

SOS

5 *Secrets
of Success*



Fuel Right, Feel Great!®

Guaranteed since 1987!

5 SOS

Secrets of Success for Endurance Fueling



This book is the distillation of the knowledge that we have gained through three decades of helping athletes successfully fuel for every imaginable endurance endeavor. You name it, we've done it—or helped other athletes do

it. By following the guidelines revealed in this book, you too will accomplish your goals and become the best you can be.

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

We are so passionate about helping our clients, that we literally wrote the book on it! We're pleased to say that more and more "experts" are now singing our tune, and championing our philosophy.

This book, like all of our educational resources is offered to all, free of charge. If you have additional questions, please consult our website—or better yet, call to speak with an expert client advisor. We're here to serve you!

Brian Frank

Brian Frank, Owner

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Our Philosophy

Less Is Best

To fuel successfully, less is better than more!

Hammer Nutrition has been advocating the “less is best” approach for more than 30 years. Proper fueling is achieved by consuming the least amount necessary to keep feeling your best, hour after hour. This philosophy guides all of our fueling recommendations.

What makes us so sure we’re right? Beyond a wealth of scientific research, 30 years of working with thousands of athletes have proven it! Follow this approach and you too will reach your fullest athletic potential, recover well, and feel great every day.



Our fueling recommendations:

Calories per hour: 120-180 calories

Fluids per hour: 20-25 oz.

Electrolytes per hour: 1-6 Endurolytes®, 1-2 Endurolytes® Extreme, 1-2 Endurolytes Fizz®



Hammer's own Loren Mason-Gere wins the Butte 100: "the most difficult mountain bike race in the country!"
Photo: Eliza Heavenrich

Pre-Exercise Fueling

When and how much to eat before exercise.



Our fueling recommendations:

Adopt and consistently follow these pre-exercise fueling recommendations and watch your performance soar! Properly timing your caloric intake before every activity will ensure you get the most out of your time—no matter your goals, intensity or duration of exercise.

Complete your meal three hours before exercise: 300-500 calories of complex carbs and some protein.

Want to “top up” before starting? Consume a serving of Hammer Gel® 10 minutes prior to your start.

Observe the three-hour rule!

The timing of your pre-exercise meal is critical. Be sure to complete your meal no less than three hours before your workout or race, regardless of its duration. (That means fork or spoon down at 6 a.m. if your event starts at 9 a.m.) Three hours allows time for your body to fully process the meal and avoid intestinal distress. You'll feel “light on your feet,” as your body devotes all blood and oxygen to your physical efforts, rather than expending energy digesting your meal.

Additionally, eating within three hours of exercise can seriously hamper performance. As nutritional expert Dr. Bill Misner points out, raising blood sugar within three hours of endurance exercise reduces the body's ability to burn fat as fuel. As a result, the body will burn through

Fully Charged will change your life! Thirty minutes before you exercise, mix one scoop or stick pack in 6-8 oz. of water. During a prolonged workout, add an additional scoop or stick pack to your water bottle midway through.



Pre-Exercise Fueling - When and how much to eat.

its limited stores of stored carbohydrate (muscle glycogen) more quickly.

The combination of rapid glycogen depletion and decreased fat burning reduce endurance and performance. Though it may sound counterintuitive, the science is clear: for optimal performance, abstain from eating for three hours prior to your start time.

30 minutes before you start:

Prepare 1 serving of Fully Charged in 4-8 oz. of water.

10 minutes before you start:

Consume one serving of 1 Hammer Gel, 2 Endurolytes or 1 Endurolytes Extreme, and 4-8 oz. of water.



HAMMER Quick Tips



Sleep. Eat. Start fueling from the start and enjoy steady output all day.



If you must eat, consume Hammer Gel within 10 minutes of starting.



Don't "carbo-cram" the night before. Real "carbo-loading" is achieved through proper recovery, day in and day out.



For dinner, eat light and clean: no refined sugar, saturated fats, or alcohol. Eat until you're satisfied and call it a night.

