nutrient support to help stave off insulin resistance.

3. GO FOR COLOR

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

4. EASY ON THE WHITE STUFF

Limit the fat-laden sauces, gravies, and dressings, and be mindful of the starchy carbs like bread, chips, white rice, paste, cookies, and cake. On those rare times when you know you'll indulge, be sure to use **ChitoLean** to block the unwanted fat, and **Phytolean** to block the absorption (and storage as fat) of starchy carbs.

5. GET YOUR Z'S

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

Nicole Lemanski keeps light on her feet through the autumn months. Photo: Zandy Mangold

Now “weight” just a minute!



Brigette Takeuchi takes Mountain Ultra Running to new heights in the Washington Cascades.
Photo courtesy of Brigette Takeuchi.

- Balance blood sugar levels
- Keep metabolism steady
- Prevent afternoon drag
- Reduce cravings
- Satisfy hunger

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everything you need
to tip the scales back
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WINNING THE PAIN GAME

by DEAN KARNAZES

If you are an endurance athlete, pain is a familiar bedfellow. And like any relationship, there are bound to be rocky patches. So, what do you do when things turn sour? It's an age-old conundrum that athletes have been trying to decode since the ancient Olympics. Thankfully, we have newer tools in our arsenal beyond the rear hooves of an Abyssian ass, ground up, boiled in oil, and flavored with rose petals, as first-century Greek physician Galen prescribed.

What exactly is pain? There are multiple classifications to categorize the main types of pain we feel—acute, chronic, neuropathic, nociceptive, and radicular—but all involve the

stimulation of pain receptors that send electrical signals through the nervous system to the spinal cord and brain, initiating the perception of pain. Unlike other physiological biomarkers, like heart rate, ferritin levels, or blood sugar, the perception of pain is subjective and complex and, thus, more challenging to quantify. I have run marathons and ultramarathons alongside athletes of comparable caliber, and they have complained of tremendous pain when I feel relatively little and vice versa (sometimes during the very same race!). Essentially, pain is in the neurons of the beholder.

Is there a way to help moderate pain? Let me tell you a story

about the first time I tried CBD. It was after the Western States 100 Mile Endurance Run in 2018. Sleep after any endurance race is notoriously disruptive, but especially so after running for 24 hours straight through the mountainous and craggy Sierra Nevada Mountain range. One of my crew members had recently replaced his nearly chronic use of Naproxen (Aleve) with CBD and suggested I try some. “Will I hallucinate?” I asked, “Because I’ve already had conversations with a tree during the race.” He laughed and explained that broad-spectrum CBD contains, at most, only trace amounts of psychoactive THC (Note: Hammer



Nutrition's broad-spectrum formulas contain 0.0% THC). I swallowed two capsules and stretched out on the couch. It was the most restorative post-ultra sleep of my life.

Since then, I've been using CBD on a fairly regular basis. And something important that I've learned is that not all CBD is created equal. Allow me to explain further. There are 3 main types of CBD: Full-Spectrum, Broad-Spectrum and Isolate. Isolate contains only CBD (cannabidiol), with no other cannabinoids or THC. High-quality Broad-Spectrum formulas contain most of the cannabis plant compounds, and should have no THC (Note: If you are drug tested or do not want any THC in your system, make sure you use Hammer Nutrition's broad-spectrum formulas, which are third-party tested to contain 0.0% THC). Full-Spectrum contains all parts of the cannabis plant and may contain up to 0.3% THC. Note that while this is a small amount, far too low to come anywhere near causing the "high" associated with THC, it will still show up on a drug test.

Just as important as understanding the types of CBD is knowing that quality is equally important. That's why I use Hammer CBD, which is derived from organically grown, non-GMO cannabis from the USA which is expertly extracted and rigorously batch tested for quality assurance. For the ultimate in pain relief, recovery, and renewal, combine **Hammer CBD** with **Tissue Rejuvenator**. It's a winning combination!

And if you have a furry companion that accompanies you on runs and to races—No, I'm not referring to your friend Ed—Hammer Nutrition makes a canine dietary supplement that contains CBD for health and calmness. Fido will love **Doggie Daily Essentials** and will sleep just as soundly as you do.

Whether you run on two legs or four, Hammer CBD is a modern plant-based tool that can help you keep going for the long run. EN

Dean Karnazes is an ultramarathoner and Hammer Nutrition global athlete. He is a NY Times bestselling author and recipient of the President's Council on Sports, Fitness & Nutrition Lifetime Achievement Award. Learn more about Dean at

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



Bone Health Kit

Snow is no obstacle for Chris LaMagna at the Devils Shadow Ultra in New York. Photo courtesy of Chris LaMagna.

- Aids vitamin absorption
- Promotes higher bone density
- Boosts mineral retention



"I recently had a crash on my dirt bike and banged myself up pretty good.

As an avid Hammer user, I was glad to find this kit. My doctor was amazed at how fast my broken ribs and muscles have healed. I credit the **Bone Health Kit** as the main reason." - Bryan K.

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800.336.1977



COFFEE

by STEVE BORN

With the transition from summer to fall, then to winter—and the cooler-to-colder weather that comes with it—drinking coffee even more regularly just seems to be a natural way to enjoy this time of year. And since we're getting into the time of year when getting sick also seems to happen with greater frequency, research has shown that drinking coffee can give your immune system a boost.

Coffee's benefits for supporting the immune system is primarily because of two impressive features:

1) Increasing the amounts and activity of a group of beneficial gut bacteria known as *Bifidobacterium* spp. These were the findings of a study on humans who drank three cups of coffee daily for three weeks.

These bacteria perform several specific functions for many aspects of human health—such as the production of certain B vitamins—so an increase in their population and metabolic activity is an obvious benefit. More importantly, an overall increase in the healthy bacteria in the gut stimulates immune system function.

With more than 70% of the body's immune cells residing in the gut, taking every possible step to optimize the health of the gastrointestinal tract is crucial. Drinking coffee appears to be a wise strategy to employ to help support optimal GI health.

2) Being one of the major sources of antioxidants in the diet. The list of antioxidants in coffee is impressive—chlorogenic, ferulic, caffeic, n-coumaric acids,

polyphenols, and many more. The body of research on antioxidants and their role in reducing damaging free radicals is far too numerous to list, but Dr. Adrienne Bendich summarizes it eloquently:

“The harmful activities of free radicals are associated with damage to membranes, enzymes, and DNA. The ability of antioxidants to destroy free radicals protects the structural integrity of cells and tissues.”

BOTTOM LINE

At Hammer Nutrition, we have always advocated the consumption of a nutrient-dense, antioxidant-rich diet, augmented with additional antioxidant supplements such as **Super Antioxidant, AO Booster**, and more. Drinking coffee is also an outstanding way to supply your body with numerous antioxidants to help support strong immune system function.

