



ENDURANCE FUELS

## 2009 Hammer Nutrition Retail Pricing

**NO Simple Sugars!!**

### THE FACTS ABOUT SIMPLE SUGAR

The Hammer product line consists of carbohydrate and protein fuels to meet your unique needs. You can create your own custom before, during and after exercise fuels to maximize your energy, endurance and recovery.

**None of our products contain simple sugars, artificial flavors or colours** found in almost every other product on the market. These products can cause insulin spikes and wide fluctuations in energy levels. Since simple sugar requires large amounts of water to digest you can also suffer from dehydration, cramping and stomach blockage.

**What does this mean to you?** After you ingest a bar, drink or gel containing simple sugar, it sits in your stomach until you consume enough water to dilute it for digestion. This means the product that is supposed to digest quickly is actually taking far too long to work and is robbing your body of water. Our products empty from your stomach quickly with minimal water and begin to work immediately.

#### Hammer Gel (Mix all flavours for Qty pricing)

ADVERTISED RETAIL \$26.99

Hammer Gel simply outperforms all other gels with longer lasting energy, better taste, more convenience and lower price!! Compare **Hammer Gel** to any other gel and you'll discover...

**100% complex carbohydrates.** No simple sugar energy spikes and crashes.

**Longer Lasting Energy** - no simple sugars means no sugar crash.

**More Convenience** - Hammer Gel comes in jugs. For even greater convenience, you can mix it right into your water bottle just like a powdered energy drink mix!

**Much Better Value** - About 1/2 the cost of other gels

**Dual Use Formula** - Straight from the flask or in your water bottle like an energy drink.



		Part #	MSRP	Qty.	Qty.
Chocolate	592ml bottle	14-1003	\$31.98	\$30.98/6	\$29.98/12
Raspberry	592ml bottle	14-1007	\$31.98	\$30.98/6	\$29.98/12
Vanilla	592ml bottle	14-1012	\$31.98	\$30.98/6	\$29.98/12
Banana	592ml bottle	14-1017	\$31.98	\$30.98/6	\$29.98/12
Espresso	592ml bottle	14-1022	\$31.98	\$30.98/6	\$29.98/12
Orange	592ml bottle	14-1027	\$31.98	\$30.98/6	\$29.98/12
Apple Cinnamon	592ml bottle	14-1032	\$31.98	\$30.98/6	\$29.98/12
Tropical w/caffeine	592ml bottle	14-1035	\$31.98	\$30.98/6	\$29.98/12
Plain	592ml bottle	14-1042	\$31.98	\$30.98/6	\$29.98/12

#### Hammer Gel Tear Packs (mix all flavours for Qty pricing)

Advertised Retail \$1.99/PK

		Part #	MSRP	Qty	Qty
Chocolate	Box of 12	14-1050	\$25.98	\$24.98/6	\$23.98/12
Raspberry	Box of 12	14-1055	\$25.98	\$24.98/6	\$23.98/12
Vanilla	Box of 12	14-1060	\$25.98	\$24.98/6	\$23.98/12
Banana	Box of 12	14-1065	\$25.98	\$24.98/6	\$23.98/12
Espresso	Box of 12	14-1070	\$25.98	\$24.98/6	\$23.98/12
Orange	Box of 12	14-1075	\$25.98	\$24.98/6	\$23.98/12
Apple Cinnamon	Box of 12	14-1080	\$25.98	\$24.98/6	\$23.98/12
Tropical w/caffeine	Box of 12	14-1081	\$25.98	\$24.98/6	\$23.98/12
Plain	Box of 12	14-1082	\$25.98	\$24.98/6	\$23.98/12



