



Special Editor's Message

Welcome to the 17th issue of Endurance News. For those who have been reading EN for some time, I apologize for the 6 month plus delay between issue #16 and this one. However, you will note that we have a lot of information packed into this one. To those of you who have become customers in the past six months, I hope you enjoy your first issue of Endurance News.

Although I have not made good on my earlier promise to get this publication on a bimonthly schedule, I am going to do my best to make it happen in 1998. We will also be adding to our Blue Ribbon Panel in issue #18. So, issue #18 should be in the mail to you in mid-January.

In the meantime, have a wonderful Christmas and a healthy New Year!

Brian Frank,
Co-Founder



1997 USAC Masters National Report

By Mike Freeman

*Dateline: Tallahassee, Florida
Hurricane Danny: Heat, Humidity,
Humidity, and more Humidity.*

I flew out of San Francisco early Tuesday morning with my bag full of Enduro Caps, Hammer Gel and not enough Endurolytes. After missing my connection in Atlanta I arrive in Tallahas-

see at 6:30 PM. Thanks to Bob (Robert Brooks) I didn't have to rent a car; Bob drove down from Fresno, CA. Glad I flew the 3000 miles this time. As soon as I stepped out of the air-conditioned airport I knew that I wasn't going to enjoy the humid conditions.

During the past nine months, E-CAPS/Hammer Nutrition has experienced more than a few "growing pains" as a result of our huge increase in order volume. This growth spiked in July when we recorded a 100% increase in product sales compared to our previous monthly record. My intention for telling you this is not to boast or make excuses, but mostly to apologize to every customer who was adversely affected by our growth.

Those of you who have been dealing with E-CAPS for years know how important providing A-1 quality customer service is to us. The fact that we have not been able to maintain that record during our rapid growth is a major concern to me. So, to every customer who waited too long for back ordered products, had an order dropped, shipped to the wrong address, duplicated, and a dozen other little mistakes like these, I am sorry. The task of restoring our customer service to the highest level is my main concern.

Even though I have tried my best to hire more employees and add more phone lines to keep pace with the increased volume, it hasn't been enough. Everyone at E-CAPS/Hammer Nutrition is commit-

Growing Pains

ted to returning our customer service to its former greatness.

This may not be the "industry standard," but the level of service that I expect to maintain will provide you the customer with the following:

- ✓ 100% in stock on every product! This is going to be a tough one, but we are going to give it our best shot.
- ✓ Every order received by 3:00 P.M. Mountain time shipped the same day. All orders received after 3:00 P.M. shipped the next business day.
- ✓ Complete tracking and delivery status on every order.
- ✓ Any return or refund processed within 48 hours of receipt.
- ✓ All questions answered immediately.
- ✓ All problems resolved within 24 hours.
- ✓ All shipments guaranteed in three business days or less.

See accompanying story on our new package carrier. (page 9)

this day. Bob and I were convinced that Endurolytes were on our menu for the next 2 events. Called Brian for an overnight shipment since I only had enough for myself for one race. We started taking them immediately.

Thursday—Rest/recover, hydrate, watch the rain (Hurricane Danny) and check out the road race course. We are both surprised and somewhat pleased that the promoter was able to find some hills to have the race on. This course had some pretty stiff power rollers with the longest

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Hammer Gel Updates & Answers

Customers have had a variety of questions about the new Hammer Gel in bulk jugs. Below I have tried to answer most of the recurring ones and explain some other points as well.

Refrigeration: Quite a few customers have been concerned after reading the "Notice: to prevent spoilage or contamination (1) always refrigerate your Hammer Jug. (2) Thoroughly flush your Gel Flask with hot water and soap after each use" on the Hammer Gel label. This caution has given the false impression the product is very unstable and will spoil if left unrefrigerated for even a few hours. This is not the case. In fact, the Hammer Gel in this bulk form is quite stable and has withstood months of non-refrigerated testing/abuse without showing any signs of deterioration or bacterial activity. My reasoning for this notice was the old "better safe than sorry" philosophy. I envisioned a customer in Florida or Arizona leaving the jug on a window sill or in their car and "cooking" it. However, even this type of treatment would take several weeks to cause any substantial deterioration.

So, the bottom line is that you really don't need to worry about refrigeration unless you plan to store the jug for several months. During regular use over a period of several weeks, the jugs should just be stored in a cool location out of direct sunlight. If jugs are cold or in the fridge, you can zap them in the microwave for 30-45 seconds to soften the gel up, too.

Flushing the flask with soap and hot water after each use is also on the over-kill side. As long as you wash the flask out once a week or so, you should have no problems. We have tested reusing flasks by just adding more gel on top of old gel for several months without any problems. Again, we were following the "better safe than sorry" idea on this issue as well.

Viscosity: Any of you who have tried the different flavors of Hammer Gel in the bulk jug have noticed that some are thicker than others. For example, the Vanilla flavor is on the runny side while the Chocolate, Espresso, and Un-Flavored have been a bit too thick on a couple of initial production runs. Raspberry is the only flavor that has been perfect as far as viscosity is concerned. Refrigerating the jugs has only compounded the problem.

We have been working to correct these discrepancies and believe that the problem will soon be solved so that all of the formerly thick flavors will now resemble the Raspberry in terms of viscosity. If you have jugs that are too thick, you can let them sit at room temperature, then add a small amount of water to a flask and it will dilute the gel to a better consistency. Another trick that works very well is to zap the jug in your microwave for 30 seconds, then add a quantity of water to the jug and shake well. It mixes almost instantly and will cool to a less thick consistency. You may need to repeat this process a couple of times get the consistency where you want it.