SUMMARY

Coffee is not only one of the most popular beverages in the world, research continues to show that it's also one of the healthiest. The benefits coffee provides your immune system is yet another excellent reason to drink it!

Our **53x11 Coffee** is Fair Trade Certified, 100% organic, and flat-out delicious. If you've never had a cup, you owe it to yourself to give it a try! Available in three awesome blends (Early Break, Chain Breaker, and decaf Down Shift) and a 100% Sumatra (Big Ring), 53x11 Coffee delivers plentiful health benefits and awesome flavor. It's purely good coffee! 

“Research shows that drinking coffee can give your immune system a boost.”

Hit the trails READY to ROLL!

Ryan Mortensen coming
in Hot at Mingus Mountain
Enduro-CCAP.



- Fair trade
- 100% organic
- Shipped fresh within days of roasting



ASK AN ADVISOR how to
SUBSCRIBE-n-SAVE!
Get your coffee delivered
automatically every month.

All 53x11 blends are available in 12 oz. Ground or Whole Bean bags

WE'RE BREWING UP SOMETHING

NEW



Powder coated,
stainless steel,
insulated tumblers and
mugs, laser etched right
here at Hammer HQ.



OLIVE OIL

It's Awesome for Brain Health



by STEVE BORN

Among the great information found in Dr. Bayne French's article, "Seed Oils Revisited", he provides five "action points" –

1. Toss from your home the 3 S's and 3 C's: Soy, Sun, Safflower, Canola, Corn, and Cottonseed.
2. Minimize processed and prepared foods.
3. Minimize dining out.
4. Minimize consuming animals that did not eat their native foods. Their meat has much higher amounts of omega-6 fats and possibly toxic metabolites of the seed oils they consumed.
5. Cook with extra virgin olive oil, avocado oil, coconut oil, butter, ghee, lard, or tallow.

While implementing all of these are undeniably important for your health, let's look at the fifth one, specifically the consumption of extra virgin olive oil. And the news is very good indeed!

The findings of a recent study published in the *Journal of the American Medical Association*,

which examined the relationship between diet and dementia-related death:

In a prospective cohort study of 92,383 adults observed over 28 years, the consumption of more than 7 g/d of olive oil [half a teaspoon] was associated with a 28% lower risk of dementia-related death compared with never or rarely consuming olive oil, irrespective of diet quality.

In this study, researchers examined data from women in the Nurses' Health Study (1990-2018) and men from the Health Professionals Follow-Up Study (1990-2018), average age 56.4 years old. All were free of cardiovascular disease and cancer at baseline. Using a food frequency questionnaire, the participants reported their food habits, including olive oil intake, every four years for 28 years. The researchers then categorized olive oil intake as follows:

- Never or less than once per month
- Up to 4.5 grams per day
- Between 4.6 and 7 grams per day
- More than 7 grams per day

The results revealed that consuming at least 7 grams daily of olive oil was associated with a 28% lower risk of dementia-related death compared with never or rarely consuming olive oil, regardless of genetic predisposition and overall diet quality. In addition, replacing just one teaspoon of margarine and mayonnaise with the equivalent amount of olive oil per day was associated with an 8% - 14% lower risk of dying from dementia.

Anne-Julie Tessier, PhD, states: "Opting for olive oil, a natural product, instead of fats such as margarine and commercial mayonnaise is a safe choice and may reduce the risk of fatal dementia. Some antioxidant compounds in olive oil can cross the blood-brain barrier, potentially having a direct effect on the brain. It is also possible that olive oil has an indirect effect on brain health by benefiting cardiovascular health."

"However," Dr. Tessier continued, "this is an observational study, so it doesn't prove olive oil caused the reduced fatal dementia risk. More research, such as randomized controlled trials, is needed to confirm not only the effects but also the optimal quantity of olive oil needed to see these benefits."

Still, given that "one-third of older adults die with Alzheimer disease or another dementia" and that "age-standardized dementia mortality rates have been on the rise", this new research on the benefits of olive oil consumption should be received as great news for everyone wishing to help protect themselves against cognitive decline. EN

References available upon request.

Read more on
Endurance News
Weekly.

hammernutrition.com





In past issues of EN, we have identified processed seed oils as dietary villains - hijacking your good health.

However, this has caused some confusion. "What about Olive Oil? Is it bad too?"

NO. Extra Virgin Olive Oil (EVOO), is definitely one of the good guys! Perfect for cooking, salads, dipping your anitpasti, etc.

But believe it or not, there are fake Olive Oils out there. You'll have to check your labels to be sure you're getting the real deal. Meanwhile, we've done some background research for you and compiled a few brands that are readily available and certified pure.

**Buy from our client
FIRST!**

BARIANI OLIVE OIL



barianioliveoil.com



HAMMER CBD



Rested and ready, a Flathead County local beats the crowds on an early climb up Going to the Sun road. Photo: Drew Silvers

- Deepens quality of sleep
- Provides superior mood support
- Heightens overall tranquility



"I use Hammer CBD before bedtime to help me sleep. It works magically, for a peaceful, restful night!" - Thomas H.



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In the Kitchen

with **Hammer Nutrition**



BLACKBERRY~SAGE Margarhita

INGREDIENTS

8 fresh blackberries
1 oz Pomegranate juice
2 oz Mezcal
2 Fresh sage leaves

OPTIONAL

Lime juice
Agave nectar
Raw sugar

PREPARATION

Rim glasses with lime juice or agave nectar and dip in raw sugar to coat. Fill glasses 3/4 full with ice. In a separate mixing glass, smash the blackberries and sage with the agave nectar. Add Mezcal and top with ice, then shake until chilled. Strain into prepared glasses and garnish with extra blackberries and sage leaves.



RATATOUILLE TART

INGREDIENTS

1 frozen tart shell of your choice. **If you are a baker, by all means make your crust from scratch ~ even better!

Olive oil

1 Onion chopped

Eggplant thinly sliced

Tomatoes thinly sliced

Zucchini thinly sliced

Yellow and red bell peppers thinly sliced

Ricotta and/or mozzarella cheese

Marinara sauce

Italian spice blend

PREPARATION

Eggplant: place slices on a paper towel and sprinkle lightly with salt and allow to sit for about 30 min.

Cook eggplant slices in a pan with a bit of olive oil for about 2 min per sides. Set aside.

Chopped onions: Cook these down in a pan with some olive oil until translucent and golden.

Spread cooked onions over the bottom of the tart shell.

Follow with the cheese(s) and a thin layer of marinara. Stack and spiral all the veggies as you like. Top with any remaining cheese and a bit of the marinara. Lightly add salt, pepper, Italian spice, and drizzle with olive oil.