## 2009 Hammer Nutrition Retail Pricing (cont'd)

### Hammer Gel Accessories

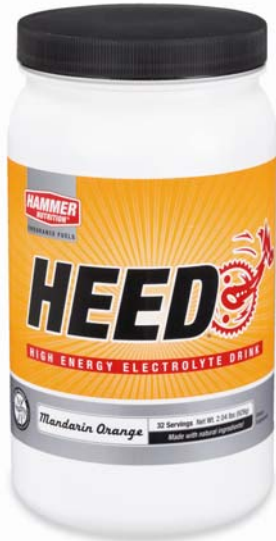


Hammer Gel Flasks

14-1100

MSRP \$2.49

### H.E.E.D. (High energy Electrolite Drink) Advertised Retail \$2.49/PK, \$32.99/32, \$64.99/80



**Consistent Energy-Complex**  
carbohydrates give smooth even energy. No glucose spikes or crashes.

**Replenish Lost Electrolytes-**  
anti-cramping full spectrum electrolyte formula.

**Buffer Lactic Acid-**  
L-Carnosine component fights painful performance inhibiting lactic acid build up.

**Easy on the Stomach-**  
The absence of added simple sugars makes it easy to digest, even when going all out.



	Lemon-Lime	Mandarin Orange	Melon	Straw-Berry	Plain	MSRP		
32 Serving	14-1175	14-1176	14-1173	14-1174	14-1177	\$38.98	\$37.98/3	\$36.98/6
80 Serving	14-1185	14-1186	14-1187	14-1188	xx	\$77.98	\$75.98/3	\$73.98/6
6 Pouches	14-1168	14-1169	14-1166	14-1167	14-1170	\$17.98		

### Hammer Pro Endurolytes

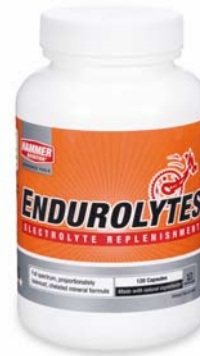
Advertised Retail \$1.49/PK, \$28.49

**Eliminate Cramps-** Contains all electrolytes needed for proper muscle functioning in hot weather.

**Keep Good Form-** put an end to the weakness, nausea, muscle tiredness, and other symptoms that tell you, you are done!

**Maintain Proper G.I. Function-**  
Inadequate Electrolyte levels impair digestion and nutrient absorption.

**Hot Weather Mega Endurance-**  
You can beat the heat with additional electrolytes without changing your regular fueling.



<b>Sample Size (4 cap.) 24/box</b>	14-1130	MSRP \$39.98		
<b>120 Capsules</b>	14-1150	MSRP \$33.98	\$32.98/3	\$31.98/6
<b>150 Serving Powder</b>	14-1155	MSRP \$33.98	\$32.98/3	\$31.98/6

## 2009 Hammer Nutrition Retail Pricing (cont'd)

### Hammer Perpetuem

Advertised Retail **\$3.79/PK, \$33.99/16, \$63.99/32**



#### Extreme fuel for Extreme Exercise

**Maximum Endurance**— Combination of complex carbs, protein and lipids gives you everything you need for as long as you need it.

**Endless Energy**— Components to help you metabolize fat stores, an absolutely vital process in maintaining high energy during ultra endurance events.

**Easy on Stomach**— Digests easily. The absence of simple sugar eliminates a plethora of stomach related problems.

**Faster Recovery**— Contains the right amount of the right protein. As a result, you experience much less muscle fatigue during exercise and noticeable faster recovery.

	Orange Vanilla	Caffe Latte			
<b>6 Singles</b>	14-1113	14-1114	MSRP \$26.98		
<b>16 Serving</b>	14-1120	14-1121	MSRP \$39.98	\$38.98/3	\$37.98/6
<b>32 Serving</b>	14-1122	14-1123	MSRP \$75.98	\$74.98/3	\$73.98/6

### Sustained Energy

Advertised Retail **\$3.99/PK, \$44.99/15, \$77.99/30**

#### The Legendary Ultra Formula.

**Incredible Endurance**— Combines a unique combination of complex carbs and protein your body needs for exercise that lasts over 90 minutes.

**Flexible**— Use at any concentration for racing, training, or recovery. Taken straight or mixed with gel for flavor. The thicker you mix the better.

**Mild Taste**— with no added sweeteners it goes down easy, digests easy and powers consistently without the spikes and crashes with simple sugar laden drinks.

**Faster Recovery**— You haven't digested your own muscle tissue for energy, so you will feel the difference.

<b>30 Servings</b>	14-1110	MSRP \$92.98	\$90.98/3	\$88.98/6
<b>15 Servings</b>	14-1106	MSRP \$53.98	\$79.47/3	\$51.98/6
<b>8 Serving</b>	14-1105	MSRP \$29.98	\$28.88/3	27.98/6
<b>6 Singles</b>	14-1104	MSRP \$28.98		



### Recoverite

Advertised Retail **\$3.79PK, \$73.49/32**



#### Recovery is where the Real Gain is!

**Rebuild Muscle Tissue**— Ideal 3:1 carbohydrate to protein ratio allows your body to rebuild its muscle tissue correctly.

**Replenish Lost electrolytes**— Contains a full spectrum, easily assimilated electrolyte profile so you can give your body what it needs.