Free Shipping: As of December 1, 1997, we will no longer provide free shipping on Hammer Gel orders. So, after 12/1/97, \$4.95 (\$5.95 on residential deliveries) will be added to cost of Hammer Jug orders. Even with a shipping charge, Hammer Gel is still the most economical and convenient energy gel on the market.

4-5 Flask Limit: Some customers said that they were under the impression that we would include a free gel flask with every jug they ever ordered. If our offer and or sales literature was misleading in this respect, I sincerely apologize. My intention from the beginning was to provide each user with about 4-5 free flasks with their initial orders, and then just send jugs from then on. My thinking was that most customers will not use more than one or maybe two flasks at a time and would then have a couple of spares to rotate like water bottles. Over time, if a flask is lost, leaks or wears out, we will be happy to replace it. For those of you

who need more than 4-5 flasks for special applications like ultras, we will sell them to you for the extremely reasonable price of \$1.50 each. I think this system is both reasonable and fair.

If you have additional questions or comments regarding the Hammer Gel, please do let us hear from you.

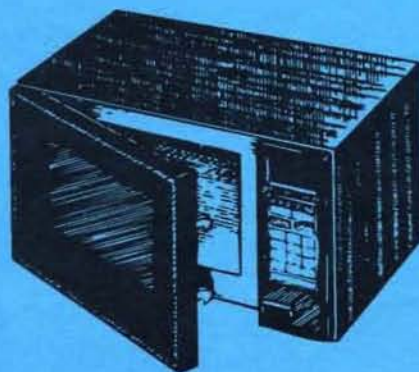
Winter Hammer Gel Use Tip

As temperatures drop, the tendency of the Hammer Gel is to get thicker. The Chocolate, Espresso, and Un-flavored are the most problematic, but below 40 degrees, the Raspberry and Vanilla can get a little thick too.

What to Do About It.

Take your jug and zap it in the microwave oven for 30-60 seconds, then fill your gel flask with 4 servings. Top off the flask with water and shake for a few seconds. This will effectively reduce the viscosity of the gel so that even when it cools, it will be more runny. You will need to experiment with the zap time and amount of water to get the consistency exactly the way you want it.

Call us at 1-800-336-1977 if you have any questions.



Microwave your Hammer Gel to make it easier to use in winter.

1997 USAC Masters National Report
(from page 1)



one coming in the feed-zone just before the finish line, no long field splitting climbs, but some people would certainly be hurting by the end of our 3-lap, 90 km race.

Friday—Looks like more rain. Previous National Championships have proved to be pretty negative racing; chase and sit-up seem to be the order of the day. Bob and I had decided that we would have to animate the race by constant attack and counter attack tactics if we were to have a chance to win this event. Whoever got away the other would attempt to control the field and chase any would-be pursuers. Two laps into the 3-lap race Bob launched a strong attack, the field chased hard and when they reached him, as predicted, they sat up. I launched a counter attack at this point and got away with two other riders. We had a pretty good gap and were out of sight at one point, but my break partners were starting to fade and I knew that the field would soon catch us if we didn't pick up the pace. I pushed the pace on a downhill approaching a pretty good roller. I kept pressuring up the hill and by the top I was on my own.

Well, only 20 km to go; I knew Bob was doing everything he could to control the field with help from another teammate, Lynn Menard. I felt pretty good at this point, like I could win this race. I could see the field behind but they weren't gaining on me. At 8 km to go I saw a lone pursuer coming up. I jumped on and thought I slipped him, but he did a good job hiding from me. At 4 km I felt him behind me. Joe did an excellent job bridg-

ing up to me. I should have sat up and made him work, but I didn't. The thought of that National Championship jersey on my back clouded good judgment. By now you know I finished 2nd after towing a sprinter to the finish line. Good job Joe; you'll see me next year!

Bob and Lynn finished in the field and were able to witness the carnage during the field sprint, no crashes but plenty of muscle cramps. I can honestly say that the Endurolytes saved my day. Even though I was on the edge a couple of times, I never cramped. Bob told me later that he felt great the whole race, he only wished that he hadn't missed Joe coming out of the field when he did. Thank you Brian for the overnight shipment.

Sunday—Criterium: Tactics/Attack, Attack and Counter Attack. Great four-corner course with a small bump just before the next-to-last corner. Torrential downpour during the race before ours. It certainly wasn't looking like we would have a dry race. Light rain at the start and the streets were awash from all the water. When it's wet it's a good idea to stay up front and out of trouble; and if you can, stretch the field out to get rid of the dead wood. 10 laps in, the rain had stopped and the streets were practically dry.

I attack first and then Bob counter attacks as the field catches me. It is a good move, nobody goes with him and within a lap he has about a 10-second gap. A couple of riders attempt to bridge up but I'm able to chase and discourage them. I look up the road and Bob has disappeared, at first I think he's away for good but as I round the last corner I see him on the left side of the road ready to be pushed back into the race after taking his free lap for a flat tire. I see and hear him trying to get the officials to push him back in front of the field in the same position prior to his flat. They won't let him go and he almost falls over into the fence. They push him in at the back of the field. Now, the rule book says you will be put back in the position which you came out. The official later apologizes when Bob protests to him, said he made a mistake, but it's too late the race is over. Now Bob is fairly

upset and he makes us all pay the price, he even counter attacks his own attacks when he is caught. I tried a couple of those myself, the announcer kept calling me "Off the front Freeman."