Bake at 375° for about 45 minutes.

Allow to stand until a bit firm, but serve warm.



STUFFED PORTOBELLOS

INGREDIENTS

Fresh Portobello Mushroom caps

Grape tomatoes thinly sliced

Fresh mozzarella cheese balls thinly sliced

Minced garlic

Butter

Fresh Basil and Balsamic Glaze for garnish

PREPARATION

Thoroughly pat dry the mushrooms. Melt butter and add garlic to taste. Brush the mushrooms all over with the garlic butter. Stuff caps with tomatoes and cheese balls. On a baking sheet, broil on high heat on the middle rack until cheese is melted and looking toasty. Remove from oven and garnish with fresh basil and drizzle with balsamic glaze.

With Hammer
In The Kitchen,
healthy eating
never has to be
boring



Download your **FREE** copy Today!



Share your creations!
#chefhowihammer



SUGAR's ROLE in the “sinister action” of Glycation and AGE-ingcation

by STEVE BORN

PREFATORY COMMENTS: The article you're about to read first appeared in *Endurance News* #128 about 2.5 years ago. I wrote it after reading and being inspired by Dr. Bayne French's *Endurance News Weekly* article, “*Laboratory Testing*”. Check that article out when you have a free moment, it's excellent! Dr. French has a new article on Glycation/Advanced Glycation End Products—another great and informative article.

Dr. Bayne French, Chief Medical Advisor at Hammer Nutrition, pulls no punches when it comes to sugar: “Whether in your water bottle or in your blood stream, sugar is toxic. It creates inflammatory havoc whether you're an endurance athlete or someone afflicted with the disease obesity.”

Sugar “toxic?” We couldn't agree more, which is why we've been so adamant over the course of 37 years (and counting) in strongly recommending that all people—and that includes both athletes and non-athletes—remove sugar from their diet as much as possible, and also to avoid sugar (anything that ends in “ose”) in the fuels they consume during exercise.

One reason for our stance on sugar that doesn't get discussed too often—but should because it's of the highest importance—is the role it plays in the AGE-ing process. And no, that's not a typo you're seeing, as Dr. French explains:

Sugar sticks (covalently bonds or cross-links) to fats and proteins, and never lets go. What results are

Advanced Glycation End Products, ironically termed AGE [aka AGEs]. These compounds accumulate systemically, in numerous tissues from the brain to blood vessels. They perturb cellular signaling and function. They have been implicated in many disease processes including small and large blood vessel disease. If your goal is to gum up your cellular machinery and “AGE” at an accelerated rate, you know now what to consume and fuel with.

The glycation and cross-linking process—which Dr. French appropriately refers to as the “sinister action”—begins with what is known as the Maillard reaction. If you've cooked any number of food substances and notice a browning effect, which happens via the chemical reaction that occurs when the protein and the carbohydrates in the food are exposed to heat, you've got a good illustration of what happens in the body. As Dr. French explained, the final result of this process is Advanced Glycation End Products.

Dr. Laurie Barclay states, “While glycation is a normal consequence of aging, it is far from desirable,” and the reasons are numerous:

- AGEs contribute to the loss of flexibility and deterioration of connective tissue associated with aging
- AGEs trigger chronic inflammation
- AGEs play a role in abnormal platelet clumping, a significant factor for increased heart disease risk

- AGEs are linked to increased blood pressure
- AGEs are purported to be involved in a damaging protein known as beta-amyloid peptide, which is implicated in Alzheimer's disease
- AGEs are implicated in a variety of conditions such as rheumatoid arthritis, ulcerative colitis, and irritable bowel syndrome

If that weren't enough, AGEs are also believed to be responsible in the development of cataracts in the lens of the eye, a drop in kidney function, damage to the endothelial cell layer of blood vessels, and the sagging and wrinkling of the skin.

So how can you slow down and perhaps even stop AGE-related health issues? Perhaps the best place to start is by getting an A1c blood test. Dr. French explains:

Traditionally a fasting blood sugar is relied on to screen for diabetes or prediabetes, the A1c being reserved only for those with already diagnosed diabetes and followed to determine effectiveness of treatment. This has changed a lot in the last few years, many providers screening many non-diabetic patients with an A1c, me included.

Like with many tests, no uniform optimal levels are agreed upon. Traditionally, labs will report 6.0 or less as normal. Functional Medicine practitioners consider <5.3 as optimal, 5.4-6.0 as being concerning, and over 6.0 as very abnormal. Diabetes is 6.5 or higher.

Elevated A1c levels are directly associated with diseases of the eyes, brain and other nerves, heart and other cardiovascular tissues, liver (by driving NAFLD/fatty liver disease), and kidney.

Here are more proactive steps to take:

1. Be cognizant of your sugar intake and reduce it, keeping in mind that a number of common food items (such as ketchup) oftentimes contain hefty amounts of sugar. Dr. French takes it one step further in stating, "The only patients I've ever seen cure diabetes and obesity have done it by adopting a mindful, and sustainably enjoyable low carb, higher fat diet. Their A1c's plummet."

2. Don't consume artificial sweeteners. Aspartame, sucralose and saccharin increase A1c.

3. Get sufficient amounts of quality sleep. Dr. French states, "Chronic sleep deprivation results in stress hormones that drive up blood sugar. Getting at least 7 restorative hours per night is critical, not just to quality of life and accident prevention, but overall chronic disease risk reduction."

4. Reduce stress. Chronically elevated cortisol (aka the "stress hormone") levels lead to insulin resistance. Persistent elevated blood sugar results, driving up the glycation of hemoglobin, the protein in our red blood cells that carry oxygen.

5. Increase muscle mass. As per Dr. French, "The bulk of lean body mass correlates with A1c, so do your pushups!"

6. Take these supplements, which contain nutrients to support healthy blood sugar levels:

● Chromemate ● Mito Caps ● Premium Insurance Caps ● Tissue Rejuvenator ● Vegan Tissue Rejuvenator ● Clear Day ● Endurance C ● Race Caps Supreme

SUMMARY

There is no question that sugar plays THE major role in the formation of AGEs, which, as you now know, are linked to a number of negative health consequences. Following the recommendations and strategies provided in this article will help you avoid the most-undesirable and unwanted AGE-ing process. 

References available upon request.

Sleep Trio Kit

Sleep well tonight, to Hammer again tomorrow!



- Relax muscles and nerves
- Fall asleep faster
- Improve sleep quality
- Wake refreshed

The Total Trio for Sublime Deep Sleep



"Been a loyal Hammer client for years. I encouraged my husband to give the **Sleep Trio Kit** a try, and now neither of us can ever go without. Sweet Dreams!" - Helen V.



