

AES

Athlete Education Series

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PURCHASE

Real Athletes, Real Results!

"Endurolytes are the best on the market. I couldn't do extreme heat running without them. I take them before, during, and at the end of my run. I'm also able to run again the next day even when it's 128°F!" - Jon R.

"Endurolytes Fizz are my new favorite. You get the full spectrum electrolytes without calories. I was addicted to lemon-lime, and now love the mango!" - Christopher R.

"I take Endurolytes during training and competition and feel immediate results: adequate hydration and alleviation from cramping. I recommend them with five stars!" - Danielle B.



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Trisha Drobeck on her way to a 1st place AG finish at the Seaside Half Marathon.
Photo : Santa Barbara Pix

Endurolytes

Three ideal options to enjoy cramp-free exercise!

There's absolutely no reason to suffer through even a fraction of another season because of performance-robbing cramps. Keeping muscle cramping at bay during training and racing can be as easy as taking a couple of capsules or dropping a tablet or two into your water bottle!

By supplementing with Endurolytes before, during, and after all of your workouts and races, you'll replenish necessary electrolyte minerals and prevent cramping. That's important year-round, but it's absolutely essential now as outdoor temperatures and your training volume increase.

Don't downgrade the quality of your workouts or jeopardize your races by relying solely on salt tablets, electrolyte supplements, high-sodium sports drinks, or products that contain garbage-like refined sugars or artificial ingredients. Endurolytes—available in two unique encapsulated formulations and in effervescent tablets—contains the electrolytic minerals your body requires, without any of those unnecessary junk ingredients.

Endurolytes will accurately and precisely meet your electrolytic mineral needs hour after hour regardless of your size, sport, training intensity, fitness level, weather conditions, or your acclimation to those conditions. We guarantee it!

The importance of electrolytes

Electrolytes are chemicals that form electrically charged particles (ions) in body fluids. These ions carry the electrical energy your body needs to perform many functions, including the contraction of muscles and transmission of nerve impulses. Because so many bodily functions depend on electrolytes, athletes require a consistent, adequate supply of these important nutrients for optimal performance.

Many athletes disregard electrolyte replenishment because they've "never had cramping problems." Even if you've never suffered the painful, debilitating effects of cramping, you still need to provide your body with an appropriate supply of electrolytes, even in cooler weather. Why? ***Because the goal in replenishing electrolytes is not simply to prevent cramping, but primarily to maintain body functions at optimal levels.***

Cramping is your body's way of telling you that it's "running on empty," electrolytes-wise. It means that the performance of many systems (including cardiovascular, nervous, digestive, and muscular) has been severely compromised for some time, and your athletic performance has been steadily deteriorating, as well.

- continued on next page

Full-spectrum, highly effective electrolyte replenishment!

- **Endurolytes** continues here

You want your body to perform smoothly, without interruption or compromise. That's why, just as you shouldn't wait until you're dehydrated or bonking to replenish fluids or calories, you should never wait until you're cramping to replenish electrolytes.

Salt alone is NOT the solution!

Besides completely neglecting the replenishment of electrolytes, many athletes make these major mistakes:

- **They equate “electrolyte replenishment” with the intake of salt tablets, or high-sodium foods, fuels, or electrolyte products.** While salt (sodium chloride) is indeed an important component of electrolyte replenishment, it's not the whole story. Many athletes forget that other minerals—potassium, magnesium, and calcium—are required along with sodium and chloride to adequately fulfill electrolyte requirements.
- **They consume too much salt in their daily diet or they pre-load their bodies with massive quantities of salt or sodium** (the latter usually in the form of citrate or bicarbonate) in the hours just prior to a race. Neither of these practices enhances athletic performance—they usually ruin it, actually—or benefits health. Consuming too much sodium in any form, whether in your daily diet or prior to an event, interferes with your body's complex and efficient built-in mechanisms that regulate and recirculate sodium from body stores.

Bottom line: When you oversupply your body with sodium, you end up causing more problems than you resolve.

We've heard this over and over again; far too many endurance athletes consume excessive amounts of sodium and then suffer from a variety of problems, the least of which is stomach distress.

Achieving cramp-free exercise success with Endurolytes

With three outstanding formulations and two delivery methods available to you, avoiding muscle cramps and maintaining optimal performance of critical body functions is a breeze.

Endurolytes – The original formula—available in capsules or powder—that thousands of athletes have relied upon for decades. We formulated Endurolytes and Endurolytes Powder to meet the needs of most athletes exercising in a wide range of conditions. Each capsule or scoop contains a specific blend of minerals to meet your specific electrolyte needs with precision hour after hour.

SUGGESTED DOSE: 1 capsule or scoop per 50-60 pounds of body weight hourly

Endurolytes Fizz – Designed primarily for those who have difficulty swallowing capsules and/or who prefer lightly flavored “fizzy” electrolyte water. One tablet is the approximate equivalent of two Endurolytes capsules, and contains no artificial colors, flavors, or unwanted chemicals—ingredients commonly found in other effervescent electrolyte products.