At 6 laps to go I quit attacking but stayed close to the front to cover any attempted last minute flyers. I am supposed to lead out Bob on the final lap for the Win. As we start the last lap a very big guy, looks very strong and that I haven't seen the whole race, goes blasting by on my left; he's flying and nobody is on his wheel or chasing. I wait a couple of seconds and still nobody chases, well it's the old I'm-not-going-to-waste-myself so-someone-else-can-win syndrome. I chase and catch him just as we come out of turn two; I'm in front and hoping that Bob is on my wheel. As we start up the little hill, Joe goes past me on my left giving his teammate a lead out. I'm able to get back up to 3rd in to the next-to-last corner. I look back for Bob, I can't see or hear him, guess I'm on my own. By now the two in front of me have a 5 to 6 bike gap. I jumped hard and closed before the last corner but it cost me a great deal of energy and my legs said "see ya" as I decelerated to 5th at the line. This was a tough 40-lap race; a lot of people dropped out or were lapped.

Who said moving up a category was easy? Neither Bob nor I cramped; the Endurolytes worked again. Over all, the team didn't do too badly. Two silver Medals, a 5th place bronze, and a 7th. We'll be back next year; see ya at the races.

By the way, I tried the 4-Enduro Cap, 2-Race Cap sequence, 2 and 1 hour before the event with 2 Enduro and 1 Race Cap 10 min. before the start of the race, the road race, and criterium as suggested by Dr. Misner in the last newsletter. It works. I also carry some caps during the road race and replenish on the hour, usually 2 Enduro and 1 Race Cap. Try It!

Mike Freeman rides for Team Mako racing 50+ age group and has been known to mix it up with the 45+ and 35+ guys. He is a retired UC Berkeley police officer living in Martinez, CA.

SOY VS. WHEY PROTEIN

Who is the
Real Champ?



Protein quality has been officially determined by the joint expert consultation "Protein Quality Evaluation" (1991) of the World Health Organization (WHO), the Food and Agricultural Organization (FAO), and the United Nations University (UNU). Their joint efforts produced the Protein Digestibility-Corrected Amino Acid Score (PDCAAS), which reliably demonstrates how each type of protein's essential amino acid content meets the needs of the most demanding human growth periods. Each protein group fared as follows:

TYPE OF PROTEIN	PDCAAS SCORE
1. Soy, Whey, Egg Protein	1.00
2. Beef	0.92
3. Peas	0.73
4. Rolled Oats	0.52
5. Rice Flour	0.47
6. Corn Flour	0.42
7. Wheat Gluten	0.25

PDCAAS ratings score the first round soy 1, whey 1. Indicators for impact on health strongly favor soy protein consumption. Soy ingestion has been shown to lower blood serum cholesterol

significantly (Wolfe 1981). Both animal and human cancer cell tissue studies have demonstrated that naturally occurring compounds found in soy proteins dem-

individual, sex, age, size, activity, and culture. (Payne 1975) Diets of elite athletes clearly illustrate these variances: 1.0 grams dietary protein per kilogram up to

ESSENTIAL AMINO ACIDS CONTENT MG. PER 100 GRAMS PROTEIN

AMINO ACID	SOY PROTEIN	WHEY PROTEIN
HISTIDINE	2600	2041
ISOLEUCINE	4900	6409
VALINE	5000	4531
LEUCINE	8200	12543
THREONINE	3800	4628
LYSINE	6300	10682
METHIONINE	2600	2132
PHENYLALANINE	9000	3996
TRYPTOPHAN	1300	2861
TOTAL MILLIGRAMS/100 GRAMS	43,700	49,823

VOLUME OF ESSENTIAL AMINO ACIDS FAVORS WHEY 14%, OR
+6.1 GRAMS/100 GRAMS; SCORE ROUND 3: SOY 2, WHEY 2.

onstrate remarkable anticancer effects! The isoflavone, genistein, specific amino acids, proteinase inhibitors and phytates found in soy proteins are considered "major players" in preventing cancer tumor formation (Peterson & Barnes 1991, Kennedy 1985, Hawrylewicz 1991, Graf 1984).

Health indicators score the second round soy 2, whey 1. Whey protein contains 14% more total essential amino acids per serving than does the typical serving of soy protein. Specifically, whey contains greater quantities of the essential amino acids isoleucine, leucine, threonine, lysine, and tryptophan. Soy protein, however, contains larger quantities of the essential amino acids histidine, valine, methionine, and phenylalanine, than whey protein.

The amount of dietary protein one should consume is a factor of prime interest, and has been debated fervently since the early 1970s because data collected for recommended intake varies by

4.3 grams per kilogram of body weight. (Grandjean 1997)

Recent data submitted by Lemon (1996) suggests that those who engage in regular endurance activities should ingest a minimum of 1.2–1.4 grams protein per kilogram or .54–.66 grams per pound of actual body weight (BW), while strength athletes engaged in weight training should eat 1.7–1.8 grams per kilogram or .77–.82 per pound BW. Lemon also states that North American diets typically contain near or above these suggested quantities. Those at risk are: (1) athletes whose energy expenditure exceeds their energy intake, resulting in weight loss, (2) athletes whose dietary caloric requirements come predominantly from fruits and vegetables, (3) athletes whose metabolic recovery from endurance activity is incomplete, resulting in fatigue or training stalemate. Evidence measuring nitrogen in human urine shows protein synthesis depression and protein degradation from the oxidation of amino acids during prolonged endurance exercise. Amino acid

losses contribute 5–15% of the total energy required during endurance exercise. (Paul 1989) During a 20-mile run or a 50-mile bike ride at 60–70% maximum heart rate, an endurance athlete may spend up to 2000 calories or 300 calories from lean muscle mass amino acid stores, or 75 grams of amino acids! *Intake of any protein with a PDCAAS score of 1.0 in sufficient amounts to cover energy demands favors both soy and whey: score round 4 is even, soy 3 whey 3.*

Whey costs the athlete \$12.46 per lb. or 44 cents per gram, while soy costs only \$9.96 per lb. or 35 cents per gram. Cost factors favor soy at 9 cents per gram: score round 5, soy 4, whey 3.