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LIFE IS AN ENDURANCE SPORT®

Everyday Athletes and Hammer heroes doing Amazing things, Every Day!



MARK WITT

I am into my 3rd summer using Liquid Endurance to help my body handle high heat/high humidity conditions. I am a **Highway Maintenance Supervisor** with the Nebraska Department of Transportation and work outside daily during the hot summer months. Since using Hammer's **Liquid Endurance**, I have not experienced any heat exhaustion or heat related issues! My wife is a psychiatric **House Supervisor RN** and is on her feet for 12 hours each night at work and routinely has leg cramps when she is on days off and sleeps. I had her try Liquid Endurance a few weeks ago and she has not experienced any leg cramping since! She uses 1 dose per day. We now are keeping 4 bottles of Liquid Endurance in stock at our house! My wife is even taking enough Liquid Endurance and **Endurolytes Fizz** on her week long trip to Costa Rica in a couple weeks so she can stay hydrated in the high humidity environment! Thank you Hammer Nutrition for your great products and customer service!

~Mark & Tammy Witt Kearney, Nebraska



SARAH MORTON

I work outside 9 hours a day for a utility company in all weather conditions. During the summer the heat in Southern California can be unforgiving. I am required to wear fire retardant clothing, which honestly becomes a sweat box 20 mins into my day. I tried the sugar free electrolytes they provided at work but they never seemed to work great and I would feel blah and run down halfway through my day. Switched to **Hammer FIZZ** and no more headaches, stomach issues from heat have been better and that run down feeling is definitely better. Thank you for making the summer heat better and safer for me. I have let my fellow coworkers know about the product to help them get what they need, without drinking a gallon of sugar with their electrolytes.

Thank you Hammer! ~ Sara Morton

Have a friend who hammers hard at their work all year round? Let us know! Send a shout to support@hammernutrition.com

Sign up for referrals to get your coworkers and sports buddies in the game! →

IT PAYS TO HAMMER



TELL A BUDDY, A FELLOW ATHLETE, COWORKER, OR NEIGHBOR



It's a WIN-WIN-WIN

Share the benefits of Hammer!
Get FREE product credit!

- **THEY WIN**

They place their first order, using your unique code. They receive a 15% discount!

- **YOU WIN**

You get 25% of their order subtotal as store credit!

- **WE WIN**

We add another satisfied client to the Hammer Family.

That's it! This easy program lets you share the Hammer love and reduce your costs, while helping others.

HOW TO JOIN + YOUR REFERRAL LINK

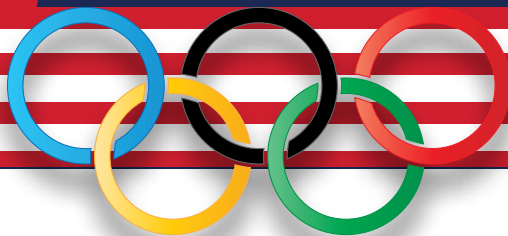
After your first purchase, you'll get a unique referral link via email. We'll also display it on your order confirmation page every time you place an order.

Request a link - if you've ordered before, and want a link sent to you, please contact us and we will be happy to provide it for you.



LEARN MORE NOW

FROM OUR ATHLETES



CHRIS HAMMER

As I prepared for Paris these past few years, my training has been pushed to levels it has never been at before. There's no way I would've survived all these long, brutal training sessions if I were not fueling properly before, during, and after. Fortunately, Hammer Nutrition has all of those needs covered and I feel more fit than I ever have before!

SOL AGGUIRE

I love the Hammers products and have been using them for the past couple years, they give me the best clean energy for training and surfing. Plus they are all natural and healthy, which is perfect for an athlete!



HAMMER Must-haves

Hammer Gel,
Hammer Bars,
Endurolytes



**ONES
TO
WATCH**



NOLAN ELKINS

Pre Race to
MTB NATIONAL CHAMPIONSHIPS
Jr. MEN 9-10 XCO Macungie, PA 7/17/24
Total Distance: 3.4 miles Total Time : 20:14
OA Finish: 1st Place

KEEP HAMMERING KIDDOS!

WESTON ELKINS

MTB NATIONAL CHAMPIONSHIPS
Jr. MEN 11-12 XCO Macungie, PA 7/19/24
Total Distance: 9.4 miles Total Time: 51:35
OA Finish: 2nd Place

Pre Race to
MTB NATIONAL CHAMPIONSHIPS
Jr. MEN 11-12 XCO
Macungie, PA 7/17/24
Total Distance: 6.8 miles Total Time: 41:45
OA Finish: 1st Place





ERIK KOENING

BORN TO RUN ULTRA MARATHON

Los Olivos, CA

Total Distance : 100 miles

Total Time, with or without splits : 23:31:00

OA Finish: 1st Place male



HAMMER Must-haves

HEED and Perpetuem



RACE RECIPE

MATT SOMERS

IRONMAN 70.3 Coeur d'Alene, ID



Total Time: 4:24:56 AG Finish: 4 / 107

1 HR PRE-SWIM

Race Caps Supreme, Mito Caps, BCAA+, Anti-Fatigue Caps

20 MIN PRE SWIM

Hammer Gel

T1 Hammer Gel

BIKE

HEED hourly + Endurolytes Extreme Powder

T2 Hammer Gel

RUN

Hammer Gel every 30 min

HOURLY SUPPLEMENTS

1 Race Caps Supreme, 1 Mito Caps, 2 BCAA+, 2 Anti-Fatigue Caps

FROM OUR ATHLETES

RYDER SIGETY

TOR THUNDERBOLT GP RACE

Millville, NJ 4/28/24

Total Distance :40 miles of sprinting

Total Time, with or without splits : 2 hours

AG Finish : 1st 14-16 Super Mini, 1st B Open

OA Finish : 1st OA Youth, 1st OA B



HAMMER Must-haves

Perpetuem, Hammer Gel, Recoverite



HAMMER Must-haves

MASON KLEIN

Rn1500 Brazil 4/16/24

Total Distance : 800km

Total Time, with or without splits : Total time 11:53:22.90

AG Finish : Moto 1 - 2nd Place

OA Finish : 2nd Place

RALLY JALAPAO Brazil 4/18/24

Total Distance : 818 km

Total Time, with or without splits : 9:23:45.2

AG Finish : Moto 1 - 2nd Place

OA Finish : 2nd Place

Perpetuem, Hammer Gel, PHOOD, FIZZ, Endurolytes and assorted Hammer Peak Performance supplements

TIM LEWIS & WILL TALLY (Drivers)

LOUIS MILONE (Team manager and Engineer)

ALFA ROMEO

KMW Motorsports with

TMR Engineering at Road America

IMSA MICHELIN PILOT SERIES / TCR

Road America, Plymouth, WI

8/3/24

1st Place = TCR / 2 Hour Race



HAMMER Must-haves

Endurolytes, Hammer Gel, Recoverite, Fully Charged

Read full stories, race reports, and reviews FROM OUR ATHLETES online!



