

ENDURANCE

NEWS

BY HAMMER NUTRITION

#141 May / June / July / Aug 2025

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Creatine Boost

The Boost is Back!

Perils of Loading

It Does Not Work!

10 Tips

to Beat the Heat

Know Your Minimum

Calories Per Hour

BEING FRANK

A WORD FROM
BRIAN FRANK

“Let food be thy medicine, and medicine be thy food”. Hippocrates



Photo courtesy of Kevin Jacks.

Welcome to the 141st issue of this publication – our big summer issue that turned into our big new product issue. By the time you read this, we'll have 5 new, non-pill, supplements in stock. But really, one is a re-introduction of an old product, two are liquid variations of existing products and two are brand new, never been seen before. If we count the nut gel flavors in jugs and pre-filled flasks, the number of new products introduced so far this year would be even more.

Besides all of the usual great content submissions from clients, sponsored athletes, ambassadors, international distributors we've got letters and feedback to go with the key articles to help you get the most out of your diet, our products, your training and so

much more. We've also curated and updated our best articles, like the perils of loading, 10 tips to beat the heat and more. Be sure to read them all before your next event.

I realize that introducing 5 new products, mostly all at once may seem confusing or overwhelming, but I promise that was not my intention. Some, like the Hammer Greens, have been in the works for a long time and just happened to coincide with the arrival of the others. Creatine Boost was the opposite – single ingredient formula, widely available. It was 8 weeks from start to finish and there was no reason to wait to release this since I should have done it a couple of years ago.

However, the biggest driving force and reason to bring all of these out at once is that they are not pills. Having taken pills daily since I was 5-6, I only recently realized that 50% of the population does not prefer to take pills or won't take them at all. That's a lot of people needing supplements they are not getting. On top of that, I take 25-30 pills a day and not having to take even more to enjoy all of the benefits of these products is very appealing to me personally.

Besides the articles in this issue, here's a quick run down of the new products –

Creatine Boost – first introduced

in 1994 and discontinued in the late 90's. At that time, it's uses and known benefits were limited to anaerobic activities like strength training. A lot of our clients had less than positive experiences using it before and during endurance events. Cramping and poor muscular endurance were the main things they reported. So, I pulled it from the product line.

Little did we know, and that a massive volume of research has shown, that creatine has far more universal benefits and applications. It just has to be used correctly! That means it's ok to use it before anaerobic activities like weight lifting, but not endurance training. For aerobic exercise it should specifically be taken right after to aid in recovery and reduce inflammation, both local and general. It's benefits in protecting cognitive function puts it near the top of my list for a daily supplement. 5 grams per day is ideal to enjoy the entire suite of benefits this product confers and goes in my daily shake.

Liquid Enduromega – premium quality omega 3 fish oil. Back in the day, omega 3 products tasted pretty nasty and had a bad habit of “repeating” on you with fishy burps after consuming. So, soft gel capsules became popular,

but you have to take a lot to get the desired dosage. I used to take 6-8 of these big boys a day. Now, with this great tasting option, I am taking fewer pills and enjoying a higher dose by adding a tablespoon (3x the regular dosage of 1 teaspoon) in my daily shake.

Liquid Enduro D – Adding this to my daily shake reduced my pill count by another two. It's a great way to keep your Vitamin D levels up without taking pills, can be added to water or taken by mouth from the dropper, almost no taste at all, goes in my shake.

Hammer Greens – the long awaited replacement for our Phytomax green supplement. Since we were starting from scratch, I to do this product in powder and capsule form. It's got an amazing list of ingredients, is very reasonably priced and tastes great with just a bit of monk fruit added to sweeten it up. I put one or two servings in my daily shake, saves me taking 6 -12 capsules a day.

Last but not least, we have the new, new product, **Amino Age**. As you might expect, I've been experimenting with these aminos and liked the benefits. The research supporting them is impressive, to say the least. It offers extensive benefits in the areas of inflammation, antioxidant function and blood sugar stabilization. Be sure to read Steve's article on it to understand why this is probably a product you'll also want to add to your daily regimen, no pills needed. Also goes in my shake.

Enjoy the rest of this issue and pass it on to a friend or family member, along with your referral link.

Brian Frank

Brian Frank

Brian Frank
Owner and Founder of
Hammer Nutrition

Best Omega-3 Fish Oil



Hammer athlete Mitch DeYoung riding through the fields in Michigan.
Photo by James Lenon.

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- Reduces aches and soreness
- Pure essential fatty acids



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Hammer athlete Mason Klein in the Saudi Arabia Desert at the Dakar Rally in January 2025. Photo by Eduardo Bauer.

ENDURANCE NEWS

The informed athlete's advantage since 1993
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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: Hammer athlete Keller Norland. Photo by Trevor Witt. @Trev_itt

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CREATINE BOOST

by STEVE BORN

The boost is back and ready to benefit you big time!



- Maximizes recovery
- Reduces post-exercise soreness
- Powerful antioxidant support
- Multiple brain health benefits
- Supports cardiovascular health
- Protects against muscle and bone mass loss

An organic compound made from the amino acids arginine, glycine, and methionine, creatine is arguably the most popular and well-known athletic supplement in history. First discovered in 1832 by French scientist Michel Eugene Chevreul, creatine supplements became available to the general public in the early 1990's.

Since then, creatine has continued to be a “must have, must use” supplement for athletes involved in purely explosive strength and power types of exercise: weightlifters, bodybuilders, track and cycling sprinters, CrossFit athletes, football players, and others. Additionally, for all athletes, including endurance athletes, creatine is a staple during off-season weight training workouts, as its use permits the athlete to do more work during reps or sprints, leading to greater gains in strength, muscle mass, and performance.

How Creatine Boost benefits you - While most people tend to relegate creatine's use to the types of athletes mentioned above, or during off-season weight training, there are many benefits of creatine that all athletes can enjoy all season long. Creatine is also

proving to very much be a “go to” overall health supplement for all people (including older people), athletes, and non-athletes alike.

Helps muscle fibers heal and rebuild stronger post-exercise.

As we all know, exercise creates micro-tears in the muscle fibers. During the recovery period, we want these micro-tears to heal and become stronger. Creatine (protein as well) assists in this all-important process as it helps activate satellite cells—specialized stem cells located within skeletal muscles—which help the micro-tears heal.

Helps reduce exercise-induced soreness.

In one study involving well-trained runners competing in a 30k race, the researchers looked at inflammatory and muscle soreness markers—creatine kinase, lactate dehydrogenase, prostaglandin E2, and tumor necrosis factor-alpha—in the runners prior to and after the race. In the control group (no creatine), all the runners had sizable increases in all four inflammatory and muscle soreness markers, while the creatine-supplemented runners had significantly lower levels of all four markers. The researchers concluded, “These results indicate that creatine supplementation reduced cell damage and inflammation after an exhaustive, intense race.”

Hot tip: Prior to your key races, doing a 4-day load with Race Day Boost, and adding 1 serving of

Creatine Boost to one or two of the 4 daily loading doses on each of the 4 days of the load loading period may prove to be the perfect performance-enhancing AND recovery combination. Test in training first!

Has antioxidant properties.

Research has shown that creatine increases the activity of antioxidant enzymes and has the capability to eliminate reactive oxygen species (ROS) and reactive nitrogen species (RNS) free radicals. Creatine protects two different and important cellular targets, mitochondrial deoxyribonucleic acid (mtDNA) and RNA against oxidative damage. In addition, creatine has been shown to cause other related effects that help the cell to survive and function under oxidative stress.

Multiple brain health benefits.

The conclusion of a review of numerous brain specific studies with creatine supplementation (“Heads Up” for Creatine Supplementation and its Potential Applications for Brain Health and Function), states: “Creatine supplementation can increase brain creatine content, which over time may help explain some of the promising effects on measures of brain health and function. Specifically, creatine supplementation has been shown to improve measures of cognition and memory (primarily in aging adults) and decrease symptoms of sleep deprivation in human and animal populations. Creatine

supplementation also shows promise for alleviating some symptoms of TBI (Traumatic Brain Injury), including concussion, and characteristics of muscular dystrophy in humans. The efficacy of creatine for treating symptoms of depression and anxiety is also encouraging but clinical trials examining the effects of creatine (independent of pharmacological interventions) on these mood disorders are needed before a consensus can be reached.”

Cardiovascular health support.

While studies on creatine’s effects on healthy human hearts are still ongoing, in animal studies, creatine supplementation restored ATP levels in animals subjected to energy-reducing cardiac stress, while also reducing markers of heart muscle exhaustion. This beneficial effect was also seen in unstressed animals. Studies on humans with chronic congestive heart failure have shown that creatine supplementation increases creatine phosphate levels in their muscles, thus allowing them to perform significantly better on strength and endurance testing compared to those not supplementing with creatine.

Protection against age-related decrease in muscle mass and strength, and bone mass, aka sarcopenia. The abstract of a study (Effectiveness of Creatine Supplementation on Aging Muscle and Bone: Focus on Falls Prevention and Inflammation) states: “Sarcopenia, defined as the age-related decrease in muscle mass, strength, and physical performance, is associated with reduced bone mass and elevated low-grade inflammation. From a healthy



Hammer athlete Michelle McGee riding along in the Ruby Cycling Kit.

aging perspective, interventions that overcome sarcopenia are clinically relevant. Accumulating evidence suggests that exogenous creatine supplementation has the potential to increase aging muscle mass, muscle performance, and decrease the risk of falls and possibly attenuate inflammation and loss of bone mineral.”

The first time ever! One product, three categories!

In the 38+ year history of Hammer Nutrition, no product-supplement or fuel-fits perfectly within three categories. But Creatine Boost does, and here’s why:

- **Peak Performance** - This is a no-brainer, as creatine has always

been THE go-to supplement for off-season weight training and all strength-specific workouts and competitions. However, given that it has beneficial effects for recovery, that also solidifies Creatine Boost’s spot as a Peak Performance supplement.

- **Well Being** - With creatine having antioxidant properties, along with benefiting the brain and heart, while protecting against muscle mass and strength and bone mass, there’s no question that it has a rightful place in the Well Being category.

References available upon request.

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



LIFE IS AN ENDURANCE SPORT

JAKE DRYSDALE - THEN AND NOW

Hammering through Life | Then and NOW!

Thank you for helping keep Jake -- now Dr. Jake! -- Hammering, Healthy, & Happy these last 4 years at Oxford University.

In a victory lap last week, Jake successfully defended PhD Physics dissertation & helped Oxford run past Cambridge once again in the world's oldest collegiate Cross Country race!

Jake is now charging on to the National Renewable Energy Lab in Golden CO for 2025!

Jake collegiate career and academics were fueled by, **Endurolytes**, **Race Caps**, **Tissue Rejuvenator**, **Premium Insurance Caps**, **Mito Caps**,

Xobaline, **Super Anti-Oxidant**.

From Jake:

Cheers to more than 10 years of Hammering ON together! From high school cross country State Championship races to helping Oxford run past Cambridge in the world's oldest collegiate Cross Country rivalry to defending my Oxford PhD Physics dissertation to working on the next generation of solar nanotechnology @ U.S. National Renewable Energy Lab, Hammer Nutrition is my everyday go-to fuel.

Life is an Endurance Sport and **Hammer Whey**, **Fizz**, **Daily Essentials**, **Tissue Rejuvenator**, **Super Antioxidant**, **AO Booster**, & **Xobaline** help me stay healthy and in the race.

Charge ON & Hammer ON!



EDUARDO BAUER - DAKAR RALLY

Life at the Dakar Rally is hard for everyone, including us photographers. We spend hours and hours under the sun in the

desert, where the heat dehydrates you very quickly and you have to make sure you keep your energy levels in check.



This year with Hammer Nutrition products in our backpacks, keeping us energized and strong was a breeze!

We used **Endurolytes Fizz**, which are easy to take and incredibly

helpful in keeping our bodies hydrated.

Then **Hammer Gels**, which taste great and give a sustained energy boost, essential on long days spent in the desert walking and photographing fast action.

Vegan Protein Bars in a variety of flavors, which are very tasty and useful as a meal replacement when you find yourself in the middle of nowhere without the option of eating a full meal.

The quality and taste of these products amazed us and we look forward to stocking up at Hammer's again for future adventures!

SOS Video Series

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For over 38 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.

Possibly the most important informational tool you can own! This handy guide distills the knowledge we've gained through nearly three decades of rigorous research and field

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- *Practical, time-tested advice*
- *Clear, concise, information for peak performance*

Combine this guide with the Product Usage Manual which contains when and how to use every Hammer product for a winning combination, guaranteed!

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

We're here to help!

Brian Frank

Brian Frank, Owner



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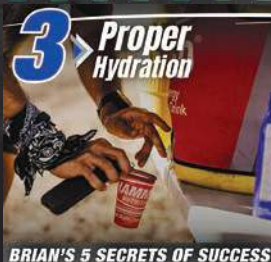
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RACE DIRECTOR TESTIMONIALS

Joyce Forier

Founder, Owner, and Race Director of Calico Racing in Las Vegas, NV

What sport do/did you compete in? And why are you passionate about it?

Running and Ironman Triathlon. As a life bucket list item, I ran my first marathon in 2002. I figured it would be one and done. Little did I know that it would become my life's work and passion. I started my company, Calico Racing in 2007. We direct ~10 running events annually throughout the Las Vegas valley with distances currently ranging from 5K to 51K (a play on the traditional 50K being our race is near Area 51). While producing events for others to test themselves, I've continued to compete as well. To date I've completed 183 marathons,

12 Ironman Triathlons, Ultra distances running events including a few 100 milers, a 250K self supported stage race in Madagascar, and a 200K stage race in Cambodia. I'm the 22nd woman/110th overall finisher of having completed a marathon in all 50 states in under 4 hours. I plan to run and compete for the rest of my life. My short-term goals that I am closing in on are:
1. Finish 100 marathons in under



4 hours (currently at 91)
2. Finish my second round of the 50 states marathon club (currently 33 into the second round) *Scan the code to continue reading online...*

Mike Ripley - Mudslinger Events

What sport do/did you compete in? And why are you passionate about it? Gran Fondo. Usually, I compete in Endurance MTB or Gravel once or twice a year as time

allows, but this was too scenic of a ride to pass up; plus, I got to sample Whistler Bike Park and will be back for a more comprehensive MTB experience.