A complex carbohydrate and some protein, eaten three hours before exercise, will have you feeling light on your feet and free of GI distress.

Pre-Exercise Fueling - When and how much to eat.

Breakfast


Consume 300-500 calories of mostly complex carbohydrates & protein.

The purpose of your pre-exercise meal is to top off liver glycogen stores which your body has expended during sleep. Muscle glycogen (about 80% of your total carbohydrate stores) remains intact overnight. If you had a proper recovery meal after your last workout, your muscle glycogen is already full. With only your liver-stored glycogen to top off, a light meal (300-500 calories) is sufficient.

In order to avoid stomach distress, the meal should be easily digestible, high in complex

carbohydrates, and low in fiber, sugar, and fat. Fat and fiber can slow digestion but have no proven influence on exercise output. With any fiber you add to your regimen, include a small amount of protein.

Bottom line:

After 30 years of offering this advice, we have yet to hear from a single person that this approach did not work. Apply it consistently and watch how well your body responds. 

HEED®, Hammer Gel® and Perpetuem® will fuel your exercise hour after hour without overconsumption of fluids or digestive distress.



Calories Count

What and how much you consume during exercise can be the difference between crushing it, or being crushed.



Our fueling recommendations:

Consume 120-180 calories per hour.

Fuel with complex carbohydrates, such as maltodextrin, not simple sugars or a blend.

For exercise longer than two hours, your primary fuel should include protein in a ratio of about 8:1 carbs to protein.



Calories Count - What and how much to

Like every aspect of performance, proper nutrition requires planning and practice if you wish to reap the benefits on race day. Here's the inside track on successfully fueling all your activities.

Carbohydrates

Athletes know “carbs are king” when it comes to fueling for endurance exercise. But you can't consume just any carbohydrate at any time. Here's what works:

Complex carbohydrates offer steady, usable energy without

stomach distress. Products containing simple sugars—typically sucrose, fructose, and/or glucose (dextrose)—must be extremely diluted (6-8% solution in water) to be digested. This presents an immediate problem, as this solution is too weak to meet the caloric needs of endurance exercise. However, increasing the solution will cause the sugars to sit in the gut as the fluids are recruited from elsewhere in the body. This “osmotic pressure” increases rates of dehydration and electrolyte depletion and often causes severe GI issues.

Fuel lean:
120-180 cal/hr

FACT: Your body can't process calories in an amount that approaches what it expends during athletic activity. If you want to achieve your best performance, **DO NOT** follow the “calories out, calories in” protocol recommended by some “experts.”

In contrast, complex carbohydrates (such as those found in HEED and Hammer Gel) can be efficiently digested at solution concentrations of up to 18%. You can therefore absorb sufficient calories to fuel your exercise, hour after hour, without risking overconsumption of fluids or digestive distress.

Fast energy without the crash. The complex carbohydrate source in Hammer Nutrition's fuels is maltodextrin. This easily absorbable starch elevates blood sugar rapidly for the quick energy you

consume during exercise.

need during exercise. However, unlike simple sugars, a complex molecular structure keeps blood sugar stable. While sugars spike insulin levels and then quickly drop them—leading to “peaks and valleys” of energy—complex carbohydrates raise blood insulin just as effectively, but without the corresponding “crash.” Your energy will be stable and reliable, hour after hour.

Avoid multiple carbohydrate sources during exercise. Some sports fuels contain a mix of simple sugars and carbohydrates. However,

like simple sugar alone, these blends are only absorbable at either very low solutions, or exceedingly low heart rates (the equivalent of taking a brisk walk). If you want steady energy while pushing the pace, steer clear of simple sugars—regardless of what they’re mixed with.

Fatty acids

Even the very leanest athletes have vast stores of caloric reserves in the form of body fat, with larger athletes’ bodies holding upwards of 100,000 calories of expendable energy. When

HAMMER Quick Tips



Replenishing calories in amounts of 120-180 cal/hr supports efficient energy production that won’t interfere with the use of fatty acids for fuel.



During efforts of two hours or longer, about 5-15% of calories used comes from protein (whether from fuel or muscles).