JAMES NALLEY

TAHOE 200

Lake Tahoe 6/14-17/24

Total Distance : 209 miles

Total Time, with or without splits : 82:38:05

OA Finish : 41/235

TEXAS 48 HR. ENDURANCE RACE

Fort Worth, TX 7/26-27/24

Total Distance: 131.25 miles

OA Finish: Tied 1st Place with New Course Record!



HAMMER Must-haves

HEED, Hammer Bars, Endurolytes Extreme, Anti-Fatigue Caps



KIMBERLY PEDROTTI-HAMMOND

SILVER SERPENT OLYMPIC TRIATHLON

Perry, NY 6/2/24

Total Distance : 33.5mi

Swim: 21:07 Bike: 1:25 Run: 57:53

AG Finish : 1st Place

OA Finish : 2nd Place



HAMMER Must-haves

Hammer Gel, HEED, Vegan Recoverite, Endurance BCAA+

DAVID LARPENTEUR

PADDEN TRIATHLON

Bellingham, WA

6/22/24

Total Distance : .5 swim, 21+ mile bike, 5.2 run

Total Time, with or without splits : 1:43:40

AG Finish : 1st Place

OA Finish : 1st Place



HAMMER Must-haves

HEED, Hammer GEL



FROM OUR ATHLETES

JACOB HORA

ATLAS MOUNTAIN RACE

Morocco, Africa 2/9/24

Total Distance : 846 miles

Total Time, with or without splits: 120 hours

OA Finish : 23rd /120

- slept a total of 10 hours over 5 days.
- crossed two rivers
- crossed two large mountain ranges
- climbed 80,000ft
- almost ran into 1 camel
- zero mechanicals



HAMMER Must-haves

Tissue Rejuvenator, Endurolytes Extreme, Hammer Bars, Hammer Gel, FIZZ



MANUEL GUIJARRO

GRAND MESA TRAIL

Grand Mesa, CO 7/27/24

Total Distance: 54km

Total Time, with or without splits: 8:39

OA Finish: 44th Place



HAMMER Must-haves

Hammer Gel, Hammer Bars, Perpetuem, FIZZ, Anti-Fatigue Caps, Race Day Boost Caps, Endurolytes, Mito Caps Tissue Rejuvenator, Recoverite.

THEIRRY CHIAPELLO

CHEAHA MOUNTAIN CHALLENGE

ULTRA | UCI QUALIFIER

Jacksonville, AL 5/19/24

Total Distance: 127 miles, 14,000' climbing

AG Finish: 6th Place

OA Finish: 42nd / 95



HAMMER Must-haves

Hammer Gel, HEED, Endurolytes, Recoverite, Hammer Bars



Read full stories, race reports, and reviews FROM OUR ATHLETES online!



TOR GUDMONDSEN

SIX DAYS IN THE DOME - 24 hrs
Milwaukee, WI 6/16/24
Total Distance: 102.7 miles
AG Finish: 1st Place
OA Finish: 19th Place



HAMMER Must-haves

Hammer Ultra Gel Trio



HAMMER Must-haves

JASON LEE

ROCK RANCH TRIAL

Tenino, WA

6/23/24

Total Time, with or without splits : 10 section 3 times

OA Finish : 2nd Place amateur

LEMAY MARYMOUNT CLASSIC TRIAL

Lemay Marymount Motorcycle Day

6/29/24

Total Time, with or without splits : 10 section 3 times

OA : 1st Place amateur

HEED, Hammer Gel, Hammer Whey Bars, Hammer Whey Protein, FIZZ

PATRICK HIGH

HYROX NEW YORK

New York City - Manhattan

6/1/24

Total Time, with or without splits : 1:11:21

(3rd all-time best ever world time

AG Finish : 1st Place (60-64).



HAMMER Must-haves

HEED, Hammer Gel, Hammer Bars, Recoverite





DANYIL ODYNETS

IRONMAN KLAGENFURT / Klagenfurt, Austria / 6/16/24

Total Distance: Full Ironman Total Time : 9:07 AG Finish: 3rd Place
OA Finish: 51st Place

KELTENMAN 5/26/24 Total Distance: Sprint Triathlon

Total Time: 56:48 AG Finish: 1st Place OA Finish: 3rd Place



GAGE LINVILLE

CANADA TRIPLE CROWN SERIES

Riverglade MX Salisbury, NB 7/21/24

2-3 moto scored for 2nd overall

250 Pro | 1-1 moto scored for 1st Place Overall

CANADA TRIPLE CROWN SERIES

Prairie Hill MX Pilot Mound, MB 7/16/24

250 Pro | 2-3 moto scored for 2nd Place Overall



DEAN KARNAZES

MT. OLYMPUS MARATHON

Mt. Olympus, Greece

6/29/24

DISTANCE: 44K

AG Finish: 1st place M60



HAMMER PARTNERS



In 2005, Chris Anderson formed FCA Endurance as a sport specific ministry within FCA – Fellowship of Christian Athletes. Soon thereafter, he met with Brian Frank and in time, Hammer Nutrition became the sole nutrition sponsor for FCA Endurance. Chris is in a new role with FCA, but I have been blessed to continue what he built. There are over 500 active FCA-E Teammates now and we have about 40 active Huddle in the US. There have been over 3,000 Teammates over that span of time. The Hammer logo is on every piece of our custom race gear provided by two vendors. It is the only logo on our gear, besides our own.

Gary Van Deveer is an FCA Endurance Huddle leader and

Hammer Ambassador and he does an amazing job representing Hammer at many races throughout the southern and eastern states. He also works for a race company, Kinetic MultiSports. Several of the photos attached are from a cycling event we put on every Saturday of Memorial Day weekend. He set up a Hammer display and engaged with all of our riders. We had over 200 participate. Hammer supported us with product, race bags and info. It was the 33rd Annual Wilderness Road Ride. We took it over managing it 14 years ago.

Ryan Wright, on staff with FCA in SC, also puts on several cycling events and Hammer has sponsored them. Recently, in the Ride To Real

Time, 7 of us rode from Charleston, SC to Orlando, FL in late February. Hammer provided the fuel we needed for the journey. One of the riders was from Romania and is holding a mountain bike camp in Romania in July. I sat down with him after the ride, and we placed a Hammer order that was shipped to his brother in Ft Mill, SC, who then shipped it to Romania.

Hammer Nutrition has been a longtime supporter of FCA Endurance, and we are extremely grateful. Hammer is solid nutritional science that works and it helps our athletes achieve their endurance goals.