Why do you continue to partner with Hammer to fuel your events? Because Hammer Nutrition products work, we feel like we are part of a family working with Hammer Nutrition.

How long have you been Hammering: 37 years

How long has your event partnered with Hammer: 10 Plus

Your go-to Hammer products: Heed, Perpetuem Blocks, Mito Caps, Super AO, Endurolyte Extreme Powder.

Favorite memory as a Race Director? Witnessing cyclists and runners finish what they start. My first event to RD was in 1991 at the Mudslinger XC, as a family business in 2003, so one memory does not stand out; rather, the joy and excitement, pain, success, failure at times, and the journey our athletes experience drive me to give our best back to each one of them.



Scott Scholz of Zone 5 Promotions

Events: Echo Red to Red, Bonecrusher, Washougal MTB, WA 24/12, and the Harvest Cyclocross Series (8-10 races a season).

What sport do/did you compete in? And why are you passionate about it? I used to be on a road team. I fell out of love with that discipline but was saved by cyclocross and mountain bike racing.

I'm most passionate about creating a pathway for junior development. WA, OR, and ID are in a USAC points paying desert in regards to mountain bike and cyclocross racing. My goal as a promoter is to re-write that script.

How long have you been Hammering? I'm in my 40's now but I remember using Hammer Gel when I was in my early 20's!

How long have your events partnered with Hammer: Relatively new to the promoter scene, but going on 4 years now!

Your go-to Hammer products: FIZZ Endurolytes. No question! I sweat like it's no one's business. If I'm racing XC I'll have 2x Hammer GELS in my jersey pocket. If I'm racing short track or cyclocross I'm downing a gel during my warm up so when that whistle blows I'm ready to kick from the gun. Works for me. I recently started taking the **Hammer Broad-Spectrum CBD Softgels** as a recovery aid. One of my biggest weaknesses is getting enough sleep. We all react differently to things we put in our body. It's important you find what works for you.

Why do you continue to partner



with Hammer to fuel your events? I cheekily like to partner with companies that I personally use. And that I'm a big fan of. Hammer has been loyal and believes in our efforts. And that sentiment is a 100% reciprocal. *Scan the code to continue reading online...*

Tanya Campbell - Seasons of Rothrock Adventures



As the Race Director for SEASONS OF ROTHROCK ADVENTURES, Tanya Campbell is at the forefront of organizing exhilarating mountain bike and gravel bike events. With 6 years of experience in this role, Tanya's passion for cycling runs deep. She finds cycling to be a liberating pursuit that allows her to connect with nature and push her own limits.

Tanya's partnership with Hammer extends back 4 years, during which time she has developed

a deep appreciation for their products. Among her favorites are the Recoverite for post-ride recovery, particularly the Cafe Latte flavor with almond milk after a challenging summer ride. Additionally, she relies on the Oatmeal Apple Bar for its sustaining energy during endurance races or as a pick-me-up snack, as well as Liquid Endurance for race preparation, and Caffeinated gels for both racing and training.

When asked about her reasons for partnering with Hammer, Tanya emphasizes the exceptional support she has received from Flav at Hammer. She values the



quality products that keep her and her team fueled, but also the enduring relationships that have developed over the years. Loyalty plays a significant role in her decision to align with a company

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10 TIPS TO BEAT THE HEAT

by HAMMER NUTRITION STAFF

Simple strategies to hammer strong in rising temperatures

by STEVE BORN

Summer weather extremes can make a tough race even tougher. Not only can the heat put a damper on your finish time, but it also can result in serious medical problems if you do not prepare and respond properly. Take these simple but important precautions to beat the heat and finish strong.

1) Train in the heat. Heat acclimatization and fitness reduce fluid and electrolyte losses by up to 50%.

2) Stay properly hydrated all day long. Since approximately 60% of your body is comprised of water, it's vitally important to maintain optimal hydration status all day long, especially if you're going to be exercising in hot weather. Unfortunately, many people live in a state of perpetual dehydration, and that negatively affects their athletic performance and health. Starting now, gradually increase your fluid intake — primarily from pure, clean water — so that the total number of ounces you're drinking on a daily basis equals 0.5 to 0.6 your body weight in pounds (e.g., a 150-lb athlete should consume 75- 90 ounces of fluids daily, in addition to what is being consumed during exercise).

3) Drink an appropriate amount of fluids during exercise. Don't assume that you can drink unlimited amounts of water or fluid during exercise and that all of it will be absorbed, with the excess excreted in sweat or urine. You

will instead bloat, overly dilute your blood, and perhaps even develop water intoxication (i.e. hyponatremia). Keep fluid intake during exercise between 20-25 ounces per hour, plus or minus 3-4 ounces, depending on your weight and the weather. If you feel you need more fluids than what you normally consume, experiment in training, keeping in mind that you will require additional electrolytes to match your increased fluid intake.

4) Increase your Endurolytes dose or use Endurolytes Extreme. If you're exercising in weather that you're not yet acclimated to, your electrolyte losses will be higher than normal, so you will either have to increase your intake of Endurolytes or use Endurolytes Extreme. The same applies if you have unusually high sweat rates, often due to high dietary sodium intake.

5) Avoid foods and fuels that contain short-chain carbohydrates. Simple-sugar-based fuels require more fluids and electrolytes for digestive purposes. Stick with the complex carbohydrates (maltodextrin) in Hammer Nutrition's fuels. Also, remember that in hot weather, your ability to process calories will most likely diminish; adjust your caloric intake accordingly.

6) Use Liquid Endurance prior to your hot-weather workouts and events. Glycerol, the active



ingredient in this one-of-a-kind product, safely and effectively prepares your body for heat exposure by maximizing intercellular water levels, to be called upon as needed during activity. Liquid Endurance minimizes the potential for dehydration, significantly increases cooling efficiency, and improves thermoregulation, all of which maximize exercise performance in hot weather.

7) Pace yourself accordingly. If the weather is hot, and especially if you're not acclimated, it can't be "business as usual" when it comes to your pace. Until your body adjusts to the heat, slow down in deference to the weather.

8) Use caffeine with caution. Used properly and sparingly, caffeine has impressive ergogenic benefits. However, it is believed to have diuretic properties, which may deplete fluid stores more rapidly. Caffeine is also a central nervous stimulant, which may increase your heart rate, making it work even harder in the heat.

9.) Get wet. During the hottest weather conditions, sponge yourself off with cold water while taking short periodic breaks from race pace.

10.) Know the symptoms of overhydration and dehydration. Stop immediately if you feel lightheaded or queasy or get dry chills. No race or training is worth compromising your health. EN

Athlete Mike Fitzgerald at the High Cascades 100 Mudslinger race.
Photo by @frizzstudio.

Find this article
and a wide knowledge
base of information
on our website at:
hammernutrition.com



Premium Plant Protein Power



Hammer athlete Tor Gudmundsen at the 2024 grandmaster ultras.

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"Hammer offers a comprehensive product line free of sugars and other 'junk'."
- Amy T



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Letters from Hammer Clients



ROGER PEEBLES

DEAR HAMMER,

I wanted to write and tell you what your products helped me to accomplish this past September. I turned 60 years old last year and have been cycling since 1988. The self-organized event I created was to celebrate the ability to have the great health to achieve something that would stretch me. With the help of a younger friend that came along with me, we rode a bike century

(100 miles) in six states, in six days. The “Triple 666 Project” was a success and I was able to achieve what I set out to do by finishing in my hometown at our annual Dam2Dam in Wabash, IN that I’ve been a part of for the last 15 years.

Among the products that got me through the over 600 miles were Perpetuem, Heed, Anti-Fatigue Caps, Endurolytes and the Premium Insurance Caps!

I am not a professional athlete and actually farm corn and soybeans for my living so I would like to think this was all achieved from determination and the ability to stay on top of my nutritional needs.

Thanks for the great products!

The six states in order were Wisconsin, Minnesota, Iowa, Missouri, Illinois and Indiana.

I guess we could have named the challenge the Quad 6, since we had 6 products from Hammer involved.

- Roger Peebles



EMILY POKROP

DEAR HAMMER,

I wanted to write to you to attempt to explain the recognizable difference your products have made in my performance. I am a 33-year-old Cardiothoracic ICU RN and retired college swimmer who regularly runs races, competes in Hyrox and other fitness competitions, and swims on a Masters team. I have noticed a marked change in my recovery when taking the Tissue Recovery after my long runs and multiple-workout days. I am rarely sore the next day, and I am noticeably less fatigued for work the next day. Additionally, the BCAAs, the Endurolytes, Race Day Prep, and the Preworkout Ignitor have improved my road race times. I am seeing 20-30 second differences per miles on the days I use the supplements versus the days I do not.

I have started to bring your products to my female run group and share them, and I have received feedback such as "those must work! I feel great!" On a day we ran 10 miles.

I am passionate and enthusiastic about your products because I can feel the difference, and I can see it in my race times.

I would be willing to work with you to promote your product or to try other supplements that I may not have ordered that may help me.

Thank you for your quality work.

- Emily Pokrop

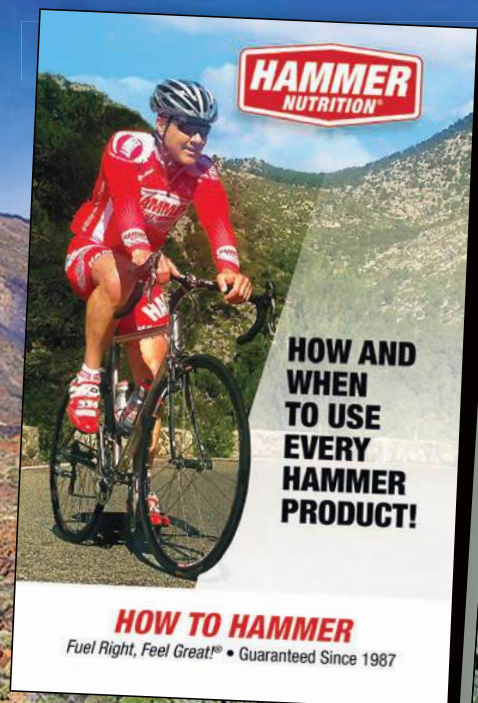
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Drop us a line, share a tip, or tell us about your latest adventure.

support@hammernutrition.com

HOW TO HAMMER

Comprehensive Product Usage Manual



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hammernutrition.com/how-to-hammer

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.

Letters from Hammer Clients

Continued...

PATRICK CAFFREY

DEAR HAMMER,

From couch to contender.....at my local group ride:-).

I rolled off the sofa, a year and three months ago to start cycling after just retiring. Since then I have lost 30 pounds, increased my FTP over 50%, and gained



enough form to be able to mix it up at my local group rides. I started my journey by getting a coach, and quickly realized that I would need help with nutrition. With so many options out there, and so many of them being worthless, it was so confusing and overwhelming. After much research, thankfully I found Hammer. They make it easy to create a comprehensive

complete program that suits my needs. Since that time, I have received much help from Mackenzie and Steve in continuing to develop my nutritional program from HAMMER. The following are some of the great lessons learned and the benefits gained.

1. The foods available to us make it practically impossible to meet our nutritional needs.
 2. Steve, Mackenzie, and the videos provided on the products helped me create a nutritional program that continues to evolve as my training and fitness continues to elevate.
 3. For me, the nutritional products significantly curved my appetite and allowed me to lose 30 pounds without ever going hungry.
 4. It also changed my appetite. It was easy to stop eating junk food, soda and other things that were not good for me.
 5. ALSO: the nutritional program of supplements that Steve & MacKenzie helped me develop has allowed me to train over the last 15 months without missing one workout. I train 6 days a week. Equally important, I have been able to do each training session at the prescribed effort. I have not missed or "mailed in" any effort. Everything has been as prescribed.
- I am at my optimum weight, and I am able to give a full effort each and every day giving me great peace of mind that I am leaving no stone unturned, and I am maximizing all of my abilities, humble, as they are.

Thanks to all at HAMMER NUTRITION for helping me become the best cyclist I can be and enjoying the ride.

- Patrick Caffrey

TOM LIEBL

DEAR HAMMER,

I have been an athlete with Hammer for a long time and even though I am now in my mid 60's and the racing status on my bike has changed, you have continued to "keep me on the payroll" and I am so blessed to have you do that for me. I decided to enter the World Championship Shovel Racing Competition last week in Angel Fire New Mexico and felt it very important to continue to "Fly The Hammer Colors on race day. A very different event than endurance mountain bike racing but had a blast and hopefully got some press time for my Hammer family. Trying to send you a picture and hopefully you get it in a separate email Thanks again, Tom Liebl--forever Hammer grateful. *- Tom Liebl*



DARRELL VREUGDENHIL

DEAR HAMMER,

April 23 this year will mark my 76th birthday. I am mostly trying to age as gracefully and healthily as possible. I have been an amateur competitive athlete my entire life, and staying physically fit has always been a priority for me. My greatest athletic achievements have been in rowing and cycling. Rowing:



1973-1984 as a member of the the US National Team at various international and national events(World Championships, Olympics, PanAm Games, National Championships, etc). Cycling: 1984-2001 in age-graded Masters Cycling(Road, Track, Cyclocross, Mountain Bike) in local events and National Championships. Since 2001 I have continued to compete in some rowing events (Head of the Charles, Head of the Schuylkill, etc) and some long distance cycling events(Tushar Crusher, UnPaved Susquehanna, Coast to Coast Michigan, Iceman Challenge, etc). In addition, my primary non-competitive athletic passion has always been alpine skiing; and this has become especially true in my retirement years. I am at the local YMCA almost every day working on my functional strength, mobility, and balance in Yoga and Fitness classes. After two knee replacement surgeries in the last three years and four ablation procedures for AFib in the last 10 years, I am continuing to enjoy my athletic activities in a slower, more relaxed, non-competitive manner.

Nutritionally, I feel that vitamin and mineral supplements are helpful with a good nutritional diet. There is always a scoop of HEED in my water bottle during any fitness activity. I'm not sure how long I have been using Hammer Nutrition products, but it definitely goes back to my bike racing days in the mid-1990's.

SEND US YOUR LETTERS!

Drop us a line, share a tip, or tell us about your latest adventure.

support@hammernutrition.com



Improve joint health & reduce soreness

Hammer athlete Piper Sheldon in her Ruby Voler Kit.
Photo by Way Tay Images.

