

AES

Athlete Education Series

vol 11.14



NEW
16 servings!



great for young athletes

PURCHASE

Real Athletes, Real Results!

"A lot of garbage fuels out there don't work. HEED is not one of them." - Matt B.

"I used HEED on a 2 hour and 15 minute long run at 9,000 ft this weekend. Two 16-oz. bottles sustained me for the duration!" - Tyler M.

"HEED works great for ultra runs. Helps keep your electrolytes stable. You don't wanna bonk out there!" - Maria M.

"Thanks for making vegan-friendly products and for not feeling the need to include a bunch of coloring—MUCH appreciated!" - Stu S.



1.800.336.1977
www.hammernutrition.com



Jeremy Wolf fuels with HEED on his way to 2nd place overall at the Pengelly Double Dip. Photo : Myke Hermsmeyer

HEED

Rock solid, sustained energy—without the burn or flash and crash!

HEED is a totally unique, healthy alternative to the old and so called "new" sugar/salt/citric acid based drink mixes. Unlike other drinks, HEED contains NO added sugars, excess salt, citric acid or artificial colors/flavors. So, if you are tired of the burning mouth/throat/stomach and roller coaster energy levels that other energy drinks deliver, it's time to switch to HEED for your health and athletic performance.

While the makers of other sports drinks make big promises of new gains, they still deliver the same old sugar-laden, overly acidic formulae used in sports drinks since the 1960s. Unfortunately, sugar is not good for you, even if you are an athlete, and you almost certainly eat too much of it already. (See inside, "Sugar: do the math!")

Of course, if you have only ever used one of these sugar-based sports drinks, you will not know your true potential—or how great you can feel when you fuel in a way that works with your body, not against it.

If you're sick and tired of putting "garbage in the gas tank," you're ready for HEED. More than a decade after its introduction, HEED is still the only sports drink mix that does not contain

added sugars, citric acid, and artificial flavorings, sweeteners, or colors.

HEED is formulated with complex carbohydrates for long-lasting energy, and a full-spectrum of chelated minerals to provide the electrolytes you need to keep pushing the pace.

Discover your true potential. Find out for yourself why thousands of athletes have repeatedly voted HEED (Hammer Nutrition's High Energy Electrolyte Drink) the #1 sports drink!

Why HEED is superior

1.) No refined sugars (glucose, dextrose, sucrose, fructose, etc.).

Fuels comprised of simple sugars, including cane sugar (which is simply sucrose or table sugar), have two primary problems:

- Simple sugars have severe limitations when it comes to providing calories that can be efficiently digested and used for energy.
- Simple sugars typically cause wild and unpleasant "peaks and valleys" in energy levels.

- continued on next page

Quality ingredients for superior energy!

- HEED continues here

2.) No citric acid. Many sports drinks include citric acid to stimulate saliva production and provide a tart flavor. But whether it's used alone or chelated to a mineral (e.g., calcium citrate), citric acid can cause permanent damage to teeth if they are regularly bathed in it. Sports drinks with citric acid also frequently cause significant stomach distress.

3.) No artificial colors, flavors, or sweeteners. There are ZERO health benefits to be derived from artificial colors, flavors, and sweeteners—and you can be sure there aren't any performance-enhancing athletic benefits to be garnered from them either.

4.) A full spectrum of electrolytes. HEED contains a full-spectrum of minerals that more adequately and completely replenishes electrolytes than sodium alone can. HEED contains sufficient, not excess, amounts of sodium. We ALL take in far too much sodium from our daily diet, and the consequences can be quite serious. High-sodium diets are responsible for health disorders that include congestive heart failure, hypertension, stroke, gastric ulcers, stomach cancer, and osteoporosis.

Considering these potentially dangerous effects, it's a mystery why some companies still jack up the sodium in their sports drinks. Their rationale that the excess sodium replenishes lost electrolytes is just plain wrong! What they're not telling you is that:

- Sodium alone, or sodium and potassium (the usual electrolytic mineral content of many sports drinks), cannot fully satisfy electrolytic mineral requirements.
- By and large, the amount of sodium in a sports drink reflects the amount of simple sugars in it – the higher the sugar content, the more sodium must be present, not so much to replenish sodium losses, but simply to get that sugar-laden mixture through the GI tract efficiently.

5.) Vitamins, minerals, and auxiliary nutrients. Many other products tout the benefits of their

nutrients, yet the amounts contained aren't enough to produce any real effect. HEED contains more than 400% of the Daily Value for vitamin B6 for maintaining sodium-potassium balance, along with truly beneficial amounts of other minerals and nutrients. HEED's chromium polynicotinate supports stable blood sugar levels, while its l-carnosine buffers lactic acid.