Plant proteins are preferred for use during exercise because their metabolism doesn’t produce ammonia, a big factor in fatigue.



For two- to three-hour events or high intensity workouts, a “carb only” fuel may be more beneficial than a carb-protein fuel.



Kamil Leniak hammers his way to an overall win at the Columbus Trail 42K! Photo: Jacek Deneka

Calories Count - What and how much to consume during exercise.


exercise goes beyond two hours, these fatty acids should be the body's primary fuel, providing approximately 60-65% of your energy needs. However, when you consume too many calories, your body switches gears, intent on using the food you've eaten and your carbohydrates reserves instead. In order to support your body's natural ability to efficiently access energy stores from fat, consume just enough calories to feel your best (no more than about 180 calories per hour) hour after hour.

Protein


For activities lasting longer than 90-120 minutes, 5-15% of your calorie expenditure will come from protein. If your fuel

doesn't supply this protein, your body will scavenge it from muscle tissue—causing muscle fatigue and depletion, post-exercise soreness, and a weakened immune system.

To avoid such protein cannibalization, your fuel should incorporate protein in a ratio of about 8:1 (by weight) carbs to protein.

Sustained Energy, Perpetuem, and Perpetuem Solids® meet this requirement and are your best fuel choices for long-duration exercise. For these sessions use a protein containing fuel from the get-go. 

The Grey Area: Fueling for two- to three-hour sessions:

Digestion is most difficult when exertion levels are highest. When fueling for two-to-three hour sessions that include high exertion levels, it is often best to choose carb-only fuels (HEED or Hammer Gel®), as these are most easily digested. Although some ammonia build-up and muscle breakdown may occur, the impact is minimal during such durations. For steady efforts beyond this time frame, Perpetuem should be the fuel of choice from the onset of exercise. 



Proper Hydration

What you need to know to stay in the flow



Our fueling recommendations:

To avoid the performance and health problems associated with low blood sodium, your fluid intake should not routinely exceed 25 oz. per hour and is relative to weight and conditions.

Average athletes, average temps: 20-25 oz. (approx. 590-740 ml)

Lighter athletes or cooler temps: 16-18 oz. (approx. 473-532 ml)

Heavier athletes or hotter temps: Up to 28 oz. (approx. 830 ml)

For exercise longer than two hours, your primary fuel should include protein in a ratio of about 8:1 carbs to protein.



No matter how long or extreme your exercise regimen or races may be, HEED will keep you properly hydrated without bloating or cramping.

Proper Hydration - What you need to know

Water is the most critical component to exercise fueling. It cools your body, allows healthy cellular function and energy release, and transports nutrients. However, many athletes have trouble gauging how much fluid to drink. Many attempt to replace fluids at the same rate they're lost through sweat. While it may seem sensible, in truth, this is a recipe for disaster.

The fact is, you can finish an activity of any length with 2% weight water loss without

suffering performance decline or health impacts. Forget advice to “drink to replace.” Instead, abide by the following principals:

Your body cannot absorb fluids at the same rate that it loses them.

On average, you lose about one liter (about 34 oz.) of fluid per hour during exercise—even more in extreme heat and humidity. However, your body cannot absorb this same amount during exercise.

Research has shown the optimal average water intake to be one water bottle (20-25 oz.) per hour.

The goal with hydration, like caloric consumption, is to consume the amount your body can process, without causing additional side effects. Research by Dr. Tim Noakes, who collected data for ten years from some 10,000 ultra runners, has shown that most endurance athletes can efficiently absorb 16-24 fluid oz. per hour, and that consuming more than this does not improve performance. In fact, overconsumption can have grave consequences. When blood sodium concentrations become too low, performance immediately declines. In severe cases, water intoxication and

Daily hydration: Foundation for success


Aim for 0.5-0.6 oz. of fluid per pound of body weight daily in addition to what you drink while training or racing. The majority of your hydration should come from pure, clean water.