Pure protein isolates are supplements to a well balanced diet which assist endurance athletes to avoid lean muscle mass loss, fatigue, training plateaus and poor recovery syndrome. While whey products are more costly to manufacture en-mass, and soy is cheaper to produce, both whey and soy are complete sources

of dietary protein. Regardless of who wins the soy vs. whey debate or which one is used in training, you, the consumer are the definite winner.

The Hammer Nutrition protein isolates labeled Whey Pro-100 and Soy Pro-100, each provide the maximum 1.0 PDCAAS amino acid profile, guaranteeing that intense training efforts will translate into superior athletic performance!

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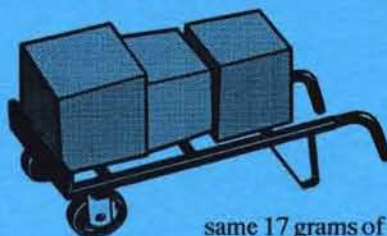
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Whey Pro 100 and Soy Pro 100 in Stock!

Hammer Nutrition's Whey and Soy protein powders are in stock, ready to ship.

Soy Pro-100: A 1.5 lbs container of this 100% pure isolated soy protein provides 19 servings, each packed with 26 grams of superior quality protein. The cost is just \$14.95. This is the only protein product on the market that doesn't contain fructose and other problematic ingredients.

Whey Pro-100: A 1.7 lbs. container of our Glutamine enhanced whey protein provides 30 servings, each packed with 17 grams of superior quality protein. The cost is just \$24.95. Compare that to Champion Nutrition's Pro Score 100 whey protein which costs \$19.95 for 17 servings with the



same 17 grams of protein. With Hammer Nutrition's Whey Pro-100, you get 13 more servings and no fructose or artificial sweeteners for just \$5 more.

Speaking of sugars and flavors, we should tell you what to expect from these two protein formulas. First of all, without the fructose, artificial sweeteners and flavors, the taste is definitely not sweet or strong. We call the flavor "Light Chocolate" because when mixed in water, the taste/sweetness is very subtle. If you want to add excitement to the taste of

these proteins, you should use a blender and mix in bananas, apple juice or anything else that works for your palate.

In case you are wondering if you need more protein in your diet, here is a simple formula: 1/2 gram of protein per pound of body weight daily. So, if you weigh 150 pounds, you will need at least 75 grams of protein each day. This is the minimum amount of protein a training athlete should ingest just to maintain existing lean muscle mass. Take a quick look at your diet and I would bet, although I am not a betting man, that you are not getting anywhere near this amount of protein in your daily diet. Additional protein will be needed for strength training in the off season.

The Big Pyruvate Scam

For months now, I have been getting questions from customers who have wanted to know if I had heard of Pyruvate, and when E-CAPS might be offering it. These people had obviously come into contact with the hype/propaganda that has been circulating regarding this supposed "miracle" supplement.

As anyone who has been reading EN for the past year or more knows, we are not afraid to call a spade a spade, or a fraud a fraud for that matter. Just as we exposed the dishonesty and bogus research that Endurox* has employed to sell its' ginseng stimulants, we are now shedding some light on the Pyruvate product and claims.

The following is an off-the-cuff note that was posted to one of the Internet groups that Dr. Bill Misner monitors. Mr. Sukala was kind enough to let us print the text of his post and hopefully will also give us permission to print his Pyruvate study when it is complete.

William Sukala writes: "I have an article in press which will be published in the *Sports Cardiovascular and Wellness Nutritionists* newsletter this winter.

In my research, I obtained and read every single word of every single peer-reviewed journal article cited by pyruvate promoters. And as it turns out, what we have is nothing more than a grand case of marketers making quantum leaps for the purpose of profit. The claims are based on nothing more than faulty extrapolations of legitimate research which, in and of itself, is not conclusive by any means. In fact, the crazy percentages seen in popular ads (ie, 48% more fat loss, 37%

greater fat loss, 20% increase in endurance performance) allow marketers to LIE WITH STATISTICS. These "huge" differences are really only a few pounds. And the terms "statistically significant" have no practical meaning outside the context of a journal article.

As for the *Muscle and Fitness* article they so often tout as "proof," I called Dr. Frank Greenway, a researcher from Louisiana who was quoted in the article. The article basically implies his "stamp of approval" for pyruvate, but when I spoke to him, he was angry that his comments were taken out of context. Not surprisingly, you'll never hear this from marketers.

Please know that all studies on fat and weight loss were done on morbidly obese women living in a metabolic ward for 21 days eating a diet ranging from 310 kcal to 1000 kcal. And the exaggeratedly small changes noted in weight and fat loss were induced by exaggeratedly large amounts of pyruvate. So my point here is that the minuscule doses found in commercial pyruvate supplements have never been proven to exert any physiological effect in humans, let alone in people who want to lose a few pounds. In essence, the recommendations are premature.

There are not enough studies to justify each claim. In fact, the exercise endurance claims are based only on two studies—and they employed untrained males doing arm and leg ergometry protocols. Fat and weight loss claims are based on 3 or 4 studies using morbidly obese women (see above). Antioxidant claims are blatantly false. There are no human studies in existence showing oral

pyruvate supplementation to be effective. These claims are based on in-vitro animal models. And claims that it acts as a cholesterol reductant are based on one single study. Two exist, but only one showed an effect.

Again, all studies used huge doses of pyruvate, about 22 to 100 grams. This is in direct contrast to commercial pyruvate preparations which can range from 1/2 to 1 gram or so.

The "no side effects" claim is misleading. In all studies, subjects experienced gastrointestinal distress, but the exaggeratedly tiny doses found in supplements are essentially benign and could not possibly cause GI upset, let alone a remarkable physiological or biochemical change.

I believe this to be one of the most blatant consumer rip-offs to date, as otherwise legitimate research is being misused for profit."