~ Mark Long



Hello Hammer,

We wanted to thank you and the entire Hammer Nutrition team for supporting MEGA CAMP 2024. We've been working through our post-camp items and gathering photos from our media people, and it's taken us a bit longer than expected.

On behalf of our family and our entire MEGA CAMP team we are

so thankful for your support of our event and program. Our 2024 event was our best event to date, and we couldn't have done it without your support. Your support allows us to provide our athletes with products and information that they typically wouldn't get any other way. This is just one more thing that sets MEGA CAMP apart from other events. We had a great turnout of MEGA CAMP athletes and families. It was a great opportunity to put the Hammer Nutrition brand in front of our group.

We are thankful for your support and look forward to working together again in 2025 and beyond. We are always open to new opportunities and ways to work together to continue to build the Hammer and Innovative MX brands together in our sport. We look forward to developing this relationship and I'm sure we can continue to build on what we have already done.

~ Scott Gebken

HAMMER EVENTS

We are Hammering on the trail running scene with these new partners:

EcoPath Endurance



Founded by well-known ultrarunner Helgi Olafson, EcoPath Endurance offers ultra-running camps and puts on the unique Mighty Gallatin 300. Mighty Gallatin is a 7-day stage race covering 300 miles with close to 75,000ft of climbing. The full line of Hammer ultra fuel will be offered.

Per Helgi, his main objective was to tread lightly as we “embark on epic trails, master strategy, and conquer ultra finish lines.” We are thrilled to offer Hammer’s best ultra fuels to help support the participants!



Big Cottonwood Classic



Short but mighty! We are excited to help support this hill climb in the running hub of Salt Lake City! The race starts at Brighton Ski Resort and includes the challenging Honeycomb Canyon hill climb. **Hammer Gels** will help the runners power through the day and **HEED** will keep them hydrated and cramp free!



GILA 100 Ultra



This is the first race in the Gila National Forest and we are honored to kick off our partnership with the Gila 100 for its inaugural year. The race offers rugged yet runnable trails, including the CDT (Continental Divide Trail) with epic views of the along the way. Hammer sponsored athletes James Nalley and Jason Wheat will be representing Hammer!



Cloudsplitter 100



We have been a longtime partner of one of the most challenging and competitive races in the US, the Cloudsplitter 100. The race takes place on High Knob, deep in the heart of Central Appalachia. The trails are some of the most physically demanding trails in the East. For runners chasing UTMB points, the Finishers of the 100 mile distance will be awarded six points toward UTMB. Hammer athlete Chris LaMagna will be representing Hammer!



Gone Riding



Founded in 1993, Gone Riding offers XC, Road Cycling and Gravel events across Florida. Just like Hammer, the organization has remained a

family owned business. Their main events where you can find Hammer fuels are The Florida Endurance series and Florida Gravel Grinder.



UPCOMING EVENTS

- ☐ **LASSEN ADVENTURE RIDE**
9/7/24 Susanville, CA Gravel
lassenlandandtrailstrust.org
- ☐ **USAT LONG COURSE NATIONALS**
9/14/24 Stony Point, NY Triathlon
toughmantri.com
- ☐ **FOOLS GOLD MTB RACE**
9/14/24 Dahlonega, GA MTB
mountaingoatadventures.com/foolsgold
- ☐ **WHITEFISH TRAIL BLAZER**
10/5/24 Whitefish, MT Ultra Running
whitefishlegacy.org/whitefish-trail-blazer
- ☐ **TOUR OF THE WHITE MOUNTAINS**
10/5/24 Pinetop-Lakeside, AZ MTB
epicrides.com/events
- ☐ **MAN AGAINST HORSES**
10/9/24 Prescott, AZ Ultra Running
managainsthorse.com
- ☐ **Le GRIZZ**
10/12/24 Polebridge, MT Ultra Running
runlegrizz.com
- ☐ **CLOUDSPLITTER 100**
10/14/24 Norton, VA Ultra Running
cloudsplitter100.com
- ☐ **THE PSYCHO 48**
10/18/24 Bayboro, NC Road Cycling
thepsycho48.com
- ☐ **MAN AGAINST HORSES**
10/19/24 Prescott, AZ Ultra Running
managainsthorse.com
- ☐ **12 HOURS of OLD EL PASO**
11/4/24 El Paso, TX MTB
12hoursofoldelpaso.com

Endurance

Superior Vitamin C Support

by STEVE BORN

Not quite four years ago, we introduced a vitamin C supplement, at which point a few people questioned why. “There are tons of vitamin C products on the market, and they can be found everywhere! Why should I be interested in a Hammer vitamin C product?”

And, in all honesty, we understood why these questions came up. Still, if you know Hammer Nutrition, you know that we’re going to come out with something unique and not at all “run of the mill.” And that’s what **ENDURANCE C** is—a unique, comprehensive, and potent formula containing three types of vitamin C and numerous bioflavonoids that perfectly complement this all-important vitamin and its beneficial effects.

The benefits of vitamin C supplementation are so numerous and wide-ranging that space prohibits listing even a fraction of them here (do an internet search on “benefits of vitamin C,” and you’ll be online for a long, long time). That said, as we head into autumn and edge closer and closer to cold and flu season, vitamin C should be on the top of everyone’s list of supplements to:

- Support the immune system
- Protect against viral and other infections and reduce the incidence, duration, and severity of colds

One important thing to note is that vitamin C is classified as an essential vitamin. That’s because, unlike other animals, humans cannot make vitamin C. We must get it from diet or supplements. While many foods contain vitamin C, most of us consume barely enough

to prevent a deficiency disease. Supplementation is a necessity to achieve optimal benefits from vitamin C. That’s why we designed Endurance C.

THE ENDURANCE C FORMULA

Calcium Ascorbate – Unlike “regular” vitamin C (ascorbic acid), which is highly acidic and may cause gastric distress, calcium ascorbate—because of the presence of the calcium ions—is typically referred to as “neutral C,” or “non-acidic C,” as it has a pH of 7.0 – 7.4. The calcium ascorbate compound is 10% calcium and 90 vitamin C, so you receive the benefits that both nutrients supply.

Ascorbyl Palmitate – This is a non-acidic, fat-soluble form of vitamin C that can reach specific areas of tissue that standard vitamin C cannot, allowing it to neutralize specific free radicals that other forms of vitamin C are unable to while also protecting against the oxidation of lipids, a broad group of macronutrients that are heavily involved in several essential bodily functions (e.g., hormone regulation, nerve impulse transmission, fat-soluble nutrient transport, and more).