- 100 lbs ... 50-60 oz.**
 - 110 lbs ... 55-66 oz.**
 - 120 lbs ... 60-72 oz.**
 - 130 lbs ... 65-78 oz.**
 - 140 lbs ... 70-84 oz.**
 - 150 lbs ... 75-90 oz.**
 - 160 lbs ... 80-96 oz.**
 - 170 lbs ... 85-102 oz.**
 - 180 lbs ... 90-108 oz.**
 - 190 lbs ... 95-114 oz.**
-

to stay in the flow.

dilutional hyponatremia will take place, which can be fatal.

Good hydration starts before you even get moving. For daily (non-exercise) hydration needs, aim for a fluid intake of 0.5-0.6 fluid oz. of pure, clean water per pound of your body weight. That amount is in addition to the amount you drink during your activities.

Bottom line: By hydrating properly (taking 20-25 oz. per hour), you'll attain peak performance with less fatigue, bloating, and cramping. You'll feel better before, during, and after you exercise. 

HAMMER Quick Tips



Hydrate effectively all-day, everyday.



During exercise, practice measured fluid consumption varying for temperature and sweat rate.



Do not attempt to replace fluid lost with equal amounts consumed.



Don't try to super hydrate prior to exercise.



Belgian Hammer athlete Peter Van Rompaey, a diabetic, relied on proper hydration to successfully complete the legendary Marathon de Sables in the Moroccan Sahara. Photo: Courtesy Peter Van Rompaey

Electrolyte Replenishment

Resupply with these vital minerals to correctly finish strong.



Our fueling recommendations:

To keep your body functioning smoothly through a long workout or race, replenish the full spectrum of electrolytes consistently, and completely.

**Extreme conditions may warrant higher levels of electrolyte replenishment. Use the tear sheet on page 23 to plan your intake.*

Think of electrolytes as the motor oil in your car—they don't make the engine run, but they're absolutely necessary to keep everything operating smoothly. Just as you wouldn't wait for your engine to seize before you top off the oil, don't wait to

cramp before you replenish electrolytes. Long before you cramp, your output has been suffering due to mineral depletion.

Electrolytes 101

The goal of electrolyte replenishment is smooth, uninterrupted, uncompromising performance. Without the proper levels of electrolytes, your body can't carry out critical body functions such as muscle contractions, normal heart rhythms, and nerve impulses—all of which are critical for performance and health.



Electrolyte Replenishment - Resupply with these vital minerals to finish strong.

Salt tablets are not the answer!

Salt tablets are an unacceptable choice for electrolyte replenishment for two important reasons: 1) They can oversupply sodium, thereby overwhelming your body's ability to regulate electrolyte and fluid balance. 2) They provide only two electrolytes: sodium and chloride, when your body requires several types of electrolytes.

Your body has very effective mechanisms for monitoring and conserving its stores of sodium. Consuming excessive amounts interferes with this natural process. If your body detects a drastic increase in sodium from outside sources (from either electrolyte products too high in sodium, or salty food), your body will stop filtering and recirculating sodium and begin purging the excess. The immediate results are swelling and elevated blood pressure, with extreme cases resulting in lethargy, muscle weakness, seizures, and even death.

Skip the salty foods

A similar process occurs if you routinely consume high levels of sodium in your diet. The habitual consumption of excessive sodium sets up the body to routinely dump high levels of sodium. If you're consuming more than 2,300 milligrams of sodium per day, your sodium loss during activity will be increased, thus

making you more likely to cramp, and increasing your need for electrolyte supplementation.

By building your diet around natural, unprocessed foods, you will consume sufficient sodium to meet your needs without interrupting your body's natural regulatory processes. The average person stores 8,000 milligrams of dietary sodium in body tissues. By reducing sodium in your diet and replenishing at the minimal necessary levels during exercise, you enable your system to make the best use of your stores. Attempting to "sodium load," by taking in large amounts of salt prior to activity will simply trigger your body to rapidly dump it, perpetuating the cycle of high sodium consumption and expenditure.

Full Spectrum Electrolyte Replenishment

Proper electrolyte replenishment requires a consistent approach that incorporates all the electrolytic minerals in proper balance—not just "salt."