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



"I have been using and turning friends over the age of 30 onto this great product for years ! I tell them to buy it, and if they don't like it, I'll buy it from them. I've never bought it from anyone, all very happy!"
Anonymous.



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Perils of Loading

IT DOES NOT WORK! by BRIAN FRANK



When you have a big event, competition, or adventure, **DO NOT** attempt to load carbohydrates, water, or sodium.

You have almost certainly heard experts and veteran athletes say you should “race like you train” and “never try something new on race day,” right? Evidently, most athletes don’t think this applies to the days leading up to the event as well. I constantly see athletes massively changing their calorie, fluid, and sodium intake just before a big endurance event. These practices contradict the old adages and human physiology! Maintaining constant calorie,

fluid, and sodium intake while simultaneously reducing expenditures in the taper phase leading up to your event allows you to “load” all of these things as much as possible.

Hopefully, you have read our fueling booklet, *SOS: 5 Secrets of Success*, and incorporated those practices immediately prior to, during, and after your training and racing routine. But what do you do 72 hours prior to racing? Keep reading for the answers.

In the old days, athletes were erroneously told that consuming copious amounts

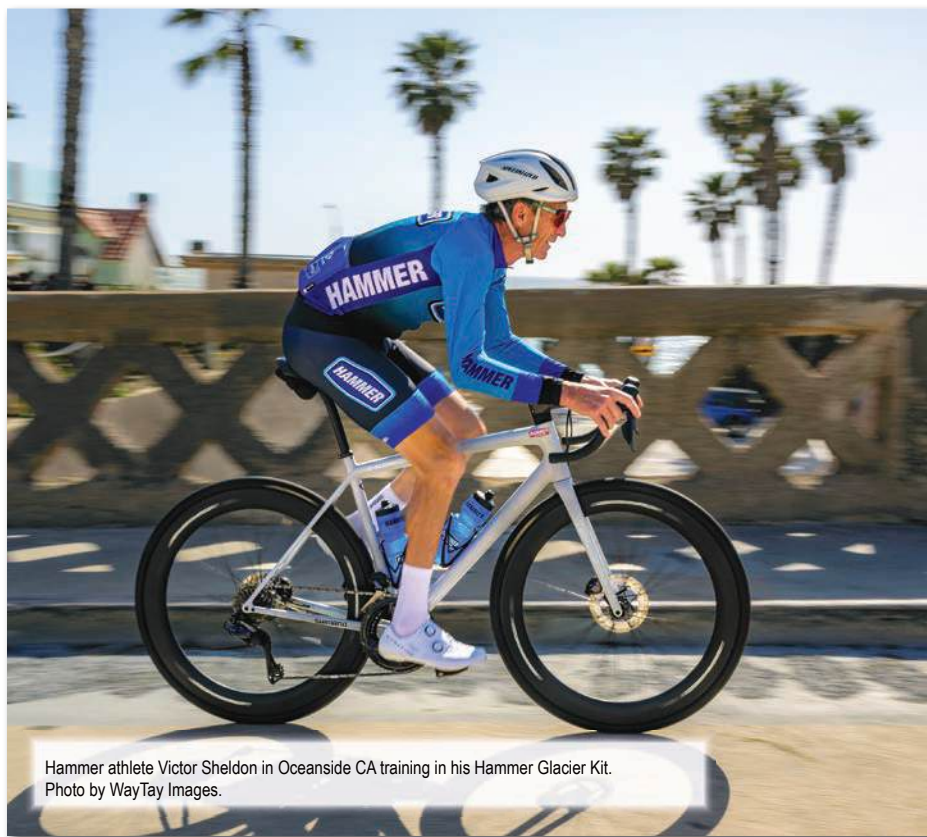
of calories, fluid, and sodium during endurance events would allow them to achieve optimum performance. In the 80s, 400–600 calories, 40–60 ounces of fluids, and 1–3 grams of sodium per hour were recommended. Whenever exercise or competition went beyond three hours, stomach and GI problems were almost universal. Today, it’s rare to find anyone still advocating these crazy numbers, at least in the U.S. Europe and Asia are another story.

As you know, if you have read our literature, we recommend hourly intakes of 120–180 calories, 20–25 oz of fluids, and 400–600 mg of salt (as part of a full-spectrum electrolyte replenishment product) as more reasonable and effective. We’ve been advocating this for three decades, and these numbers are now more or less the accepted wisdom.

Unfortunately, the myths regarding “loading” in the days leading up to a big, hot event are still surprisingly pervasive. So, let me dispel this one more time to help you avoid making these mistakes this year and beyond.

CARBS

We typically eat too much already. Increasing calorie intake during days of lower physical activity before an event only makes more work, fills your stomach and intestines, and likely leads to increased fat storage.



Hammer athlete Victor Sheldon in Oceanside CA training in his Hammer Glacier Kit.
Photo by WayTay Images.

WATER

We are not camels and cannot store water. Suddenly, increasing daily intake by more than 10% will overly dilute the sodium and other electrolytes in your blood, which increases the potential for serious issues associated with hyponatremia. Additionally, all that unnecessary water will excessively fill your bladder, causing you to prematurely lose electrolytes courtesy of frequent elimination.

That said, there is a way to maximize cellular fluid storage, and that's via the glycerol component in Liquid Endurance. Glycerol is a naturally produced metabolite of fatty-acid oxidation, and it absorbs rapidly when taken with water or sports drinks, increasing the water content in blood, cells, and extracellular spaces. All three of these compartments contribute to sweat volume, resulting in a significant increase in cooling efficiency during prolonged exercise.

The key to maximizing—not over-supplying, but naturally maximizing—how much fluid the cells can hold is to use a specific amount of Liquid Endurance in a specific amount of water (ranging from 16–28 ounces) for a three-day period prior to a hot-weather workout or event. Follow product dosing instructions for best results.

SODIUM

Again, we typically consume too much. Increasing it even more will not improve heat tolerance. In fact, consuming too much sodium puts the body into survival mode, where it seeks to jettison the excess to avoid toxicity. Whatever your normal daily sodium intake in the weeks prior to an event, keep it the same all the way up to the race start. Then, from the start of the event, consume reasonable amounts of sodium throughout as part of a well-balanced, full-spectrum electrolyte replenishment product such as any one of the Endurolytes products.

Find this article and a wide knowledge base of information on our website at:
hammernutrition.com



Best Omega-3 Fish Oil



Hammer athlete Mitch DeYoung riding through the fields in Michigan.
Photo by James Lenon.

- Concentrated, no-capsule formula
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- Reduces aches and soreness
- Pure essential fatty acids



"I feel much more energy and more balanced hormones. This product goes highly recommend!" - Holly H.



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Ask Hammer



Matt Trethric with the Hammer Nutrition 53x11 Cycling Team leading the pack.

Ask Hammer

by STEVE BORN

QUESTION

I see a new nutrient in Mito Caps called ergothioneine. Why did you include it in the formula?

ANSWER

Ergothioneine (pronounced er-go-THIGH-oh-noon) is an amino acid found primarily in mushrooms, and it is natural for inclusion in Mito Caps. Interestingly, perhaps the biggest research paper on ergothioneine was written by Dr. Bruce Ames, whose original studies on mitochondrial health are the reason why Mito Caps exist.

Some (of many) Studies

One study compared the average daily intake of ergothioneine among several developed

countries. The countries with the lowest intake, such as the United States, had a lower average life expectancy. [1]

Additional studies are showing that higher blood levels of ergothioneine are associated with lower incidence of:

Cardiovascular disease [2]

Cognitive decline/mild cognitive impairment [3]

Parkinson's disease [4]

Crohn's disease [5]

Supports Mitochondrial Health

Ergothioneine has a sulfur-containing group that puts it in a class related to glutathione, one of the most powerful antioxidants produced in the body. In cells, ergothioneine concentrates

Ask Hammer

in the mitochondria, an organelle vulnerable to oxidative stress. Preclinical evidence shows that ergothioneine can help neutralize oxidizing compounds before they damage mitochondria and other cellular structures. [6-9]

Maintaining Longer Telomeres

Another contributor to the aging process is the loss of telomere structure, the protective caps on the ends of chromosomes. [10] With advancing age, these structures are shortened, which is a marker of cellular aging, loss of function, and eventual cell death. A study published in 2020 found that ergothioneine significantly reduced the rate of telomere shortening and decreased the number of short telomeres in cells exposed to oxidative stress conditions. [11]

Summary

One piece of research [12] concludes: "High plasma ergothioneine levels have been associated with significantly reduced cardiovascular mortality, and overall mortality, risks in humans." Needless to say, this is one powerfully beneficial nutrient that adds even more health benefits to the already potent Mito Caps formula. A daily dose of 3 capsules of Mito Caps will supply you with an excellent amount of 6mg of ergothioneine. **EN**



Potent multivitamin & mineral complex



Hammer Team member Margie Malaga. Photo by Mackenzie Grover.

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



"The best supplements of all time. Great service." - Scott V.

Potent Dietary Support
Multi-Vitamin



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Ultimate Superfood Blend for Superior Health

It's always been a real challenge to provide our bodies with sufficient amounts of fruits, vegetables, and other healthy compounds it needs to perform optimally and enjoy superior health. Not any longer! While we will always advocate a diet containing organic, whole fruits and vegetables, we understand that this is not always possible. And even if you do consume fruits and vegetables, you're most likely not getting sufficient amounts to truly fulfill your body's needs. In addition, given how busy we all are on a daily basis, chances are we don't have enough opportunities to put together a high-quality sit-down meal.

That's precisely where Hammer Greens comes in! Loaded with efficacious amounts of fruits, vegetables, herbs, and other "super foods", it is the easy way to bolster your daily intake, helping to ensure that your body receives the quality nutrition it craves and needs. Bonus! Hammer Greens tastes good!

HOT TIP: For the ultimate health-benefitting drink you'll ever consume, mix 1 serving of Hammer Greens in water with 1 serving of Amino Age, 1 serving of Creatine Boost, and 1 serving of Liquid EndurOmega.

The Hammer Greens Formula

No less than 16 super-healthy components, all in efficacious amounts (no "window dressing" amounts here!), make up the unique and powerfully beneficial Hammer Greens formula. Here is a bit of information about each of these health-benefiting ingredients,

and you'll find even more info for each of them on our website.

Alfalfa Grass Powder - Several animal studies have found that alfalfa appears to improve cardiometabolic health and metabolic systems.

Apple Fiber - Apples contain both soluble and insoluble fiber, both of which support gut health and more.

Apple Pectin - Supports healthy digestion and overall gut health by acting as a prebiotic, and also via its potential to bind to heavy metals in the GI tract.

Asparagus Powder - High in quercetin, a flavonoid that has antioxidant properties and helps reduce aches and soreness.

Barley Grass Powder - Because of its insoluble fiber content, barley grass (gluten free) helps support healthy blood sugar levels.

Beet Juice Powder - Rich source of nitrates, which the body converts to nitric oxide (NO). Increased NO levels help relax the blood vessels, causing them to widen, which increases blood flow for improved oxygen/nutrient delivery.

Broccoli Juice Powder - Contains high amounts of glucoraphanin, which is converted into sulforaphane, whose benefits are numerous and wide ranging.

Brussels Sprout Powder - Its main bioactive compounds, glucosinolates, are broken down to produce isothiocyanates, which have shown promising anti-cancer properties.

Chlorella - Perhaps the most vitamin- and mineral-dense "green

food" there is, which includes a complete B vitamin profile.

Horsetail Leaf - A rich plant-based source of the trace mineral silica that helps form the building blocks of collagen.

Artichoke Powder - Arguably the most liver-protecting fruit or vegetable there is, artichokes are loaded with multiple compounds that benefit many areas of health.

Kale Leaf - Rich in polyphenols and flavonoids—especially quercetin and kaempferol—and other antioxidant compounds.

Parsley Leaf - Another plant that is loaded with antioxidant compounds, in particular myricetin and apigenin.

Pineapple Fruit Powder - contains bromelain, a digestive enzyme that helps break down protein and aid digestion, while also having strong anti-inflammatory properties.

Spinach Leaf - Contains "eye health" compounds, lutein and zeaxanthin. Another nitrate-containing food, to help boost nitric oxide (NO) levels in the body.

Spirulina Powder - An excellent source of chlorophyll and essential fatty acids, and is also considered to be a blood-building food, primarily due to its phycocyanin content.



Please scan the code to read the full article on our website at: hammernutrition.com

Ultimate Superfood Blend for Superior Health



Hammer athlete Alex Meyers. Photo by Andrew Santoro.

- 16 different fruits, vegetables, herbs, and other “super foods”
- Easy way to get the “green” nutrition you need
- Vitamin- and mineral-rich
- Loaded with numerous health-benefitting compounds



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The Amino Age Formula

by STEVE BORN



Athlete Ron Vaillancourt in his Glacier Enduro Jersey competing at a local Obstacle Course Race (OCR).

We spent a very long time researching and reviewing all of the amino acids for possible inclusion in the Amino Age formula. We ended up selecting the four listed below because we found that, more than all the others, each of them provides multiple benefits—all of which are truly extraordinary—in addressing numerous areas in human health. Read on and you'll see why!

Glycine (6,000mg)

Though this is the simplest and smallest amino acid, the benefits it provides are anything but simple and small. Here are but a few:

Reduces aches and soreness and helps protect against chronic inflammation. Chronic inflammation is a sustained

inflammatory state that persists for an extended period, potentially causing damage to tissues and organs. Research has shown that glycine acts in a dual fashion, inhibiting the production of pro-inflammatory cytokines such as TNF- α , IL-6, and IL-1 β , while increasing the anti-inflammatory cytokine IL-10.

Precursor to glutathione, one of the most powerful antioxidants there is. Research states, "Hence, joint supplementation with NAC [N-acetyl cysteine, another component in Amino Age] and glycine could be expected to collaborate in stimulating glutathione production.

Helps improve gut health. Numerous research reports that a deficiency in glycine is

associated with oxidative damage and impairment of the intestinal barrier, which can be corrected by supplementation with glycine.

Supports the body's production of collagen. Collagen is the most abundant protein in your body and is the primary building block of skin, bones, muscles, ligaments, tendons, and other connective tissues. As glycine is a major component in collagen, it's important to supplement with glycine to support bodily production of collagen.