Citrus Bioflavonoids 40% – Citrus fruits contain several compounds (bioflavonoids), including diosmin, naringin, tangeretin, diosmetin, narirutin, neohesperidin, nobiletin, and others. All these bioflavonoids work synergistically with vitamin C in supporting the immune system via their antioxidant properties. Citrus bioflavonoids also enhance circulation, reduce aches and soreness, and help support joint health.

Hesperidin 95% HPLC – A major bioflavonoid found primarily in lemons, oranges, and tangerines, hesperidin supplies numerous benefits, especially for venous (vein) health, cardiovascular health, as an antioxidant, and helping to reduce aches and soreness. Research has shown that hesperidin also has some impressive exercise performance enhancement benefits... more on that in a future article!

Quercetin – An extremely versatile bioflavonoid obtained from a wide range of sources, including citrus fruits, apples, onions, and more, quercetin has extraordinary antioxidant properties, making it a top nutrient for immune system health. Quercetin possesses properties that strongly reduce aches and soreness, as well as helping to alleviate discomforts associated with allergies. Additionally, quercetin is believed to be highly beneficial for brain and cardiovascular health while also assisting in normalizing blood pressure and blood sugar. Lastly, quercetin and vitamin C work in tandem, optimizing each other’s absorption.

Rose Hip Fruit (*Rosa canina*)

In addition to being a natural source of vitamin C, rose hips are a rich source of antioxidant carotenoids and polyphenols. A particular constituent specific to rose hips is tiliroside, which has antioxidant properties and is believed to assist in non-stimulant fat loss.

SUMMARY

Endurance C is vitamin C (three different types!) and much more. You simply won’t find a more potently comprehensive vitamin C product than Endurance C, which should be taken daily all year round, but especially now and throughout the entire cold and flu season. **EN**

References available upon request



TAKE YOUR VITAMINS and enjoy 60% fewer sick days

In the summer of 2020, a remarkable study was published in the journal *Nutrients*, and to this day it remains one of the most important studies I've seen in many years, especially given the routine bashing of vitamins, minerals, and supplements in general in mainstream media. In fact, because the results were nothing short of jaw-dropping, I asked Brian to review the research to see if I was somehow misreading/misinterpreting the results. Turns out that his understanding of the results was exactly the same as mine. Here's what this particular study found (and you should find this just as jaw-dropping as Brian and I did)...

- Compared to study participants taking a placebo, the participants who took a multivitamin/mineral supplement had a 60%+ reduction in the number of sick days!
- Those same participants who did end up getting sick reported fewer and milder illness-related symptoms, than the non-vitamin/mineral group!

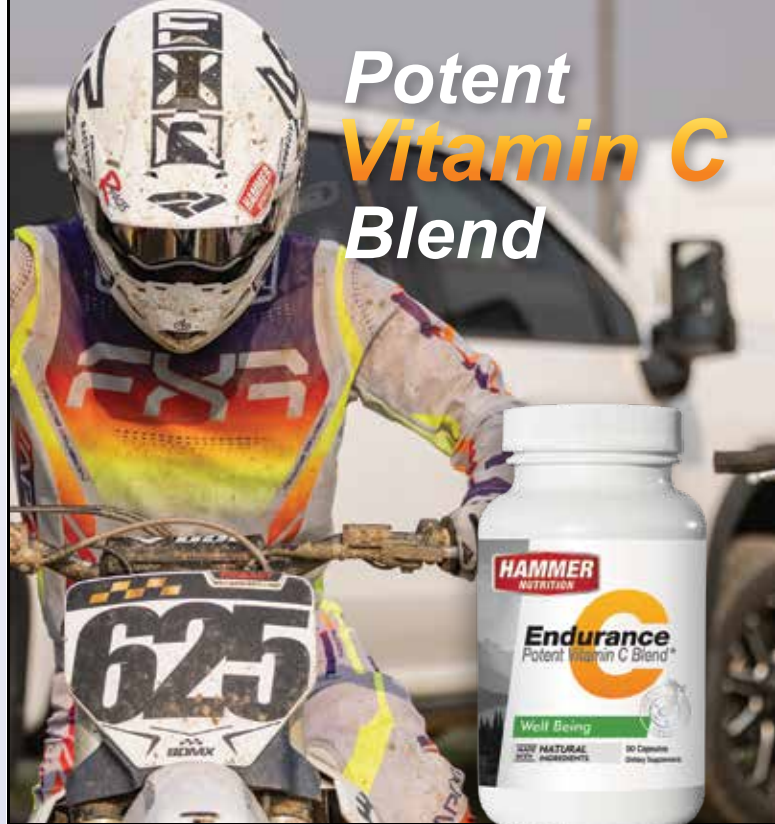
4+ years later and these results remain nothing short of awesome; this really is some of the most amazing research I've come across!

Maintaining a strong immune system should ALWAYS be a major focus in our daily lives, and the health challenges and stresses of the past few years have truly emphasized just how razor-sharp that focus needs to be. Add to that the seasonal changes—shorter days/less sun, which means less vitamin D, colder temperatures and wetter conditions for most of the country—and taking care of your immune system simply cannot be ignored.

...

Read this article in its
entirety and more on
Endurance News Weekly.

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



Potent Vitamin C Blend

Sick days aren't about to slow Austin Kienast down while there's fuel and daylight to burn!

- Provides antioxidant support
- Helps support the defense system
- Helps reduce aches and soreness



"I feel better when I take **Endurance C** caps per day. I feel that I am giving my immune system an extra burst of resilience!" - Melanie M.

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100MG FREE CBD with any
purchase. Offer expires 12.31.24

800.336.1977

CLEAR DAY

Effective for Fall allergy relief... and Beyond!

by STEVE BORN

It's not a set-in-stone date, but generally speaking, fall allergies begin in August-September (meaning right about now!) The most common fall allergen is ragweed, a wild plant that grows across the U.S., but particularly in the Midwest and on the East Coast. There are, of course, other allergens as well that can cause misery, such as wheat, alfalfa, and other such crops when they're harvested here in northwest Montana.

These allergies are not only unpleasant to deal with, they hamper athletic performance as well. Researchers Komarow and Postolache state, "As a result of the increase in ventilation during exercise, athletes in particular experience significant symptoms of allergy triggered by exposure to aeroallergens. The allergic response causes nasal and conjunctival congestion, tearing, breathing difficulties, pruritus [itching], fatigue, and mood changes, which affect athletic performance."

There's no need to suffer through this! The all-natural **Clear Day** formula gives your body the ammunition it needs to tackle even the toughest airborne allergies safely and effectively, and without the side effects associated with over-the-counter allergy medications.