Hammer Nutrition's Endurolytes are designed to meet your body's complete electrolyte requirements, including sodium, chloride, potassium, magnesium, calcium and manganese. They help counter the effects of over-heating, optimize bodily functions, and enhance performance, especially for

Electrolyte Replenishment - Resupply with

HAMMER Quick Tips



Electrolyte replenishment is important regardless of outside temperatures.



The body only needs 500-2,300 milligrams of sodium a day, an amount easily supplied with natural, unprocessed foods.



High levels of sodium lead to increased sodium loss during exercise and will require more sodium intake.



Adding Endurolytes, Fizz or HEED to your water bottle is an easy way to help replenish electrolytes consistently throughout your workout or race.

activities longer than two hours. Unlike other electrolyte replacement products, we do not formulate Endurolytes to reflect the amount of electrolytes lost through exercise. As sweat loss varies greatly from person to person and across different

climates, there is no “one size fits all” approach to replenishment. It is essential that you correlate your dosing to your dietary habits, the climate, and temperature.

In selecting your dosage, it is important to remember that the human body can assimilate only about 1/3 of what it loses during exercise. Trying to replace more than this could cause gastric distress, edema, muscle spasms, cramping and a host of other performance wrecking symptoms.

Hammer Nutrition’s Endurolytes products help your body maintain proper electrolytes levels, no matter the conditions or duration of exercise. This allows your body to perform better under the demands of exercise, especially in heat, by providing a full range of minerals in the proper balance without interfering with normal body control systems.

Original Endurolytes Capsules

Ideal for athletes consuming a low sodium diet! Introduced in 1996, this full spectrum, proportionately balanced electrolyte supplement provides 100 milligrams of sodium chloride. Depending on heat stress levels, 1-6 capsules per hour are recommended.

these vital minerals to finish strong.

Endurolytes Extreme Capsules

Ideal for athletes who tend to consume a high sodium diet (evidenced by salt stains on clothing and skin). Triple the sodium, chloride and potassium, allows for a 3:1 reduction in the number of capsules consumed compared to original Hammer Nutrition Endurolytes.

Endurolytes Fizz

Equal to approximately two capsules of Endurolytes, this product is ideal for athletes who are unable to consume capsules while exercising and or those who must have flavor in their water.

Continued on next page

COMPLETE Electrolyte Support

Salt tablets provide only two of the electrolytes your body requires. Endurolytes provide a full spectrum with complementary micronutrients:

Calcium: Needed for normal heart rhythm, healthy nerve transmission, and strong muscle contractions. During exercise, calcium-dependent enzymes produce energy from fatty acid and amino acid conversion.

Chloride: Critical for maintaining a proper balance and consistency of body fluids and electrolytes.

Manganese: Trace amounts help convert fatty acids and protein into energy.

Sodium: The average athlete already has a vast store of available sodium, and consuming excess sodium can cause serious problems. We recommend a moderate amount for replenishment.

Magnesium: Required for many of the enzymatic reactions involved in converting fuel to muscle energy.

Potassium: Needed for optimal concentration of sodium.




The Kauai High paddling team keeps hydrated in the Hawaiian heat with Hammer Endurolytes. Photo: Vic Allen

Electrolyte Replenishment - Resupply with these vital minerals to finish strong.

HEED

Hammer Nutrition's complex carbohydrate powdered sports drink, contains this same full-spectrum electrolyte profile. Some athletes find that a scoop or two of HEED in their water bottle will keep them going strong for an hour or more. Others satisfy their complete electrolyte needs by consuming both HEED (an excellent base) and Endurolytes products.

Bottom line: Salty foods and salt tablets won't cut it when it comes to electrolyte replenishment. Instead, adopt a low-sodium approach in your daily diet built around mineral-rich whole foods. During exercise, provide your body comprehensive electrolyte support without compromising internal regulation. 

Build your optimal fueling strategy!

For a complete guide to fueling, replenishing electrolytes, and applying all SOS recommendations, refer to Hammer Nutrition's product usage manual, *How to Hammer*.