May improve liver function. In male Wistar rat models of alcohol-induced liver damage, glycine supplementation alleviated damage from alcohol-induced liver injury. Another study demonstrated increased

fatty acid oxidation and increased glutathione synthesis in the livers of mice with non-alcohol-induced liver injury. These results demonstrate that glycine acts on the liver, protecting it from long-term damage.

Taurine (4,000 mg)

Let's defer to what researchers say about this amino acid, the most abundant one in the human body, and you'll know why it's a crucial component in Amino Age... "Considering its broad distribution, its many cytoprotective attributes, and its functional significance in cell development, nutrition, and survival, taurine is undoubtedly one of the most essential substances in the body." Other researchers refer to taurine as "a wonder molecule." Given that older adults, on average, have 80% less taurine than young, healthy adults, and with one study naming taurine deficiency a "driver of aging", supplementation with taurine isn't just a good idea, it's a necessity!

Powerful protection against type II diabetes. Animal studies show that supplementation with taurine can help reduce the onset of type II diabetes. Additionally, studies with diabetic rats have shown that taurine helps support heart function by protecting against heart damage via its ability to increase glucose transport into heart muscle cells, thus lowering blood glucose levels.

Superb heart health nutrient. Taurine supplementation helps improve circulation, lower blood pressure, reduce arterial thickening, and enhance the beneficial effects of increased nitric oxide levels.

Outstanding "eye health" nutrient. While taurine is found in very high concentrations in the retina, it declines significantly with age. Strong evidence shows that taurine is vital in maintaining optimal retinal function; thus, supplementation with taurine helps to maintain optimal retinal function.

Hugely beneficial for liver health. Both alcoholic and non-alcoholic fatty liver diseases can progress to cirrhosis and liver failure. Studies show that taurine protects liver cells against free radicals and toxins, which helps reduce the severity of oxidative stress-induced liver injury.

Interesting Note: In one study, elderly mice supplemented daily with taurine increased life expectancy up to 25%, compared to a placebo. Similar results were found in rhesus monkeys supplemented with taurine.

Special Note: With taurine having a wealth of athletic performance enhancing benefits to go with its overall health benefits, it is perfectly acceptable to use Amino Age with our other taurine-containing products, Fully Charged and Cherry Bomb HEED

N-Acetyl L-Cysteine/NAC (600mg)

N-Acetyl-L-Cysteine (NAC) is the



Hammer athlete Zandy Mangold pushing his way through the Boston Marathon in April.

bioactive form of the amino acid cysteine and is readily assimilated into the body from the intestine. Here are some of the benefits it provides:

Boosts glutathione levels in the body. NAC is basically able to do this on its own. However, along with the glycine in Amino Age, this process is supported in even greater ways. As glutathione is arguably the body's most powerful antioxidant—supplying numerous benefits of its own—maintaining optimal glutathione levels is vital.

References available upon request.

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



Supreme Quality of Life Formula



Hammer athlete Gabrielle Suver enjoying a training session in the pool. Photo by John Riordan.

- Enhances multiple areas of overall health
- Promotes full-body wellness
- Boosts bodily antioxidants
- Supports healthy mitochondria and cell renewal



I love Hammer Nutrition! Everything we buy works just as advertised. Thank you!
- Justin D.



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The ORIGINAL Non-Acidic Sports Drink

Athlete at the Hammer sponsored Mudslinger events. Photo by frizzstudio.

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

- Lemon Lime
- Orange
- Melon
- Cherry Bomb*
- Strawberry

*Contains Caffeine



I rely on Heed along with several Hammer fuel products when I ride such as Perpetuem, Gels, fizz tabs. Heed is a full package refreshing drink with electrolytes needed for hot or long efforts and some quickly available fuel that helps keep my edge whenever I am training or racing. I am very pleased with the 2.0 lemon-lime and orange flavors. - Nick F.

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#howihammer



@compassion.activist



Beautiful run today up and down the mountains. It's been way too warm lately and the nope ropes are hanging out on the trails taking in the warm sun. Thankfully I had this Hammer Gel that kept my energy high and ready to jump over those snakes that looked like sticks. Have a beautiful day everyone. #howihammer



@jb_four



Great training run this morning in Dade City, Florida - I love supporting the Tampa Bay Trail running community! So many great humans and supportive runners. It's also great to support the @skunkapeevents races! The sun was definitely a little hotter than Ohio, but I got some time on my feet, had a supportive crew, and loved getting back on the trails! Thanks! #howihammer



@jet_boy



Stop.. Hammer time. Over the last couple years I've gotten heavily into cross country cycling and along with those long rides comes fueling properly to be able to successfully ride 3hrs or more. I've tested all sorts of products to help me run the pace for that long and am excited to hammer the nail on my nutrition plan for 25. #howihammer



@chefchristopherlamagna



351 - Day 1 - Lake George —> Schodack Center
75 miles down with a whole lot of love, smiles, and epic vibes. Time to rest and get back to work tomorrow morning for day two. #howihammer

Where “Social” is SOCIAL, NOT Sales!



@jakevanlue



Had better weather today and an hour of free time. Got some form work in and am finishing up with whey protein. #howihammer



@uncle_bns_rice



1st Place in my first OCR race this 2025 season wasn't pretty, it was gritty. That was the theme of FIT Challenge OCR 5k this weekend. 3.1 miles with 1000ft of elevation gain, and obstacles. A huge thank you to @hammernutrition for the fuel, particularly the tropical energy gels allowed me to perform to my potential to still be able to pull out the win despite things going wrong! #howihammer



@cccmtbteam



What an AMAZING day for a team ride!! The team is riding strong and already looking forward to the next race! Goooo CCC! Team Sponsors: @mikesbikes @bicycletrailsCouncil @hammernutrition #howihammer



Tatiana Luisi @tatiana.luisi



Did you know that nutrient absorption is key to your performance? EnduroZyme by @hammernutrition is a digestive enzyme complex designed to improve the absorption of proteins, fats, and carbohydrates. If you want better digestion and maximum performance, try EnduroZyme #howihammer



WATCH AND LEARN

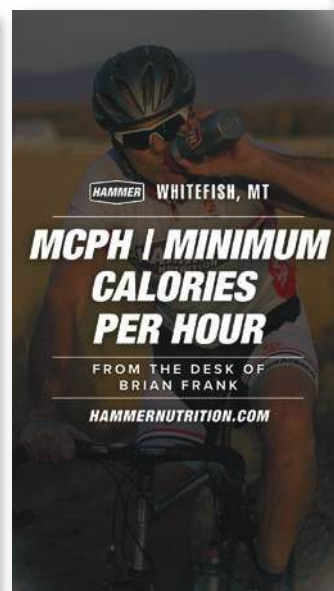
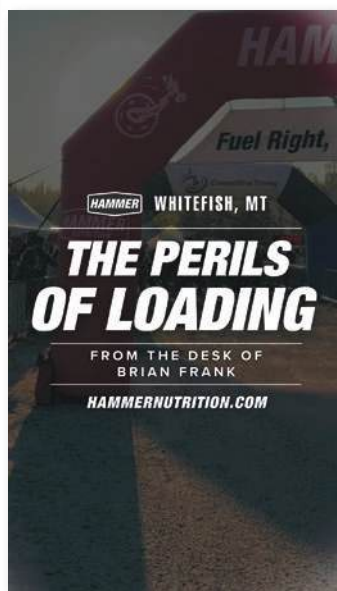
We now offer more ways to learn about all of your favorite products and winning fueling protocols on our website.



Follow along with **KNOWLEDGE** and **EXPERT ADVICE** from Hammer owner and founder, Brian Frank, as well as other seasoned Hammer Athlete contributors.



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**WE ACTUALLY LIKE TO HEAR
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Brian Frank manning the customer service lines here at Hammer headquarters.



PHONE - Call 800.336.1977 - speak with a friendly staff member eager to help you



LIVE CHAT - Chat with a real, friendly client advisor at hammernutrition.com during business hours



EMAIL - Email us anytime for prompt and courteous service at support@hammernutrition.com



VISIT HQ - we love to give tours of our campus. If you get to the Flathead Valley, please stop by!

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Recent 5 Star Reviews



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.

"A perfect product - Recoverite is the best recovery drink I have ever used. It goes down super easy, is easy to mix, and tastes great, avoiding the chalkiness that so often plagues recovery mixes. My favorite flavor is the Strawberry, But orange is a close second. HIGHLY recommended." - **Grant E.**

"Daily Must Have - Living in the desert southwest, Fizz is a daily must regardless of training schedule when the temperatures get hot, keeping those electrolyte levels up are key!" - **Ryan I.**

"Real food. Real tasty! - Hammer gels and Perpetuem are my go-tos for high intensity training and races. But I love these bars as a real/whole food addition for my longer or all-day efforts or recreational activities like hiking. It's hard to pick a favorite flavor... glad there's a sampler pack for indecisive folks like me ;)" - **Naomi**

"AMAZING! - Bergamo Sleeveless Running Shirt is so soft, so comfortable, so light, and so stylish!! My new favorite tankless running shirt!" - **Al G.**



Hammer athlete Nick Bianchini in the Outlands Endurance Race Folsom Lake CA. Photo by @paigewinslowphotos.



Hammer team member Camryn Lingle sporting the Glacier Cache Bib and boosting through the slick rock in southern Utah.

- Reduces post-exercise soreness
- Powerful antioxidant support
- Multiple brain health benefits
- Protects against muscle and bone mass loss
- Patented German Creatine

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bodybuilders - it's
for EVERYONE**



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Enjoy all of the many benefits



If you want the best, you want Hammer CBD. Derived from organically grown, non-GMO, USA-raised hemp. It's the purest, most bioavailable CBD oil on the planet! Learn more about Hammer CBD with an abundance of articles, product facts, and details on our website.



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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.

NEW SUPPLEMENTS ARE HERE! Hammer Creatine Boost

Once the sole domain of bodybuilding and weight-training/strength athletes, research over the past several years shows that creatine monohydrate supplies a wide range of general health benefits for all to enjoy. And because only the best will do, Hammer Creatine Boost contains Creapure® creatine monohydrate produced by Alzchem Trostberg GmbH in Germany.



EndurOmega - New “Non Pill” Supplement



For those who have difficulty swallowing pills, or for those who want a higher dose of omega-3's (1 tsp = 1400mg) without having to take more capsules, EndurOmega, now in liquid form, is for you! Add to your protein shakes or take it straight. With a light natural lemon flavor added, the taste of Liquid EndurOmega is very mild and easy to swallow—no overwhelming fishy taste at all.



Hammer Greens

Providing your body with sufficient amounts of fruits, vegetables, and other healthy compounds it needs to perform optimally and enjoy superior health just got easier! Loaded with efficacious amounts of the powders of 16 fruits, vegetables, herbs, and other “super foods”, Hammer Greens—in powder or capsule form—is the easy way to bolster your daily intake, helping to ensure that your body receives the quality nutrition it craves and needs.



EnDuro D New “Non Pill” Supplement

For those who have difficulties swallowing capsules and/or for those who need a higher dose of vitamin D3, Liquid EnDuro D is for you. Each dropper contains a full 5,000IU of vitamin D3 and is accompanied by an effective dose of the MK7 subtype of vitamin K2, MK7 being the most bioavailable subtype of vitamin K2. Vitamins D3 and K2 are both essential fat-soluble nutrients that supply many benefits individually, but they rely on each other to function optimally. Liquid EnDuro D takes advantage of these synergistic effects to provide a superior formula in an easy-to-take and mild-tasting liquid.



NEW FUELS ARE HERE!

Hammer Plant Protein

Formerly known as Hammer Vegan Protein now adds the healthy benefits of watermelon seed protein to the unique blend of other superb, vegan-friendly proteins. Hammer Plant Protein is the delicious and nutritious way to bolster your daily protein intake.



PRODUCT AND GEAR

Hammer Socks

Our SGX socks feature:



- Compression ribbing cuff helps prevent fatigue by increasing blood flow
- Mesh upper for maximum airflow ventilation
- Snug arch support hugs foot for maximum comfort and virtually zero-slip
- Streamlined sole
- Seamless Toe



Team Water Bottle

The 32oz team bottle is our largest volume bottle. The bottle's construction is made from BPA-free plastic that's 100% FDA food-grade approved. It's easy-to-squeeze and absolutely leak-proof. Our Fixy cap is the easiest cap to use on the market. Period. No push or pull of the mouthpiece is required to open and close it. Plus, the integrated Heart Valve™ provides incredible flow and a leak-proof design.



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Vegan Recoverite

Everything that makes Recoverite our best-selling product—formulated to fit a vegan diet! Just like the original, Vegan Recoverite offers a 3:1 ratio of complex carbohydrate to complete protein, specifically designed to jump-start the recovery process. This new formula's plant-based protein will help you maximize your gains, regardless of dietary preferences.

It tastes great, mixes easily, and includes the same ideal electrolyte profile and amino acid supplementation that Recoverite fans have relied on for years. Recovery matters. Do it right with Vegan Recoverite—the simple and effective solution for all!



Amino Age New “Non Pill” Supplement

As we get older, we want to live as healthily as possible! Thrive, even! And that's precisely why we designed Amino Age. The four amino acids in the formula deliver profound benefits, both in their wide-reaching capacity, and in the powerful way they help promote superior health.

Despite the risk of sounding sensational, this is unquestionably the most unique product Hammer Nutrition has ever produced and it provides a wealth of extraordinary benefits to individuals of any age. Amino Age is a daily use supplement—perfectly compatible with all other Hammer Nutrition supplements—that is designed to help you avoid many age-related maladies, allowing you to enjoy supreme health. Start on Amino Age today and enjoy flourishing, robust health every day!





I thought I'd shed some light on this hugely important program, my guiding philosophy behind it, the immense resources required to pull it off, and why we do it! I'm sure you understand the general idea behind event sponsorship, but there's a lot more to it when it's done my way, the Hammer way!

I'll start by saying all hail and total respect to the altruistic, kind hearted race directors who put on the B, C, and D events that we rely on to fill out calendars and prepare for our "A" races. They are the unsung heroes of our universe! It's my pleasure to support them as they work tirelessly

to create these awesome events. In 2025, we expect to sponsor over 500 events, mostly with under 300 participants each. This does not include hundreds of similar events in two dozen foreign countries. It's a huge undertaking, but it's for a worthy cause and ends up being one of our primary means of new client acquisition, along with referrals from clients like you. Win, Win, Win.