SUGGESTED DOSE: 1/2 tablet per 50-60 pounds of body weight hourly

Endurolytes Extreme – Bolstered with a hefty 300 mg of sodium chloride (salt) and 75 mg of potassium per capsule—three times more than the original Endurolytes formula—Endurolytes Extreme is guaranteed to resolve even the toughest electrolyte replenishment challenges, such as:

- If you're participating in an unusually hot-weather event
- If you're not acclimated to the weather conditions
- If you consume a high-sodium diet
- If you are “physiologically predisposed” to cramping (e.g., you sweat excessively)
- If you are training early in the season, when a lack of fitness can lead to greater loss of sodium, chloride, and potassium

SUGGESTED DOSE: 1 capsule hourly, increasing the dose to 2 capsules—perhaps even 3 capsules—as conditions dictate.

Summary

Consistent replenishment of electrolytes during workouts and races is as important as the consistent replenishment of fluids and calories. The goal with electrolyte replenishment is not just to prevent painful cramping, but more importantly to allow your body to perform at its best.

Getting fluid and caloric needs dialed in is fairly easy to accomplish, but fulfilling electrolyte needs requires more attention and fine tuning because you must account for more variables—weather conditions, fitness level, exercise intensity and pace, dietary sodium intake, and others.

Using Endurolytes during your training and racing—as well as anytime you're exerting your body outdoors on a hot day—will resolve that challenge. Don't wait until you suffer the painful, performance-ruining consequences of improper electrolyte replenishment to use this product! No matter what the weather throws at you, Endurolytes is ready to serve you. We guarantee that all of the Endurolytes full-spectrum electrolytic mineral formulas will drastically reduce the potential for cramping and allow you to enjoy optimal exercise performance.

Join the Hammer VIP Program . . .

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FREE clothing!
FREE shipping!
Hassle-free resupply!
SAVINGS on
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I think you've done a great job of making us VIPs feel like VIPs! Nice job personalizing and sending order reminders. Thank you!

- Curt L., VIP client

Ask your client advisor or go to: www.hammernutrition.com



Why prerace sodium loading ISN'T the way to go

When you consume too much sodium, your body's natural defense mechanisms kick in, responding to the possibility of hypernatremia (an abnormally high concentration of sodium in the blood), an imbalance that can have some very serious consequences. The body releases the antidiuretic hormone vasopressin to limit water loss through urine, and stimulates thirst to increase water intake. Through these and other mechanisms, your body strives to find a sodium balance.

Bill Misner, Ph.D., explains why it's important to be cautious about sodium intake:

Severe symptoms are usually found with acute and significant increases in sodium plasma concentration (hypernatremia). One possible cause is consuming a large volume of a concentrated sodium bicarbonate solution, a strategy sometimes adopted by athletes in preparation for an upcoming race.

Several recorded cases of death have resulted from forced ingestion of a concentrated salt solution. Symptoms of hypernatremia can be subtle and include lethargy, weakness, irritability, neuromuscular excitability, hypervolemia, and edema. At very high sodium levels, seizures and coma can occur. The dangers of sodium loading in anticipation of sodium loss outweigh any possible benefits.

POTENTIAL DANGERS OF HIGH SODIUM

- A higher level of sodium in blood promotes the transport of water molecules into your blood vessels, increasing your blood volume and pressure.
- Excessively high sodium in blood can overwork your heart, causing it to become enlarged and weakened. Excessive salt intake is a direct cause of left ventricular hypertrophy, a strong risk factor for heart failure and other cardiovascular diseases independent of blood pressure.
- Excess salt intake can cause fluid to exit cells and blood vessels and become trapped in tissues, resulting in severe swelling of feet, ankles, legs, and other parts of your body.
- Sodium regulates the acid-base balance of blood and body fluids, contributing to heartburn, esophageal acid reflux syndromes, and increased risk for duodenal and gastric ulcers and cancers.
- Excess sodium intake affects both electrolyte balance and hormones, hindering the conduction of nerve impulses and inducing symptoms such as dizziness, muscle cramps, and shakiness, including impaired sensory responses of depression, anxiety, disorientation, or nausea.



Photo : Zandy Mangold

Endurolytes: Enjoy uninterrupted performance!

Consuming sufficient amounts of fluids and calories is essential to maintain energy levels during workouts and races. Providing consistent replenishment of electrolytes is an equally important component of proper fueling. Getting your fluid and caloric needs dialed in and nailed down is fairly easy to accomplish, but fulfilling your electrolyte needs requires more attention because you have many more variables to account for.

Using Endurolytes in your training and racing will resolve that challenge. Don't wait until you suffer the painful and performance-ruining consequences of improper electrolyte replenishment to start using this product. Begin using Endurolytes right away! Endurolytes—available in capsules, powder, and effervescent tablets—contains the minerals you need, in the right amounts, and in the right balance. Endurolytes will accurately and precisely fulfill your electrolytic mineral needs hour after hour regardless of your size, sport, training intensity, fitness, weather conditions, or how well or poorly you're acclimated to those conditions. We guarantee it!



**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.



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Endurolytes

120 Capsules - \$19.95
150 Powder Scoops - \$19.95
NEW Endurolytes Extreme
60 Capsules - \$14.95
120 Capsules - \$24.95

Endurolytes Fizz

13 Tablet Tube - \$4.95
25 Wrapped Singles - \$12.95
Endurolytes Fizz flavors: Grape, Grapefruit, Lemon-Lime, Mango



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