Also use the Fuel Right, Feel Great![®] tear sheet on page 23 to put your fueling plan into action. Hammer on!



Miles Frank on a training ride in Whitefish, Montana. Photo: Endurance News Staff

Recovery Done Right

For better performance tomorrow,
recover right today!



Our fueling recommendations:

Within 30 minutes after your finish consume:

20-30 oz. of water

30-60 grams of high-glycemic carbohydrates

10-20 grams of protein, preferably whey isolate

Complementary amino acids and micronutrients



Tissue Rejuvenator, Recoverite, Whey Protein, Race Caps Supreme and Premium Insurance Caps are all recovery fuels and supplements that are precisely formulated to optimize your training efforts and keep you healthy.

Recovery Done Right - For better performance

HAMMER Quick Tips

30-60 grams of high-quality, complex carbohydrates immediately after exercise will restore glycogen.



Whey protein isolate (not concentrate) is virtually free of lactose and fat, and ideal for recovery.



Following a 3:1 carbohydrate-to-protein ratio (such as Recoverite) will decrease muscle soreness.



A full-spectrum supplement, such as Premium Insurance Caps, will replenish vitamins and minerals lost during exercise.



Rehydration

Begin rehydrating immediately following your exercise session and continue throughout the day. Consume at least 16 oz. of water immediately following and continue based on temperature, sweat rate and thirst. You should consume at least 16 oz. per pound of body weight lost during a strenuous session.

Macronutrient Requirements

First and foremost, the recovery process relies on two essential macronutrients: carbohydrates and protein. Consuming carbohydrates after exercise will replenish glycogen (carbs stored in muscles) while also helping your body to assimilate protein.

Several studies have shown that pre-exercise muscle glycogen level is the most important energy determinant for exercise performance. Athletes who have more of this readily available fuel in their bodies have a significant advantage.

Fortunately, you can substantially increase your glycogen storage capacity through consistent recovery practices. To maximize this process, always consume carbohydrates within 30 minutes of your session's end.

For fastest absorption, choose high-glycemic complex carbohydrates.

A high-glycemic complex carbohydrate is ideal because it raises levels of insulin in the blood. This is desirable after exercise, as insulin drives the storage of glycogen, stimulates protein synthesis (needed to repair and rebuild muscles), and decreases protein breakdown. Though simple sugars will also spike insulin levels, they rapidly

tomorrow, recover right today!

drop, leading to decreased energy for the rest of the day. Given simple sugar's inflammatory nature and propensity to cause stomach distress, it is a poor choice for recovery. Instead, choose high quality complex carbs such as that found in Recoverite.

Protein

Protein provides the raw materials your body needs to rebuild stressed muscles, enhance glycogen storage, and support the immune system. Whey protein isolate is the best protein choice for speeding recovery, for a variety of reasons.

Whey has the highest Biological Value (BV)—or absorbability of all proteins. BV is a measure of how well and how quickly your body uses the protein that you consume. Whey protein isolate, the purest form of whey protein, has the highest BV of any known source, at 154. Many other recovery products use lesser-absorbed whey protein concentrate which includes production by-products, fat and lactose. Hammer Whey and Recoverite use the purest option on the market. Whey protein isolate is derived from US-raised grass-fed cattle. It is 90-97+% protein and

virtually free of fat and lactose.

Superior Muscle Repair

Compared to other sources, whey protein isolate is a superior source of branched chain amino acids, including those most crucial to the muscle tissue repair process: leucine, isoleucine, and valine.