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If you would like to receive the entire Pyruvate article, send a SASE to

Endurance News,
P.O. BOX 4010,
Whitefish, MT 59937

Foods That Help You Heal

At E-CAPS/Hammer Nutrition, we are very precise in recommending how many Race Caps, Enduro Caps, Premium Insurance Caps, or how many scoops or servings of Hammer Gel or Sustained Energy to consume before, during, or after an event

Athletes also are careful to inspect supplement and prescription medication labels to discern inherent potency as measured in milligrams, while hardly giving a second thought to consumption of nearly 3/4 to 1 million milligrams worth of macronutrients from various food sources in one day. Prescription medications contain the greatest potency for orchestrating a variety of internal biochemical reactions, with over-the-counter supplements placing second, and macronutrients (foods) a close third. Since macronutrients in food are 1,000 to 1,00,000 times greater in volume than the micronutrients in prescription medicine, an accounting of the medicinal effect of macronutrients should be considered for maximum athletic performance and health.

Natural wholesome foods have specific applications to help the body heal a sickness or an injury. Dr. James Balch, M.D., and Phyllis Balch, C.N.C., spent the greater part of 10 years composing "*Prescription for Nutritional Healing*" (Avery Publishing Group, Garden City, New York, NY, 1990). In this well-documented treatise, they reveal what herbs and foods may stimulate or assist the immune system to conquer sickness, injury, fatigue, or a variety of maladies we all may experience in our lifetime. The foods in the chart on this page are suggested by Balch (1990) and Jensen (1993) because they have positive healing effects upon certain conditions. ***

Foods and Their Healing Applications



Vegetable Proteins = Tendonitis (absorbed better than animal proteins for repair of tendons)

Alfalfa, Brewers Yeast, Corn Meal, Kelp = Muscle Cramps (high in Calcium, Magnesium & Vitamin E)

Brewers Yeast = Fatigue or Energy Deficiency

Alfalfa, Blackstrap Molasses, Dark Green Leafy Vegetables = Varicose Veins

Garlic or Garlic Powder = Athletes Foot (place in socks or on feet)

Onions, Garlic, Asparagus = Arthritis (sulphur content removes metals)

Onions, Apples, Beets, Grapes = Edema

Grated Potatoes applied to eyes = Swollen Eyes

Honey applied to skin = Skin Infections

Honey mixed with chopped onions (let it stand overnight) = Cough Syrup

Raw Potato Juice = Heartburn

Rice & Barley Broth = Stomach Bloating or Indigestion

Alfalfa = Colitis (Vitamin K Deficiency)

Bananas, Figs, Dates, Yogurt = Insomnia

Whole Wheat Crackers = Motion Sickness

Almonds, Cherries, Pineapple, Watercress = Migraine headaches

Dark Green Leafy Vegetables, Kale, Alfalfa, (high vitamin K) = Nosebleeds

Salmon = Osteoporosis (a hormone found in salmon may slow degenerative osteoporosis)

Apple Pectin, Pumpkin Seeds &/or High Fiber Foods = Metal Toxicity (Cadmium or Radiation exposure, Pectin binds Strontium 90)

High Fiber Foods, Oat Bran = Alzheimers & Alcoholism

Raw Vegetables & Fruits, Seeds, Nuts & Grains = Slows Down the Aging Process

Raw Cranberries or 100% Cranberry Juice = Bladder Infection

Marshmallow Tea = Kidney & Bladder problems

Watermelon Juice (Diuretic) = Kidney Stones

Cold Pressed Sesame, Safflower, or Olive Oils = Prostate Disorders

Extra Virgin Olive Oil = Adult Onset Diabetes

Lemon Juice or Beet Juice = Liver Jaundice

Cabbage Juice, Carrot Juice, Raw Almonds (Laetrile) Primrose Oil, Flax Seed Oil, & EPA, Fish Oils = Cancer, (Carrot Juice also flushes fat from liver bile which lowers cholesterol)

Juice from Garlic, Onions, Carrots, Greens, (75% Raw Foods) = A.I.D.S.

Soured Dairy Milk (Buttermilk & Yogurt) = Yeast and Candida Infections

Whole Grains, Tofu, Brewers Yeast, Black Walnuts = Memory

Crushed Garlic = applied to Warts

Dietary Intake of high sulphur-amino foods such as Garlic, Onions, and Asparagus reduce Warts if problematic

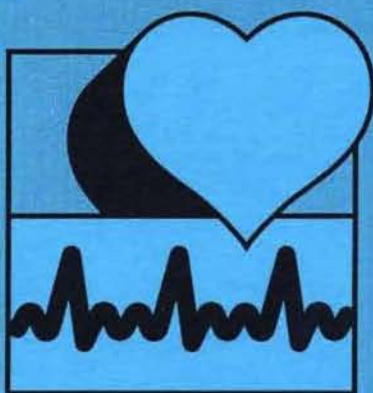
Cider Vinegar in Towel Soak = Bachelache

Apple Cider Rinse = may prevent or slow mild Hair Loss

continued on page 9

The Doctor is IN...

And Waiting To Hear
From You.



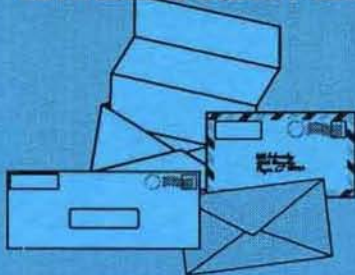
As a customer of E-CAPS/Hammer Nutrition, you have any incredibly valuable, and under-used (to date), resource at your disposal. I am referring to Bill Misner, Ph.D., our staff nutritionist. For almost a year now, Dr. Misner has been answering nutritional questions as well as investigating and finding solutions for physical, physiological and dietary ailments of hundreds of athletes. However, most of them were NOT our customers.