**Premium Ingredients**— contains 100% whey protein isolate - a superior protein.

**Superb Immune System support**— 3 grams of glutamine per serving helps keep your immune system running smoothly.

	Citrus	Strawberry			
<b>6 Single Packs</b>	14-1179	14-1178	MSRP \$26.98		
<b>32 Serving</b>	14-1180	14-1181	MSRP \$87.98	\$85.98/3	\$83.98/6

## 2009 Hammer Nutrition Retail Pricing (cont'd)

### Hammer Pro Whey Protein

Advertised Retail \$4.79/PK, \$53.49/24

#### Pure Clean Protein and Nothing Else!

**Rapid and Complete Recovery**– Pure Whey protein isolate provides a greater percentage of rapid absorbed and as-similated protein for superior recovery.

**Superb Immune System Support**– Potent dose of glutamine protects your immune system, helping to preserve all your hard earned gains.

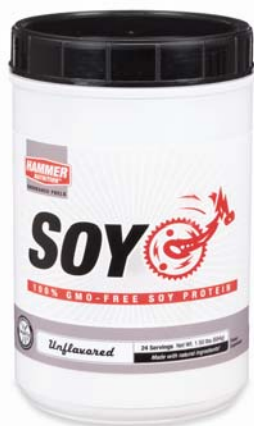
**Less Post-Workout Soreness**– High levels of balanced chain amino Acids for optimal muscle rebuilding.



	Part#	MSRP	QTY	QTY
<b>6 Single Packs</b>	14-1158	\$33.98		
<b>24 Serving</b>	14-1160	\$63.98	61.98/3	59.98/6

### Hammer Pro Soy Protein

Advertised Retail \$44.99



**Multiple General Health Benefits**– Naturally occurring isoflavons support a plethora of health benefits such as lowered cholesterol and increased protection against a variety of cancers.

**Ideal Pre-Workout/race Protein Source**– Soy's specific amino acid profile is ideal for use prior to work-outs and races for a variety of "during workout/race" benefits.

<b>24 Serving</b>	14-1162	MSRP \$53.98	\$51.98/3	\$49.98/6
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### Hammer Bar

Advertised Retail \$3.99 ea

#### Key Features:

70-90% Raw, No GMO, 100% Veggie, Gluten Free, Non Dairy, Organic Belgian Dark chocolate, Rich in Phyto-nutrients and enzymes, alkalizing protein ,healthy carbs, high protein, high in essential fatty Acids, cold processed, great taste.

If you want an energy bar that tastes great, is easy to digest, and is made from wholesome ingredients then our new HAMMER BAR is just for you. HAMMER BAR is loaded with healthy non GMO, energy producing organic ingredients with no added refined sugars. HAMMER BARS also carry the USDA organic, non dairy kosher and Vegan (Almond Raisin) certifications.



Chocolate Chip (12 box)	14-1190	MSRP \$57.98	\$55.98/3	\$53.98/6
Almond Raisin (12 Box)	14-1195	MSRP \$57.98	\$55.98/3	\$53.98/6
Cashew Coconut Chocolate chip (12 box)	14-1196	MSRP \$57.98	\$55.98/3	\$53.98/6

## 2009 Hammer Nutrition Retail Pricing (cont'd)

### "Promo Items"

<i>Water Bottles</i> (made by Crystal Springs)	Part#	MSRP
Hammer (Grey)	14-2002	\$9.98
Hammer (Clear)	14-2003	\$9.98
Recoverite Shaker (Breaks up whey)	14-2004	\$13.98

### Hammer Product Display

A Great way to start the Hammer Nutrition program!



Here's what you get:

- 96 Hammer Gel Tear Packs
- 16 Hammer Gel Jugs
- 15 Hammer Gel Flasks
- 24 HEED Single Servings
- 6 HEED 32 Servings
- 2 Endurolytes Capsules
- 2 Endurolytes Powder
- 12 Perpetuem Single Servings
- 2 Perpetuem 16 Serving
- 12 Sustained Energy Single Serving
- 2 Sustained Energy 8 Serving
- 2 Hammer Pro Whey 24 Serving
- 12 Recoverite Single Serving
- 2 Recoverite 32 serving
- 12 Hammer Bar Chocolate Chip
- 12 Hammer Bar Almond Raisin

Display	14-2001	MSRP \$320.00
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Product with N/C Display		MSRP \$1500.00 (approx) ARP \$1239.98
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