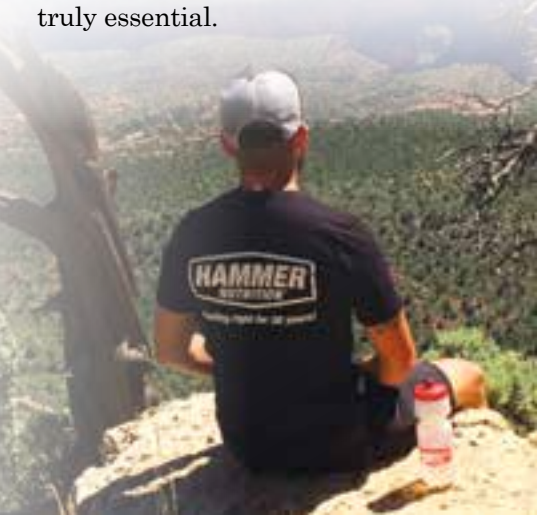
Immune System Support

Whey protein contains excellent levels of the amino acids associated with immune system health. Poor protein status and chronic muscle breakdown lead to decline in immune system health and eventually to many of the sicknesses and ailments associated with over-training.

Micro-Essentials

Research has revealed that recovery benefits from consuming other key antioxidants and amino acids. While many nutrients will enhance recovery, we consider the following to be truly essential.

Ryan Ingham recovers after a race along the north rim of the Grand Canyon in the Grand Canyon 50 Miler. Photo: Courtesy Ryan Ingham



Recovery Done Right - For better performance tomorrow, recover right today!

L-glutamine preserves and rebuilds lean tissue, boosts the body's natural immune defenses, and aids gastrointestinal health.

L-carnosine offers antioxidant support. This nutrient neutralizes all forms of free radicals, thus helping to remove the "waste products" left behind after your workout. It also serves to protect body proteins.

Chromium polynicotinate boosts glycogen synthesis – thus improving your use of post-workout carbohydrate consumption. Studies suggest that athletes who consume chromium along with ample carbohydrates can experience a 300% increase in glycogen synthesis.


Recoverite: The Perfect Recovery Tool

Recoverite supplies everything your body needs to jump-start the recovery process. It offers easily assimilated complex carbohydrates (from maltodextrin), and premium protein (from whey protein isolate), in the 1:3 ratio scientifically proven to speed recovery times.

With the addition of the essential nutrients outlined above and a full-spectrum blend of electrolytes, it is truly the perfect tool for the job.

If you want to feel your best, maximize your gains, and make the most of your time, you must make recovery a priority in your training. Putting an emphasis on properly refueling when your body is at its most receptive (immediately following exercise) will help restore your body's premium fuel (glycogen), rebuild muscle, and strengthen your immune system.

Make Recoverite part of your post-workout routine. To further maximize recovery, consider Hammer Nutrition's line of supplements. Premium Insurance Caps, Race Caps Supreme and a host of other high potency nutritional supplements are 100% guaranteed to improve your health, recovery and performance.

Bottom line: Get the most out of your training by giving as much attention to your recovery as you do to your training. Within 30 minutes of exercise, consume adequate complex carbohydrates, whey protein isolate and antioxidants. 



Fuel Right Feel Great!®

**Use the 5 secrets and put
your plan into action!**

Fill this out, tear it out, and be prepared for amazing results!

Preparing to go:

- 3 hours prior: eat 300–500 easily digestible calories
- 10-30 minutes prior: 1 scoop **Fully Charged** in 4-8 oz. water, and other supplements as needed
- 5-10 minutes prior: 1 serving **Hammer Gel**

During:

Endurolytes: dosage varies by individual needs

- Endurolytes** ____ capsules/hour
- Endurolytes Extreme** ____ capsules/hour
- Fizz** ____ tablets/hour

Caloric Fulfillment: 150–180 calories/hour

- Hammer Gel** ____ servings/hour 90 calories per serving
- HEED** ____ scoops/hour 100 calories per scoop
- Perpetuem** ____ scoops/hour 135 calories per scoop
- Hammer Bars** ____ 170-250 calories per bar

Recovery:

- Tissue Rejuvenator**
- Recoverite:** 2 scoops in 4-6 oz. water within 30 minutes
- Endurolytes**
- Premium Insurance Caps**

Notes: _____



SOS

5 Secrets of Success

- #1 Pre-Exercise Fueling
- #2 Calories Count
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- #5 Recovery Done Right



Photo: Hammer athlete Daniel Beresford on a morning ride in Australia. Photo: Courtesy Daniel Beresford



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