When we agree to sponsor an event, our mission is to help the race director pull off an awesome event that everyone enjoys participating in, they will want to keep putting on year after year, and more people will

come and enjoy the experience!

I can tell you from being a race director myself, it's no easy feat, nor is it a get rich quick scheme! These special people are motivated by something else, and I love to honor that. Calculating their time for the remuneration they receive, most are working for \$.50 cents an hour or less, I would venture to guess.

As I am prone to reminding anyone who will listen— In my world, everyone is a client, and it's our job to help them in any way we can! They may look different, but my goal is always the same: Help first and freely.



If benefits come to us at some point down the road, all the better. It sounds all warm and fuzzy, but it's also a really fun way to do business when you don't have to answer to bankers or shareholders.

So, whether you just placed your first order, are an ambassador, Autoship VIP, sponsored athlete, or a three-decade+ Hammerhead, you deserve our help, as much or as little as you want/need. Race Directors are partners in marketing and promoting my brand, but first and foremost, we view them as very special clients who happen to need a lot of help. When you really consider all of the planning, organization, logistics, and manpower it takes to put on even a small endurance sporting event, it makes you not want to do it, which is another reason we have to support those willing to do this work!

So, if we can make their life a little easier and cross a couple things off of their endless "to do" list before the event date, we do. That means product on course, along with helping each RD set up a series of non product-specific fueling success emails, based on my 5 Secrets of Success, so that their participants will have the best chance of success at their event. Win, Win, Win!

In order to make this whole process go smoothly, hundreds of times each year, we employ two dedicated events staff, who are assisted by Steve, me, and several others. This process entails countless emails back and forth with the RD (roughly 9,000 emails in and out at last count), determining product needed, planning and scheduling educational emails/social media campaigns, organizing the delivery of said product in a specific time window, confirming delivery of product and collateral and so much more. And we do this for every event we sponsor!

We also try to have someone on site at the bigger events and usually hold fueling clinics prior to the events Steve or I will be attending. You should come to one if you can.

Take a good look at the events stats accompanying this article to get the rest of the story. We support you and your sport like no other nutrition brand on the market, of that one thing I am sure.



Real food, ready to roll!



Hammer Local Athlete Jeff Hyer in Cape Town, South Africa.

A packable, delicious, and nutritious snack anytime!

- Reliable, long-lasting energy
- Packable & easy to eat
- Suitable for all diet types



"I use these bars for riding and hockey, and they are also great for the landscaping business! Love the almond raisin and coconut chocolate chip!" - Robert



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(Flavor may vary)

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Liquid Endurance

by: STEVE BORN

The Right Way, The ONLY Way to Pre-Load Water!

The official day of summer is just about upon us, and if the weather isn't already hot where you live, believe me, it will be soon. Of the factors that can negatively impact our workouts and races, hot weather—or, more specifically, the inability to deal with hot weather—tops the list, partly due to the increased potential for dehydration and the issues associated with it. As one study states, “Dehydration in athletes alters cardiovascular and thermoregulatory function and may inhibit endurance exercise

capacity if fluid loss exceeds 2% of bodyweight (BW).”

When exercising in hot weather, your body's core temperature increases dramatically. Your internal cooling system responds by sweating. However, unlike your car's radiator, which recycles its coolant, your sweat evaporates or drips away, and it's gone. Obviously, rehydration is your basic strategy, but there are two incorrect tactics that athletes employ:

1) **Dramatically increasing**

fluid intake in the days leading up to an event. The problem with this tactic is that suddenly increasing daily intake overly dilutes the electrolytes in your blood, which increases the potential for serious issues associated with hyponatremia. Additionally, all that unnecessary water will excessively fill your bladder, causing you to prematurely lose electrolytes courtesy of frequent elimination.

2) **Greatly increasing fluid intake during a hot-weather workout or race.** While there are some allowances, primarily for heavier athletes, to increase normal hourly fluid intake (16-26 ounces) by two, maybe three ounces during hot-weather exercise, any more than that will put you at the serious health consequences caused from overhydration. How serious, you ask? Serious enough to kill you. That's right; there have been incidences of “death by water intoxication,” formally known as dilutional hyponatremia. During exercise, we **MUST** remember the sage advice of hydration expert, Dr. Ian Rogers: “We can no longer assume that excess fluid taken during prolonged exercise will just be passed out in the urine,” understanding that serious consequences can result from the consumption of too much fluid.



Hammer athlete John Porvaznik sporting the Glacier Voler Cycling Kit in the Mudslinger XC.

Glycerol and its Effects in Hot-Weather Exercise

Back in the late 80's, University of New Mexico scientists researched glycerol, a well-tolerated, naturally produced metabolite of fatty acid oxidation, and its hyperhydration potential for improved exercise performance in hot weather. They hypothesized that after ingestion, "glycerol will move out of the bloodstream and become evenly distributed throughout the body's fluid compartments," and found that "glycerol added to water has been shown to deter the effects of hypohydration for up to 4 hours."

Their findings showed that glycerol added to water created a state of hyperhydration and would benefit athletic activity in hot weather by lessening the possibility of hypohydration (dehydration) and its subsequent negative effects. Their initial research results have been validated by numerous studies since then, including:

"Glycerol-containing beverages create an osmotic gradient in the circulation favoring fluid retention, thereby facilitating hyperhydration and protecting against dehydration. Many studies have shown that increases in body water by 1 L or more are achievable through glycerol hyperhydration."

"Glycerol-induced hyperhydration (GIH) has been shown to increase endurance performance (EP)."

"The effects of glycerol hyperhydration on thermoregulatory and cardiovascular physiology include higher sweat rates, reduced heart rates, and core temperatures, increased forearm blood flow, and favorable subjective responses including reduced thermal sensation, thirst sensation, environmental symptoms questionnaire scores, and RPE (Rate of Perceived Exertion). These effects have been associated with performance improvements including increased endurance time to exhaustion (up to 24%), increased work and power (up to 5%)."

References available upon request.

Please scan the code to continue reading this article on our website at:
hammernutrition.com



Hyper Hydration



Hammer athlete Mason Klein in Saudi Arabi at the Dakar Rally.
Photo by Eduardo Bauer.

- Increases heat tolerance
- Improves hot weather performance
- Reduces exercise-related dehydration



"I love Liquid Endurance, riding and racing in the mountains of SoCal is hot and dry...this is the fix. I use it prior to any altitude/high temp race and it makes a big difference, I can feel the difference when I don't use it, additionally, I need to carry so much less water than I used to." - Kurt W.

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BEFORE YOU HEAD OUT ENDURANCE NEWS WEEKLY

Hammer athlete Gabriella Suver sporting Hammer's new 2025 Ruby Cycling jersey and shorts on the roads in Florida. Photo by: John Riordan.

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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breaking nutritional research from around the world, further professional insight regarding the many uses of our various products, and success stories from our athletes.

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ENDURANCE NEWS WEEKLY



Become a Hammer email subscriber today to begin receiving all the latest information, fueling knowledge, and cutting edge endurance research from our experts. Read more from our extensive online education library at: hammernutrition.com



Hit the day READY to ROLL!

Hammer Athlete Scott Turpin hammering in Patagonia sporting the Glacier Kit. Photo by Jon Mancuso.



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



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

ASK AN ADVISOR how to
SUBSCRIBE-n-SAVE!

Get your coffee delivered
automatically every month.

WE'RE BREWING UP SOMETHING

NEW



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



Know Your Minimum Calories Per Hour

by BRIAN FRANK

For 38+ 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. Hint: 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.

Unfortunately, today, we have a new generation of high calorie advocates pushing supposedly “new” high-carb fuels to support their absurd claims.

Oh, there's some research, sort of. The outcome of a couple of questionable studies touting 90 grams an hour of carbohydrates is the basis for the “new” 100 grams per hour of intake. Take a closer look at that research—test subjects exercised for 205 minutes, operating at 50% of max watts! Only about ½ of the subjects were even able to complete the 205-minute test. What? Is that a successful outcome?

That's right. They were walking along at a 90-100 beat per minute heart rate, whereas we exercise at heart rates 50% higher than that!

As I said earlier, this is pure silliness. It doesn't matter whether you are a road racer, triathlete, ultra cyclist/runner, or any other sport. As a result, I've developed the



Hammer athlete Tatiana Luisi burning calories on her bike in the Ruby Cycling Kit.

concept of minimum calories per hour—MCPH. Remember our Hammer tagline—Less is Best!

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 type of problems like that
- Avoid cramping issues
- Allow your body to preferentially burn fat as a fuel source.

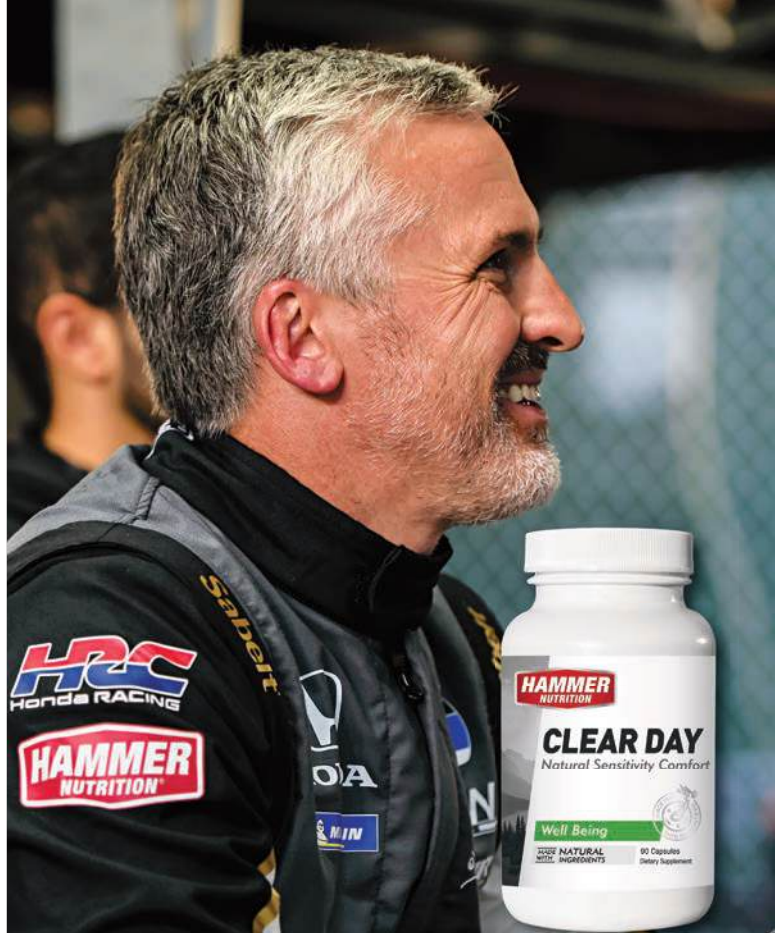
It comes down to about one calorie per pound of body weight for most athletes.

That usually ends up being the sweet spot, plus or minus a few. So, for most athletes, we're talking 100 to 180 calories an hour, maybe over 200 for large athletes and those ectomorph body types with their hummingbird metabolism. But nowhere near the 360-400 calorie per hour craziness we're hearing. This high-calorie intake also contradicts human physiology. The human liver can return about 1 to 1.5 grams of carbohydrates per minute into the energy cycle. I don't think you can "train" your liver to almost double that production.

Four calories per gram, 60 minutes in an hour, gives a theoretical ceiling of 240-276 calories per hour. So why try to exceed that? And more to the point, why try to stuff so many calories down your throat when you just want to pedal, swim, bike, run, or whatever? You will get sick, not go faster!

If you don't already know your personal MCPH, work on determining it now. You'll be happier, your stomach will be happier, and you can forget about all the high-calorie fuss and muss. So Less is Best! 100-180 calories an hour. One calorie per pound of body weight, and you'll be in the ballpark. You can always add more if needed.

Hammer on.



Hammer athlete Tim Lewis KMW TMR Honda ROAR at Daytona in the Pit. Photo by Side Line Sports Photography.

- Reduces seasonal sensitivities
- Decreases systemic tenderness and irritations
- Reduces the need for unnatural remedies



"I love that this allergy blocker is all natural. And it actually delivers! I have less allergy symptoms than when I used Claritin." - Jennifer M.



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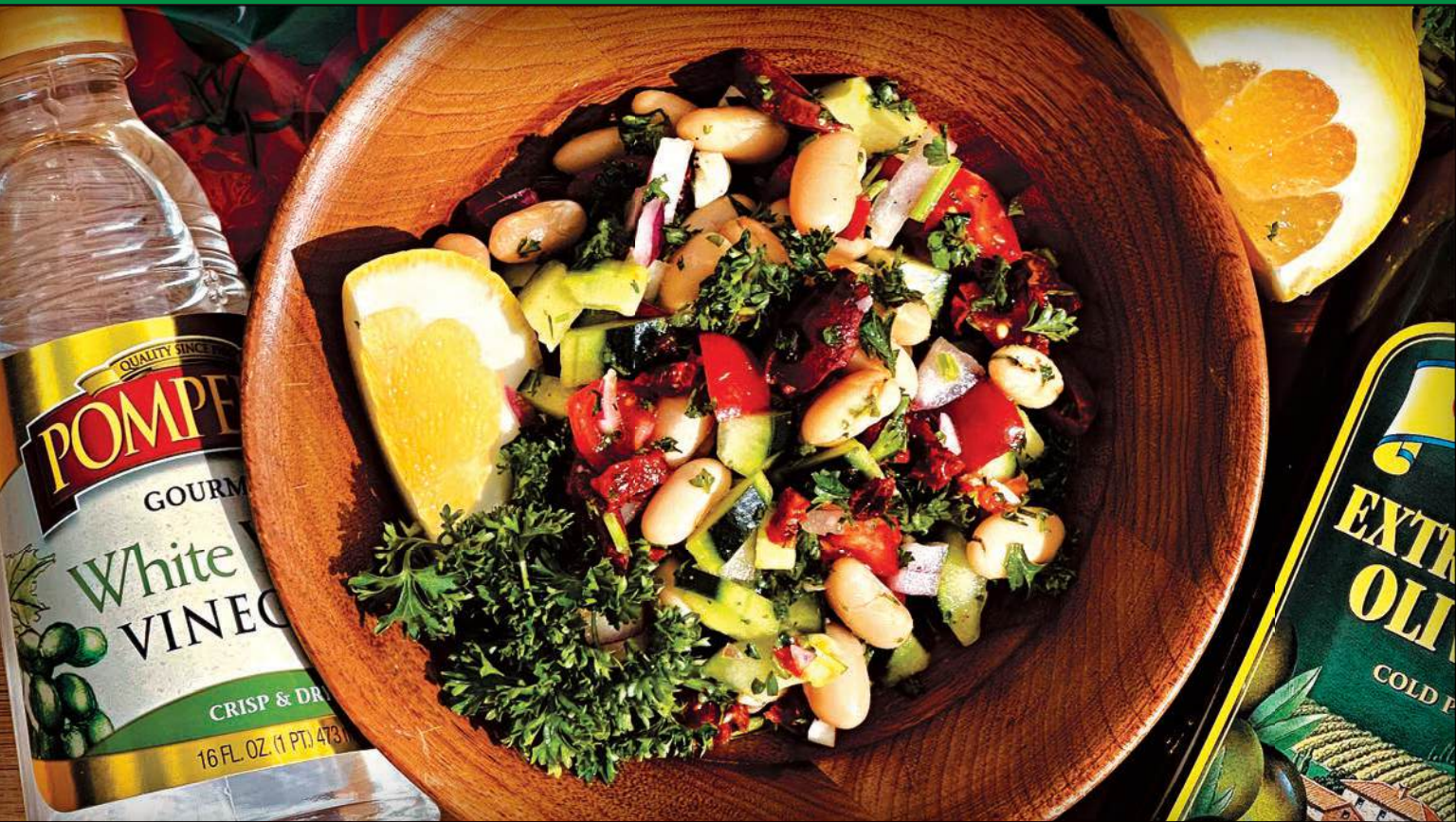


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In the Kitchen with Hammer Nutrition

New recipes from our updated cookbook!



