



THE EDGE

ATHLETE EDUCATION SERIES

4952 Whitefish Stage Road, Whitefish, MT 59937

800.336.1977 / www.hammernutrition.com

IN THIS ISSUE...

ENERGY CRISIS

Check your gel's label — simple sugar is simply dangerous.

PLUS...

Fueling with Hammer Gel for health and athletic performance



Stacy Perry celebrates her 3rd place AG finish at the HITS Triathlon Series, Lake Havasu, 1/2 Distance (70.3). Photo: Russell Perry



Eric Bruce snaps a photo of Nocciola Hammer Gel while on a trail run in Queenstown, New Zealand.



The reviews are in!

Customers love the NEW Nocciola Hammer Gel

"I can barely control myself with Nocciola Hammer Gel. It tastes SO good!" Nicolette N.

"Love Nocciola Hammer Gel! I have been obsessed since I first tasted it." Stacie B.

"I tried the Nocciola Hammer Gel and I LOVE it! It was so tasty but not overpoweringly sweet. My next order will definitely contain a jug of it!" Hannah S.

"Nocciola Hammer Gel ... that idea is brilliant!" Chris K.

HAMMER GEL

REAL ENDURANCE FUEL — NOT CANDY!

- Provides rock solid energy
- Raises blood sugar levels fast
- Smooth and easy to digest

Single Serving — \$1.40
12 or more* — \$1.25/ea
26 Servings — \$19.95
3 or more* — \$17.95/ea
*Mix or match flavors

Flavors: Apple-Cinnamon, Banana, Chocolate, Espresso, Montana Huckleberry, Nocciola, Orange, Peanut Butter, Peanut Butter Chocolate, Raspberry, Tropical, Unflavored (26-serving only), Vanilla



ORDER TODAY!

800.336.1977

www.hammernutrition.com



THE EDGE

ATHLETE EDUCATION SERIES

VOLUME 3.15 // SUGAR MATTERS IN ENERGY GELS

HAMMER GEL

REAL ENDURANCE FUEL —
NOT CANDY!

Hammer Gel is unmatched in its ability to provide athletes with sustained energy in an extremely convenient and tasty, concentrated form.

- Provides rock solid energy
- Raises blood sugar levels fast
- Smooth and easy to digest
- Natural ingredients, no simple sugars

Made without refined simple sugars, artificial colors, or artificial sweeteners, Hammer Gel is real endurance fuel — not candy! Hammer Gel gives you even, reliable energy, not the “flash and crash” of sugar-loaded products. Enjoy delicious Hammer Gel as your sole energy source, or combine it with other Hammer fuels. Read more on the Hammer Nutrition website at:

<http://bit.ly/hammergels>

ENERGY CRISIS

Check your gel's label – simple sugar is simply dangerous

The bad news about refined, simple sugar continues to build. With damning new research reported almost daily in the scientific press, you're wise to take a long, hard look at the label of your energy gel.

people eat, high-fructose corn syrup was more toxic than sucrose or table sugar, reducing both the reproduction and lifespan of female rodents. (*Journal of Nutrition*, 2015)

According to researchers:

- “There is growing scientific consensus that one of the most common added sugars, fructose, can be toxic to the liver,” promoting life-threatening liver disease. (“The Toxic Truth,” SugarScience.org)
- Added sugars (particularly fructose) likely play a greater role in high blood pressure and heart disease and stroke than added salt, say doctors in an analysis of the published evidence. (*Open Heart*, 2014)
- When biologists fed mice sugar in doses proportional to what many

What you can do:

If the label of your gel says it contains fructose, sucrose (sometimes disguised as cane syrup or honey), or glucose, it contains simple sugar. Besides posing significant, multiple threats to your health, simple sugar causes rapid, performance-ruining swings in energy levels as well as digestive distress.

Instead, rely on *Hammer Gel*, which contains absolutely no simple sugars. The complex carbohydrate maltodextrin in *Hammer Gel* delivers sustained energy without the rapid energy spikes and health risks of simple sugars. [HN]



“Hammer Gel keeps me going all day from before dawn to well after sunset!”

Joanna Bilancieri, pro paddleboarder

Photo: Luciano at Amigo Lodge, Tofino, Mozambique



ORDER TODAY!

800.336.1977

www.hammernutrition.com



“Training near my home in California with the new Nocchiola Hammer Gel.”

Honza Rejmanek, pro paraglider

Photo: Courtesy Honza Rejmanek