

1Hour After Launches The Marathon Pack: Revolutionary Post-Marathon Recovery Essentials for Endurance Athletes

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[/EINPresswire.com/](https://EINPresswire.com/) -- 1Hour After, the

innovative athletic recovery brand,

announces the launch of "[The](#)

[Marathon Pack](#)", a first-of-its-kind

complete active recovery system

designed specifically for endurance

athletes. This comprehensive four-

product body care essential collection

addresses the unique challenges

marathon runners and long-distance

athletes face, combining cutting-edge ingredients like menthol, magnesium, zinc, adaptogens,

vitamins, and protein complexes to support recovery after a marathon or heavy training

sessions.



As marathon participation reaches record numbers globally and the endurance sports community continues to expand, The Marathon Pack arrives at a crucial moment in the athletic care industry. This innovative collection represents a significant advancement in post-marathon training recovery, offering targeted solutions that extend beyond traditional sports recovery products.

"The Marathon Pack is more than just another athletic care kit – it's a complete recovery ecosystem designed by athletes, for athletes," says Vince Alton, [CEO] at 1Hour After. "We recognized a crucial gap in the market: while there are countless products for muscle recovery, few address the comprehensive needs of endurance athletes, particularly the impact of prolonged training on hair and skin health."

Revolutionary Formulations for Endurance Athletes

The Marathon Pack features four specialized products, each targeting specific aspects of post-workout recovery:

1. Adaptogen Protein Shampoo: Fortified with Rho Diola Rosea extract and hydrolyzed pea

proteins, this innovative formula specifically addresses the challenges of frequent sweating and environmental stress on the hair. The protein-rich composition helps strengthen hair fibers while adaptogens provide protection against training-induced damage.

2. Strengthening Protein Conditioner: Enhanced with argan oil, jojoba oil, and a complex of vitamins (B3, B5, E), this conditioner goes beyond basic moisture to rebuild and protect hair structure. The formula particularly benefits athletes who experience regular exposure to sun, wind, and sweat during training.

3. Cooling Body Wash: Featuring a precise blend of menthol and zinc, this refreshing wash provides immediate relief to tired muscles while cleansing away sweat and environmental debris. The cooling sensation helps reduce post-workout discomfort while preparing the skin for deeper recovery.

4. Refueling Magnesium Body Lotion: The crown jewel of the collection, this innovative lotion harnesses the power of deep-sea magnesium to support muscle recovery and overall skin health. Combined with niacinamide and vitamin B5, it helps reduce recovery time while maintaining skin barrier health.

Meeting the Growing Demands of Endurance Sports

The timing of The Marathon Pack's launch coincides with a significant uptick in endurance sports participation worldwide. Recent statistics show a 20% increase in marathon participation over the past five years, with a notable rise in first-time runners. This growth has created an unprecedented demand for specialized recovery products that understand and address the unique challenges of endurance training.

"Long-distance runners face distinct recovery challenges that differ from other athletes," explains [Greg Mitchell], who contributed to the product development. "The prolonged nature of their training creates unique stress patterns on the body, affecting everything from [muscle recovery to skin and hair health](#). The Marathon Pack's formulations specifically target these endurance-specific needs."

Sustainable Performance Meets Premium Care

The Marathon Pack represents a shift in how athletes approach their recovery routine, combining high-performance recovery with premium personal care.

Each product in the collection features carefully selected ingredients that provide both immediate relief and long-term benefits:

- Zinc for its anti-inflammatory and protective properties
- Magnesium for muscle recovery and skin barrier support

- Adaptogens to combat training-induced stress
- Protein complexes for strengthening and repair
- Vitamins B3, B5, and E for enhanced recovery and protection

Innovation in Athletic Recovery

1Hour After's commitment to innovation is evident in The Marathon Pack's development process, which included extensive testing with endurance athletes and collaboration with sports scientists. The result is a collection that not only meets the immediate recovery needs of athletes but also supports their long-term performance goals.

"What sets The Marathon Pack apart is its comprehensive approach to recovery," notes [Vince Alton]. "We're not just addressing muscle fatigue or basic cleansing – we're providing a complete solution that supports every aspect of an athlete's post-workout needs."

The Marathon Pack is now available through 1Hour After's website and select specialty retailers. Each pack contains full-size versions of all four products, providing approximately 25-30 uses per product—perfect for a month of training support.

Additionally, 1Hour After is preparing to launch the Race Essentials Combo, featuring their highly effective Anti-Chafe Balm and Muscle Recovery Balm, designed specifically for endurance athletes. This upcoming release will further expand their commitment to high-performance recovery solutions. Stay tuned for more details.

For more information about The Marathon Pack and 1Hour After's complete line of athletic recovery products, visit www.1hourafter.com or contact -

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