TUSCAN WHITE BEAN SALAD

INGREDIENTS

Serves 8

Salad

2 cans cannellini[white kidney] beans
1 cucumber
1/3 a red onion
1 bunch of italian parsley
1/3 cup Kalamata or black olives
1/3 cup Sundried tomatoes
Handful of fresh cherry tomatoes

Salad Dressing

5 tbsp olive oil
3 tbsp white vinegar
1 & 1/2 fresh lemon[juiced]
2 garlic cloves [pressed or minced]
1/2 teaspoon salt
1/4 teaspoon pepper

The Tuscan white bean, AKA Cannellini, AKA white kidney bean, is the inspiration for phytolean, because food is your best medicine.

“Fabenol® Max Phaseolus Vulgaris L. – A natural extract obtained from white kidney beans is commonly referred to as a “starch blocker” or “carbohydrate blocker.” It reduces the body’s ability to digest and absorb starchy carbohydrates. They instead pass through the GI track undigested, similarly to fiber.” - excerpt taken directly from the phytolean page on our website @ Hammernutrition.com

In much the same way as phytolean, tuscan white bean salad can aid in starch blocking.

PREPARATION

1. Make the vinaigrette first. Combine ingredients in a bowl or cup and stir
2. Rinse parsley, cucumber and fresh tomatoes[if you're using the tomatoes] cut cucumber in half lengthwise and scoop out the middle part with the seeds.
3. Finely chop the parsley, dice the cucumber and fresh tomatoes and the dried tomatoes and the onion. Slice olives in half or quarters. Combine all chopped vegetables in a bowl
4. Drain and rinse two cans of cannellini beans, and add to the veggies. Then pour dressing over the beans and veggies.
5. Allow to marinate in the refrigerator for at least 30 minutes.

ICED HAMMER MOCHA

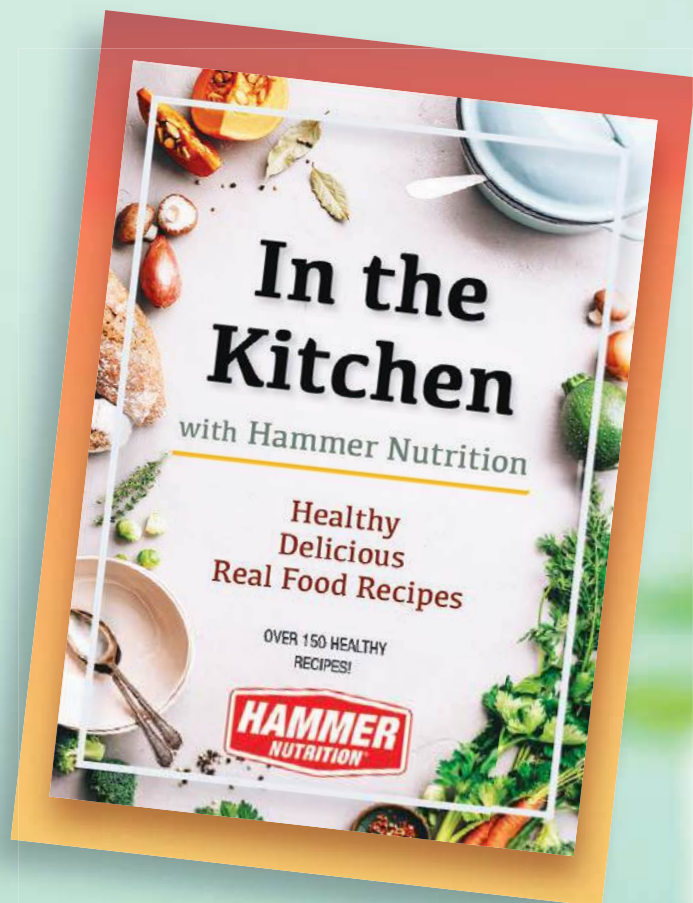
INGREDIENTS

Serves 1

- 8 oz's coldbrew/cold coffee: Chainbreaker or Big Ring
- 4 oz's whole milk
- 2 scoops of Hammer Chocolate Whey
- 1 ½ cups crushed ice

PREPARATION

- Fill shaker bottle with milk and coffee
- Add Whey
- Shake Shake Shake
- Pour over ice into a cup
- Enjoy!



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



Download your
FREE copy Today!



Share your creations!
#chefhowihammer



REFERRAL PROGRAM

Share the benefits of Hammer! Get FREE product credit!



- **THEY WIN**

Hammer athletes from left to right: Todd Parks, Piper Sheldon and Victor Sheldon riding the coast in Oceanside California sporting the new Hammer Kits. Photo by WayTay Images.

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

Full Spectrum Electrolytes



- Full-spectrum formula
- Rapidly assimilated
- Versatile dosing



"I can't live without these. I have bottles in my gym bag, my house, my shop some of my vehicles. I use them constantly, everytime I can tell I am low on electrolytes I take a couple and feel better quick. I also take them on all my ultra runs anything over 1hr so I don't get cramps." - Randy O.



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The “Nutterly” Delicious Trio All in Stock

And All in Three Great Options!

by HAMMER NUTRITION STAFF



Celebrating 30 years of Hammer Gel—what better way to do it than with all three of our Nut Gels fully stocked in every serving option?

That's right! Peanut Butter, Peanut Butter-Chocolate, and Nocciola (Hazelnut-Chocolate) are in stock! Even better? You can get them in single-serving packets and now enjoy them in 5-ounce prefilled (and reusable) Hammer Gel Flasks. Each flask provides five mess-free servings, making it the most cost-effective fueling option on the market at just \$6.95 per flask (\$1.39 per serving). With each 5-ounce prefilled flask supplying ~2.5 - 3.0 hours' worth of fueling needs, this gives you a great opportunity to test-taste the flavors (and efficacy!) to find which flavor(s) you prefer. Remember, these flasks are reusable, so when you're consuming the contents inside, rinse the flask and the top with a little water and stick both in the dishwasher (yep, they're dishwasher safe). Then it's time to “take the plunge” and purchase one or more 26-serving jugs.

You heard correctly! After a five-

year hiatus, we've got the beloved Nut Gel Jugs back in stock! Each 26-serving jug retails for \$24.95, allowing you to refill Hammer Gel Flasks—including the prefilled ones you just finished up—for just \$0.97 per serving—premium performance at the best value!

Courtesy of the naturally occurring protein in the nuts (1 gram/serving) and fat (2.5 - 3.5 grams/serving), these three super-delicious flavors of Hammer Gel can definitely be considered “ultra,” meaning that you can use them as a primary fuel during your longer workouts and races. This opens the door to increased usage possibilities, such as during the run portion of a half or full-iron distance triathlon or any ultradistance event (hint: our ultrarunner athletes LOVE using these three flavors!)

The protein component will help protect against lean muscle tissue cannibalization during prolonged bouts of exercise. The fat component—none of which is in

the form of trans fats—will help stave off hunger pangs while also cueing your body to release its fatty acids stores more liberally, those fat-supplied calories satisfying up to two-thirds of your energy requirements.

Peanut Butter, Peanut Butter-Chocolate, and Nocciola—all three “nutterly” delicious flavors are in stock and in three options, one or more of which most certainly suit your preference(s)!

Hammer Gel = Fast-Acting, Long-Lasting Energy Hammer Gel contains maltodextrin, a starchy complex carbohydrate, and it's the ideal carbohydrate for high-quality energy, especially compared to simple sugars:

- Maltodextrin has a Glycemic Index value of 100 (some suggest it could be even higher). A GI of 100 is equal to glucose and higher than sucrose (58-65) and fructose (12-25). Maltodextrin raises energy levels as effectively as glucose



Hammer athletes Victor Sheldon and Todd Parks fueling up with Hammer's new Nut Gel Flasks.

and does it faster than other simple sugars, a highly desirable effect during and immediately following exercise.

- Maltodextrin allows the body to digest a greater volume of calories than simple sugars without a delayed exit from the GI tract. This eliminates the potential for stomach distress (no gut bombs!) while supplying the body with more calories for energy production. As one nutritional scientist states, “maltodextrin allows one to swallow more energy in less volume.”

- Maltodextrin is dozens upon dozens of saccharide molecules weakly bonded together, which is why it's referred to as a complex carbohydrate. Compared to simple sugars—only one- or two-chain saccharide molecules—maltodextrin provides a more stable, longer-lasting energy without the “flash and crash” normally associated with simple sugars.

Use Hammer Gel to Experience:

- Smooth and easy digestion
- No “gut bomb” effects—bloating, nausea, acid reflux, diarrhea, and more—that occur from products containing inferior ingredients
- Quick-acting, long-lasting energy
- A variety of palate-pleasing flavors

Since 1995, Hammer Gel has set the pace for providing athletes with quality carbohydrate energy in a convenient, concentrated form. In today's flooded market of energy products, Hammer Gel remains uniquely formulated to ensure peak athletic performance every time! If you've not yet tried one or more of our nut-containing flavors—Peanut Butter, Peanut Butter-Chocolate, and Nocciola (Hazelnut-Chocolate)—you are truly missing out... they are ALL absolutely delicious! And with three great options to choose from, there's no reason to wait any longer!



High-Potency Vitamin D3 with K2 Formula



Hammer athlete Sol Aguirre Competing at the 2024 Summer Olympics.

- Superior structural health combination
- Offers powerful defense system support
- Ensures proper utilization of calcium



“Thank you Hammer Family! Y'all are awesome, don't forget it!! #KeepHammering” - Stephen F.



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FROM OUR ATHLETES

5 Questions with Suzy Degazon

How did you get into diving, Triathlons, and other sports you have competed in?

That's a loaded question!! I was a Pastry Chef in my former life... I had Anorexia Nervosa and ended up doing some travelling (Back Packing on a shoestring through SE Asia) to try and reinvent myself! I did a scuba experience in the Maldives and that's when I knew I wanted to be a fish!

I became a PADI scuba instructor in 1991, so nearly 34 years ago! I am now a Master Instructor and work full time on Catalina Island CA. Triathlons. Someone suggested I do a 10km run did and won my age group, a coach saw me but I wanted to be a triathlete and this random stranger ended up introducing me to a cyclist who leant me a racing bike and buying me running shoes... My first triathlon was in Puerto Rico and I took a taxi there!!! The rest



is history! I went from an Olympic distance to a full ironman in New Zealand to a half to a triple iron distance in France to Ultraman Hawaii

How did you hear about Hammer Nutrition?

A good friend of mine Bouke had **Hammer Gels** so he gave me some to take with me to competition ... I ended up contacting HN and was fortunate to chat with Steve Born and I became a Hammer Nutrition athlete. I used to call the 800 number and Steve would answer my questions about fueling for long events etc. Hammer Nutrition has seen me through many races and I could not have done what I have done and still doing for so long without good nutrition. Mahalo for that!

What are your go to Hammer products?

For cycling I love **Perpetuem Caffè Latte** being my favorite, training and day to day I like **Hammer Heed** in my water bottle with powdered **Endurolytes**. I also take the supplements **Xobaline**, **Enduromega**, and love the **clearday** and **Nasol**. but probably the one I use almost daily is the **Whey Protein** by HN as I can make into a smoothy.

I can't leave for a race/ weekend without...

I love my **Hammer Bars Apple and Cinnamon**, always have one of those bars in my back pack! Always make sure I have my Brooks running shoes and a



Photos courtesy of Suzy Degazon

swimsuit packed too!! You just never know when you can swim or run!

What keeps you motivated and Hammering every day?

Every day is a blessing in life. I feel so much more alive when I run or swim, dive or hike or cycle. What motivates me is camaraderie with others too, knowing you are going to join a group and swim together, a plan to do a race and train for it. Motivation is good health, seeing a beautiful sunrise, sharing a trail with my minpins. Motivation is what gets me out of bed in the morning!

I will say I could not get where I was in sport without HN who has always been there for me! After 15 consecutive Ultraman Hawaii's, numerous double iron distances, and 3 triple distances I am in the Ultraman Hall of Fame in Hawaii inducted in 2023, have been a national champion in Puerto Rico, and also the Champion of the Americas when I won a double iron distance event in Quebec.