Although he doesn't mind answering inquiries from non-customers, he and I would both rather that our customers had the benefit of his services.

In case you are wondering, he doesn't just recommend our products to solve every problem. He is not a salesman. What he will do is thoroughly examine your ailment or question and give you solid, factual answers and advise based on solid natural health principles.

So, contact him with your questions or problems. To receive top priority, be sure to tell Dr. Misner that you are an E-CAPS/Hammer Nutrition customer. He responds to most inquiries within 24-hours. He can be reached via e-mail at drbill@cet.com, by phone at (509)327-5817 or by mailing your inquiry to EN.

How To Reduce Unwanted Junk Mail



One of the most annoying things about purchasing mail order items is the inevitable flood of junk mail that soon follows. I am sure it has already happened to you; you ordered some item from a big catalog company and the next thing you knew, your mail box was jammed with 3, 4, 5 or more catalogs and solicitations from companies that you had never heard of before. The junk mail never stops and just seems to increase over time as your name gets added to more mail lists. Recently, I decided to count the "junk mail" that arrived in my mail box at home and was disgusted at what I found. On three consecutive days I counted 19, 17 and 21 catalogs or other unsolicited mail, respectively.

This annoying problem is a result of the lucrative practice of buying and selling names. It's big business and most large mail order companies make a tidy amount of money selling the names of their customers to list brokers. Adding fuel to the fire is the ever increasing number of catalogs vying for the direct mail consumer dollar. The waste that results from this junk mail explosion is disturbing to say the least.

Before I go any further, you need to know that E-CAPS, and now Hammer Nutrition, *has never and will never* sell our customer's names to anyone. You can rest assured that any increase in junk mail you receive is not as a result of having your name and address on the E-CAPS/Hammer Nutrition mailing list.

The good news is that you can put an end to almost all of the unwanted junk mail simply by sending a brief note to the

Direct Marketing Association (DMA). Recently, an old friend and veteran of the direct marketing industry let me in on what must be the best kept secret in direct mail. The DMA requires that companies who rent mailing lists from brokers or other catalog companies first pass the list through a "filter" called the Mail Preference Service before mailing to that list. Any names that appear on the Mail Preference Service "suppression list" will be dropped from the rented list and thus will not be mailed a catalog or other offer. Although there are some unscrupulous marketers who ignore this suppression list, the vast majority do use it and respect the privacy of individuals who's name is on the list.

Although this will stop most mail from companies that you have never done business with, it won't stop all of your junk mail. For example, if you have purchased from the Eddie Bauer catalog in the past, you will still receive umteen Eddie Bauer catalogs every year.

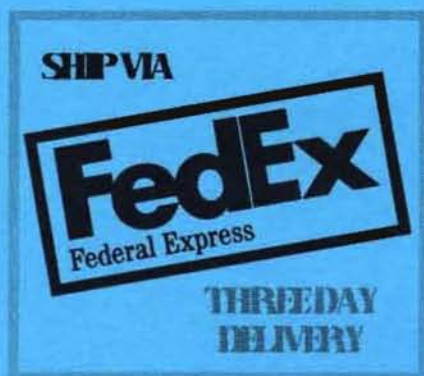
To have your name added to the Mail Preference Service suppression list, simply send a postcard or letter to the address below requesting that your name be added to the list.

Mail Preference Service
Direct Marketing Association
P.O. BOX 9008
Farmingdale, NY 11735-9008

NOTE TO OUR VALUED CUSTOMERS

FedEx, our new package carrier, is VERY sticky about having 100% accurate and complete delivery addresses. Mistakes as small as the last digit of a zip code being wrong will trigger an address correction and delay your shipment.

PLEASE, check your address label on the back page for accuracy and notify us if there are ANY errors or omissions. More details on back page. Also see article about FedEx on next page.



Important Changes in Shipping

The UPS strike in August was a huge inconvenience, but it was really just the last straw that solidified my decision to switch to Federal Express. So, after more than ten years of using UPS for 95% of our package volume, we have made the switch. The new FedEx Express Saver program offers much faster delivery to every state so you won't have to wait so long or pay extra air charges as often when you need your order quickly. Unfortunately, the switch does have some slight downsides which are explained below.

The Good News: Our normal delivery charge will now guarantee delivery of your order in 3 working days or less. Remember, with UPS, deliveries could take 6 working days or more with no guarantee at all. This was always a problem

for customers living on the East Coast because sometimes two weekends would pass before they received their order. The accompanying chart shows whether you are in a 1-, 2-, or 3-day delivery zone. Of course, if you live in a 3-day zone and need it sooner, guaranteed 2-day, overnight and priority overnight are available at extra cost.

The Bad News: In order for FedEx to offer rates comparable to UPS's ground rates, they have had to put some limitations on their service. The most notable exception is the \$1.00 surcharge on residential deliveries (However, UPS has also added an \$.80 residential delivery charge, so staying with them would have only saved you \$.20 per order). So, our base shipping rate of \$4.95 on packages weighing up to 2 lbs. will remain for shipments going to businesses, but will be \$5.95 for residential deliveries. Sorry, but home offices are still considered "residential" by FedEx. Another slight drawback to the FedEx service is that they will only make one delivery attempt and if the package is not successfully delivered, they will hold it at the nearest station for you to pick up.

For these two reasons, we strongly suggest that if at all possible, you change your delivery address to a business/commercial address. We can still maintain your home address or P.O. Box# for newsletters and other special offers.

Foods that Heal (from page 7)



Likewise Dr. Bernard Jensen's "Foods That Heal." (Avery Publishing Group Inc., Garden City, New York, 1993), is a publication on how one may apply macronutrient foods to healing and health. To use specific foods as medicine is a macro-approach for healthy living, and it produces few if any of the side effects to the human physiology often encountered by the micro-approach prescribed by allopathic physicians.