OLIVE LEAF EXTRACT

- Outstanding for helping protect against allergies from occurring

- Has potent anti-irritation and antioxidant properties

QUERCETIN – Pronounced: KWAIR-ceh-tin

- Natural antihistamine; helps in inhibiting the release of allergy-causing chemicals

- Has powerful antioxidant and anti-irritation/soreness properties

BROMELAIN – Pronounced: BRO-muh-lane

- Has powerful anti-irritation/soreness effects (also in TR/VTR)

- Significantly increases the absorption of quercetin

RESVERATROL – Pronounced: rez-VAIR-ruh-trahl

- Has antioxidant, antihistamine, and anti-irritation properties

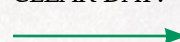
For 10 years and counting, Clear Day has worked impeccably well for everyone who has used the product—the feedback has been overwhelmingly positive—and we guarantee that it'll work just as well for you!

While the fall allergy season starts fading away in the latter part of October and early

November, that marks the start of the cold and flu season. It just so happens that the four nutrients in Clear Day that are so effective during allergy season, are the same four nutrients that many nutritional experts consider to be immune system "superstars." That's why it's a great idea to continue to take Clear Day on a daily basis throughout the fall, winter, and early spring. In fact, Clear Day is such a versatile product that it makes good sense to take it daily all year round! EN



For more on Clear Day's immune system boosting power, scan here to read more articles such as "Protect Yourself Against Colds and Flu...with CLEAR DAY!"



Brian Frank shows off a Montana bluebird day on the back roads near Hammer HQ.

Make every day **PREMIUM!**



GET OUT THERE! Brian Frank makes the most of every hour of sunshine with an afternoon ski.

- Supports optimum health
- Boosts energy all day
- Supports the immune system

Your Daily Multi-tasking Multi



"Love the **Premium Insurance Caps**. My wife and I both take them and when I don't, there is a noticeable difference in my energy level and ability to recover." - Aaron R.



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TAKE IT TO THE GYM

by BRIAN FRANK

Brian Frank's Weight Sandwich Workout (WSW)

I started lifting when I was 18. At the same time, I got very serious about cycling and have continued to go to the gym regularly for upper-body strength to complement my endurance training, which is mostly lower-body-cycling. I use this for cross-training for moto trials, which require equal amounts of strength, endurance, and mental focus. In addition to cycling or riding 5-6 days per week, I try to get into the gym at least three times per week. The following workout routine is what I have distilled down from all of my studies on the subject and practiced over the past 38 years.

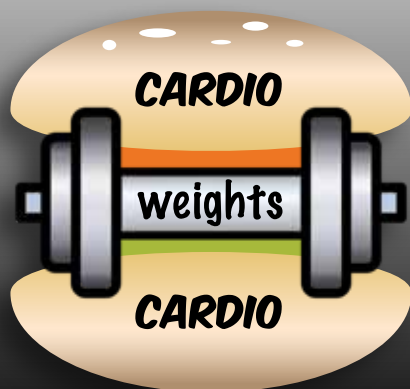
THE SANDWICH

Cardio : 5-30 minutes

Free weights: Upper Body Routine

Cardio: 5-30 minutes

Timing is easily adjustable per your schedule or other training.



WHEN / HOW OFTEN? 3-4 times per week, year-round!

CARDIO #1

Cardio options – stationary bike, concept 2 rowing ergo, stair climber, elliptical. (Treadmill/running not encouraged.)

1st Cardio session: needed to get the heart rate up and blood flowing. It should be done for at least 5 minutes or until you break a good sweat. When outdoor cycling/moto is not happening regularly (wintertime), increase the cardio duration to 15-30 minutes to burn more calories.

WEIGHTS

Due to the amount of cycling I do and how bad my knees are, I refrain from engaging in

resistance/strength training for my lower body.

Also, I don't like to have huge legs, and things like squats, deadlifts, and the like are a great way to injure one's back. I only do resistance/strength training for upper body muscles for many reasons.

Free Weights and body weight

For the first 3-6 months of structured workouts, use only free weights and bodyweight exercises. Save barbells and machines for later. Free weights are used to develop all supporting/stabilizing muscles, tendons, and ligaments, in

addition to the major muscle groups. The former takes longer to develop than the latter. Exercises like pull-ups and dips should be employed regularly for lats and pecs as the body responds fastest to bodyweight-supported exercises.

Strict form while doing resistance training routines is a must, always. Use lighter weights with strict form instead of heavy weights and poor form. The former produces the best results, and the latter causes injuries.

The format for weightlifting follows the size of the muscles – big ones first, little ones last. Chest (pectorals), back (latissimus), and then arms/shoulders (triceps, biceps, deltoids.) Abs and back can be done at any point during the workout.

Chest/Arms/Shoulders and all supporting muscles: (Pectorals/triceps/deltoids) are all worked together with exercises such as push-ups, dips, prone dumbbell/bar presses, and similar variations. Alternate between prone, incline, and decline to force further adaptation and growth of all areas of the muscles.

CARDIO #2

Cardio options – stationary bike, concept 2 rowing ergo, stair climber, elliptical. (Treadmill/running not encouraged.)

2nd Cardio session: After you have completed your upper body weight routine, keep the calorie/fat burn going with a second round of cardio for another 5-30 minutes.

Building a Workout

The idea is, to begin with a cardio workout as described above, then add your upper body strength routine before finishing with another cardio segment. Begin with compound exercises that work a major and minor muscle group, then continue with muscle isolation exercises that only work one muscle at a time. EN

WATCH: Video from Hammer and DC Peaks here.
Read this an more on
Endurance news Weekly.

hammernutrition.com



Your Muscles' Best Bet!



Lisa Wawrzynowski has strength for the long haul. Photo courtesy of Lisa Wawrzynowski.

- Maintains & repairs lean body mass
- Strengthens immune system
- Accelerates recovery

Chocolate Vanilla
Strawberry Unflavored



"Hammer Whey Protein is Awesome! I Highly recommend. Works great for cycling and running." - Dwayne G.

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Avery Long soaring through the air at the 2024 Loretta Lynn's Amateur National Championship on his way to a 2nd Overall finishes in both 250 Pro Sport and Open Pro Sport
Photo: Tanner Smith

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Learn more about Hammer CBD with an abundance of articles, product facts, and details on *Endurance News Weekly*, and on our website at

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The Gold Standard



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PRSRT STD
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Recover Right with **RECOVERITE!**[®]

- Restore muscle glycogen
- Rebuilds muscle strength
- Reduces soreness and fatigue



"We've been fans and users of Hammer products for close to 20 years and the team at hammer HQ is always there when we need support. As "vintage" Masters age cyclists we count on the products and equipment that helps us ride and recover. The older we get, proper fueling and recovery is more important than ever." - Robert S.

Hammer athlete, **Wendy Skean** powers through the cold and mud at the Old Man Winter Gravel race. Photo courtesy of Wendy Skean.