RACE RECIPE

James Nalley

Across the Years 72-Hour Race

James Nalley

Across the Years 72-Hour Race

Peoria, Arizona

December 28-31, 2024

Hammer Fuels Used :

Perpetuem 2.0 powder

Espresso Gels

Perpetuem Solids (with caffeine)

Anti-Fatigue Capsules

Heed

Perpetuem 2.0 (chewable)

Cranberry Hammer Bars

Total Distance: 223 miles

Total Time: with or without splits : 72-hours



TAYCE MORGAN

FREESTONE SPRING

CHAMPIONSHIP

Texas 3/5/25

Classes : Mini Sr 1, Mini Sr 2

Overall Finish 1st, 2nd

SPRING DING DING

Texas 3/12/25

Classes : Mini Sr 1, Mini Sr 2

Overall Finish 2nd, 3rd



HAMMER Must-haves

Heed, Hammer Gel, Liquid Endurance



FROM OUR ATHLETES

BEVERLY ENSLOW

DIRTY SOUTH ROUBAIX

Auto Pass, IL March 1, 2025

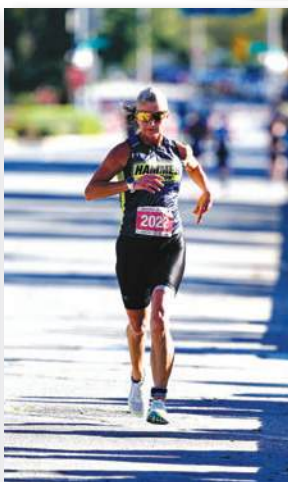
Total Distance : 63 windy miles with 3300ft climbing

AG Finish : 2nd place 60+ female. 5:06:34



HAMMER Must-haves

I was perfectly fueled with Gel in a flask in my top tube bag, Perpetuem in one bottle and Fizz in another bottle. Stopping at one aid station to restock water/Fizz. I also took AntiFatigue, Endurance Amino, Endurolytes and Mito hourly. And of course, with a full complement of recovery supplements and Recoverite after the race.



COLETTE VAN DYK

PASADENA DUATHLON

Pasadena, CA 8 March 2025

Total Distance : 5km run, 15km bike, 5km run

Total Time, with or without splits : 1:21:18

AG Finish : 1st

Overall Finish : 1st Female overall and 2nd Overall



HAMMER Must-haves

HEED, Gel, Endurolytes, Anti-Fatigue, Premium Insurance Caps

BILLY POINTER

KENDA CUP #4 CAT2 JV BOYS

Vail Lake, Ca 3/22/25

Total Distance :13 miles

Total Time, with or without splits :

53.29 / 25.42 /27.46

Overall Finish : 1st place

KENDA CUP JV BOYS CAT2

Vail Lake / Temecula CA, 3/1/25

Total Distance : 15 miles

Total Time, with or without splits : 59:36

Overall Finish : 1st place



HAMMER Must-haves

Chocolate Gel in flask,
Strawberry Heed, and Endurolytes



Lee Walburn - Whitefish Native's Road to Olympics

Whitefish Native's Road to the 2028 Olympics | Fueled by Hammer



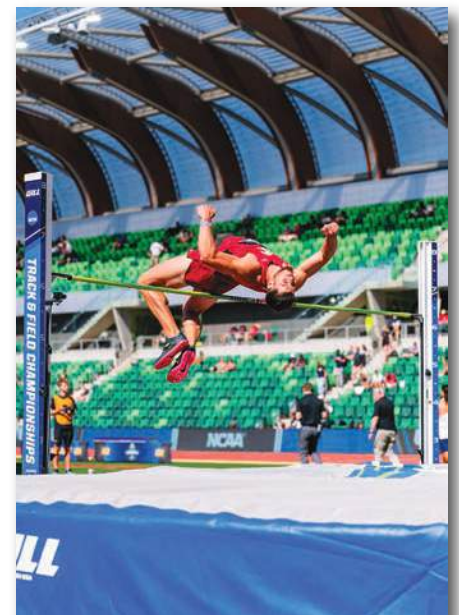
Ya so for a full achillies tendon rupture for the recovery process it was 4 weeks non weight bearing, then heel lifts in boot with crutches for another 4 weeks, then just the boot. Rehab started with basic learning to walk again and balance. Once that progressed we did hydrotherapy which is an underwater treadmill, and then anti gravity treadmill work. Lots of mobility and strengthening to try to get the atrophied calf some muscle back. Once we had a couple months of that, we started adding light plyometrics. It's just been a light progression

to running and each week trying to add more intensity, now at 8 months we're closer to being back doing as much strengthening full lifting and extra isometrics for tendon strengthening. And we're just trying to keep adding intensity and more volume at the moment and trying to get back to event specific training! Still need to get through the 12 months time period the surgeon said we need to get through.

What's been great is I've been using my HAMMER products quite religiously since the injury. Recoverite has been a product I use after every pt and lifting session. It's been great because it's helped my body recover better and get more quality sessions during the week. The Tissue Rejuvenator has also been one key in this rehab process, I take it every day. Another thing which has been great now that training has ramped up is Endurolytes Extreme. I use these

every day and Hammer Gel when I have big running days where I lose a bit more sweat. I take the Premium Insurance caps every day as well which have been great just knowing my body is getting all the essential minerals. And after lifting sessions I use the HAMMER Whey Protein Powder to help rebuild my body after hard lifting sessions!

A couple goals that I have right now is to compete at the USA outdoor championships this August 2nd-3rd and it will be over 12 months since the rupture and I'm pushing myself to see if I can get myself back to be able to compete by the end of the summer! That's the first big goal if my body will let me! Then it's to try to make USA indoor and outdoor champs in the future. I want to compete at the Thorp Cup and represent Team USA, maybe see if I could do a pan American Games. And the ultimate goal is to compete in LA 2028 at the Olympics fueled by Hammer!



FROM OUR ATHLETES

LIZZIE JONES

RUFA Moab (Running Up for Air) 12 Hour
Moab Stairmaster Trail April 5, 2025
Photography: Andrew Kalinyak
Total Distance : 37 Miles/ 18k Vertical Gain
Total Time, with or without splits : 11hr 33 min
Overall Finish : 3rd Female / 4th Overall/ 1st AG



HAMMER Must-haves

Hammer Gels: Montana Huckleberry, Peanutbutter and Tropical. Heed and Recoverite.



JACKSON WOLF

MISSISSIPPI 100
Laurel, MS
1st Overall, Course Record - 17:24:48

Next event - Viper 200 - Memphis, TN

Photos by: Bennett Ferguson



HAMMER Must-haves

Fueled with Perpetuem 2.0, Fizz, Anti-Fatigue Caps, Endurance BCAA+, Energy Surge

KIMBERLY KUKLER

US ROWING INDOOR NATIONAL CHAMPIONSHIPS
Erg Sprints Atlanta at Georgia Tech February 1, 2025
Total Distance: 2000m
Total Time: 8:00:3 minutes (PR)
AG 60-64 Finish: 1st Atlanta Erg Sprints/2nd National Championship
Overall National Championship Finish: 19/74 Masters Women, 75/379 All Women
Race Coxswain: Sam Kukler
Training Coach: Sam Dutney - Topcrew Academy Australia
"Your fueling advice absolutely nailed it!!! Thank you so much - you'll never know how excited I was to reach out to you like I did and get a personal response with so much great information - this is why I LOVE the Hammer Nutrition team."



HAMMER Must-haves

Race Day Hammer Fuels Used: Race Day Boost, Fully Charged, Energy Surge
During Training: Hammer Mito Caps, Essential Mg and Vegan Tissue Rejuvenator



Hammer Nutrition & Next Level Racing (HN/NLR) build on the SX Rider Support Program

Hammer Nutrition & Next Level Racing have teamed up in 2025 to take the Hammer Nutrition SX Rider Support Program to the NEXT LEVEL! With our background in Motorsports, Hammer has been helping Pro Circuit Kawasaki, Triumph Racing, AEO KTM, Mad Parts Kawasaki, Team Faith, privateers and more for the last 3 decades!

Building off of what we learned in previous years and the official launch in 2024 with Team Faith, Hammer's belief is that the riders need to be tuned and fueled just like the bikes. We have now expanded the "Rider Support Program" and have brought back our onsite chiropractor to offer onsite Nutritional products, advice, and rider physio care, from adjustments, to deep muscle work, etc, all of this available to Hammer Nutrition sponsored riders, and any riders looking to further their Nutritional well being, all being done at the Next

Level Racing pits!

As Hammer continues to build upon the 2025 Supercross season, many of the unsung heroes of the industry like mechanics and crew members go unnoticed. Pro Circuit Crew Chief Iain Southwell and Mechanic for Seth Hammaker, Jacob Martin had this to say about the Mechanic Support program that we offer to them...

Iain: "When I have the guys on, on the program, making sure they have their electrolytes and the fuel throughout the day, there's a big difference I can notice at the end of the day. They have a whole lot more energy packing up, it's a big difference. You can see when they're not on it or they've lapsed and they haven't been keeping up on drinking through the day or keeping up on their electrolytes.

So it's really cool that what they've done for us, it's upped our game all the way through the season. More focus, they're not



Hammer Nutrition and Next Level Racing images courtesy of Tanner Smith.

tired and fatigued. So it's a good deal for us!"

Jacob: "Race day, I usually try to keep up on my FIZZ and Endurolytes, they really keep you hydrated. Then I always love to go for the espresso gels, they have loads of caffeine and I'm taking them before the motos keep me going through the whole day. I think I speak for Iain and I both, we love Recoverite at the end of a long day, especially with flying out the next day, early morning, it really just carries you through."

Be sure to follow @hammernutrition on social media to stay up to date with all things SuperMotocross and more behind the scenes content!





KAROLA RENNHACK

CAMPO DEI FIORI TRAIL RACE

Italy at the Campo dei fiori area / Lake Varese

March 9th 2025

Distance: 49 km / 2800 HM

Time: 5:25h

AG Finish: 1

Woman overall: 1

Overall inkl. man: 28/464

I always take a Fully charged before the race. In the race: Heed, Sustained Energy and Fizz. Overall 240g / CH with powder, Hammer Gels: 6 orange and tropic, 1 Hammer Bar.

Some hours after the race I took 2 Premium Insurance Caps and 3 Tissue Rejuvenator Caps for recovery.



JUNIOR CARDENAS

CARORA DESERT

Carora, Venezuela 3/15/25

Hammer Products Used: Fully Charged, Anti-Fatigue, Endurolytes Extreme, HEED, Fizz, Perpetuem Solids, Recoverite

Total Distance: 98 KM

Total Time: 3 hours 18 minutes

Age group place: 1st

Overall finish: 8th

We managed to maintain a good race pace from start to finish alongside the race leaders, feeling comfortable and confident that we would achieve our goal, and the results were there.

This was thanks to good planning, already worked on in training and nutrition, and an excellent choice of supplements for the day of the event, which had already been worked on in prior training.



FABIOLA CORONA

NOMADIX

Where: Baja California Sur, México March 14-16, 2025

Hammer Products Used: Fizz, Hammer Gel, Hammer Bars, Recoverite.

Total Distance: 170 kilometers

Total Altitude: 3,000 meters

Total Time: 8 hours

Age Group Finish: 1st

Overall Finish: 3rd

Details of the event: A three-day point-to-point mountain biking stage competition, starting at the Pacific Ocean and ending at the Sea of Cortez, from Todos Santos to La Paz, Mexico. Among cactus, desert, sand, and sea. Camping every night, starry skies, a full moon, Roadrunners, a bonfire, chocolates, burritos, quesadillas, music, challenges, and conviviality—a unique experience, a memorable adventure.



HAMMER EVENTS

Hammer is extremely loyal to our event partners, and we are so thankful to have the opportunity to grow with them year after year. Here are three event organizations that we are proud to continue partnering with in 2025:



BEST IN THE WEST TRI - JUNE 7TH

Set against the stunning backdrop of Foster Lake in Oregon, the Best in the West Triathlon is a premier multisport event that attracts athletes from all over the Pacific Northwest. With its welcoming community, energetic volunteers, and festival-like atmosphere, the Best in the West Triathlon is more than just a race—it's an unforgettable experience that embodies the adventurous spirit of the Pacific Northwest. Hammer fuels will be on course for those tackling the Olympic and Half-Ironman distance!



GRAN FONDO UTAH - JUNE 7TH

The Gran Fondo National Series, fueled by Hammer Nutrition, is the ultimate cycling experience for riders of all levels, blending the thrill of competition with the camaraderie of a classic gran fondo. Featuring stunning courses across the country, each event challenges cyclists with epic climbs, fast descents, and scenic backroads, all while offering timed segments that let riders push their limits without the pressure of a full race. Whether you're chasing a podium spot or simply soaking in the adventure, Hammer fuels will take you to the finish!



BIGHORN GRAVEL - JUNE 22ND

The Bighorn Gravel Race is a thrilling test of endurance and grit, set against the rugged and breathtaking landscapes of the American West. This premier gravel cycling event in Gypsum, Colorado takes riders through miles of challenging backcountry roads, featuring steep climbs, fast descents, and remote, wide-open terrain that demands both skill and determination. Riders can expect a mix of packed dirt, loose gravel, and sweeping vistas that showcase the wild, untamed spirit of the region. Fueling the journey, Hammer Nutrition proudly sponsors the race, providing top-tier endurance fuels to keep riders performing at their best.

HAMMER EVENTS



WHITEFISH MARATHON - MAY 17TH

The Whitefish Marathon, fueled by Hammer Nutrition, is a premier running event in our hometown of Whitefish! Offering full marathon, half marathon, and 5K options, the race takes runners through the stunning landscapes of Whitefish, with scenic mountain views and a welcoming, small-town vibe. As a Boston Marathon qualifier, the course provides a fantastic opportunity for runners aiming for their next big goal. Hammer Nutrition will be on-site, providing fuels to keep runners energized and performing at their best. If you are in town, come by the booth and meet us!

CALIFORNIA DEATH RIDE - JULY 12TH

The California Death Ride, fueled by Hammer Nutrition, is one of the most legendary cycling challenges in the country, pushing riders to their limits with over 15,000 feet of climbing across five grueling mountain passes in the stunning Sierra Nevada. Hammer Nutrition the fuels to keep riders powered through every climb and mile of this epic journey. With an electric atmosphere, passionate riders, and an unmatched sense of achievement at the finish, the California Death Ride is the ultimate test for those who crave the toughest cycling adventures.



COWBOY CRUSHER - JULY 19TH

The Cowboy Crusher Gravel Ride, fueled by Hammer Nutrition, is an epic challenge set in the heart of the Wild West in Glenrock Wyoming, where cyclists take on rugged terrain, relentless climbs, and breathtaking high-desert landscapes. Hammer Nutrition ensures participants stay energized and hydrated throughout the journey, providing premium endurance fuels to power them to the finish.