6.) Healthy sweeteners. HEED contains only healthy sweeteners—stevia and xylitol—and natural flavors. That's it. Xylitol and stevia are unique, natural, and tooth-friendly sweeteners. Check out the FAQ "How are xylitol and stevia used in your products?" in the "Achieve Peak Performance" section on the Hammer Nutrition website for more information.

7.) Mild flavor. HEED's subtle, never sugary-sweet taste goes down easily. Courtesy of its maltodextrin, natural sweeteners, and lack of citric acid, HEED easily delivers the calories you need without overwhelming your taste buds, damaging your teeth, or upsetting your stomach.

Summary

What you put into your body determines the quality of energy you'll receive. The well-known saying "garbage in, garbage out" definitely applies to sports fuels.

HEED contains none of the refined simple sugars or artificial junk found in most sports drinks. The nutrients that HEED does contain will positively influence the quality of your workouts and races, and help support your day-to-day health. HEED is easy to digest and pleasantly mild in flavor, without the overt sweetness that's the norm for most other sports drinks.

All flavors of HEED—Lemon-Lime, Mandarin Orange, Strawberry, and Melon—are easy on the palate, even when mixed in more calorie-dense concentrations. If you prefer no flavor at all, give Unflavored HEED a try; it's virtually flavor-free! Experience peak performances with HEED: discover what it's like to "Fuel right, feel great!" **HN**

Old school isn't cool when it comes to your fuel!



You probably don't use equipment from the 1960s today, so why fuel with a sports drink with the same ingredients used back then? Sugar, salt and citric acid = CANDY.

HEED delivers sustained energy in a mild, non-acid, electrolyte-rich blend. No need for sugar, excess sodium, citric acid, or other old school ingredients!

Become a VIP!

**FREE clothing! FREE shipping!
Hassle-free resupply!
SAVINGS on EVERYTHING!**

**Call 1.800.336.1977
and join today!**



SUGAR: Do the math

BY BRIAN FRANK, FOUNDER OF HAMMER NUTRITION



Overwhelming empirical evidence proves the causal link between high dietary sugar intake and a laundry list of illnesses. Yet other sports drinks are loaded with refined simple sugars, just as they were in the 1960s. Considering this, I did some rough calculations to see how much sugar would be added to your diet if you used sugar-based sports drinks along with other sugar-laden products for your caloric needs during training and competition. The results surprised me.

Here's the math: Each serving of these sugar-based "hydration" drinks contains 10 grams of sugar, and three servings (30 grams) per hour are recommended. Since this sugar content is not meant to provide all of your caloric needs, additional sugar is recommended at rates not specified. For this supplemental amount, I used 20 grams to be on the conservative side. Now we've got 50 grams of sugar (about 1.75 ounces) per hour of exercise.

Staying conservative, I calculated 10 hours per week of exercise for 50 weeks of the year. **That adds up to an additional 25,000 grams (over 55 pounds!) of sugar per year!**

Conclusion

We know that the average American consumes about 150 pounds of sugar per year and that excessive rate is a contributing cause of most of the major health issues we face as individuals and as a nation. Is consuming an additional 50 pounds or more of sugar annually a wise option for achieving peak athletic performance and optimal health? For me, the answer is a resounding NO.

HEED: Quality ingredients for superior energy!

Sports drinks have been around for a long time, and many athletes find them more convenient than energy gels. Unfortunately, most sports drinks are little more than artificially-colored sugar water. And if you rely on them, you will lose—not only will your performance suffer, but so too will your health.

HEED is the healthy alternative: NO refined sugars, no citric acid, no artificial colors, flavorings, or sweeteners. Made with superior ingredients, HEED provides steady, long-lasting energy without the stomach distress or burning of other sports drinks.

HEED's full spectrum of electrolytes—combined with essential vitamins, minerals, and other nutrients—work together to buffer lactic acid and help prevent cramping. You'll love its subtle, never sugary-sweet flavor in Lemon-Lime, Mandarin Orange, Melon, or Strawberry. Choose convenient single-serving packets, or 16-, 32-, or 80-serving sizes. (Unflavored available in 32-serving size.) **We guarantee that you will see a difference in your athletic performance when you use a sports drink done right!**



FREE Consultation!
Contact a Client Service Advisor today.
1.800.336.1977

For more in-depth information on this subject and many others, check out *The Endurance Athlete's GUIDE to SUCCESS* and *The Hammer Nutrition Fuels & Supplements—Everything You Need To Know*, both available in hard copy or as a free pdf download from our website, www.hammernutrition.com.



Order Today!

HEED

Single Serving / \$1.95 32 Servings / \$29.95
NEW 16 Servings / \$17.95 80 Servings / \$54.95

Flavors: Lemon-Lime, Mandarin Orange, Melon, Strawberry, and Unflavored*
*Unflavored available in 32-serving only.

1.800.336.1977
www.hammernutrition.com

PURCHASE



NEW
16 servings!