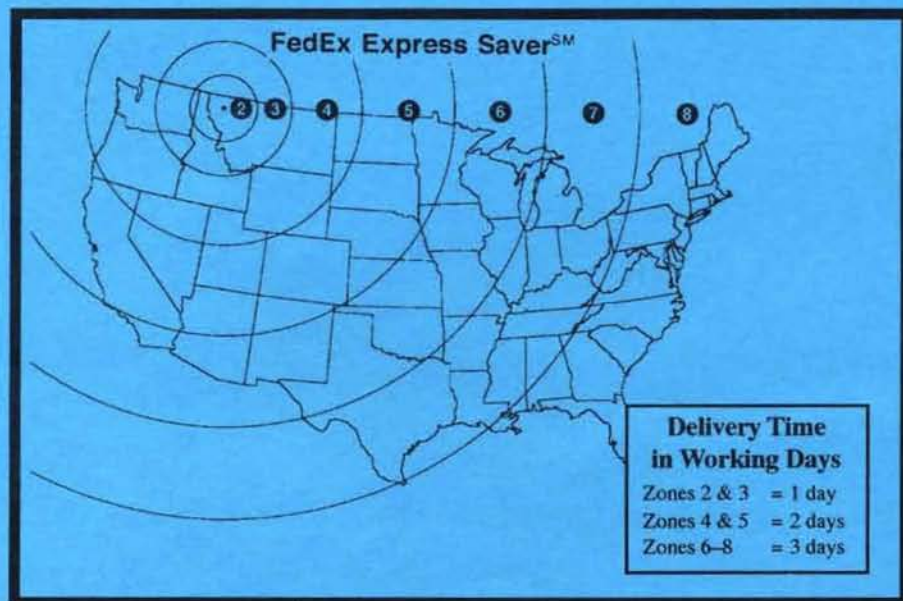
This article is emphatically *not* a criticism of choosing a doctor or the use of prescription medicines. This author has respect for the application of allopathic prescriptions to alleviate injuries and illnesses which may degenerate beyond the control of a natural immune response. If an illness or injury is promptly treated by eating a macronutrient source, it may result in a positive immune response and therefore potentiate the micro medicinal prescription effect.

REFERENCES

- Balch, JA & Balch, PA. *Prescription for Nutritional Healing*. Avery Publishing Group Inc., Garden City, New York, 1990.
- Jensen, B. *Foods That Heal*. Avery Publishing Group Inc., Garden City, New York, 1993.

***Athletes are advised to submit degenerative health problems to their primary care physician immediately, but may employ (on a trial basis, with the approval of their physician) the above foods for the conditions noted. If you are predisposed to experiment with ingestion of any of the foods described for the conditions noted, please notify me (see below) of your results, either anecdotal or objective. Records of these reports will be kept and published next year.

Dr. Bill Misner, Ph.D.
drbill@cet.com.
(509) 327-5817





1997 Athletic Highlights

In the last issue we noted the accomplishments of numerous athletes who have realized the benefits of E-CAPS and Hammer Nutrition products where it counts—at the races. So, in this issue we have compiled the results of a few more athletes. We salute all of them for the hard work and dedication that they put in to achieve these results. If we have missed your results, please send them in and we'll publish them in the next issue of EN.

Track

1997 UCI WORLD (Track) CHAMPIONSHIPS
Manchester England, Sept. 25-28

Cynthia Goodman

Women 40-44

1997 USAC Masters Female Athlete of The Year

Matched Sprint- Gold

2000 meter Pursuit- Gold

Points Race 1- Gold

500 meter TT- Silver

Years on E-CAPS/Hammer Nutrition: 4

Favorite Products: Race Caps (rc), Enduro Caps (ec), Sublingual Xobaline (sub-x), Premium Insurance Caps (pic), Hammer Gel (hg)

Woody Cox

Men 45-49

3K TT- Gold (new world record)

750 meter TT-Silver

Points Race- Silver

Olympic Sprint- Silver

Years on E-CAPS/Hammer Nutrition: 2

Favorite products: Race caps (rc), Enduro Caps (ec), Phyto Max (pm), Enduolytes (el), Creatine Boost (cb), Sustained Energy (esd), Hammer Gel (hg), Premium Insurance Caps (pic), ATP 100, Tissue Rejuvenator (tr), Xobaline (x), Liquid Endurance (le)

Cris Smith

Women 35-39

2,000 meter pursuit - Gold (new world record)

Points Race - Silver

1997 U.S. Masters National Champion -3,000 meter pursuit

Years on products: 2

Favorite products: Same as Woody

Shan Rayray

Women 30-34

Matched Sprints Gold

500 meter TT Gold

1997 U.S. Master's National Champion - Matched Sprints.

Years on products: 1

Favorite products: RC, EC, PIC, X, ESD, Whey Protein, Hammer Gel

Running/Ultra Running

Ben Hian

Winner of Rocky Raccoon 100, 1st in Avalon 50 miler (new course record), 1st at Leona Divide 50 miler, 1st at Bishop High Sierra 50 miler, Orange 12 hour Track Run (ran 82.5 miles).

Years on products: 8

Favorite products: Cardio Caps (cc), EC, RC, ESD, Hammer Gel.

Andrew Jones

1997 World Records: , 12 hrs-99.4 miles, 150k-11:12:25., 100 miles-12:05:43

Canadian Record: 6 hrs-52.5 miles.

1st place, Dances With Dirt 50K (Course Record)

Years on products: 1

Favorite products: RC, EC, ESD

Kim Jones

1997 USTF Road Running Champion

1997 USA Running Circuit Grand Prix Championship

Top American Woman at Boston and New York Marathons

All for this 37 yr. old running phenom.