2025 LOCAL WHITEFISH MONTANA EVENTS

We are proud to partner with many local events here in the beautiful Flathead Valley! You will find us onsite or well represented at the following events in 2025:

DON'T FENCE ME IN TRAIL RUN

5/10/25

Trail Running

<https://pricklypearlt.org/events/dont-fence-me-in-trail-run-2025/>

THE WHITEFISH MARATHON

5/17/25

Road Running

<https://www.whitefishmarathon.com/>

BOZEMAN TRIATHLON

6/15/25

Triathlon

<https://www.bozemantriathlon.com/>

THE WAVE - SWIM THE FISH

8/10/25

Open water swim

Swim The Fish - The Wave Aquatic & Fitness Center (whitefishwave.com)

THE WHITEFISH TRAIL BLAZER

10/4/25

Ultra Running

<https://www.whitefishlegacy.org/whitefish-trail-blazer>

LE GRIZZ

10/11/25

Ultra Running

<https://www.runlegrizz.com/>

UPCOMING EVENTS

☐ ROTHROCK GRIT

6/7/25

Boalsburg, PA

Gravel

☐ BEST IN THE WEST TRIATHLON

6/7/25

Foster, OR

Triathlon

☐ COW PIE CLASSIC

6/14/25

Ionia, MI

Gravel

☐ BEND DIRT FEST

7/12/25

Bend, OR

☐ TEVIS CUP

7/12/25

Auburn, CA

Equestrian

☐ HIGH CASCADE 100

7/12/25

Bend, OR

MTB

☐ WAUSAU 24

7/26/25

Wausau, WI

MTB

☐ GET LOST GRAVEL

8/3/25

Hamilton, MT

Gravel

☐ ANNUAL TOUR OF THE CATSKILLS

8/9/25

Tannersville NY

Road Cycling

☐ MARQUETTE TRAIL 50

8/16/25

Marquette, MI

Ultra Running

Hammer Under 3 Hours and Over 3 Hours

Clearing up the Confusion

by BRIAN FRANK

The variety of fuels that Hammer offers and how we explain their best use has inadvertently caused much confusion. Hopefully, this article and accompanying video will clarify this for you and everyone else.

Back in 1992, when I introduced **Sustained Energy**, it was intended for our Clients engaging in long-distance, mega-endurance efforts. In the late 80s and early 90s, ultra-distance events were increasing, and there were no products designed or intended for long periods. The only available fuels were the usual sugar, citric acid, and salt combo, and they did not work for ultra distances.

However, shortly after introducing **Sustained Energy**, giving athletes a real ultra fuel, I realized there was a lack of carb fuels for higher intensity, shorter duration exercise. It turns out the products of the day were not working for many athletes even

in these shorter durations. This led me to develop **Hammer Gel** and then **HEED**.

The introduction of **Hammer Gel** in 1995 and **HEED** in 2004 created the need to differentiate the products and their best uses. To help facilitate this, we started talking about exercise periods lasting less than or more than three hours so you would know which fuel is best based on the duration of your exercise. The introduction of **Perpetuem** in 2002 increased this need.

Since then, we've been suggesting that athletes think about fueling for their exercise bouts with a hard dividing line of under three hours or over three hours. If you exercise for 1-3 hours, use **Hammer Gel** if you are a water drinker, and **HEED** if you are a drink drinker (see my other article/video on this subject). Both are complex carb-only fuels that provide a quick boost for these durations.

However, if you plan to exercise for longer than 3 hours, **Perpetuem** or possibly **Sustained Energy** should be your primary source of calories. They contain protein, and **Perpetuem** even has some fat in it.

The above instructions confused many clients and even some of our staff. No one is confused about exercise lasting less than 3 hours – use **Hammer Gel** or **HEED**, and you'll be golden. It's the 3 + hours of fueling where things get confusing. Even today, I regularly hear clients asking:

“Does that mean for my long events, I start with **HEED** or **Gel** for the first three hours, THEN switch to **Perpetuem** or **Sustained Energy**?”

NOPE. This is absolutely not what I am trying to convey.

The big idea here is that when you exercise for



Hammer Mexico athlete Thalia Fernandez understands the “Hammer over and under 3 hours” principle.

3 + hours, you forego the **Gel/Heed** and start immediately with your protein-fortified fuel. This is super key and the big takeaway here.

After many hours, to avoid flavor fatigue, to change things up, or for more energy towards the end.

Sustained Energy and Perpetuem

Either or both, this magical combo is for the long days.

We're talking about 3, 6, 12, 24, 36 hours, and beyond.

The difference is both **Sustained Energy** and **Perpetuem** contain protein. **Heed** and **Gel** do not.

This is especially important because, after about 1.5 hours, your body will begin burning some protein in the gluconeogenesis process.

In fact, roughly 10% of calories converted to energy will come from protein.

That said, if you're not consuming a steady protein source during these long activities, it has to come from somewhere.

By using a carb-only fuel source, after a while, your body will have to start robbing protein from... you guessed it - your hard-earned muscle mass.

This will cannibalize your precious muscle and accelerate fatigue – both of which we want to avoid.

Sustained Energy and **Perpetuem** are here to fill the void and help offset what you are burning.

Furthermore, **Perpetuem** has the Bonus advantage of having some fat to help with fat metabolism. (Read more here on ENW, which is all about the many benefits of some Good Fat!)

Cheat Sheet

Jot this down...

Under 3 hours: **HEED** and/or **Hammer Gel** alone is fine.

3 hours or more: Use **Sustained Energy** and/or **Perpetuem** from the start.

Start sipping away 10-15 in and continuously throughout your activity.

After 6-12 hours or more, to break up the flavor fatigue, go ahead and have a little **HEED** or **Gel** for a palette perk and to get up that next hill.

Ultra Fuel You Can Chew



Hammer athlete Todd Parks in Oceanside California in his Glacier Kit.
Photo by Way Tay Images.

- Steady, reliable energy
- Buffers lactic acid
- Stable and packable for any duration at any temperature



I previously used Perpetuem mix and would drink it down between disciplines for energy but ... the solids let you keep going while taking in the good stuff. Whether it's the solid or the mix, it's a great product with good taste but excellently effective.
- Mark I.



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Offer expires 08.31.25

Hammer Nutrition Mossy Rock Trials (Team)



HN/MRT team from left to right: Mike Diesburg, John Farrell, Brian Frank, Joe Baker, Dallin Steely, Kade Steely (middle), Adam Martinson, Derek Martinson, Trent Caley, Dan O'neill, and Dan Larson.

A new era in trials riding has arrived with the launch of the Hammer Nutrition Mossy Rock Trials Team (HN/MRT), a groundbreaking team that prioritizes peak performance while giving riders the freedom to choose their motorcycle brand all while pitting together. HN/MRT allows its riders to compete on the bike that best suits them while uniting under Hammer Nutrition's fueling expertise to optimize performance.

HN/MRT features 13 dedicated riders across Arizona, Wyoming, and Montana, competing in classes ranging from Junior Clubman up to Senior Expert Sportsman. The HN/MRT roster includes: Adam Martinson, Kade Steely, Dallin Steely, Trent Caley, Joe Baker, Brian Frank, Derek Martinson, Ross Toeckle, Kevin Jacks, Dan O'Neill, Mike Diesburg, John Farrell, and Dan Larson.

As HN/MRT entered the 2025 season with high hopes and podiums/wins on their mind, they did just that! They made their 2025 season debut at the Hackberry Cup put on by the Central Arizona Trials Club (CAT) Team founders Brian Frank

(Hammer Nutrition) and Dan Larson (Mossy Rock Trials) were accompanied by all the Arizona riders with a total of 4 podiums competing over the weekend.

Next their travels took them to the first rounds of the NATC Western Nationals in Muenster, TX where the team was able to secure 5 Podiums across both days for a solid team debut.

- Dan Larson | 1st and 2nd (Sat & Sun) SR Expert Sportsman
- Adam Martinson | 3rd Place (Sat) | JR Expert Sportsman=



- Derek Martinson | 3rd Place (Sat) | Sportsman
- Dallin Steely | 2 Place (Sat) | JR Sportsman

The following week, they hit the road to Anza, CA, for rounds 3 & 4 to finish off the Western Region Series where 2 HN/MRT Riders came away with AMA #1 Plates, making them NATC West Regional Champions:

- Dan Larson – NATC West Regional Senior Expert Sportsman Champion
- Dallin Steely – NATC West Regional Junior Expert Sportsman Champion

HN/MRT additional Podium Finishes:

- Dan O'Neill – 1st in Expert Sportsman (Sunday)
- Kade Steely – 3rd in Junior Clubman (Sat & Sun)
- Trent Caley – 3rd in Clubman (Sunday)
- Derek Martinson – 3rd in Sportsman (Sunday)



THE long-distance endurance fuel



Hammer athlete Erik Koenig pushing along with Perpetuem in the mountains.

- New tapioca formula
- Steady energy, hour after hour
- Spares muscle, burns fat



"I found gels over a long event just didn't settle well especially after about 5 hours into the event. Perpetuem was the ticket to having the energy I needed and not upset my stomach. Allowing me to perform my best! I've used ever since 2021, for any training or races longer than 5 hours. Solid energy all throughout take it every hour. I personally mix it to a gel like consistency and carry it in a Hammer Flask." - Phillip C.

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ASAP Post-Exercise Refueling

A Major Key for Enhancing Athletic Performance

By: STEVE BORN

Now that we're into high-volume and intensity training, with lots of races on the near horizon, it's absolutely crucial to make sure we replenish our bodies with high-quality carbohydrates and protein ASAP after all our workouts, even the seemingly easy ones. As I have frequently said, this immediate "refilling the tank" with fuel right away after all your workouts is arguably the easiest way to enhance endurance and improve overall fitness. You train. You replenish your body with carbs and protein right away when you're done. Simple!

What we do in training is undeniably important, but if we neglect to take the proper steps to recover properly consistently, we will never get the full value out of the time and energy spent 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, but we can also create more problems, such as getting sick or injured.

If your body could literally talk, this is what it'd be telling you after each and every training session: I'm on empty, and I need the tank to be refilled right away. Feed me with high-quality carbohydrates and protein ASAP—within the first 30 minutes, the sooner, the better—and here's what I'll do for you:

I'll restock the muscle cells with fuel, so you won't be "on empty" for tomorrow's workout. In fact, I will do you one better. You keep training AND "refilling the tank" consistently, and I'll gradually store more and more minutes of fuel (glycogen) in the muscles. This means you'll have more fuel on board and ready to serve you when you begin your next workout or race. And by the way, this gradual increase in muscle glycogen stores via ASAP post-workout fuel replenishment is really what carbo loading is all about!

I'll rebuild your lean muscle tissue even stronger so you can make increases in your training volume and intensity without your muscles taking such a beating.

Speaking of muscles taking a beating, if you just feed me carbs and protein after you're done trashing my muscular system, I'll decrease the amount of soreness you experience between now and the next workout. No more of this "I can't get out of bed because I'm so sore" nonsense, OK?

I'll help support your immune system so that you can maintain your exercise/training regimen, not sitting inside under a blanket feeling rotten from being worn down and sick. Refueling me ASAP after your workout will tip the scales in favor of stronger immunity.

If this all sounds like a good idea (and why on earth wouldn't it?!?), you'll want to give your body what it needs to accomplish the four above-listed benefits. And what



Hammer athlete Keller Norland Cycling through the Arizona Desert.

your body needs is **Recoverite** or **Organic Vegan Recoverite**. These outstanding recovery drinks give your body the necessary complex carbohydrates and protein it's craving, as well as other important nutrients that will help it recover quicker and more completely.

Recoverite contains complex carbs (maltodextrin) and whey protein isolate (the most bioavailable protein) in an ideal 3:1 ratio, 3 grams of glutamine, a full-spectrum electrolyte profile, and key nutrients such as L-carnosine for recovery and immune system support.

Organic Vegan Recoverite contains the same ingredients in the same amounts as the original Recoverite formula, with the exception that organic pea protein is the protein source. Organic pea protein is an easily digested, gluten-free protein with an excellent amino acid profile, including branched-chain amino acids leucine, isoleucine, and valine, which are three recovery-enhancing amino acids.

We are at or getting very close to peak training and racing season. At this time of the year, that means a lot of high-volume, high-intensity workout sessions, as well as plenty of races. Refueling your body right away after all your workouts and races is important all year long, but right now, it is an absolute necessity. Blowing off ASAP post-exercise refueling at this time of year, or only doing it sporadically, will most definitely spell disaster because your body won't have the "raw materials" it desperately needs. And that means that instead of getting stronger and having more endurance, you'll end up staying sorer longer, you won't have much available energy for the next day, and you may very well find yourself getting sick and missing out on important training sessions and races.

Don't let that happen!

Starting immediately, adopt the philosophy that your workout is NOT done until you put some fuel back into your body. That means...

Before you get out of your sweaty workout clothes

Before you get in the shower

Before you do your stretching

Before you get on with the rest of your day

...take just a few moments to put the high-quality fuel, **Recoverite** and **Organic Vegan Recoverite**, into your body. THEN your workout will be done, and you will have kick-started the recovery process in an ideal fashion.

Find this article and a wide knowledge base of information on our website at:

hammernutrition.com



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and proven
for over
38 years



Hammer athlete Jennie Phillips out for a cycling ride in our NEW 2025 Ruby Women's kits. Photo courtesy of Brian Phillips.

- Prolongs endurance
- Helps increase energy
- Supports overall health



"I have used Race Caps Supreme every morning for several years now. Absolutely the best for overall energy, endurance and fitness." - Anonymous.

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Hammer athletes Piper and Victor Sheldon waiting on the train in their new Hammer Kits. Photo by WayTay Images.

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Hammer athlete Eri Tenorio loving Hammer's family of products.



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Endurance News

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Recover Right with **RECOVERITE!**

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



"Recoverite is the best recovery drink I have ever used. It goes down super easy, is easy to mix, and tastes great, avoiding the chalkiness that so often plagues recovery mixes. My favorite flavor is the Strawberry, But orange is a close second. HIGHLY recommended." -Grant E.

Hammer athlete Ben Lytle at the Run For Hope 10K in the Glacier Bergamo Running Shirt.