

### **Article #3: The Forgotten Fuels**

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*By Ryan Correy*

*Fueling Guru for Hammer Nutrition in Canada*

This article focuses on what I term 'Stage Two' of our endurance line, and those products that are generally not as well understood, but still very much necessary. 'Stage One' includes HEED, Hammer Bars, and Gel – those items that are most widely known, used, and compared with other brands.

The forgotten fuels of 'Stage Two' delve into the areas of recovery and more intense activity (generally lasting more than two hours). Don't get me wrong, the demand for these products does exist, primarily with more ingredient savvy online customers. Any disconnect at the storefront level generally comes from the need for more sports nutrition knowledge. Our sales representatives are doing a great job of bridging the gap!

Below are three products in the 'Stage Two' category that ALL athletes and dealers should become more familiar with...

#### **Endurolytes & Fizz**

The saying goes...if carbohydrates are like fuel in a car, then electrolytes can be compared to the oil that lubricates all the moving parts – making sure that they do not burn out. Electrolytes help conduct nerve impulses in your body. Low levels usually lead to painful and debilitating cramps. This reaction is a signal from your body to slow down, recuperate.

Truthfully, I find it rare to need extra electrolytes (beyond what I consume in my regular diet) for activity lasting only an hour. But get into that two-hour range, especially in sweat inducing temperatures, and you will definitely need to replenish your reserves.

Hammer Endurolytes come in a powder form that you can mix (150 serving), in capsules that you swallow (bottle of 120), and now in flavored effervescent Fizz tablets that dissolve in a water.

Electrolyte supplementation is an absolute MUST for high performance athletes and activity in warmer climates.

#### **Perpetuem**

Keeping in line with activity lasting more than two hours, Perpetuem is suggested as an upgrade from HEED for regular consumption in your bottles. It is a more substantial drink, containing a mix of healthy fats and proteins, a lactic acid buffer, as well as the components found in HEED. Call it a “meal in a bottle.”

The longer you go, you will start to crave more than just carbohydrates. In the absence of a drink like Perpetuem, your body will turn to working muscles for more nutrients. Of course, Ghandi proved that you can survive for at least 21 days in starvation mode. But we’re not here to just survive. Our goal is to thrive!

Perpetuem comes in a single pack, 16 and 32 serving jug of drink mix, as well as a new chewable form, called Solids. There are four flavors of each (unflavored only comes in 16 serving).

## **Recoverite**

Walk into any supplement store and you will see walls lined with colorfully labeled protein powders. These types of stores recognize how important protein is in recovery. We too have our own line of protein powders – in both a Soy and Whey – which does not necessarily need further explanation here. Instead, I’ll focus on our Recoverite drink mix.

Recoverite includes a healthy mix of carbohydrates and protein in a 3:1 ratio. We have also included Glutamine to help boost your immune system.

Think of Recoverite as the recovery drink for endurance athletes, those of us who will not only appreciate nutrients that repair muscle but that also refuel our muscle glycogen stores.

I actually advocate for Recoverite to be taken daily, not unlike a multivitamin that helps top up your reserves, and repair your body in-between training sessions

We need to make a stronger case for the recovery phase of our training. Consider rest and nutrition just as important. Balance in all things – just like mom used to say.

Recoverite comes in three different flavors, in both a single pack and 32 serving jug.