Years on products: 5

Favorite products: RC, EC, PIC, ESD, Shark Cartilage (sh), Chromate (ch), Boron (b), Tissue Rejuvenator (tr), Enduolytes (el)

Bill Riley

2nd place in age 1997 Boston Marathon

4 New England records by winning 7 straight events in the Track and Field Road Race Series, a sweep of 7 different disciplines ranging from a 5K to a Marathon which has never been done before.

Years on products: 9

Favorite Products: RC, EC, IC, B, CH, Whey protein, Soy protein, PM, ESD

Ultra Cycling

Danny Chew

1996 RAAM Winner

Returned to RAAM in 1997 and finished 2nd.

Years on products: 2

Favorite products: Cardio Caps (cc), EC, Xobaline (X), ATP100,

Muffy Ritz

1997 RAAM; 2nd place woman and 8th overall.

Years on products: 9

Favorite products: RC, EC, B, CH, ESD

Peter Pop

1997 4th overall beating his place from last year.

Years on products: 3

Favorite products: ESD and Hammer Gel

Steve Born

Idaho Record holder going from north border to south border, 641 miles, in 39 hrs 28 min.

Years on products: 9

Favorite Products: RC, EC, B, CH, ATP100, ESD, Creatine Boost (CB), Hammer Gel, Endurolytes (el), Liquid Endurance (le), Xobaline (x)

Mt. Biking

B.J. Phillips

1997 NORBA Junior National Champion

Winner of National Finals Park City UT (Qualified him to compete at Worlds in Switzerland)

Years on products: 3

Favorite products: Cardio Caps (cc) EC, Sublingual Xobaline (subx), ESD, ATP100, Premium Insurance Caps (pic), PM, Hammer Gel.

Dan Gerardi

Competed as oldest man on track at Worlds in Switzerland and got 2nd in the 50+ downhill

Years on products: 9

Favorite products: RC, EC, X, B, SUBX, ATP100, CH, PIC, Shark Cartilage (sh), ESD PM

Cycling

Julie Kaplan

Won Masters National Road Tandem 70+ 40k Time Trial

Years on products: 4

Favorite Product: RC, EC, CC, X, B, ATP100, ESD, CB, SH, HG, PM, PIC, Tissue Rejuvenator (tr), EL, Anti-fatigue (af), HG

Bob Brooks

110+ 40K Tandem TT National Champion

Got the 55+ 40k TT National Record at 53:31.

Competed and dominated the World Senior Games in St. George UT winning the event overall.

Years on products: 10

Favorite products: RC, EC, B, ATP100, CH, ESD, CB, PM, PIC, HG

David Grice

Acquired a total of 52 wins in Master's 35+ races in the SE U.S.

During 1997 season.

Years on products: 3

Favorite Products: RC, EC, X, B, SUBX, ATP100, CH, ESD, CB, SH, PM, PIC, HG, TR, EL,

Mike Freeman

2nd U.S. Master's Nationals - Road Race

Years on products: 5

Favorite products: RC, EC, X, B, CH, PIC, ATP100, ESD, WHEY PRO, CB, PM, HG, Endurolytes (el), Liquid Endurance (le)

Triathlon

Bill Riley

Won Triathlon Nationals 3rd year in a row, that makes 3 straight wins at Nationals and 6 times in the last 8 years. Received the Grand Masters Award. Won every triathlon he entered.

Years on Products: 9

Favorite Products: See running listing

Abe Rogers

3rd Place Overall, 1st American, St. Anthony's Triathlon

3rd Place Overall, St. Croix Triathlon

1st Place Overall, China PECC Cup Triathlon

Years on Products: 2

Favorite products: EC, CC, PIC, SUBX, HG, ESD

Auto/Endurance Racing

Tommy Kendall

1997 SCCA Trans-Am Champion

Dominated series again this year winning a total of 11 out of 13 events.

Years on Products: 6

Favorite products: RC, EC, Ch, X, SUBX, IC, ESD

Ironman Honorable mention

Kevin Moats

4th place, 40-44 age group, with a time of 9:54:31

Years on Products: 9

Favorite products: RC, EC, X, B, CH, CC, ATP100, ESD CB, HG

Randy Beckner (Montana)

3rd place 45-49 age group with a time of 10:08:28

Years on Products: 8

Favorite products: RC, EC, X, B, CC, IC, ESD, EL, HG, CB

Mike Llerandi

114th overall, 18th in 30-34 age group with a time of 9:48:10

Years on Products: 9

Favorite products: RC, EC, X, B, SUBX, CH CC, PIC, ATP100, SOY PRO, ESD, PM

ADDRESS CORRECTIONS

Since we switched to FedEx (see story on page 9), we have realized that we have many incorrect or incomplete addresses for you. Please look carefully at your address below. Specifically, is there an apartment number, suite number or business name missing? Also, are all 5 primary zip code numbers correct? If you notice ANY incorrect/incomplete information, please call us at 1-800-336-1977 so that we can make corrections before we mail/ship to you again.

FedEx is VERY sticky about having 100% accurate and complete delivery addresses. Mistakes as small as the last digit of a zip code being wrong will trigger an address correction which costs us \$10 a pop. Unfortunately, due to their policy, we have had several hundred dollars in address correction charges.

Your assistance and cooperation with this matter is greatly appreciated.

Endurance News Mission Statement

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

Endurance News features insightful articles on diet, nutrition, training and other topics of interest to endurance athletes—written by myself as well as professional and elite amateur athletes, and other experts in the area of nutrition and exercise. In addition, EN will include articles highlighting new and existing E-CAPS products and how to get the maximum benefit from them.

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

*Brian Frank,
Editor*

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

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